

Title of Intervention: Utah Cancer Action Network (UCAN) Colorectal Cancer Campaign

Websites:

<http://health.utah.gov/ucan/cancer/Sitespecific/colon2.htm>

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1277958/>

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase awareness of colorectal cancer among older adults

Population: Citizens of Utah aged 50 and older

Setting: Utah; community-based

Partners: Marketing research firm, radio and television stations, local media talents, newspapers, health care providers, health experts, universities, hospitals, Utah State House of Representatives, parent-teacher associations, businesses, local health departments

Intervention Description:

- Campaigns and Promotions: Three main messages were created for use in a state-wide media campaign: “The fact is, there are no early warning signs of colon cancer;” “If you’re 50 or older, call your doctor to find out which colon cancer screening option is right for you;” and “A simple test saves lives.” The messages were integrated into advertisements for television, radio, newspapers, public relations messages and grassroots efforts. Local media talent were recruited as spokespeople to break down social stigma. Health care providers made public appearances and provided interviews to validate UCAN’s organization and messages. A live screening was shown by Utah’s local ABC Television affiliate broadcast. Grassroots efforts helped spread the campaign in communities.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Multiple staff people to coordinate campaign, spokespeople, health care providers
- Training: Not mentioned
- Technology: Audiovisual equipment
- Space: Air space on television and radio productions, room for events as necessary
- Budget: \$330,000
- Intervention: Campaign messages, television, radio and newspaper ads
- Evaluation: Surveys

Evaluation:

- Design: Pre-post-test
- Methods and Measures: A telephone survey was conducted to assess the populations’ colorectal cancer knowledge, awareness and behaviors. (pre-test) A telephone survey was conducted to assess the level of awareness generated by the campaign. (post-test)

Outcomes:

- Short Term Impact: The number of individuals who had seen, read or heard colorectal cancer early detection commercials or ads more than doubled to over three-fourths of adults surveyed.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Awareness campaigns for early colon cancer detection clarify important issues for the public and help move them toward appropriate health behaviors.

Citation(s):

Broadwater C, Heins J, Hoelscher C, Mangone A, Rozanas C. Skin and colon cancer media campaigns in Utah. *Prev Chronic Dis.* Oct 2004;1(4):A18.