
THE GEORGE
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WASHINGTON, DC

Communication Strategies to Advance PSE Change

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GW Cancer Center

CCC Technical Assistance and Training

“Building Cancer Control Capacity: Scaling Evidence to Practice to Advance Health Equity”

Supported by Cooperative Agreement #NU58DP006461-04 from the Centers for Disease Control and Prevention (CDC)

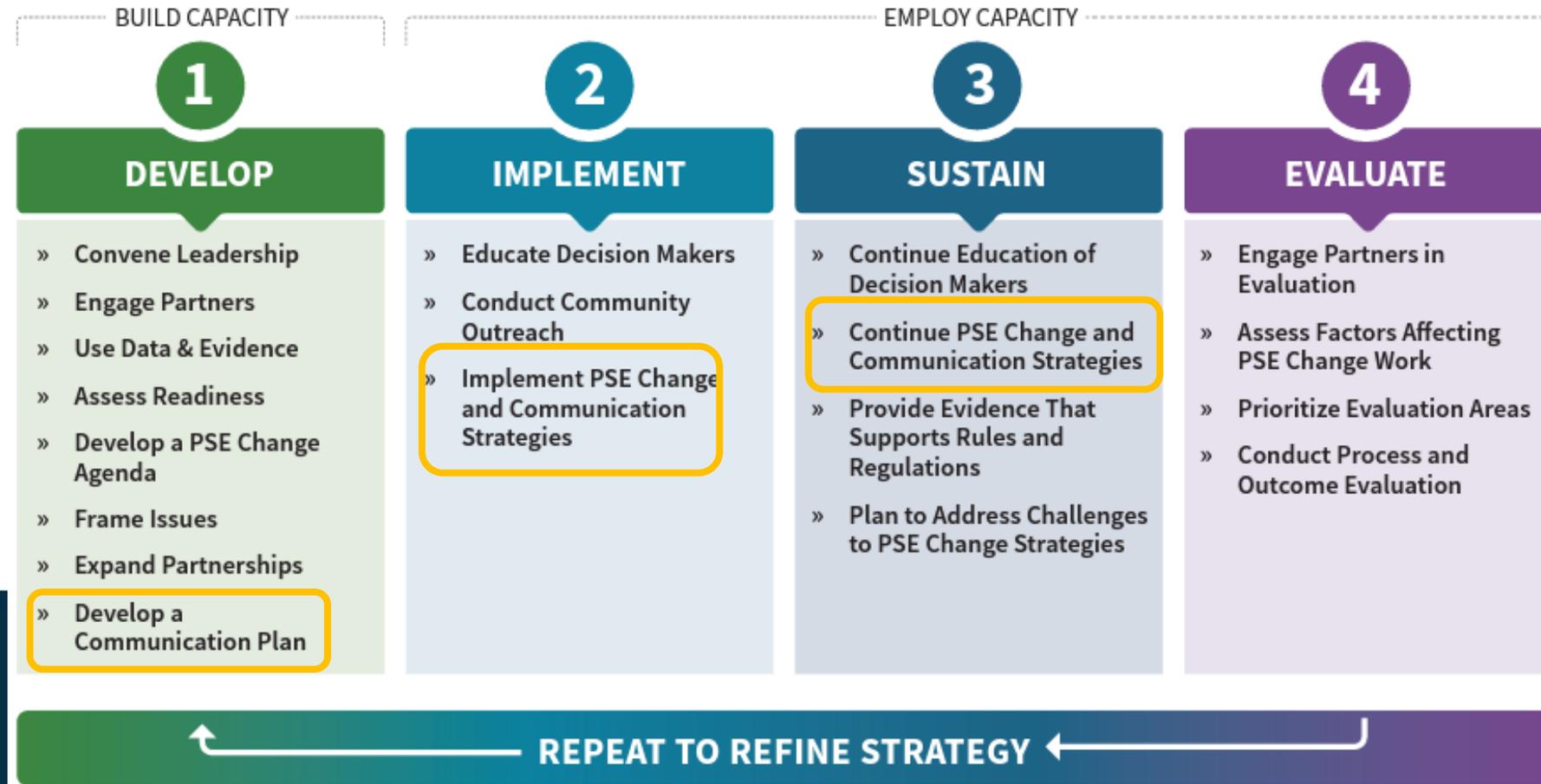
GW's PSE Change Support

- Action for PSE Change: A Training
- Action4PSEChange.org resources
- Develop and disseminate PSE success stories



PSE Change Process

Communication is a critical component throughout the PSE change process



Health Communication Program Cycle



National Cancer Institute. *Making Health Communication Programs Work: A Planner's Guide*. 2004.

ANOTHER plan?!

If we keep writing plans, will we ever get to the actual work?



PSE Change Progress is Not Linear



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- **Communication plans:**
 - Provide direction amidst the chaos
 - Shares responsibility and ownership

What PSE change activities are you working on?

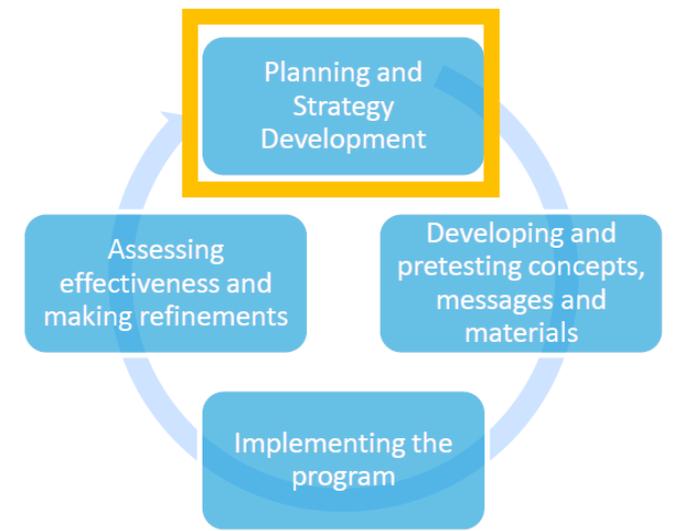
- Paid time off for cancer screening
- Sun safety policies
- Smoke-free local and/or statewide legislation
- Risk reduction via built environment enhancements
- Health system policies to improve tobacco treatment and cessation

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Planning & Strategy Development

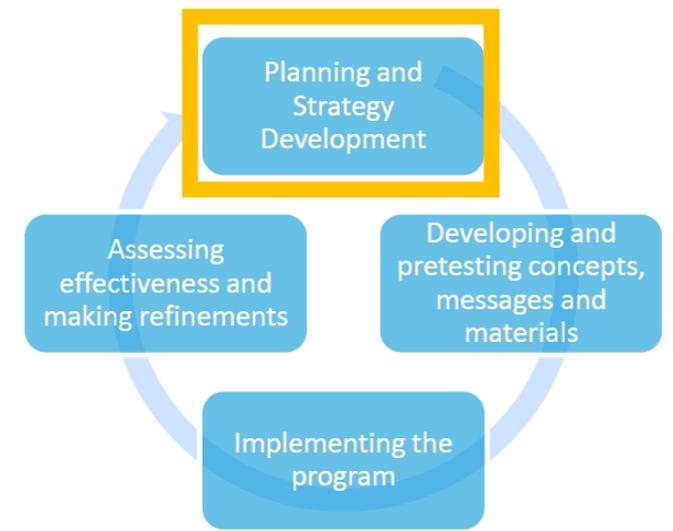
- Identify, engage and convene stakeholders
 - Be sure to include your local broadcaster's association to explore the Non-Commercial Sustaining Announcement/Public Education Program



National Cancer Institute. *Making Health Communication Programs Work: A Planner's Guide*. 2004.

Planning & Strategy Development

- Identify, engage and convene stakeholders
 - Be sure to include your local broadcaster's association to explore the Non-Commercial Sustaining Announcement/Public Education Program
- Resource plan with stakeholders
- Develop SMARTIE objectives to advance PSE change evidence-based intervention
 - Look to your CDC work plan



National Cancer Institute. *Making Health Communication Programs Work: A Planner's Guide*. 2004.

SMARTIE OBJECTIVE

A little p example...

Health Objective

- Reduce invasive colorectal cancer rate from 46.9 to 39.9 new cases per 100,000 population by 2027.

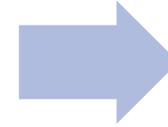
Little p policy change occurs at an organizational level

SMARTIE OBJECTIVE

A little p example...

Behavioral Objective

- By the end of 2025, in high social vulnerability index (SVI) areas, increase the number of employers that offer paid time off for cancer screening by 2.



Health Objective

- Reduce invasive colorectal cancer rate from 46.9 to 39.9 new cases per 100,000 population by 2027.

Little p policy change occurs at an organizational level

Wait! What is SVI?

A score created by CDC, based on US census tracts and four social determinants of health:

- socioeconomic status,
- household composition & disability,
- minority status & language,
- and housing type & transportation

Want to learn more? Check out:

[Association of U.S. county social vulnerability with cancer mortality.](#)

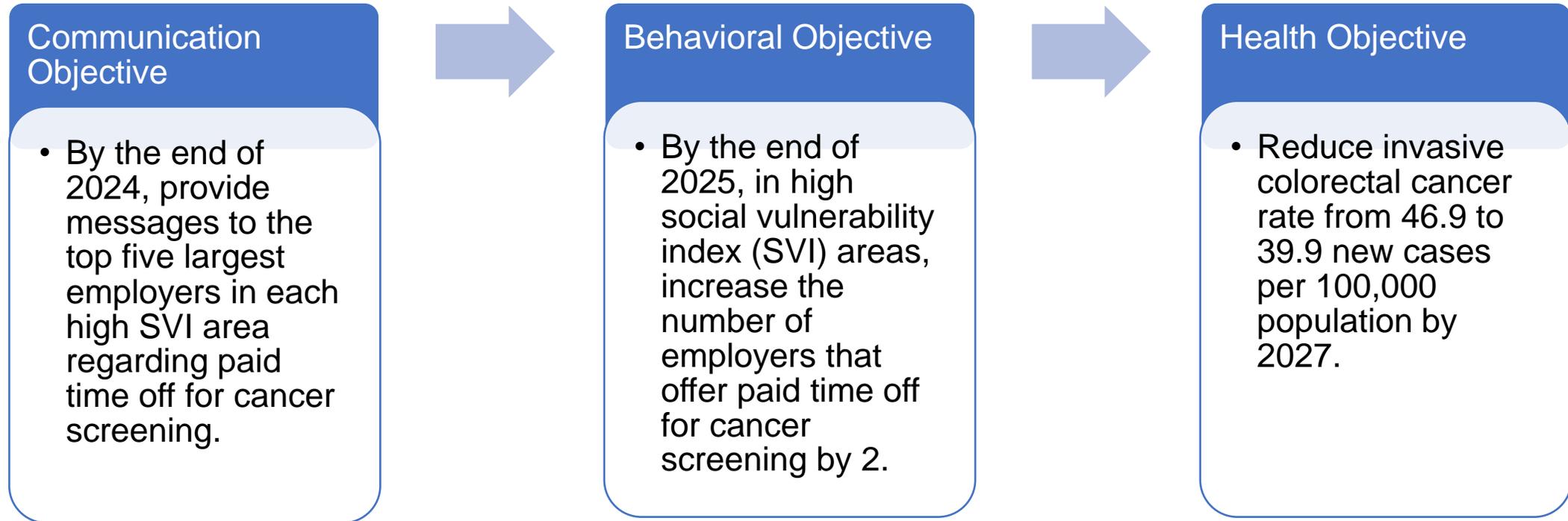
Akhil Mehta, Won Jin Jin Jeon, Christopher Hino, Eric Lau, Hamid R. Mirshahidi, and Gayathri Nagaraj, Journal of Clinical Oncology 2022



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SMARTIE OBJECTIVE

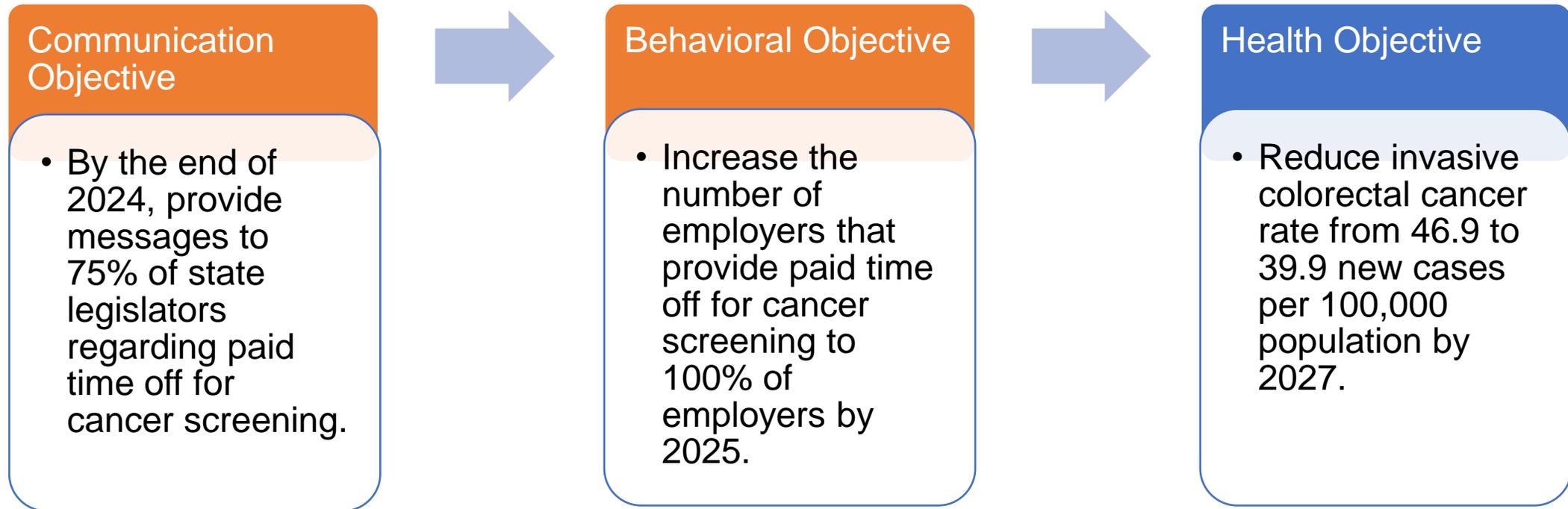
A little p example...



Little p policy change occurs at an organizational level

SMARTIE OBJECTIVE

A Big P example...



Big P policy change occurs legislatively at the local, state or federal level of government

Communication Plan

- Timeline
- Tactics/Channels/Activities
- Budget & Resources
- Person Responsible
- Output/Outcome Measure

Plan Tactics and Timeline

COMMUNICATION OBJECTIVE 1: Increase the number of men and women age 50-75 reached with messages about the importance of screening for colon cancer from 0 to 50,000 by the end of the project year.

Related Health Objective(s): Reduce invasive colorectal cancer rate from 46.9 to 39.9 new cases per 100,000 population by 2020.

Related Behavioral Objective(s): Increase the proportion of [Imaginary State residents] aged 50+ who have had colorectal cancer screening based on the most recent evidence-based guidelines to screen for colon cancer from 60.5% to 65.1% by June 2017.

Target Audience(s): [Imaginary state] adults age 50-75; Spanish-speaking older adults

Key Message(s): It is important to detect colorectal cancer early to avoid death. Follow colorectal cancer screening guidelines.

	Tactics/ Channels/ Activities	Budget and Resources	Staff responsible/ Stakeholders involved	Output/Outcome measures
Months 1-3	<ul style="list-style-type: none"> Review baseline data for BRFSS colorectal cancer screening, cancer registry colorectal cancer incidence and mortality. Identify populations of highest incidence, mortality, and disparity. Review literature about target audience, behaviors, and attitudes. Planning meetings with marketing contractor to air public service announcements (PSAs) from Screen for Life on Spanish-language TV and radio during March (colorectal cancer awareness month) Work with CCC coalition members to identify local libraries, senior centers, and community gardens to post other Screen for Life materials Compile regional directories of GI practices/colonoscopy locations Approach AARP to brainstorm partnership opportunities 	<ul style="list-style-type: none"> CCC program coordinator time CCC coalition member time Partner staff time 	<ul style="list-style-type: none"> CCC program coordinator CCC coalition Colorectal Cancer workgroup Marketing contractor 	<ul style="list-style-type: none"> Summary of data and information about target audience Compilation of GI practices/ colonoscopy locations Plan for airing PSAs Partnership with AARP
Months 4-6	<ul style="list-style-type: none"> Ongoing meetings with marketing contractor for Spanish-language TV and radio PSAs Identify colorectal cancer survivor to interview for human interest op-ed in [Imaginary State] Senior News Print Screen for Life campaign posters and brochures and fact sheets and distribute to CCC coalition members with community reach Contact ABCD News station to plan mock colonoscopy news segment Draft Colorectal Cancer Awareness Month campaign press releases Draft colorectal screening messages for CCC program and coalition Facebook and Twitter accounts. "Friend" and "Follow" authorities on health and colorectal cancer, partners, and local GI practices to 	<ul style="list-style-type: none"> CCC program coordinator time CCC coalition member time Partner staff time \$300 for poster and fact sheet printing and shipping 	<ul style="list-style-type: none"> CCC program coordinator CCC coalition Colorectal Cancer workgroup Marketing contractor (PSAs) ABCD News station contact [Imaginary State] Senior News 	<ul style="list-style-type: none"> Posters and fact sheets printed Colorectal cancer survivor identified Op-ed planned for [Imaginary State] Senior News Mock colonoscopy

Audience Determines...



Messenger



Message



**Channel /
Media**

Know Your Audience(s): Paid time off for cancer screening

Employer (little p policy)

Know Your Audience(s): Paid time off for cancer screening

Employer (little p policy)

Decision makers:

- Executive leaders
- HR leaders
- Insurance providers

Employees

Know Your Audience(s): Paid time off for cancer screening

Employer (little p policy)

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Employees

What's in it for them?

- Interested in financial argument
- Save money in long run by helping staff detect cancer earlier or even prevent cancer
- Increase staff morale, recruitment and retention

Know Your Audience(s): Paid time off for cancer screening

Legislature (Big P Policy)

- Elected officials
- Staff of elected officials
- Constituents

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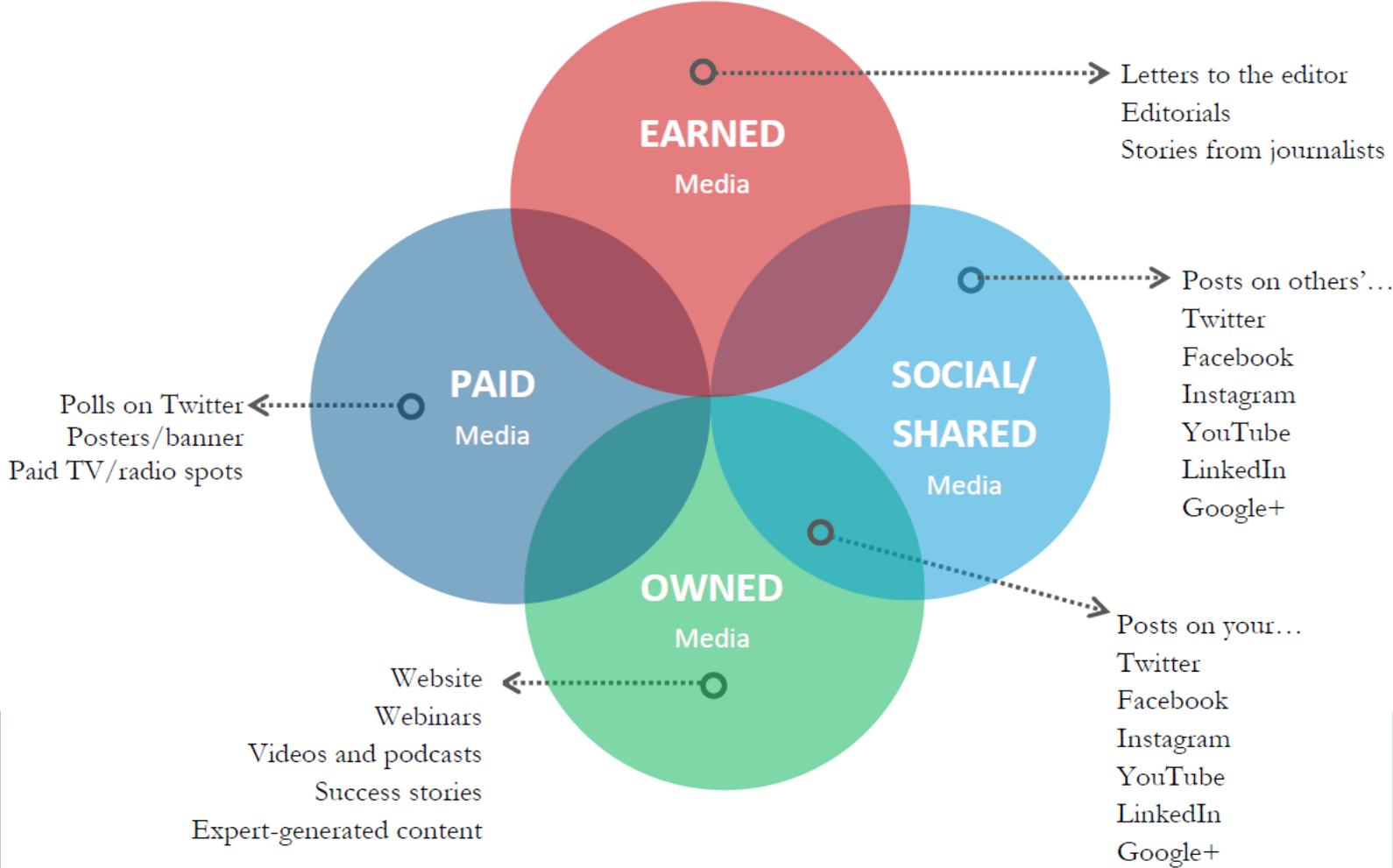
What's in it for them?

- Personal connection to cancer
- Improve health of their constituents
- Level the financial burden on payers
- Invest in time off, decrease spending on advanced cancer treatment
- Communities need cancer screening, but time off work is a barrier

Media Strategies within Communication Plans

- Public relations
 - Messaging within mass media
- Advertising
 - Paid or public messages in media or public spaces
- Education entertainment
 - Embedded health promoting in entertainment industry
- Individual and group instruction
 - Influences or counsels to increase desirable behaviors
- Paid, earned and social media
 - Publicity gained organically (i.e. letters to the editor, news story)
- Owned media
 - A channel you control, such as your website

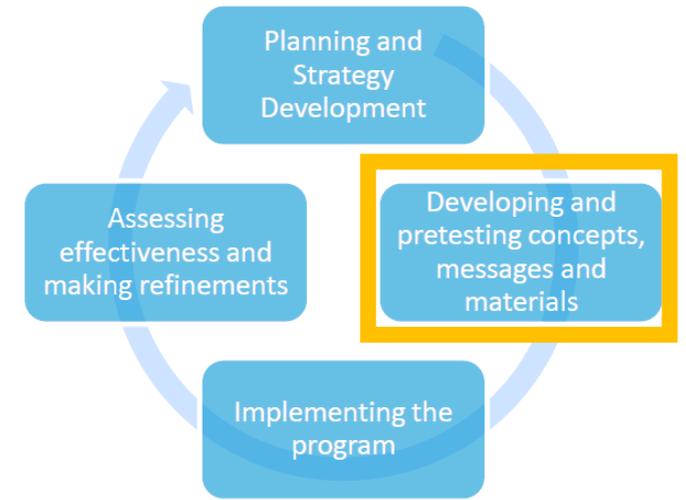
Paid, Earned, Social/Shared & Owned Media



Iloff R. Why PR is embracing the PESO model. Mashable, 2014.

Developing and Pretesting Concepts, Messages and Materials

- Develop material
- Use existing material
- Test with your audience



National Cancer Institute. *Making Health Communication Programs Work: A Planner's Guide*. 2004.

Develop Material

- Resource intensive
 - Financially
 - Staff time



Use Existing Material

- Use existing material
 - Align with existing partner campaigns
 - Utilize national resources
 - CDC Public Health Media Library
 - CDC Public Health Image Library
 - CDC Media Campaign Resource Center (tobacco specific)
 - NCCRT 2022 Messaging Guidebook For Black & African American People: Messages To Motivate For Colorectal Cancer Screening
 - GW Social Media Campaigns



Test Material

- Collaborate with stakeholders
 - Focus groups
 - Input surveys



Compile Material in an Online Newsroom



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Button on homepage

Include contact information

List of experts from your coalition

Infographics, factsheets, press release and letter to the editor templates

Optimize website for mobile use

Include an "about" your coalition

High-resolution image gallery

Implementing the Program



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National Cancer Institute. *Making Health Communication Programs Work: A Planner's Guide*. 2004.

Tips to Implement

- Routine check-ins for individuals/organizations responsible
 - Establish new meetings
 - Integrate into existing meetings
- Create reminder systems
 - Weekly group emails
 - Calendar appointments / reminders
- Set realistic deadlines



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Assessing Effectiveness and Making Refinements



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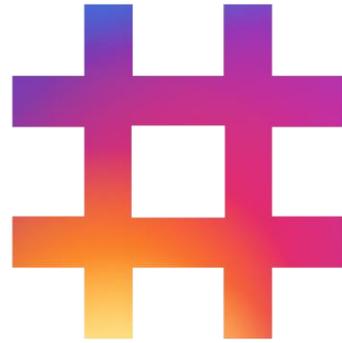
Tips for Assessing Effectiveness

- As you implement, ensure communication plan is:
 - Staying with the timeline
 - Remains realistic
- Create a tracking sheet for media impressions
 - Consider a simple, shared spreadsheet for coalition members to contribute



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Tips for Assessing Effectiveness



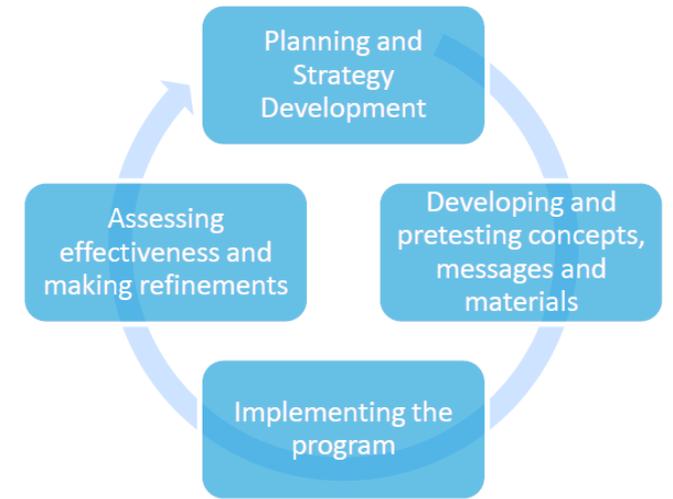
- Recruit a student to help track
- Create “Google Alerts” for key messages related to the campaign
- Collect media coverage of launch event including clips, videos, articles or other coverage
- Collect metrics from media vendors and re-assess timing and placement of ads based on metrics and feedback
- Check placement of print ads, re-order materials and distribute as needed
- **Create unique hashtags for easy social media tracking**

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Refine and Repeat



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National Cancer Institute. *Making Health Communication Programs Work: A Planner's Guide*. 2004.



COMMUNICATION TRAINING FOR
COMPREHENSIVE CANCER CONTROL (CCC)
PROFESSIONALS 101: MEDIA PLANNING AND
MEDIA RELATIONS

Letter to the Editor
Template and Example

Press Release
Template and Example



COMMUNICATION TRAINING FOR
COMPREHENSIVE CANCER CONTROL
PROFESSIONALS 102: MAKING COMMUNICATION
CAMPAIGNS EVIDENCE-BASED

**Imaginary State Communication and
Media Plan**

Media/Communication Plan
Template

Resource Links

GW Cancer Center Resources:

[Action4PSEChange website](#)

[Action4PSE Change: A Training](#)

[Communications 101 Training](#)

[Communications 102 Training](#)

[Communications 101 and 102 Guides & Templates](#)

[Health Awareness Social Media Campaigns](#)

Other Resources:

[National Association of Broadcasters](#)

[CDC Public Health Media Library](#)

[CDC Public Health Image Library](#)

[CDC Media Campaign Resource Center](#)

[NCCRT 2022 Messaging Guidebook For Black & African American People: Messages To Motivate For Colorectal Cancer Screening](#)

Questions?

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www.cancercontroltap.org