

COLORECTAL CANCER

The cancer *you* can prevent.

The Clatsop County Pilot: A great success

A new public engagement campaign to increase screening rates for colorectal cancer (CRC) across Oregon shows great promise based on data from a pilot conducted earlier this year in Clatsop County. Using a unique strategic approach focused on enlisting already-screened Oregonians as messengers to their unscreened peers—combined with partnerships with critical influencing audiences—the campaign’s pilot increased the number of screenings in the county, enabling health care providers to identify and remove pre-cancerous polyps and, in one case, to diagnose cancer and initiate treatment.

THE UNIQUE APPROACH: *Enlisting Already-Screened Oregonians as Messengers*

Metropolitan Group’s research found that the most powerful motivator for getting screened is being encouraged to do so by someone you know and trust. Thus, MG designed a unique campaign approach that sought to **empower** already screened Oregonians to **encourage** the people they care about to be screened for CRC. To support this strategic approach, the campaign also sought to **equip** primary care providers, specialists and other influencers to join already-screened Oregonians in **encouraging** not-yet-screened Oregonians to be screened.

THE GOAL: INCREASE CRC SCREENING

CRC is the second most deadly form of cancer, but it doesn’t have to be. Screening can prevent the cancer or catch it early when it’s highly treatable. But too few men and women in Oregon are being screened.

To combat this, the Centers for Disease Control and Prevention awarded a grant to the Oregon Health Authority (OHA) to increase (CRC) screening rates among Oregonians age 50 to 75 from a current rate of approximately 59 percent to a target rate of 80 percent in five years.

Metropolitan Group (MG), a strategic and creative consulting agency with expertise in social purpose campaigns, was engaged to conduct research to determine Oregonians’ attitudes toward colorectal cancer screening and to design a corresponding campaign that would reach this goal. In preparation for a statewide campaign, anticipated to launch fall 2011, the campaign was piloted in Clatsop County in early 2011 with great results, as reported here.



A Centers for Disease Control and Prevention-funded campaign

www.TheCancerYouCanPrevent.org

THE CAMPAIGN STRATEGY: *It's All About Partnerships*

The success of the campaign can be attributed to the exceptional work and support from campaign partners. They included on-the-ground champions who were involved in all aspects of the campaign from planning to execution, media partners that donated ad space and air time, and local employers, associations and community-based organizations that helped spread the word to their networks. In all cases, it was a win-win partnership.

Local Champions

An employee from each of the two hospitals in Clatsop County, Columbia Memorial and Providence Seaside, as well as from Clatsop County Public Health, joined the campaign team and provided local expertise, resources and time. As community insiders, they helped identify local, recognizable spokespeople for the campaign and used their professional and personal pathways to bring other partners on board with the campaign. They also donated free advertising in local newspapers and a free billboard (pictured below) that ran for an entire month on a prominent highway in the county. Their involvement supported their organizations' goals of improving the health and vibrancy of the community.



"My wife saw the billboard and then received the campaign flyer in her mailbox from her employer. It was these many touch points, through different channels, that made this campaign so effective."

Steven Blakesley, Health Promotion Specialist at Clatsop County Public Health and local campaign champion

The Spokespeople

Six spokespeople—each of whom had previously been screened for CRC and represented diverse industries and geographic areas in the county—joined the campaign. Their faces, voices and stories were featured in print and radio ads, on campaign materials and on the website. They discussed how colorectal cancer had affected their lives, the ease and importance of screening, and why other people should share their stories to encourage people they care about to get screened. By openly discussing their screening experiences, they helped normalize the subject and elevate the conversation about the importance of screening. We also recruited a provider champion from each hospital. Dr. Truman Sasaki co-hosted a "Lunch and Learn" with his peers on the subject and tracked screenings during the campaign time period. His involvement helped increase his referrals for colonoscopies and establish his leadership on the subject.



Employers and Other Partners

Campaign partners ranged from the largest employers, Chambers of Commerce, Rotary Club, Kiwanis Club and local insurance Providers to the city, county, school districts, housing authority and community College. Employers posted a flyer in their employee break rooms and distributed materials to employees through their paycheck envelopes, mailboxes and inboxes. Member associations scheduled campaign spokespeople to share their stories at local meetings and gatherings, and sent campaign materials to their members through e-mail and regular e-newsletters. With almost no effort on the part of employers, this partnership allowed employers to help their employees avoid a life-threatening illness and show they care about their health and wellness.

“The campaign made it easy to get involved. We put the flyer in the mailboxes of all of our 200 employees, and we felt good knowing we did our part to help protect their health.”

Douglas C. Dougherty, Ph.D.
Seaside School District Superintendent

A special request from...



Wendy Richardson
Lincoln resident

Mark Gustafson
Astoria resident

Gretchen Darnell
Seaside resident

Colorectal cancer is the second most deadly form of cancer, but it doesn't have to be. Screening can prevent colorectal cancer or catch it early when it's highly treatable. But, too few men and women in Oregon are being screened. Clatsop County has a significantly higher death rate due to colorectal cancer than the rest of the state.

Find out how you can prevent this cancer and save your life or the life of someone you know on March 30 from 2 to 4 pm in the Medical Department.

Both people who have been screened and people who need to be screened are encouraged to attend.

In the meantime, if you've been screened, please talk about your experience and encourage others to be screened, too. Consider sharing this information:

- Everyone over the age of 50 should be screened for colorectal cancer.
- Screening allows your doctor to identify and remove polyps before they turn into cancer, or catch cancer early when it's highly treatable.
- There are several reliable screening tests – some cost as little as \$25 – and all are covered by insurance.
- Talk to your doctor about the one that is right for you.
- Make and keep your appointment to be screened. Then do what I'm doing: *tell someone else.*

Learn more at www.TheCancerYouCanPrevent.org. There you'll find e-postcards you can e-mail to encourage people in your life to be screened.

By doing so, you can enter to win one of several gift certificates to great, local restaurants!

Your story can save a life.

For more information about how to prevent colorectal cancer, please visit www.TheCancerYouCanPrevent.org

Screening brought to you by Columbia Memorial Hospital. Financial assistance is available to uninsured Clatsop County residents. (Former history: Merganser at Columbia Memorial Hospital at 503-329-1375, ext. 697)



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The cancer *you* can prevent.



I did it.
Now, I'm talking about it.

Mark Gustafson
Astoria resident



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Media Partners

Local radio station owner New Northwest Broadcasters (NNB) donated one free ad for every three purchased, as well as DJ promotional ads during drive time each day on two of its radio stations, both of which reach our target audience of residents over age 50. They also donated free ads on the websites of both radio stations for the entire duration of the campaign. In return, NNB's logo was placed on all campaign materials and on the campaign website, which helped build its brand as a health ambassador and drive traffic to the NNB sites.

“We were happy to partner with such a great cause. Our involvement built awareness of our company's commitment to giving back. Plus, it convinced me to finally go get screened!”

Pat Roscoe, Senior Account Executive,
New Northwest Broadcasters (now OMG Radio)

Based on the post-pilot evaluation, the campaign was successful in attracting and engaging important community partners and influencers in motivating already screened Oregonians to be messengers to their unscreened peers, and in motivating unscreened Oregonians to be screened. The campaign played a direct role in helping people prevent cancer.

| INPUT Measures (What we invested) | OUTPUT Measures (What we did) | OUTCOME Measures (What happened as a result) | IMPACT Measures (What difference it made) |
|--|--|---|--|
| <p>CDC grant to Oregon Health Authority for research and campaign</p> <p>Time invested from staff at Columbia Memorial Hospital (CMH), Providence Seaside and Clatsop County Public Health</p> <p>Donated advertising space from Columbia Memorial Hospital and Providence Seaside</p> | <p>Twenty-two local organizations partnered with the campaign and distributed materials to their networks potentially reaching more than 24,000 local residents.</p> <p>One hundred percent of patients who had a colonoscopy at Columbia Memorial Hospital received information about encouraging others to get screened with their discharge paperwork.</p> <p>Two local newspapers and one local radio station ran editorial stories about the campaign that featured our campaign spokespeople and a strong call-to-action to screened readers and listeners to encourage people they care about to get screened.</p> <p>Ten newspaper ads ran during the campaign, seven of which were donated by the two hospital partners.</p> <p>On two local radio stations (KAST-AM and the Eagle), a total of 553 ads ran, 138 of which were donated by the radio station. At least one free DJ promotion ran each day, Monday through Thursday, during the campaign period.</p> <p>Online ads ran on the Daily Astorian.com's home page for one month of the campaign. The two radio stations ran free ads on their websites' home pages for the entire campaign period.</p> <p>At least 11 providers attended a Lunch and Learn about the campaign.</p> | <p>Ninety-one people out of 196 in a post-pilot survey recalled seeing or hearing campaign ads, news stories and materials. People who had already been screened were more likely to recall the campaign, which is a key finding given that our primary audience is already-screened Oregonians.</p> <p>Nearly 80 percent of survey respondents who recalled the campaign said they agreed or strongly agreed that the campaign made them more likely to recommend colorectal cancer screening to people they know.</p> <p>During the pilot period, Dr. Truman Sasaki, the campaign's provider champion, performed 71 additional colonoscopies (220 total) compared to the same time frame the year before. Twenty of those patients requested screening without a referral from a primary care provider because they saw or heard the campaign or were encouraged to get screened by someone they knew.</p> <p>Of the 220 colonoscopies Dr. Sasaki performed during the campaign pilot period, he found and removed polyps in 44.5 percent of the patients. Of the polyps, at least 70 percent were precancerous.</p> <p>A total of 30 more colonoscopies were completed in CMH during the four months of the campaign than the 4 months before.</p> <p>Dr. Sasaki noted a significant increase in referrals from several primary care providers.</p> <p>Seven of the 12 providers distributed campaign materials to screened patients that asked them to encourage others in their lives to be screened too.</p> <p>Three-quarters of providers said that some or a few of their patients told them they were aware of the campaign.</p> <p>Three-quarters of providers said the campaign's education materials for providers were helpful.</p> | <p>Dr. Sasaki found cancer in one of his patients, enabling the person to start treatment immediately.</p> |



"The campaign played a critical role in motivating people to be screened. I had several patients come in who had heard about the campaign and had been encouraged to get screened by someone in their lives. For many of them, this decision probably saved their lives and I am happy to have had the opportunity to be involved."

Dr. Truman Sasaki, Surgeon, Columbia Memorial Hospital

A statewide campaign based on the Clatsop pilot is currently in development and is scheduled to launch fall of 2011. For more information about the campaign and how you can be involved, visit www.TheCancerYouCanPrevent.org.