



The National Colorectal Cancer Roundtable

Colorectal cancer screening education and considerations for future initiatives



Purpose of White Paper

- Focus is on education initiatives designed to increase **CRC screening-related awareness and/or utilization**
- Assess summaries of intervention research
- Discuss how key social marketing principles can be used
- Make suggestions for strengthening future efforts



Summary of Work Reviewed

- Community Guide: Systematic reviews
- NCCRT member education programs
- Media analysis
- NCCRT member market research



Synthesis, Summary, and Suggestions



Task Force on Community Preventive Services

- Baron et al. Task Force on Community Preventive Services (2008). Client directed interventions to **increase community demand** for breast, cervical, and colorectal cancer screening: a systematic review. Am J Prev Med 35(1S):S34–S55.
- Baron et al. Client-directed interventions to increase **community access** to breast, cervical, and colorectal cancer screening: a systematic review. Am J Prev Med 35(1S):S56–S66.
- Sabatino et al. Task Force on Community Preventive Services (2008). Interventions to increase recommendation and delivery of screening for breast, cervical, and colorectal cancers by **healthcare providers**. Am J Prev Med 2008;35(1S):S67–S74.
- Baron et al. Task Force on Community Preventive Services (2008). Methods for conducting systematic reviews of evidence on effectiveness and economic efficiency of interventions to increase screening for breast, cervical, and colorectal cancer screening. Am J Prev Med 35(1S):S26–S33.



Systematic Reviews for Increasing Community Demand

- Small media—strong evidence
- Client reminders—sufficient evidence
- One-on-one education—sufficient evidence
- Mass media—insufficient evidence
- Group education—insufficient evidence
- Client incentives—insufficient evidence

Implications

- Use effective multi-component approach, including one effective intervention
- Additional research needed on mass-media and group education
- Additional research needed on the value of tailoring
- Additional research needed on endoscopy-based screening



Media Analysis

- Reviewed select TV transcripts, newspapers, and magazines during Sept 1998 , March 1999, Sept 2006, and March 2007. No web sources.
- National CRC Awareness Month has strong outreach.
- Research news, celebrity associations, personal stories are strong “hooks.”
- Local television had most pickup among media.
- Detail / content of messaging appears to be improving over time.

Implications

- **Capitalize on National CRC Awareness Month, new research findings, and celebrity and powerful personal stories as media hooks**
- **Push for specifics (e.g. screening recommendations, screening ages, prevention message, call to action)**



Member Education Programs

CDC	Screen for Life	<u>Mass Media</u>
ACS	National Colon Cancer Advertising Campaign	<u>Mass Media</u>
Mayo Clinic	Get on the Path to Colon Health	<u>Group Education</u>
CIGNA/QUEST	CRC Screening Program	<u>Multi-Component</u>
State of Colorado	The Colorado Experience	<u>Multi-Component</u>

Implications

- Mass-media and group education show promise.
- Tailoring to specific communities or groups can lend value (assess carefully).
- Multi-component programs can show strong results.
- Evaluation and sharing methods/results of more programs may add to our knowledge base.



Market Research

CDC, CMS, ACS, C-Change

Implications

- Messaging should increase knowledge & motivation.
- CMS, age 65 and older: highlight risk coupled with empowering messaging about taking care of ones health, ask/tell a friend, benefits
- C-Change, age 35-64: use positive, motivating, personalized message
- ACS: understanding of polyp removal/prevention was associated with high motivation to get screened.
- CDC: more awareness needed of screen recommendations, options, and “no symptoms” with screening.
- Insured: consider direct-to-beneficiary messaging.
- Uninsured: consider non-traditional outreach.



Social Marketing: Branding and Principles

What Is Social Marketing?

“Applies frameworks and strategies from commercial sector marketing to influence the acceptance of social ideas and to change behavior for the good of society”

Core marketing principles

1. Know your audience
2. Know your behaviors
3. Know the exchange
4. Know your competition
5. Know your marketing mix



Social Marketing: Branding and Principles

The Role of Branding

- Establishes associations between a product and a consumer
- Supports decision-making by signaling credible information

The Blue
Star





Suggestions for the Future Education Efforts to Increase CRC Screening-Related Awareness and/or Utilization





Suggestions for Future Planning

1. Work from Key Social Marketing Principles

- **Learn your audience**
- **Learn their behaviors**
- **Understand an exchange they would value (peace of mind, prevent cancer, etc)**
- **Know your competition and why people choose it (not getting screened)**
- **Plan your product, price, place, and promotion**



Suggestions for Future Planning

2. Start with Interventions Proven Effective

- **Small media**
- **Client reminders**
- **One-on-one education**
- **Multi-component approach, with at least one of the above**



Suggestions for Future Planning

3. Leverage One Another's Strengths

- **Collaborate to encourage consistency and repetition in messaging.**
- **Use the Blue Star whenever possible. This will build recognition and credibility of the Blue Star as well, and in turn strengthen the credibility of future initiatives.**



Suggestions for Future Planning

4. Know Your Audience—One Size Does Not Fit All

- **What do they do? (eg, avoid screening)**
- **Why do they do it? (eg, lack of awareness, lack of physician referral, no insurance, other lack of access)**
- **What do they value? (eg, peace of mind, control, family, prevent cancer)**
- **What else might they do (other than screening)? (eg, not get screened, get tested by modalities not recommended)**



Suggestions for Future Planning

5. Use Lessons from the Media Analysis

- **Celebrity associations**
- **Personal stories**
- **New research outcomes**
- **March as national awareness month**
- **Specifics (e.g. , screening recommendations, prevention, call-to-action)**



Suggestions for Future Planning

6. Prepare for Approaching the Media

- **Capitalize on your own or national stories on CRC screening.**
- **Prepare media fact sheet with key message points on CRC screening in advance.**
- **Designate / prepare expert and patient/survivor spokespeople (media training, talking points).**
- **Have “media alert” templates ready in advance.**



Suggestions for Future Planning

7. Promote Evaluation and Share Outcomes

- **Promote evaluation and develop common outcomes measures.**
- **Outline and share methods, outcomes, and lessons learned.**



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- AED