

Preventive Health Partnership Everyday Choices For A Healthier Life

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Wendi Klevan

Medical and Scientific Communications Director

American Cancer Society



Leading Causes of Death

Diet and inactivity are cross-cutting risk factors, contributing significantly to four out of the six leading causes of death.

1. Heart Disease	710,760
2. Cancer	553,091
3. Stroke	167,661
4. Chronic Lower Respiratory Diseases	122,009
5. Accidents	97,900
6. Diabetes	69,301
7. Pneumonia and Influenza	65,313
8. Alzheimer's Disease	49,558
9. Nephritis	37,251
10. Septicemia	31,224
11. Suicide	29,350
12. Chronic Liver Disease/Cirrhosis	26,552
13. High Blood Pressure	18,073
14. Homicide	16,765
15. Pneumonitis	16,636

National Center for Health Statistics, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services. "Deaths, Percent of Total Deaths, and Death Rates for the 15 Leading Causes of Death in 5-Year Age Groups, by Race and Sex: United States, 2000." Hyattsville, MD: CDC, 2002.

Key Issues

- Each year, 1.5 million people die from either cancer, diabetes, heart disease, or stroke, representing two out of every three deaths.
- It is **estimated** that these chronic diseases cost America more than \$600 billion annually.
- There are simple behavioral changes that can have a lasting benefit on one's health:
 - Physical activity
 - Maintaining a healthy weight
 - Regular check ups
 - Not smoking

Campaign Overview

- “Everyday Choices For A Healthier Life,” is an historic collaboration to inspire and empower Americans to make healthy lifestyle choices that can significantly reduce their risk for cancer, diabetes, heart disease, and stroke.
- Our goal is to improve primary prevention and early detection through:
 - Collaboration among key organizations
 - Greater public awareness about healthy lifestyles
 - Legislative action that results in more funding for and access to primary prevention programs and research
 - Promotion of regular medical checkups as an effective platform for prevention, early detection, and treatment.
- This collaboration has the potential to reach an unparalleled number of Americans with simple empowering lifestyle messages that have the potential to save lives.

Campaign Messages

- This is the first time the American Cancer Society, American Diabetes Association, and American Heart Association are bringing attention to a specific screening and prevention recommendations, as well as merging the power of their brands, to create a united message to the public and health care professionals.
- We have chosen “Everyday Choices For A Healthier Life” as the overall theme for our collaboration.
- Together we will educate Americans that many of the same lifestyle choices can greatly reduce their risk of cancer, diabetes, heart disease, and stroke. Combined efforts will also promote awareness of key healthy behaviors such as:
 - Eat Right
 - Don't Smoke
 - Get Active
 - See Your Doctor.

Target Audience

- Primary audience for campaign is women 30-50 who recognize the value of healthy behaviors and are ready to consider lifestyle changes.
 - Predisposed to a healthy lifestyle
 - Primary family influencers with regard to food, physical activity, health checkups
- We may examine different potential audiences for future phases of the campaign.



Call to Action

- Call the campaign's toll-free number or visit the campaign's Web page for more information on how you can lead a healthier lifestyle and prevent diseases.
- Make healthy everyday choices to help reduce your risk of chronic disease.



Partnership Components

To achieve its objectives, the campaign incorporates several different components:

- Public Service Advertising
- Media Relations
- Advocacy
- Materials Fulfillment
- Medical Outreach and Scientific Content

Public Service Advertising

- A three-year PSA campaign, sponsored by all three organizations and the Advertising Council
- Aims to encourage consumers to reduce their risk of disease by making healthy everyday choices.
- The ad concept is based on the premise that, while we take extensive measures to protect ourselves against certain external safety hazards (i.e., crime, accidents), we may not necessarily consider unhealthy lifestyle habits, such as poor diet and lack of exercise, as equivalent threats.
- TV, print, radio, and web banner spots produced in English and Spanish
- Spots urge people to contact us through the campaign toll-free number or the Web site.
- Extensive research was conducted throughout the developmental process and results were consistently positive.



Media Relations

- Consumer launch press event June 15, 2004 in New York City.
- All three organizations represented, along with the Advertising Council. National American Cancer Society CEO, Dr. John Seffrin, will serve as press conference moderator, and Dr. Ralph Vance, national volunteer president, will serve as the Society's lead spokesperson on the expert panel.
- Joint peer-reviewed scientific paper and PSAs unveiled at the launch.
- A radio news release, video news release, and radio media tour distributed nationwide to further promote the collaboration, the scientific paper, and the consumer campaign.

Advocacy

- The three organizations successfully lobbied for the inclusion of the new “Welcome to Medicare” wellness benefit.
- We plan to continue to work together to raise awareness and promote legislation to increase funding for and research into prevention and early detection.
- To formally kick-off this effort, a briefing on Capitol Hill was held June 17, 2004. The three CEOs of each organization spoke during the breakfast briefing.



Fulfillment

Toll-Free Number (866-399-6789)

- The campaign's specially created toll-free number assists consumers in finding more information about prevention and early detection of these diseases.
- The American Cancer Society's National Cancer Information Center answers all calls on behalf of the partnership.
- Callers are offered the campaign materials – in English and Spanish – and will be transferred to the appropriate voluntary health organization if they require detailed information on a specific disease of interest.

Fulfillment (continued)

Web Site (www.everydaychoices.org)

- The campaign Web site mirrors the tone of the consumer brochure and includes the campaign's key messages.
- Site also encourages visitors to click on any of the three sponsoring organizations' logos for additional specific information on cancer, diabetes, heart disease, and stroke.
- The PSAs are available to download from the Web site along with the consumer brochure in both English and Spanish.



Fulfillment (continued)

Consumer Brochure

- A brochure entitled “Everyday Choices For A Healthier Life,” was jointly produced and includes the campaign’s key messages, as well as the three organizations’ brand marks. The brochure is offered to consumers calling the campaign’s toll-free number and is also downloadable from the Web site.



Scientific Paper

- A joint scientific paper published in all three organizations' clinical journals provides the evidence-based foundation and news hook for this collaboration.
- The paper lays out the epidemiological and clinical evidence behind the shared prevention recommendations and those on early detection of disease, and explains the rationale and importance of working collectively.
- In three accompanying editorials, each organization delves more deeply into what this collaboration means with regard to their respective therapeutic areas.



Health Care Provider Outreach

- Primary care providers have been identified as long-term targets for the collaboration's efforts.
- We have collectively developed general prevention and screening guidelines for all average-risk adults that should guide health care providers' recommendations to their patients.
- A health care provider outreach workgroup has been formed among the collaborating partners to develop phase II strategies and tactics for reaching this audience.

Preliminary Results: Web Site

- Since June 15th, the everydaychoices.org Web site has had more than 55,000 visitors.
- Over 90% were new visitors to the site.
- On average visitors spend between one to two minutes on the site.

Next steps:

- Continuing to work on developing site content, including the expansion of the Spanish language section, and tweaking site design as needed.

Preliminary Results: Toll Free Number

- More than 900 calls have been received since June 15th.
- Approximately 500 brochures have been mailed.
- NCIC does not have the capability to track how people heard about the campaign.
- We expect these numbers to increase since the advertising spots began running in the Fall.

Next steps:

- Continue to monitor call volume and fulfillment orders.

Preliminary Results: Media Relations

- Received solid media coverage on the campaign launch announcement including a live report on CNN, and Channel 4 (NBC) in NYC, and print/online coverage in MSNBC and Reuters as well as several other publications.
- Video News Release (VNR)
 - Received 119 airings on 90 stations across the country in 67 markets
 - Total viewers: 12,243,460 - Total \$ value: \$752,000
- Audio News Release (ANR)
 - Pitched 200 newsrooms across the country
 - Audio and script posted to <http://www.radiospace.com/ec.htm>
 - Combined 6 million gross impressions for ANR and Radio Tour
- Radio Tour
 - Conducted 14 interviews with a several national & regional radio networks, plus individual stations in top markets including Boston, Atlanta, and Seattle.

Preliminary Results: Public Service Advertising

- The public service advertising (PSAs) spots were distributed to more than 22,000 media outlets nationwide in late summer and have already begun to garner significant donated media.
 - With only 1 1/2 months of data and limited monitoring information, the campaign has received a total of \$580,000 in donated media.
- “Everyday Choices” campaign was selected by the Magazine Publishers Association (MPA) as the “disease prevention” campaign to promote among its members, which has resulted in placements in a record 100 national magazines with a total circulation of approximately 185 million.
- The MPA opportunity will garner approximately \$8.2 million in donated magazine space during 4th quarter 2004.

Status Updates

- Joint Scientific Paper
 - “Preventing Cancer, Cardiovascular Disease, and Diabetes: A Common Agenda for the American Cancer Society, the American Heart Association, and the American Diabetes Association,” provided the evidence-based foundation and news hook for this collaboration.
 - The paper was published in the American Cancer Society’s *CA: A Cancer Journal for Clinicians* (July/August 2004), the American Diabetes Association’s journal, *Diabetes Care* (July 2004), and the American Heart Association’s *Circulation: Journal of the American Heart Association* (June 15, 2004)
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Status Updates (continued)

- Advocacy
 - A briefing on Capitol Hill took place on June 17th to formally kick-off the initiative.
 - The three CEOs of each organization spoke during the breakfast briefing, along with a representative from the Centers For Disease Control and Prevention (CDC).
 - 23 Hill staff from 19 offices attended and 22 different organizations were represented.

Preventive Health Partnership

Everyday Choices For A Healthier Life

Questions?

Thank you!

