

Screen for Life Background

- Multiyear, multimedia campaign launched in March, 1999
- Educates and informs men and women aged 50 and older, the age group at greatest risk of developing colorectal cancer, about the importance of regular colorectal cancer screening

Partners

- 50 State Health Departments, the District of Columbia and Tribes/Tribal Organizations
- National Colorectal Cancer Control Program grantees
- National Colorectal Cancer Research Alliance, a program of the Entertainment Industry Foundation

Target Audiences

- Primary: Men and women aged 50 years and older
- Sub-audiences:
 - African Americans
 - Hispanics
 - People with Medicare
- Secondary: Health Professionals

Campaign Development

Screen for Life: National Colorectal Cancer Action Campaign is a Centers for Disease Control and Prevention (CDC) initiative to increase screening among people aged 50 years and older. Campaign development is based on an extensive review of communication and behavioral science literature. Since 1999, CDC has conducted more than 200 focus groups in more than 30 U.S. cities to assess knowledge, behaviors, and screening practices of the target audiences and test campaign messages and materials. The groups have been segmented by gender, age (50–64 and over age 65), and ethnicity (mixed ethnicities, African American, and Hispanic). Input also is sought from state health departments on the types of materials that would be most helpful to local efforts.

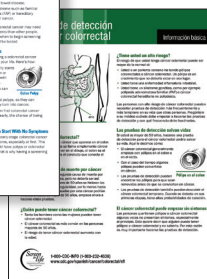
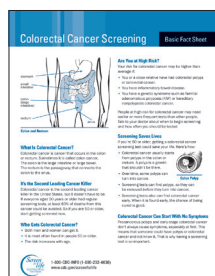
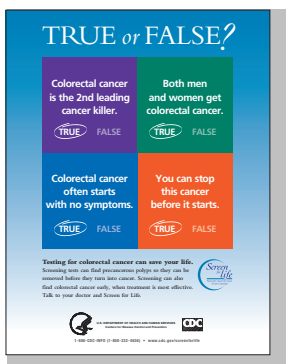
Campaign Messages

- Of cancers affecting both men and women, colorectal cancer is the second leading cancer killer in the U.S.
- If you're 50 or over, see your doctor and get screened for colorectal cancer.
- Screening for colorectal cancer saves lives.
- Screening helps prevent colorectal cancer.
- Screening tests help find precancerous polyps so they can be removed **before** they turn into cancer.
- Screening helps find colorectal cancer early, when treatment can be very effective.
- Because polyps or cancer in the colon or rectum don't always cause symptoms, it is important to be screened regularly for colorectal cancer.
- Most insurance plans, including Medicare, help pay for colorectal cancer screening.

Media Materials

- Television and Radio Public Service Announcements (PSAs)*
- Print PSAs*
- Posters*
- Dioramas and other Out-of-Home displays
- Brochures*
- Patient Education Fact Sheets*
- Screen for Life Web site*
- Newspaper Articles*
- Video and Audio News Releases*

*Available in both English and Spanish



Campaign Evaluation

Process evaluation data (through 2011) show that *Screen for Life* PSAs have generated more than 10 billion audience impressions (the number of times they have been seen or heard by audience members) valued at more than \$100 million in donated placements.

To provide ecological measures of screening behaviors over time, CDC and the *Screen for Life* campaign monitor colorectal cancer screening rates through the Behavioral Risk Factor Surveillance System (BRFSS)—a continuous, national telephone survey—and the National Health Interview Survey (NHIS). Findings from BRFSS and NHIS show that testing among adults aged 50 or older, the age group for whom screening is recommended, has increased in the last decade, however it is still too low. As of 2010, 1 in 3 adults between the ages of 50 and 75 was not up-to-date with recommended colorectal cancer screening.

Distribution

PSAs are distributed nationally to a broad range of television, radio and print media outlets. Television PSAs are distributed to approximately 1,000 TV stations in all 210 U.S. media markets, as well as to national networks and national and regional cable systems. Radio PSAs are distributed to approximately 1,200 radio stations that appeal to older adults, African Americans, and/or Hispanics. Print PSAs are sent to approximately 2,000 magazines and 6,500 daily and weekly newspapers. Dioramas are distributed to approximately 50 major U.S. airports. Additional public out-of-home placement locales include shopping malls, transit systems (such as bus shelters, buses and train displays), office buildings, and retail outlets.

Print and broadcast materials are sent to state health departments and tribes/tribal organizations, and are available at www.cdc.gov/cancer/ScreenforLife. The materials can be downloaded and duplicated for immediate use. The site also serves as a resource for health educators, health professionals, state and local organizations, and others interested in colorectal cancer.



Local Tagging and State/Program Partners

CDC supports educational efforts of state health departments, the District of Columbia, and tribes/tribal organizations by designing *Screen for Life* materials that can be localized. For example, CDC provides “local tagging” of television PSAs, which allows state health departments and tribes/tribal organizations to add local information to the closing graphic of PSAs—e.g. “Brought to you by the Maryland Department of Public Health.” All 50 state health departments, 2 tribes/tribal organizations, and the District of Columbia are *Screen for Life* partners, choosing local tagging and other community projects utilizing *Screen for Life* materials. *Screen for Life* also supports CDC’s Colorectal Cancer Control Program grantees, providing them with specially adapted materials and other resources as needed.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

1-800-CDC-INFO(1-800-232-4636)
www.cdc.gov/screenforlife