

Kansas Colorectal Cancer Awareness Campaign Evaluation – August 2010

Evaluation Methods

Evaluation of the Kansas Colorectal Cancer (CRC) Awareness Campaign was conducted by the Kansas Comprehensive Cancer Program and its partners. One member of each participating partner was contacted and asked to submit both a pre- and a post-evaluation of their activities for the CRC Awareness Campaign. Of the approximately one dozen partners who participated, 6 returned completed pre- and post-evaluations. The number of potential touches through television, radio, and other media outlets was examined.

Results:

Due to low participation rates in the pre- and post-evaluation survey, a detailed analysis cannot be done. In general, there were some diversions by those who filled out the evaluation survey from their original plans. These included population subgroups actually reached, media strategies used, and types of data collected relative to the success of the campaign.

The Kansas Comprehensive Cancer Program also conducted a media campaign during this time. Advertisements raising awareness of colorectal cancer were placed on local television stations throughout Kansas. Television market areas included Topeka, Wichita, Joplin, Kansas City, Great Bend-Hays, Salina, and Western Kansas. Radio advertisements were also placed on Hispanic radio stations in Western Kansas and statewide on English radio stations. Additional advertisements were placed in newspapers through the Kansas Press Association. All advertisements were aired or published during March 2010, with a total of 4,242 spots and reached approximately 7 million people.

Media Campaign Advertisement Reach

Medium	Number of Ads Run	Reach
Television	3,374	3,646,191
Radio	484	2,898,100
Newspapers	384	406,818

National Cancer Institute

From February 7 through April 17, 2010, 86 total contacts from Kansas were received by the National Cancer Institute. This is slightly down from the 114 calls from Kansas during the 2009 media campaign. Four contacts identified television as how they found out about 1-800-4-CANCER contact number. Eight contacts from Kansas were coded with the cancer site of colorectal cancer. There was no clear pattern in how this sub-population found out about 1-800-4-CANCER. Demographic data on the callers were also collected but none of the colorectal cancer contacts were selected for the sample.

Kansas Cancer Partnership Website

During March, www.cancerkansas.org received 4,815 total requests for downloads. Of these, 931 were specifically colorectal cancer requests. The homepage featured colorectal cancer awareness and Dress in Blue Day, with links to more information.

Kansas Department of Health and Environment (KDHE) Activities

In addition to sending out a statewide press release about colorectal cancer awareness and March 5 Dress in Blue Day, the March KDHE Employee Newsletter and Public Health Connections Newsletter promoted colorectal cancer awareness. Posters promoting Dress in Blue Day were placed on each floor at KDHE. The Secretary of KDHE promoted Dress in Blue Day through a memo to all local and regional staff, and at a designated time, participating employees gathered for photos, which were then sent to KDHE staff with related information. Throughout March, the KDHE website homepage featured information on colorectal cancer and a link to more information.

Screen for Life Materials

Electronic copies of Screen for Life materials were offered to KCP members and cancer centers, in addition to hard copies. Over 4,500 pieces of print materials were sent to all Kansas libraries, Local Health Departments, oncologists, KCP members, Senior Centers, Cancer Centers and other interested people.