

Preparation

Create your partnership

There may be several individuals and organizations that can assist you in the design, plan and implementation (or putting into action) of your campaign and promotional activities. Campaigns and promotions have been implemented with the assistance of a wide range of partners.

Example partners to help design and implement your campaign or promotion include:

- health educators
- dieticians
- mass communication experts
- behavioral psychologists
- TV stations
- Businesses
- media networks
- magazine distributors
- local community organizations
- faith-based organizations
- national health foundations
- health departments
- newspapers
- sports and outdoor organizations
- hospitals
- local work places
- universities
- local health clinics
- schools
- parks and recreation

Try to think of partners that can serve a variety of roles. For example, you may need certain partners to help you create your campaign messages, such as local health clinics and schools, while some partners may be more helpful in distributing your campaign messages, such as media networks and newspapers. It is important to involve these partners from developing the idea through implementation of the campaign.

Newsletters, posters, flyers in grocery store bags, public service announcements and other forms of printed materials are all very inexpensive ways to communicate campaign messages to large groups. However, these interventions have seldom been evaluated. To evaluate a campaign or promotion, it is often useful to seek out technical assistance from local colleges, universities or others with this experience. Alternately, some types of media campaigns, such as television spots, can be quite costly. It is useful to work with experts in the area of media development and health education to seek funding and develop the materials and messages needed for these types of campaigns.

For more information on engaging partners, go to [Partnerships](#).

Identify your population

Typically colorectal cancer campaigns and promotions have targeted colorectal cancer screening for the general population or on specific populations (e.g., older adults or individuals with a family history of colorectal cancer). However, several campaigns have translated messages to suit the needs of various subgroups with regard to gender, race and ethnicity, age or other sociodemographic characteristics. As you start to consider your own population, it will be important to identify important aspects, such as:

- What is your population?
- Are there subgroups within this population?
- What are the geographic boundaries?
- What are the shared social and cultural characteristics of this community?

For more information on identifying your population, go to [Assessment and Prioritization](#).

Once you have identified your population you will need to consider what may be the best communication channels to reach your population, such as television, radio, newspaper, billboards, posters, flyers, computer kiosk, video, table tents and tray liners, bus stop shelter displays, bus signs, grocery cart displays or signs. Some communities may use different media channels than others or use some channels more than others. Similarly, you should pay attention to where these channels should be placed to gain the attention of the community of interest. You may want to host or have an event to be the source of media attention.

Campaigns and promotions have been implemented in a variety of settings including communities, health care facilities, churches, homes and worksites. For more information on settings for colorectal cancer interventions, go to [Colorectal Cancer in Different Settings](#).

Example campaign and promotion strategies used by other communities include:

- prerecorded public service announcements
- distribution of informational and self help booklets, flyers, brochures through direct mail, in grocery store bags, in pay checks, at health care centers, door to door and internet.
- newsletters
- speaking tours by colorectal cancer experts
- paid and unpaid television, radio, newspaper and print advertisements (multilingual)
- special reports on local news
- websites or interactive media
- e-mail
- newspaper column for health questions and responses
- posters displayed in worksites, community buildings and health care facilities
- church bulletins
- billboards

Record your intervention goals and objectives

If you and your partnership have not formed your intervention goals and objectives, you will need to do so. Although you may change your goals and objectives, it is important to start with some idea of what you want to accomplish for this intervention. If your partnership is interested in addressing lifestyle risk factors, please refer to [Nutrition](#), [Physical Activity](#) or [Tobacco](#).

An example of a colorectal cancer campaign or promotion intervention goal and objective is:

- Goal: Increase the proportion of adults over the age of 50 who are screened for colorectal cancer.
- Objective: Increase the proportion of adults over the age of 50 who can identify the risk factors for colorectal cancer by 10%.

It may be helpful to create a logic model to organize your goals, objectives and the action steps to meet your goals and objectives. Some funding sources have very specific logic models for your partnership to use, so be aware of different requirements. For more information on developing goals and objectives, visit [Preparing for Your Intervention in Readiness and Preparation](#).

In order to meet the goals and objectives of your intervention, you may choose a campaign or promotion as your intervention strategy to educate the public about colorectal cancer prevention and screening in your community.

Example campaign and promotions channels include:

- television
- newspapers
- posters
- billboards
- brochures
- radio
- internet
- automated phone call

Assess your community capacity and needed resources

Campaigns and promotions come in a variety of shapes and sizes. Large scale, intense media campaigns involving a variety of messages, communication channels and distribution points may require many different resources. The specific resources required will depend on the medium chosen for implementation of the campaign or promotion. For example, a copy machine or access to a printing facility is required for brochures and other print campaigns. Similarly, access to billboards or other locations to post messages may be required. Various audio and video equipment may be necessary for other forms of media production. In some cases, volunteer resources may be available. If so, meet with volunteer partners to incorporate their resources as well. You may also consider creating a resource management plan in which you review your current resources and resource requirements and identify at which points in the intervention you will need these specific resources. As you develop your budget, be sure to incorporate the costs for these types of resources. In general, campaigns can be costly, so it will be important to develop a budget and estimate costs of creating the campaign or promotion and maintaining it over time.

Campaigns and promotions may also require certain skill sets depending on the specific strategies used. For example, it may be necessary to have skills in designing messages for print, billboards, radio or TV. Others have found it useful to get assistance from communication specialists to ensure that the message is conveyed in a simple yet complete fashion. It might also be useful to get graphic design and other forms of technical assistance depending on the medium used to deliver the message. You may want to have your staff participate in some type of training to build capacity within your organization to design, develop or deliver campaign messages.

Likewise, evaluation of campaigns and promotions can be complex and may require assistance from researchers and other partners who have experience with study design, measurement development, data collection, data analysis or translation of research findings into practical implications for your community.

The [Readiness and Preparation](#) and [Capacity](#) sections provide information and resources to help you think about the resources you might need for your intervention. For specific examples of tools and resources for colorectal cancer that have been created and used by other communities, visit [Tools and Resources for Colorectal Cancer](#).

Design your intervention activities

- *Consider your campaign messages*

Think about what you want people to get from the campaign messages and how you would like them to respond. For example, you may want people to practice healthy lifestyles, discuss colorectal cancer screening with a health care provider or complete any form of colorectal cancer screening. Alternately, you may want to encourage participants to know their family history of colorectal cancer. These campaigns are most effective when characteristics of your population are taken into consideration and framed in a positive rather than negative way (see [Assessment and Prioritization](#)). Many different types of media strategies have been used by others (go to [Tools and Resources](#) for colorectal cancer to see how these have been used)..

Example media strategies include:

- **Media Alert:** A short description of an upcoming event sent to media representatives three to four weeks before the event.
- **Letters to the Editor:** A letter to the editor of the local newspaper describing colorectal cancer awareness and the importance of screening.
- **Radio and Television Public Service Announcements (PSA):** A 10-30 second public service announcement on the radio or television about the importance of screening and awareness of colorectal cancer.
- **Press Release:** A press release includes about two pages of facts about your event or announcement to grab the readers' attention? It is usually delivered about two weeks beforehand.
- **Press Conference:** A press conference involves about 10 minutes of information about colorectal cancer awareness and importance of screening followed by 20 minutes of questions from media representatives. The story line and responses to questions should be well-rehearsed and handouts should be available.

- **Billboards:** A billboard is an eye-catching image or tagline about colorectal screening that includes a phone number for information.
- ***Create a media list***

Once you have decided on the appropriate communication channels for your campaign or promotion, begin to list the contact people for each media outlet. Check with your local library to see if you are able to purchase a media list that has already been assembled.

- ***Design your media messages***

Several different types of messages can be used to grab people's attention and encourage them to prevent or manage colorectal cancer. Make sure to decide not only what you want to communicate but also how it should be presented. Consider addressing the following: who you are representing (partnership, organization), what you are doing, when, where, how and why. When possible build your message around nationally recognized "health" days or months, such as March that is Colorectal Cancer Awareness month, for local events in the community or new events.

Previous interventions have found that general or "one size fits all" messages may not be as useful in preventing or managing colorectal cancer as targeted messages. Targeted messages are created to serve a particular group characteristic, such as age or gender. You may want to work with your partners to target the campaign messages to your community. Consider what messages have worked well in your community for other campaigns.

Campaign messages often work best when they involve multiple rather than single messages. Tie your messages together in some way so that the effects of the overall campaign or promotion can be tracked. For instance, if there are multiple public service announcements, it is helpful to develop a mechanism to tie them all together either by using the same sponsor name or by naming the campaign and indicating this theme in all of the communications. For tracking purposes, it may also be helpful to identify two or three core messages that are transmitted consistently across a variety of media venues. Support ideas from your partners with facts and figures.

You may want to include the following types of messages in your campaign or promotion:

- the benefits of colorectal cancer awareness and importance of screening
- the rates of colorectal cancer, the relationship of colorectal cancer to behaviors and associated health risks in the population
- the benefits of changes to the environment, policies or increases in social support in encouraging importance of screening and colorectal cancer awareness
- a message from someone in the community

Go to [Tools and Resources](#) to see examples of what others have used.

- ***Create a timeline and assign roles and responsibilities***

Work with your partners to decide on the timeline for the intervention as well as who will be responsible for carrying out the intervention activities. Be very specific about roles, tasks and timelines to ensure that the intervention is implemented successfully. Include information about when your message will be distributed and by what communication channels.

Identify potential barriers

Think about the potential barriers that you may come across along the way and prepare your reaction to these barriers.

Some barriers to implementing the colorectal cancer intervention that you might come across include:

- Cost – Develop a budget and estimate costs, both for developing and sustaining your campaign.
- Resources – Determine whether your partnership has members experienced in creating media messages or existing relationships with media representatives who can assist in message development.
- Media representatives – Be persistent in trying to get the attention of media representatives and be sure that they communicate your messages the way you intended.
- Accessibility – Ensure that most, if not all, individuals from the population will be exposed to the messages at one time or another.
- Availability of media - It may be difficult to obtain radio and television buy-in to air media messages regarding colorectal cancer awareness and importance of screening. Often free advertising time slots on television and radio occur when there are few viewers or listeners available. Therefore, efforts to take advantage of these lower cost alternatives may not reach the population. Lastly, challenges may exist with regard to the “priority” of television and radio stations to air colorectal cancer education messages. Sudden news events can divert attention away from airing the health promotion messages.
- Cultural competency - Campaign messages may not be culturally appropriate, and thus not fully adopted by some subgroups of the population.

Barriers that others have come across in campaigns or promotions and steps to prepare for these barriers include:

- Some programs have had a difficult time obtaining approval for the specific messages that they would like to air. Working with a coalition of people to frame the message in ways that are acceptable to a wide audience can assist in overcoming this barrier.
- It is often difficult to develop the right phrasing that will result in a very short and succinct statement influencing desired attitudes or behaviors. Working with partners who have had previous media experience can assist in this regard.
- Previous programs have found that mass media campaigns are particularly useful in stimulating behavior change and creating change in public opinion as part of a broader health promotion strategy. However, by themselves, campaigns and promotions can assist in increasing the intention to prevent colorectal cancer, but not necessarily the skills or access to certain necessary resources that are needed to do so. Some have suggested, therefore, that

- campaigns and promotions be combined with other strategies such as social support, environment and policy changes or individual skill development.
- It is difficult to know if the information was received or read. Make sure that the medium used is accessible to the intended audience. For example, web-based materials will only be accessible to those with computers or in areas where there are public use computers.
 - The specific message that is most effective or important in helping individuals to get screened for colorectal cancer is not yet clear.

Plan your evaluation methods and measures

- *Pre-test your media messages*

Use focus groups or individual interviews with community members to ensure the message is appropriate for the intended audience. When testing the messages, consider how well the message is understood, whether the information is clearly stated, whether the information is perceived as useful and how well the information is recalled or remembered. Work with members of the community to develop the messages through participatory approaches or focus groups. This can assist in ensuring that the messages are conveying what you intended to be conveyed.

- *Consider your evaluation strategy*

In order to determine if your campaign or promotion is working, you will need to evaluate your efforts. It is important to prepare for your evaluation early because you need to be able to assess change in your population in order to measure the impact of your campaign messages.

It is useful to consider process, impact and outcome evaluation. Process evaluation enables you to assess if your program is being implemented as intended. Campaigns and promotions might include an assessment of how frequently the messages were run, when they were run and if the actual messages fit with what was intended when they were developed. It may also be useful to assess the process used to develop and plan the campaign activities.

Impact evaluation helps you to determine if you are reaching your intermediate objectives. Campaigns and promotion surveys can be used to measure changes in knowledge, attitudes or behaviors. It may be helpful to combine these with observations and non-intrusive assessments. Alternately, it may be useful to determine whether the number of community events or attendance at community events has increased as a result of the media messages. This might involve conducting interviews with representatives of the organizations who are hosting these events or tracking how individuals learned about the event. For campaigns or promotions, it is also important to assess exposure to the intervention. This can be done, for example, through a telephone survey to the target audience to ask if they remember specific media messages created for the campaign or promotion. Alternately, some have met face-to-face with members of the target audience and shown the participants media messages to assess familiarity with the campaign or promotion. The latter may be a better indicator of exposure, and the former of attentiveness to the media.

Remember to focus the evaluation on the objectives of the campaign. If the objective was to increase knowledge, it is important to assess knowledge. Alternatively, if the intent was to improve attitudes about the disease, then it is important to assess attitudes.

If you are using a comparison group, it may be important to assess exposure to the campaign or promotion among both the intervention and comparison group. In addition, it may be helpful to attempt to find and use media that have identifiable limits to their range of distribution.

- *Challenges to evaluating campaigns and promotions*

There are several challenges in evaluating campaigns and promotions that should be considered:

- With campaigns and promotions, it is often difficult to establish causality. Some individuals may have changed their behaviors on their own, and other individuals may have been influenced by a friend, a co-worker or another campaign in their area. Therefore, it is important to get as much information as possible about the reason for the behavior change. Comparison with other communities may also be helpful. Assessing why individuals decided to change their colorectal cancer screening habits and the association of these reasons with the specific messages conveyed in your media campaign may be helpful.
- The exact number of media messages necessary to create change or reach the intervention objectives is not known. It is not really feasible to document exposure to specific messages or a total number of messages.
- When the media strategy is used along with other strategies (the most effective way to create change), it is difficult to figure out which intervention strategies led to the changes that were observed in the evaluation.