

# Public Awareness and Social Media Task Group



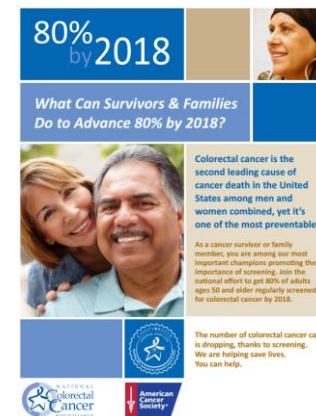
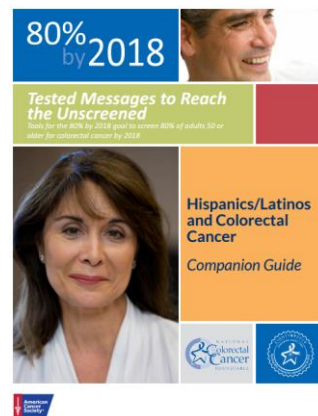
# TASK GROUP CO-CHAIRS

- **Anjee Davis**, MPPA, Fight Colorectal Cancer
- **Dave Greenwald**, MD, American College of Gastroenterology
- **Erin Peterson**, Colon Cancer Coalition

**To help unify and promote CRC screening and awareness through multiple channels**

# Task Group Themes

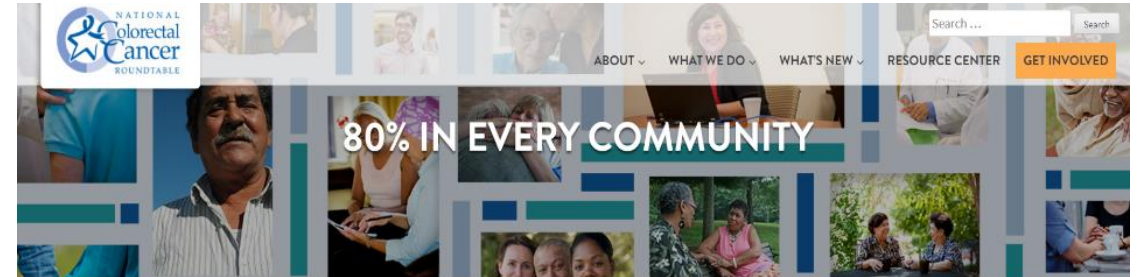
- Create communications tools and plan for March
- Provide opportunities to participate
- Provide forum/recognition to showcase 80% in Every Community stories of success
- Define role of survivors
- Continue to create advice on culturally competent outreach



# New Campaign Materials

- 80% in Every Community Campaign Webpage
- Logo and Graphics, FAQs, Talking Points, Press Kit
- [www.nccrt.org/80-in-every-community](http://www.nccrt.org/80-in-every-community)

#80inEveryCommunity



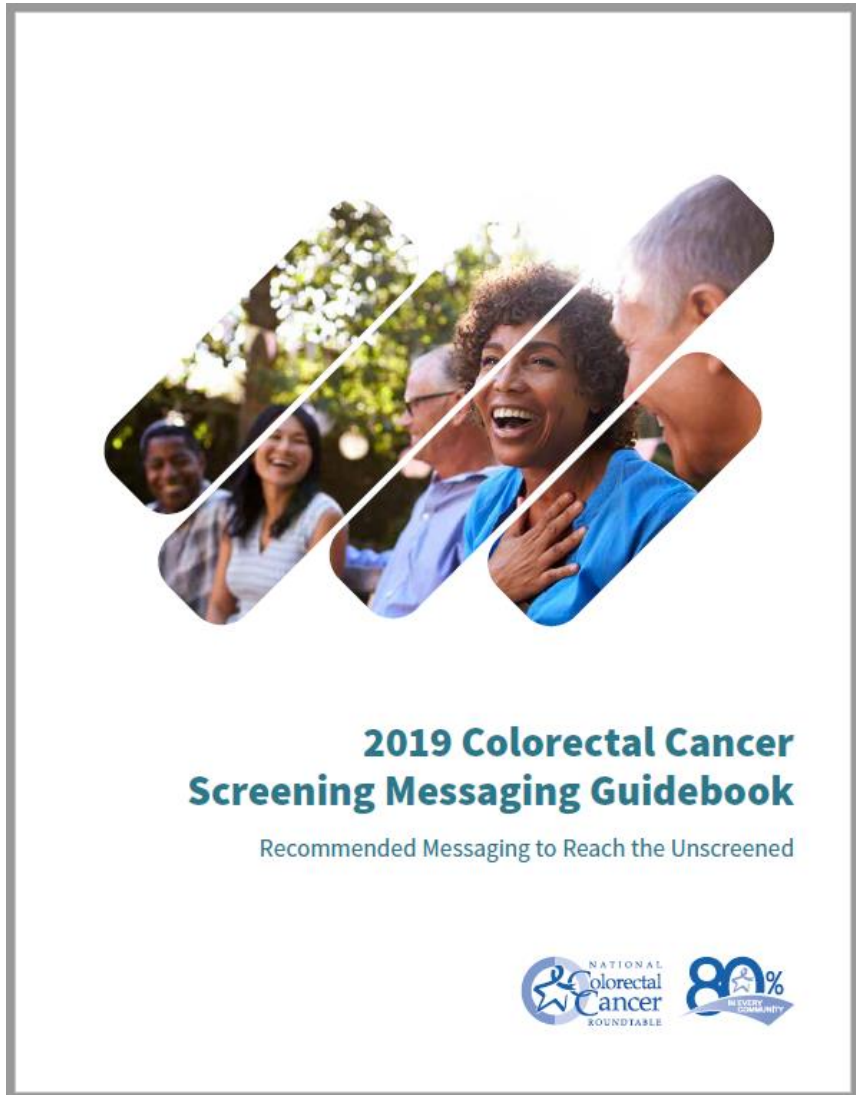
## Achieving 80% Colorectal Cancer Screening Rates In Every Community

80% in Every Community is an NCCRT initiative that continues the progress and commitment from 80% by 2018, and reemphasizes our dedication to partnership, collective action, and the pooling of resources to reach 80% colorectal cancer screening rates nationally. Our shared efforts are working, community health clinics, health plans, employers, counties, and others are seeing 80% screening rates and higher.

*But not everyone is benefiting equally. There are still too many communities*



# 2019 Messaging Guidebook



- A general profile of the unscreened individuals, and their defining characteristics, behaviors, and attitudes
- Description of potential motivators for screening and likelihood of completing screening
- Provides recommended pathways for message delivery – who, what, why, how
- Introduces the top three preferred messages in our market research
- One-page, deep dives on priority unscreened audiences
- Points to other resources



[nccrt.org/resource-center/](https://nccrt.org/resource-center/)



# Complementary Resources




**80% by 2018**

**Tested Messages to Reach the Unscreened**  
Tools for the 80% by 2018 goal to screen 80% of adults 50 or older for colorectal cancer by 2018

**Hispanics/Latinos and Colorectal Cancer**

**Companion Guide**

**80% by 2018**




**Recommended Messages to Reach Asian Americans**  
*Messaging guidance for talking to Asian Americans about colorectal cancer screening*

**Asian Americans' and Colorectal Cancer**

**Companion Guide**

The scope of the guide is limited to Cambodian, Chinese, Filipino, Korean, Laotian, South Asian, and Vietnamese. The NCCRT hopes to expand this resource to include other important audiences, such as Pacific Islanders, at a later date.







**COLON CANCER SCREENING MESSAGING AND OUTREACH**

**Working with Celebrity Ambassadors**





**Why use celebrity ambassadors?**

We have heard again and again about the need for messaging to break through marketing "clutter" to reach the unscreened, particularly those who are not getting screened because of competing priorities or procrastination. In many instances, the unscreened generally know they need to be screened for colorectal cancer, but for whatever reason, the messages they have received about screening have not been enough to move them to action. In these instances, the challenge for the public health community is going beyond providing a rational message about the need for screening and to instead, engage the unscreened at a more emotional level. Finding someone who is well-known – a "celebrity" – to deliver the message is one way to do that.


**What qualifications are needed from a celebrity ambassador?**

Thinking broadly about who is a celebrity is an important first step. Beyond film and TV stars and professional athletes, more and more self-made "talent" is emerging from the digital space. There are influencers – whether they are fashion, food, fitness or animal bloggers – who have a huge captive audience they reach daily with tailored content. The growing number of digital influencers have very strong connections with their audiences, who tend to be very engaged.

Additionally, many approachable and recognizable local celebrities should not be overlooked: community officials, regional news anchors, weather people, radio hosts, members of local sports teams and coaches, university and even high school mascots; we've seen animal ambassadors with truly impressive social media followings!

The Greater Chattanooga Colon Cancer Foundation (GCCCCF), for example, had success asking recognizable leaders from the community to appear on billboards about screening, such as the county sheriff, the monsignor from a Catholic church, a Baptist church pastor and various political leaders, such as the mayor, a state representative and a US Senator. These familiar local leaders grabbed the attention of those driving by, creating visibility for the campaign that was not present when a previous campaign used unknown individuals.



**COLON CANCER SCREENING**

**Earn Your Earned Media**

Earn the right to be heard through respect, education, responsiveness.



**Understand the Media**

The media business is not glamorous. It is 99% hard-work, deadlines, pressure and low pay. The media is also highly competitive and made up of extremely talented professionals that deserve respect. The media is also a business that is trying to stay in business which ultimately means that they will work with you if you help them with stories that will grow their business.

**Establish Relationships**

In general, people do business with people they like and respect. Establish good working relationships with your media connections and maintain those relationships regularly. Also, remember journalists have a job to do and your stories may not be published or if they are published, they may be changed. In other words, at the end of the day – they want to get the story correct, but they also want to "sell papers."

A media committee can help coordinate messages and outreach efforts so the coalition is speaking with one voice. They can keep everyone up to date on key messages, select and train spokespersons, and keep leaders up to date. The committee serves as a gatekeeper: monitoring contact with the media and supporting media events. They also make it easier to prevent erroneous or conflicting information from confusing the press and ultimately the public.



<https://www.youtube.com/watch?v=j6c1t87Aw5I&feature=youtu.be>

[nccrt.org/resource-center/](http://nccrt.org/resource-center/)



# March 2020

- **Partner Videos** – Partners invited to provide short videos showcasing their work toward 80% in Every Community
- **2020 National Achievement Awards** – Nominations due Nov. 25
- **March Kickoff** – Webcast with Dr. Rich Wender
- **March 2020 and onward** – Partnerships, ongoing video showcase, amplify activities on social media





**Actively pitch to show and screenwriters as they develop characters and storyboards that could be relevant to screening, early intervention/detection, accessing care, impact on family, etc.**

# BOLD IDEA: pitch to show and screenwriters

## Why It's Exciting:

- Reaching viewers on a variety of platforms
- Opportunity to integrate diversity, age, ethnic, and other socioeconomic states
- People identify with celebrities

## Stakeholders Involved:

- We can build off existing member's resources and relationships
- CDC – Hollywood Health and Society
- EIF
- FQHCs and CHCs (ensure they are able to handle the potential influx of patients).

