2016 Communications Guidebook: 
Recommended Messages to 
Reach the Unscreened

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Objective

- Review the updated Communications Guidebook and how it fits into our overall 80% by 2018 strategy
- Highlight new resources and tools in the 2016 Update
- Provide an overview of recent market research with unscreened Hispanic audiences
- Generate ideas for using messages
- Q&A
National Colorectal Cancer Roundtable (NCCRT)

NCCRT is a national coalition of public, private, and voluntary organizations whose mission is to advance colorectal cancer control efforts by improving communication, coordination, and collaboration among health agencies, medical-professional organizations, and the public.

- Co-Founded by ACS and CDC in 1997
- Collaborative partnership of 100+ member organizations
- Work is conducted throughout the year through various Task Groups and Special Topic Meetings
NCCRT Task Groups

- Policy Action
- Professional Education & Practice
- Community Health Centers
- Family History
- Public Awareness & Social Media
- Evaluation & Measurement
- Quality Assurance
NCCRT Tools, Resources and Publications

Available at: nccrt.org
Our 80% by 2018 Strategic Plan

GOALS

1. Increase percentage of Americans with health insurance
2. Make colonoscopy affordable and accessible to everyone who needs it
3. Partner with three to five state Medicaid programs to help promote cancer screening in the context of their access programs
4. Increase percentage of Americans with health insurance
5. Promote affordable health insurance
6. Make colonoscopy affordable and accessible to everyone who needs it
7. Promote health literacy
8. Promote physician engagement
9. Increase percentage of Americans with health insurance
10. Promote public health awareness

OBJECTIVES

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8. Promote physician engagement
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INITIATIVES

1. Increase percentage of Americans with health insurance
   a. Promote Medicaid expansion
   b. Promote ACA benefits
   c. Make colonoscopy affordable and accessible to everyone who needs it
   d. Promote health literacy
   e. Promote physician engagement
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ACTIONS TO SUPPORT HCCRT TOP INITIATIVES

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Process

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Policy

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Systems

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Consumers

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Four Strategic Plan Goals to Achieve 80% by 2018

Consumers
Move consumers to action

Systems
Use providers, payers, and employers to support screening

Policy
Increase access and remove barriers to screening

Process
Maintain momentum
80% by 2018 Communications Guidebook

- Tested messages to mobilize key audiences:
  - The newly insured
  - The insured, procrastinator/rationalizer
  - The financially challenged

Hispanics/Latinos & CRC Companion Guide

- Tested Spanish messages
- Perceptions of CRC and barriers to screening among unscreened Hispanics/Latinos
- Recommendations for reaching unscreened Hispanics/Latinos

nccrt.org/80by2018
Barriers to Consumer Screening – *Factors*

**#1: Affordability**
- “I do not have health insurance and would not be able to afford this test. I do not feel the need to have it done.”

**#2: Lack of symptoms**
- “Doctors are seen when the symptoms are evidently presumed, not before.”

**#3: No family history of colon cancer**
- “Never had any problems and my family had no problems, so felt it wasn't really necessary.”

- #1 reason among 50-64 year olds & Hispanics
- Nearly ½ uninsured
- #1 reason among 65+ year olds
Barriers to Consumer Screening – *Factors*

**#4: Perceptions about the unpleasantness of the test**

- “I do not think it is a good idea to stick something where the sun don’t shine. The yellow Gatorade I cannot stomach.”

**#5: Doctor did not recommend it**

- “I fear it will be uncomfortable. My doctor has never mentioned it to me, so I just let it go.”

**#6: Priority of other health issues**

- “I just turned 50 and I am dealing with another health issue, so it's on the back burner.”

#1 reason among Black/African Americans; #3 reason among Hispanics
Five Priority Audiences

- Hispanics are a priority audience due to their low screening rate (52%).
- African Americans are a priority audience due to their high colorectal cancer incidence rate.

The outreach gaps include low socio-economic groups and the newly insured, but also include some surprises, such as individuals with insurance who are just not responding to our traditional, rational messages about screening.
Six Core Motivators

**Support and Testimony**
Hearing about someone else’s screening experience relieves concerns and provides reassurance that the procedure is not as bad as perceived. It can also help make the connection about why screening is important.

**Empowerment and Control**
Feeling accomplished and proud comes with making a positive impact on health, allowing them to fix and prevent issues.

**Physical Survivor/Expectation**
They want to stay in good health for as long as possible and may need to better understand the impact that the role of screening plays in that decision, as well as the toll that colorectal cancer can take on people like them.

**Trust**
Trust in a healthcare provider or other messenger can motivate to action.

**Options**
Some consumers need a different pathway to screening and want to be informed, knowledgeable, prepared, and responsible about their health.

**Affordability**
Becoming more knowledgeable about screening coverage and options is important to these audiences.
Activating Messages that Motivate

There are several screening options available, including simple take home options. Talk to your doctor about getting screened.

Colon cancer is the second leading cause of cancer deaths in the U.S., when men and women are combined, yet it can be prevented or detected at an early stage.

Preventing colon cancer, or finding it early, doesn’t have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.
There is a lack of information among Hispanics about what colon cancer is and the tests used to screen for colon cancer. This lack of info is a huge barrier to getting this population screened.

There is also a lack of specific knowledge that a colonoscopy is used to detect and prevent cancer.

Fear, especially, fear of the unknown, came to the top as a major barrier. This fear often leads to procrastination or putting off the test.
Affordability or lack of insurance is another top barrier among this population.

Among males, the “machismo” effect also holds them back from making health decisions, including CRC screening.
Reaching Unscreened Hispanic Audiences: Research Findings

According to Hispanics, physicians are either not giving a recommendation for screening or are not being stern enough in their recommendation.

Colon cancer as the #2 cancer killer among Hispanics is a particularly motivating message for Hispanics.
Respondents felt that this message spoke to them because of their age.

The fact that they are at higher risk for cancer as they get older made sense to Latinos and was eye-opening, especially for those who felt healthy.

The idea of a simple test at home was an added bonus.

“Even if you are healthy” was a key motivator.
Colon cancer starts with a polyp in the large intestine. Polyps are very common in people age 50 and older, but they can be detected and removed before they turn into cancer. Don’t die of cancer. Talk to your doctor about colon cancer prevention.

El cáncer de colon comienza con un pólipo en el intestino grueso. Los pólipos son muy comunes en las personas mayores de 50 años, pero pueden ser detectados y eliminados antes de que se conviertan en cáncer. No muera de cáncer. Hable con su médico sobre la prevención del cáncer de colon.

- This message intended to communicate clearly the idea of prevention.

Colorectal cancer “prevention” is a very important motivator but also very difficult to communicate.

- The messages we set out to test were not being effective in communicating that colon cancer can be prevented through a screening test.

- Many participants equated prevention to healthy eating and saw the tests as only a way of “detecting” and not “preventing”.

- The term “colorectal cancer screening” itself communicates “detection” and not “prevention”.
Almost everyone could relate to this message and the family was clearly the key motivator.

“Don’t procrastinate any longer” made them reflect about the ways in which they are procrastinating.

This message made them consider if they are doing a disservice to their families by not getting screened.
Leading with the statistic was key. It provides a clear call to action and makes it relevant for Hispanics.

Fear motivates them to action, while the idea that the cancer can be prevented gives them hope.

While the idea of colon cancer prevention was positive, many equated that prevention with healthy eating.
When this message was chosen it hit home very strongly at an emotional level.

This message addresses “machismo” since it discusses a man being too stubborn to get screened.

The message was most effective for fathers, particularly those who may have been putting off screening tests because they are too “macho.”
Recommended Channels and Messengers

**Latinos Want Information in Many Ways**

**Television**
- Univision and Telemundo
- Sports
- Novelas
- Medical Shows
- News

**Internet**
- Facebook
- WebMD
- Search Engine
- News Feed

**Community**
- Churches
- Supermarkets
- Hospitals
- Health Fairs
- Community Centers

**More Outlets**
- Text Messaging
- Radio
- Newspapers
- Insurance Magazines
- Brochures
- Billboards
2016 80% by 2018 Communication Guidebook

- Web banner ads
- Medical office slides
- Social media messages
- Sample letters
  - CEO champion letter (CEO to CEO)
  - Email from a hospital to staff
  - Email from a CEO to employees
- Press release templates
  - Announce signing the pledge
  - Announce a new initiative
  - Announce a success story
- Sample media pitch
- Radio and TV scripts

Available at: Nccrt.org/80by2018
GET SCREENED FOR COLON CANCER

You Have Options.
There are non-invasive methods for colon cancer screening. Ask your doctor today.

GET SCREENED FOR COLON CANCER

Talk to Your Doctor.
The second leading cause of cancer can be prevented or detected with early screening. Ask your doctor today.
Hispanics/Latinos Companion Guide

• English and Spanish tri-fold brochure
• Postcards and flyers (insert your own logo!)
• Social media messages
• Radio and TV scripts

Available at: Nccrt.org/80by2018
Generate Custom Materials with MIYO

“Make It Your Own” is a free web platform for creating customized, small media products to promote screenings and healthy behaviors.

MIYOworks.org
GW Cancer Institute
Social Media

Colorectal Cancer Awareness Month
Social Media Toolkit

March 2016

https://smhs.gwu.edu/cancercontolttap/
Tailor Messages with State-level Statistics

- Number needed to be screened by state to reach 80% by 2018
- Estimated number of new colorectal cancer cases and deaths that would be avoided in each state by 2030

In DC:
- NNS: 39,900

nccrt.org/about/80by2018-impact-by-state/
Tailor Messages with State-level Statistics

The American Cancer Society has launched a new web tool to make it easier for those involved in the cancer fight to find and share cancer statistics.

CancerStatisticsCenter.cancer.org
Partners are using the messages
Partners are using the messages

How can you prevent COLONRECTAL CANCER?
There are several different screening options. If you’re 50 or older or have a family history of colorectal cancer, it’s time to talk to your doctor about the best option for you.
Partners are using the messages

DON’T TAKE CHANCES WITH COLON CANCER.
Screening Facts

Dear %First Name%,
Did you know colorectal cancer is the second leading cause of cancer death in the U.S., when men and women are combined?* Screening may prevent cancer through detection and removal of precancerous growths, as well as detect cancer at an early stage.

There are actions you can take to help protect your health. Talk to your doctor about getting screened. Several screening options are available, including simple take home options. For questions about your benefits, call the number on the back of your member ID card.

Screening Facts

GET SCREENED
Call your doctor to schedule an appointment.

GET INFORMED
Visit cancer.gov for colon cancer facts.

SCREENING OPTIONS
Visit nci.gov for screening information.

Follow Us
facebook

bcbs.com
This message is brought to you by Blue Cross and Blue Shield Benefits and the American Cancer Society.
The information provided in this email is based on research from organizations such as the American Cancer Society and the Centers for Disease Control and Prevention. It is intended to be a guide for individuals and is not a substitute for the individual medical judgment of a doctor or other health care professional.

*From the American Cancer Society.
Blue Cross, Blue Shield and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.
A member of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association.
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bcbs.com
Partners are using the messages

**Iowa Cancer Consortium**
Written by Kelly Wells Sittig [?] · September 18, 2015 ·
There are several colorectal cancer screening options available, including simple take-home options.

**Iowa Cancer Consortium**
Written by Kelly Wells Sittig [?] · January 8 ·
There are several colorectal cancer screening options available, including simple take-home options.

Effective Messaging to Reach the Unscreened Through Facebook Kelly Wells Sittig, CCPH1 and Sarah Comstock, MSW2
Partners are using the messages

- Reach: 59,078 (unique people who saw the ads)
- Impressions: 318,367
- Daily budget per ad: $3-5

By Kelly Wells Sittig, CCPH and Sarah Comstock, MSW
2016 Dialogue for Action Poster Sessions

Partners are using the messages

Sea Mar Community Health Centers of Washington State is already using the Spanish radio PSAs on their radio station!
Thank you!

Emily.Butler@cancer.org

www.nccrt.org

Facebook.com/coloncancerroundtable

@NCCRTNews and tweet with #80by2018