



Increasing Public Acceptance for CRC Screening through Public Relations and Networks

Christa Maar
Felix Burda Foundation
and Network Against CRC

May 9, 2007

Starting point and first steps

➤ **1976:**

Germany implements a FOBT-based CRC screening programme for all citizens aged 45+. The programme continues to have a persistently low participation rate and no discernible impact on the mortality rate.

➤ **2001:**

The Felix Burda Foundation dedicates its future work to creating an awareness for the importance of CRC screening programmes.

➤ **March 2001:**

Interdisciplinary conference with participation of stakeholders from all fields of public health care. "Munich Declaration" vows to reduce the mortality rate of 50 % and calls for offering all citizens aged 50+ the option of undergoing a screening colonoscopy.

First year of campaigning

➤ **March 2002:**

First joint National Colon Cancer Awareness Month

➤ All partners contribute their own activities

➤ Activities of Felix Burda Foundation: planning and implementation of communication strategy (press conferences, advertising campaign, participation in talk shows, celebrity colonoscopy on TV etc.)

➤ 1st CRC awareness month receives a spectacularly broad media response and creates a momentum

➤ **October 2002:**

Profound change of German CRC screening programme: screening colonoscopy is offered to all citizens aged 55+

Campaigning strategies: defined target groups and a network of supportive partners



Public

- Risk group of 50+ (increase general awareness)
- Group of over-25s (increase awareness for family risks)
- High-risk groups of all ages (identification strategies)



Partners

- Doctors
- Scientists
- Medical societies
- Healthcare providers
- Pharmacies
- Politics
- Companies

I. Creating a strategic network of supportive partners

- **Objectives:**
joint effort to create awareness, increase participation rate and address flaws in the system

- **Specific activities in fields such as:**
 - strategies for identification of high-risk groups (e. g. hand-out questionnaire to patients in GPs offices and surgery depts.)
 - patient-oriented information
 - patient-oriented colonoscopy preparation

- In 2004, the network was officially recognised as a charity ("Network against CRC").

Cooperation with companies to address people at work



- FBF has been approaching companies since 2002
- Since then, many large German companies have integrated CRC screening activities into their own healthcare programmes.
- In 2006, a manual was published to help companies plan and conduct screening activities for their employees.
- To date, 1500 manuals have been distributed to large companies, hospitals and other institutions.

Felix Burda Stiftung
Mai 2007



Results of a representative survey from February 2002

"Do you feel well informed about the following cancers?"

lowest rate for CRC: **21 %**
breast & skin cancer: **30 %**

"Are you familiar with the CRC risk factors?"

"don't know": **40 %**
"is hereditary": **27 %**
"old age": **11 %**

Conclusion: There is an urgent need for public information about CRC and CRC screening!

II. Marketing and communication strategies

Basic principles:

- Send clear messages to the target group,
e. g.: CRC is preventable, go and get screened!
- Use a language that people can easily understand
- Create a visually attractive design
- Catch people's interest with clever use of pictures and story-telling techniques

A new and revolutionary language for healthcare communication



- Advertising campaign 2001/02: ran for 1 year in all of Burda Media's magazines
- German movie director Wim Wenders made a TV commercial for the campaign (a "short movie" of 45 seconds)
- TV spot was broadcast 1000 times by all TV stations
- Ads and spots were placed for free (*pro bono*)



“The tumour in her colon is as big as this“



Genauer gesagt, wie schnell Tumore wachsen, hat sich Darmkrebs in Deutschland um 30.000 Erkrankungen pro Jahr zu 1 Frau mit der Krebsdiagnose Tabakrauchen vorgebraut. Und das, obwohl die Chancen auf Heilung bei rechtzeitiger Behandlung insbesondere gut seien. Wenn Sie über 45 Jahre alt oder wenn es in Ihrer Familie Fälle von Darmkrebs gegeben hat, gehen Sie schuldig zur Früherkennung. Mehr Informationen unter der

Nummer 2890-224-42 21 Stiftung Lebenslicht und www.darkeitstiftung.de
Für finanzielle Unterstützung danken wir: Felix Burda Stiftung für Krebsforschung,
Kontostamm 728 88 00 bei der Dresdner Bank, Öffentl. Rückkauf 690 800 30

FELIX BURDA STIFTUNG FÜR
KREBSFORSCHUNG

2003: Celebrities support the campaign

- Many celebrities have agreed to feature (with individualised statements) in a new advertising campaign
- Ads appear for 3 months (February-April) in support of the information campaign for the annual Awareness Month (March)
- All large media companies have agreed to cooperate and place the ads *pro bono*

Felix Burda Stiftung
Mai 2007



Michael Schumacher:
“My most important pit stop is the CRC screening examination.”

2006: New concept for celebrity-based media campaign

- Integrated media campaign: parallel placement of ads and TV spots with the same motif
- Celebrities like boxer Vladimir Klitchko or Jogi Loew (the trainer of the national football team) ignore the voice of their *alter ego* which tries to keep them away from their screening appointment

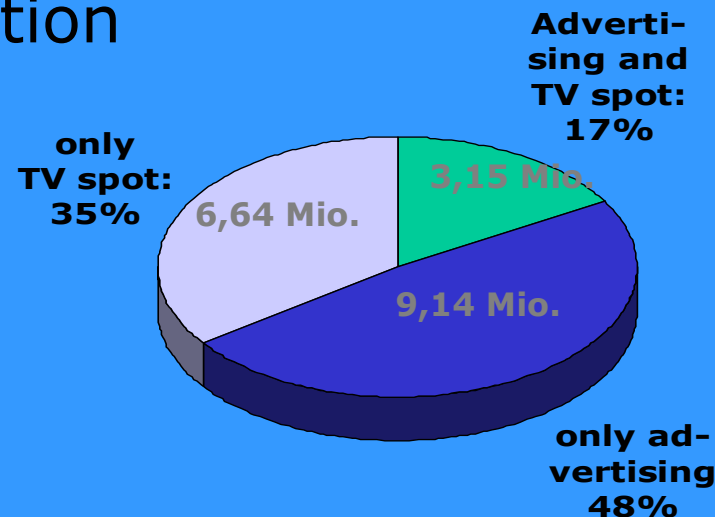


“Ignore what your stomach tells you! Go and get screened!”

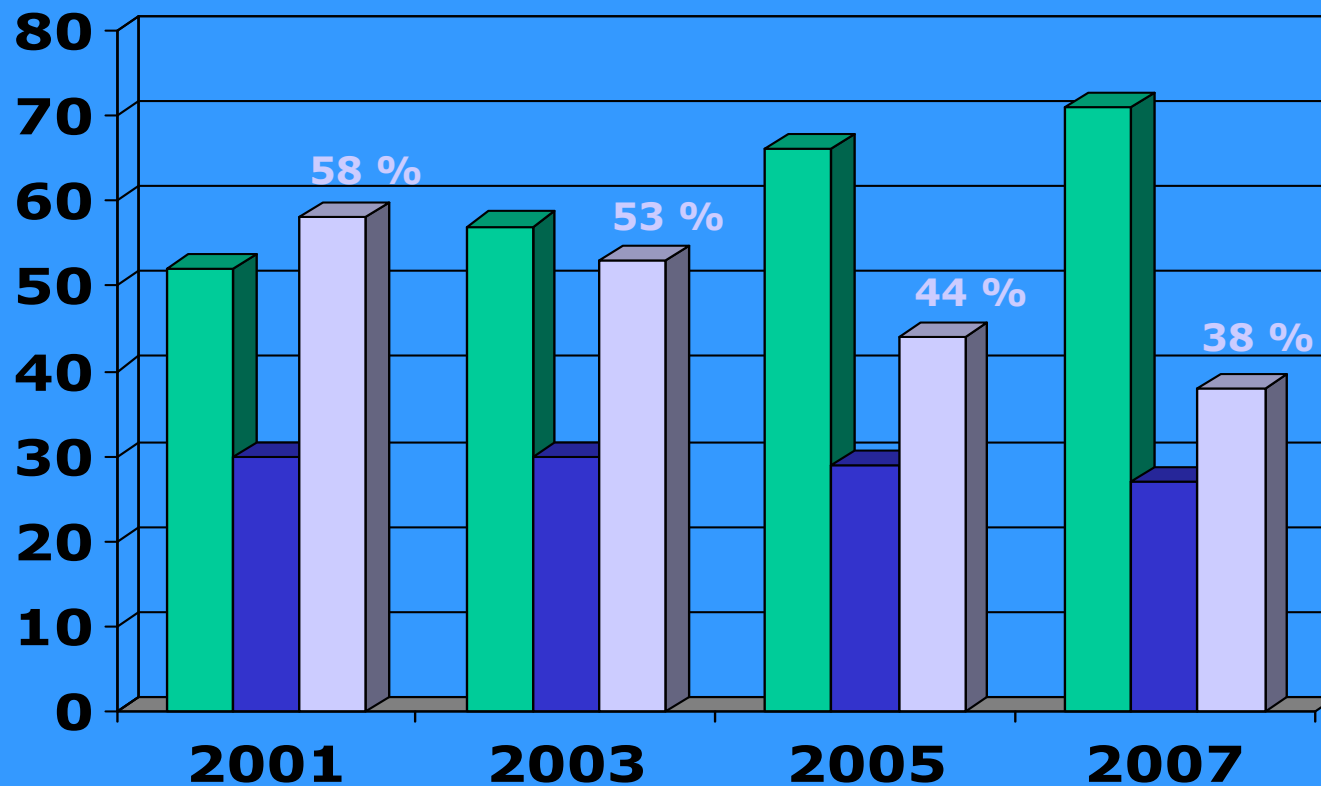
2006: Survey on the impact of the PR campaign



- Campaign has significantly improved public awareness
- Every other citizen over 14 has recently read, heard or seen information about CRC
- The public relations campaign featuring celebrities was noticed by about one quarter of the population



CRC in Germany 2007: significant increase in incidence is followed by a slight decrease in mortality



Felix Burda Stiftung
Mai 2007

Newly diagnosed cases (green)
Fatalities (blue)
Mortality rate in % (white)



Thank you for your attention!

Copyright-Hinweis:

Sämtliche Bild- und Textrechte dieser Präsentation liegen bei der Felix Burda Stiftung.
Deren Verwendung bzw. Vervielfältigung ist nur mit ausdrücklicher Genehmigung der Stiftung erlaubt.
Der „Darmkrebtsmonat März“ ist eine eingetragene und geschützte Marke der Felix Burda Stiftung.

Felix Burda Stiftung
Mai 2007