

Attachment 4

CDC's Inside Knowledge Campaign, 2018 Focus Groups in English and Spanish (General Public and Hispanic Audiences)

Creative Concepts Brief

In focus group testing, CDC's *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign plans to show participants a variety of creative concepts to assess campaign messages and creative approaches for use in public service advertisements (PSAs). The PSAs are intended to raise awareness among women about gynecologic cancer signs, symptoms, risk factors, and prevention strategies.

CDC plans to test no more than six television PSA creative concepts in each focus group. The concepts will include a variety of creative approaches – with each one designed to help women recognize symptoms of gynecologic cancer and seek appropriate treatment in a timely way. The creative concepts that are culturally relevant to Hispanic women will be translated and adapted into Spanish prior to the focus groups, for testing among Spanish-speakers.

At least one week will be reserved between each study market to allow time to revise concepts based on what is learned in the previous set of focus groups; introduce new concepts (if necessary) in response to participant feedback; and determine which, if any, concepts should be dropped from testing. Generally, fewer concepts will be tested in each subsequent market. Over time and from one city to the next, less promising concepts will be discarded and more discussion time will be allotted to refining the most promising concepts.

All concepts will include this basic *Inside Knowledge* messaging:

- Pay attention to your body and know what is normal for you. Gynecologic cancers have warning signs.
- If you have vaginal bleeding that is unusual for you because of when it occurs or how heavy it is, see a doctor right away.
- If you notice any other unexplained signs or symptoms that last for 2 weeks or longer, see a doctor.
- When gynecologic cancers are found early, treatment can be most effective.

Some will also include these secondary messages:

- Get a Pap test regularly to screen for cervical cancer.
- Cervical cancer is the only gynecologic cancer for which screening is recommended.

We will develop animatics of a storyboard for each concept, along with a soundtrack of the script. This will enable participants to see and hear simulated drafts of the ads, without CDC having to incur the high cost of filming and production. Prior to showing the simulated ads, the focus group moderator will explain the unfinished nature of the PSAs and emphasize that any concept, if produced, would include moving video, real people, and flow seamlessly, as finished ads do.

Following are the creative concepts we plan to test.

Concept 1

“IT’S JUST”

*This spot features a series of diverse women of different ages and ethnicities.
Woman 1 catches a glimpse of herself in a reflection.*

Woman 1 VO: It’s just a little bloating. But maybe I need to be more careful about what I eat.

Woman 2 touches her abdomen.

Woman 2 VO: It’s just a little pain. I probably pulled something.

Woman 3 is leaving a ladies’ restroom.

Woman 3 VO: It’s just a little bleeding. That can happen after menopause, right?

Cut to the women going on throughout their day.

VO: Bloating, feeling too full too fast, unusual pelvic pain or pressure, bleeding that’s not typical for you...these can be signs of a gynecologic cancer.

Font/graphic on screen:

Gynecologic cancers:

- CERVICAL
- OVARIAN
- UTERINE

VO: Like cervical, ovarian, or uterine cancer.

Cut to the women going on throughout their day.

VO: Know your body and learn the signs of gynecologic cancers.

VO: And if you have unexplained symptoms that lasts for two weeks or more, talk to your doctor.

VO: It may be nothing, but find out.

Campaign, HHS, CDC Logos/Toll Free Phone/URL

VO: Learn the symptoms and get the *Inside Knowledge*.

Concept 2

“DON’T HAVE TO BE”

This spot features a variety of women talking directly into the camera. These women are diverse in age and ethnicity.

Woman 1: We don’t have to be perfect.

Woman 2: We don’t always have to be strong.

Woman 3: Or right...we don’t always have to be right.

Camera pulls back to show women are all together in the same space...reacting to one another

Woman 2: But we do need to be smart about our health.

Woman 1: It starts with knowing your own body...knowing when something doesn’t feel right.

Woman 3: Like feeling too full too fast...and feeling bloated.

Woman 2: Unexplained pain or pressure in the abdomen.

Woman 3: Unusual bleeding...like between periods, or after menopause.

Woman 1: These are all signs of gynecologic cancers.

Vo (graphic with font): Like cervical, ovarian, and uterine cancers.

Woman 2: Be smart about your health.

Woman 3: And if you have symptoms that last for two weeks or longer...see a doctor.

Woman 1: It may be nothing, but find out for sure.

VO: Learn the symptoms. And get the *Inside Knowledge* about gynecologic cancers.

Campaign, HHS, CDC Logos/Toll Free Phone/URL

Concept 3

“SHARING WITH FRIENDS”

This is set in a woman’s restroom at a gym. The camera focuses on the lower third of three stalls. Throughout, we only see the women’s legs and feet and items they pass back and forth. Two women enter the stalls and close the doors behind them.

Woman 1: I’m so ready to work out some of this stress.

Woman 2: I am too.

Woman 2: Oh, dear...do you have a seat cover?

We see a seat cover passed under the stall. A third woman quickly rushes into adjacent stall.

Carrie: Woo...that was close.

Woman 1: Is that you, Carrie? You alright?

Carrie: Yeah...but I have to go all the time lately.

TEXT ON SCREEN: WOMEN SHARE A LOT.

VO: Women share a lot.

Woman 2: Anyone have toilet paper?

Right woman passes toilet paper roll to the woman in the middle.

TEXT ON SCREEN: CERVICAL. OVARIAN. UTERINE.

VO: When it comes to gynecologic cancers—like cervical, ovarian, and uterine cancers—sharing information about symptoms can make all the difference.

TEXT ON SCREEN: PAIN OR PRESSURE

VO: Symptoms like: having to go to the bathroom more often and more urgently than usual, unexplained pain or pressure in the abdomen...

TEXT ON SCREEN: FEELING BLOATED

VO: ...feeling bloated or too full too fast when eating, spotting or bleeding that’s unusual for you.

All stall doors open as the women walk out.

Woman 1: Carrie, I think you should talk to your doctor.

Carrie: Already made an appointment.

Woman 2: Great!

VO: Learn the symptoms and if something doesn't feel right, see your doctor. It could be nothing, but find out! Get the *Inside Knowledge* about gynecologic cancers.

Logos/Phone/URL

Concept 4

“WOMAN ON THE STREET”

In this concept, a series of diverse women respond to the question: What are the symptoms of gynecologic cancer?

VO: Do you know any symptoms of gynecologic cancer?

(We would use their real responses, which will either include hesitation, the wrong answer, the right answer, or simply not having an answer.)

Woman 1: Umm...

Woman 1: Well, umm...maybe pain?

Woman 2: I have no idea.

Woman 3: I don't know if there are symptoms...are there?

Woman 4: Bleeding?

TEXT ON SCREEN: Gynecologic cancers: CERVICAL, OVARIAN, UTERINE

VO: Cervical, ovarian, and uterine cancers are all gynecologic cancers. They have different symptoms. And symptoms aren't the same for everyone.

The women are now reading real symptoms from a large poster

Woman 1: Oh, pressure or pain in the abdomen...and bloating...or feeling too full too fast.

Woman 2: Unusual bleeding...like between periods or after menopause or after sex...hmm.

Woman 3: Going to the bathroom more often and more urgently.

Woman 4: Wow... the Pap test only screens for cervical cancer?

Woman 2 Reading from the poster:

Woman 2: If you have bleeding that's unusual for you, see a doctor right away.

Woman 3: If you have other symptoms that go on for two weeks or longer, see a doctor.

Woman 1: This is great to know.

VO: Learn the symptoms. **VO (end graphic of campaign/HHS/CDC logos and phone # and URL):** ...and get the *Inside Knowledge* about gynecologic cancers.

Concept 5

“NOT JUST WORDS”

In this concept, we see a series of women, all animated rather than real women. They experience symptoms. Letters spelling out the symptom make the woman stop and take notice.

Figure 1 feels bloated. The word bloating appears around her. She tries to ignore it and walk forward, but the letters stop her from moving.

VO: Bloating...for no good reason.

Figure 2 has pelvic pain and touches her abdomen. The words pressure and pain appear around her. She tries to shake off the pain and the letters circle her.

VO: Unexplained pelvic pressure or pain.

Figure 3 feels too full. She is eating something and puts her fork down. The words “too full too fast” pick up the fork which is handed back to the woman.

VO: Feeling too full too fast.

Figure 4 exits a restroom...words “unusual bleeding” follow her out.

VO: Unusual bleeding or spotting...like between periods or after menopause.

All of the words come together in this frame to list out all the symptoms. (first 2)

VO: These aren't just words.

All the words come together in this frame to list out the GYN cancers, and several of the symptoms. (last two)

VO: They could be symptoms of a gynecologic cancer, like cervical, ovarian and uterine cancers. If you notice anything unusual and it goes on for two weeks or longer, see a doctor.

VO: Go back to Figure 1

VO: It may be nothing, but find out for sure. Learn the signs and symptoms.

We go back to Figure 4 walking and as she walks to the right the logos and phone numbers trail behind her.

VO: Listen to your body. And get the *Inside Knowledge* about gynecologic cancers.

Logos/Phone/URL

Concept 6

“AMAZING THINGS”

Salma Hayek:

As women, we can do amazing things.

We work hard. And take care of our families. We can shape our world and our health.

Women – let’s unite to learn about gynecologic cancer, including cervical, ovarian, and uterine cancers. And share what we learn with the other women we care about...because it’s life-saving information.

For example,

Did you know that the Pap test screens for cervical cancer only, not any other gynecologic cancers?

So get your Pap test to check for cervical cancer.

And since there are no screening tests for the other gynecologic cancers, it’s up to us to know our bodies.

So we can recognize symptoms.

Like bloating, pain or pressure in the abdomen, and bleeding after menopause?

It’s up to us to learn the symptoms of gynecologic cancers, to get help when we need it.

To be as healthy as we can be.

So tell your friends. Tell your family. Tell your daughters and your mothers!

Go ahead and do something amazing today by getting the *Inside knowledge* about gynecologic cancers.