

Attachment D

Health Messages for DCPC's Current Campaigns

Screen for Life: National Colorectal Cancer Action Campaign

To educate Americans about CRC and the benefits of screening, CDC launched *Screen for Life: National Colorectal Cancer Action Campaign (SFL)* in 1999. The primary target audience has historically been men and women aged 50 and older. However, the target audience for *SFL* may change depending on updates to the USPSTF colorectal cancer screening recommendations. Sub-populations such as African Americans and Hispanics, of whom disparities in screening, diagnosis, and treatment have been documented, are also targeted by *SFL*.

Since the campaign's inception, *SFL* has featured evidence-based messages and materials based on a combination of formative and published public health research. Assessments of knowledge, behaviors, attitudes, and screening practices of target audiences continues to be an essential component of *SFL*. These are the current campaign messages for *SFL*:

1. Screening for colorectal cancer saves lives.
2. Of cancers affecting both men and women, colorectal cancer is the second leading cancer killer in the United States.
3. If you're 50 or over, see your doctor and get screened for colorectal cancer.
4. There are several screening test options – talk to your doctor about which test is right for you.
5. Screening helps prevent colorectal cancer by finding precancerous polyps so they can be removed **before** they turn into cancer.
 - a. Screening helps find colorectal cancer early when treatment can be very effective.
6. Don't wait for symptoms to occur before you get checked – precancerous polyps and colorectal cancer don't always cause symptoms, especially early on.
7. You need to get screened even if you have no family history. Most colorectal cancers occur in people with no family history of the disease.

Inside Knowledge: Get the Facts About Gynecologic Cancer

The *Inside Knowledge: Get the Facts About Gynecologic Cancer (IK)* is an initiative supporting the Gynecologic Cancer Education and Awareness Act of 2005, or [Johanna's Law](#). CDC established the IK campaign to raise awareness of the five main types of gynecologic cancer: cervical, ovarian (and fallopian tube), vaginal, vulvar, and uterine. Among these gynecologic cancers, ovarian is the deadliest, uterine is the most common, and cervical is the most preventable. Treatment is most effective when gynecologic cancers are found early. With exception to cervical cancer, there is no simple or reliable way to screen for gynecologic cancers. Therefore, it is very important to educate women about warning signs for these diseases and encourage them seek medical help for concerns related to these symptoms.

Current IK campaign messages are evidence based and address several issues related to gynecologic cancers. Women in focus groups conducted by CDC as part of IK have consistently demonstrated little understanding about gynecologic cancers and symptoms, risk factors, and screening. However, they are

eager to learn more. To meet educational needs of women, CDC identified several key messages for delivery to the target audience. They are the following:

1. There are several types of gynecologic cancers.
2. When gynecologic cancers are found early, treatment can be most effective.
3. Pay attention to your body.
4. Know what is normal for you.
5. Gynecologic cancers have warning signs. If you notice any unexplained signs or symptoms, see a doctor right away.
6. Get a Pap test regularly to screen for cervical cancer.
7. Get the human papilloma virus (HPV) vaccine if you are 11–26 years old.
8. If you are diagnosed with a gynecologic cancer, see a gynecologic oncologist—a doctor who has been trained to treat cancers of a woman's reproductive system.

Bring Your Brave

CDC launched *Bring Your Brave (BYB)* in 2015 to provide information about breast cancer to women younger than age 45. The campaign tells real stories about young women whose lives have been affected by breast cancer. These stories about prevention, risk, family history, and survivorship bring to life the idea that young women can be personally affected by breast cancer. Through these testimonials, *BYB* aims to inspire young women to learn their risk for breast cancer, talk with their health care provider about their risk, and live a breast-healthy lifestyle.

Through the *BYB* breast cancer education program, DCPC works to educate young women about risks for EOBC, specifically targeting these higher risk groups. Evidence-based messages are developed to educate young women ages 18-44. Campaign messages and dissemination strategies have evolved since 2015 because of formative study findings, message testing, and the need to expand target audiences.