

Title of Intervention: Celebrity Colorectal Cancer Screening Promotional Campaign

Title of Website: <http://www.eifoundation.org/national/nccra/splash/>

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase colorectal cancer screening rates through celebrity endorsement

Population: General television viewing public

Setting: Nation-wide; community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: A television anchorwoman, Katie Couric, underwent a live, on-air colonoscopy on the Today Show. This event was the cornerstone of a week long series promoting colon cancer awareness and endorsing colorectal cancer screening.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Media producers, celebrity advocate
- Training: Not mentioned
- Technology: Audiovisual equipment, broadcasting equipment
- Space: Broadcasting studio, medical examination room
- Budget: Not mentioned
- Intervention: Televised promotional segments, screening equipment
- Evaluation: Access to screening data

Evaluation:

- Design: Observational; pre-/post-test
- Methods and Measures: The Clinical Outcomes Research Initiative (CORI) database and a managed care organization's database were used to compare colonoscopy utilization rates before and after the television segment aired.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Screening rates significantly increased in both the managed care organization data and Clinical Outcomes Research Initiative data.

Maintenance: Not mentioned

Lessons Learned: These findings suggest that a celebrity spokesperson who does not have the specific disease he or she is promoting can have a substantial impact on the public's behavior related to that disease. Celebrity spokespersons should be advised to deliver carefully targeted, evidence-based recommendations that will ultimately improve public health.

Citation(s):

Cram P, Fendrick AM, Inadomi J, Cowen ME, Carpenter D, Vijan S. The impact of a celebrity promotional campaign on the use of colon cancer screening: the Katie Couric effect. Arch Intern Med. Jul 14 2003; 163(13):1601-1605.