

**2008 Colorectal Cancer Awareness and Education Project  
 Kansas Comprehensive Cancer Program  
 Summary Report of Local Interventions  
 and Media Campaign**

The 2008 campaign was conducted from February 15 to March 31, 2008. Activities were implemented at Federal, State, and Local levels. The media campaign was funded by the Centers for Disease Prevention and Control (CDC) with the local entities contributing either in-kind services or paying the cost for screening services. This report summarizes the interventions at the local level and includes an overview of the statewide media campaign.

Thirteen (13) cancer centers or organizations signed up for the colorectal cancer awareness project in partnership with the Kansas Department of Health and Environment (KDHE) Cancer Program (list is available in appendix). The following summarizes the activities of these project participants.

**Section A.** Evaluation results from local activities

As of July 31, 2008, ten out of 13 institutions returned the 8-question evaluation report to KDHE. Based on their reports the activities implemented included the following components.

Activities	Count
Awareness Activities for Business Employees	1
Awareness Activities for Providers/Physicians	5
Blast E-mails	1
Data Collection	2
Distribution of Colorectal Screening Kits	6
Follow-up of Positive Cases	3
Follow-up Reminders	2
Info Display - In-House	5
Info Display @ Health Fair	1
Info Distribution - In-house	4
Info Distribution @ Health Fair	1
Interventions Designed for Population Subgroups	2
Newspaper Ads	3
Newspaper Articles	1
Partnership with ACS	2
Partnership with Businesses	1
Partnership with Churches	2
Partnership with Civic/Public associations	2
Partnership with Community Agencies	2
Partnership with Labs	1
Partnership with Other Health Agencies	4

<b>Activities</b>	<b>Count</b>
Partnership with Pharmacies	3
Public Presentation/Education	3
Radio ads	6
Radio Interview/Show	3
Staff Training	1
TV Ads	3
TV Show	1

To accomplish their awareness activities, campaign participants used many media. The following table summarizes how many participants reported using a particular medium.

<b>Media Types</b>	<b>Count</b>	<b>Media Types</b>	<b>Count</b>
Bag Stuffers	1	Newsletters	1
Brochures	6	Newspapers	5
Digital Signs	1	Pamphlets	1
E-mail	3	Posters	5
Flyers	5	Radio	7
Internet	1	Snail Mail	2
Intranet	1	TV	3

Campaign participants reported designing their interventions to reach populations in specific areas of Kansas. Some indicated specific cities; others indicated a county and its surrounding areas or areas within a certain radius. In those cases all counties surrounding are listed as covered. Also some participants designed their campaign to reach a specific subgroup of the population. A special table is created to capture this information.

<b>Cities</b>	<b>Cities</b>
Caney	Manhattan
Coffeyville	Minneapolis
Edna	Nemaha Valley
Ellsworth	Ogden
Gypsum	Randolph
Independence	Riley
Leonardville	Salina
Liberty	Solomon
Lincoln	Topeka
Lindsborg	Wichita

Counties	Counties
Barton	Kingman
Butler	Marion
Chase	Ness
Cowley	Osborne
Douglas	Pawnee
Elk	Reno
Ellis	Rice
Ellsworth	Rooks
Graham	Rush
Greenwood	Russell
Harper	Sedgwick
Harvey	Sumner
Hodgeman	Trego

Special Groups	Count
Out-of-State - Oklahoma	1
Patients	2
Staff	3
Visitors	2

The following table listed the number of campaign participants who reported a particular type of activity as the most challenging ones to implement during the campaign.

Activity Types	Count
Announcing bad news to positive cases	1
Coordination with other departments	1
Coordination with partners	2
Follow-up reminders by phone	1
Get participants to understand & follow Instructions	1
Getting support from administration/leadership	1
Inadequate data collection	1
Insufficient supplies	1
Kit distribution at pharmacies	1
Lack of manpower	2
One-on-one education of participants	2
Securing funding for test kits	1
Some partner staff lacked motivation	1

The lessons learned and success stories reported are summarized in the following table. It reflects the number of campaign participants who reported those items.

Lessons Learned / Areas of Success	Count
Experience provided a better knowledge of partners	1
Experience will lead to a better plan next year	2
Participant feels better equipped for next year	3
Impressed by the large number of kits distributed	1
People realize they have to take care of themselves if they are positive	1
Reluctant partners are willing to participate now	1

In summary the campaign participants reported that they distributed 3,300 colorectal cancer screening kits. 904 (27%) were returned at the time of their report and 32 were

positive for blood. The distribution of the population screened by sex is not possible since not every center reported these items by sex.

When asked about their level of satisfaction about the campaign on a scale of 1 to 5 (1 being not satisfied and 5 very satisfied), most participants (70%) responded that they were satisfied or very satisfied..

Satisfaction Level	Count	Percent
No response	1	10%
1	1	10%
2	0	0%
3	1	10%
4	4	40%
5	3	30%

When asked about the likelihood that they will participate in the 2009 colorectal cancer awareness campaign using a scale of 1 to 5 (1 being Not likely and 5 being very likely), most centers (80%)who participated this year responded likely or very likely that they will participate next year. No one declined to participate in the future.

Likelihood of Future Participation	Count	Percent
No response	1	10%
1	0	0%
2	0	0%
3	1	10%
4	2	20%
5	6	60%

**Section B.** Using National Cancer Institute toll-free number as part of the 2008 statewide campaign

The goal of this project was to increase awareness for colorectal cancer screening through local and statewide media promotions. The NCI’s 1-800-4-CANCER number ,as well as local contact numbers, were promoted through small media as well as TV, radio, and newspaper ads developed by the CDC 'Screen for Life' campaign. Cancer Centers provided fecal occult blood kits through local community and retail organizations. NCI received 77 calls from Kansas on the 1-800-4-CANCER line during the media campaign; five callers identified television as how they found out about campaign. Four calls from Kansas had the subject of interaction of colorectal cancer.

The Cancer Information Service (CIS) is a service of the National Cancer Institute (NCI), the nation's premier cancer research agency. CIS is dedicated to educating people about cancer. CIS partners include state and regional cancer organizations, health professionals, community groups, and others that share its cancer control goals and priorities.

The CIS Information service connects the public to trained information specialists who answer cancer-related questions by telephone, instant messaging and e-mail through NCI's Web site <http://www.cancer.gov>. CIS offers the latest, most accurate cancer information. Trained and caring information specialists provide one-on-one information about cancer prevention, detection, treatment, supportive care, and research in easy-to-understand language. Information specialists used approved resources from the NCI, such as Physician Data Query (PDQ), NCI's comprehensive cancer database. Service was available in English and Spanish on weekdays from 9 a.m. to 4:30 p.m. local time.

**Section C.** User traffic on [www.kansascancer.org](http://www.kansascancer.org) website around the 2008 colorectal cancer awareness campaign

The [www.cancerkansas.org](http://www.cancerkansas.org) web site was launched in May 2006. Since its launch the site has received a total of nearly 43,550 hits (as of July 2008). The site originally received only an average of 750 hits per month. For 2007 the site averaged nearly 1,590 hits per month. To date for 2008, the site has averaged nearly 3,200 hits per month, attesting to a steady increase of inquiries from individuals seeking reliable cancer information and resources. The site also serves as a news and information source for the Kansas Cancer Partnership and all the information for the Colorectal Cancer Awareness and Education Project was posted there. This information included the Model Project, news releases, newsletter articles and the radio and TV ads for use by the cancer centers, hospitals and clinics. During February 2008, 2,640 hits to the website were recorded. During March there were 4,992 and during April there were 3,852. This spike in the number of hits during March can be attributed to the colorectal cancer awareness project. Colorectal cancer awareness was also promoted during the Healthy Kansans Minute, a feature which promotes health topics to media in Kansas and on-line.

**Section D.** Advertising campaign conducted through newspaper, radio and TV media in Kansas

The colorectal cancer advertising campaign was a success with statewide coverage using a variety of medium to reach Kansans with education and awareness about colorectal cancer. The "Screen for Life" materials, including newspaper, radio, and TV ads were used to conduct the media campaign for this project. Materials were obtained from CDC through their contractor Ogilvy Public Relations. Materials were duplicated for ad placement and distributed through KDHE's advertising agency. A total of \$66,000 was budgeted for advertising agency costs and ad placement and purchase. Agency costs for duplication, production, creative work and ad placement totaled \$6,000. The newspaper ads were placed in 138 papers with a total circulation of 417,252 at a cost of \$17,453. Radio ads were placed during a six-week run from February 18 through March 24 on 98 radio stations across the state for a total cost of \$12,000. Television ads ran on regular affiliate and cable programming during a similar six-week run from February 18 through March 24. A total of 4,368 units were placed at a cost of \$30,547. Many of these paid ads were matched 2 to 1, for every one purchased, two ads were run at no cost. This enabled the project to benefit from a wider audience reach, more exposure and ultimately

more success in spreading the word about early colorectal cancer screening and prevention.

#### Appendix of Cancer Centers participating in the project

University of Kansas Hospital Cancer Center  
Susan B. Allen Memorial Hospital, Dept. of Radiation Oncology  
St. Francis Health Center, Comprehensive Cancer Center  
Coffey County Hospital  
Mercy Regional Health Center  
Hays Medical Center  
Coffeyville Regional Medical Center  
Via Christi Regional Medical Center  
Tammy Walker Cancer Center  
South Wind Oncology Associates/St. Catherin Hospital  
Four Tribes Women's Wellness  
Heartland Cancer Center  
Lawrence Memorial Hospital