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Promoting Existing Comprehensive Cancer Control Successes

A Communications Framework for Comprehensive Cancer Control Programs



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PURPOSE OF THE GUIDE

Comprehensive Cancer Control (CCC) programs and coalitions are developing strategies and implementing interventions that are successfully impacting policy, systems, and environmental changes and influencing health behaviors. Although the many accomplishments have been documented by CCC programs and coalitions through the creation of success stories, publicizing and disseminating the stories can pose a challenge. *Promoting Existing Comprehensive Cancer Control Successes* provides a framework that can guide CCC programs and cancer coalitions in sharing their success stories with a broad audience. It is based on interviews conducted with representatives from CCC Programs and cancer coalitions who shared their experiences in successfully promoting their stories.

For additional information about Comprehensive Cancer Control and communication resources, please visit the website of the Comprehensive Cancer Control National Partners at <http://cccnationalpartners.org/>.

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INTRODUCTION

Your Comprehensive Cancer Control (CCC) program is doing great things and positively impacting your community. This document provides a communications framework guide to make it easy for you to share your CCC successes.

What is a communications framework?

A communications framework by definition is an outline that serves as a step-by-step guide for promotion.

The purpose of *this* framework guide is to help you take existing CCC success stories and leverage your communication channels and the media to promote CCC achievements.

Before you begin any promotion, use the criteria on the following page to decide whether each successful tactic, program or campaign should be shared.

Why use a communications framework guide?

Research demonstrated that there were common barriers for sharing CCC successes, such as:

- Lack of staff (skills and capacity)
- Lack of funding

By using this framework guide to promote your CCC successes, you will be able to:

- Be more time and cost efficient
- Be more consistent for when and how you share stories

What is a Comprehensive Cancer Control (CCC) success?

A CCC success is defined as a project, program or tactic that met or exceeded established goals. Promoting CCC successes takes the same amount of thoughtful planning and execution as any CCC project, program or tactic.

What is the value of sharing your CCC success?

1. It can drive additional awareness of issues
2. It can impact preventive behaviors
3. It can increase financial support of current partners
4. It can inform potential partners to grow your coalition
5. It can improve the efficiency for others
6. It can validate your efforts
7. It can build relationships through recognition of your efforts

...and at the end of the day, that translates into better outcomes.

Let's get started.

SHOULD YOU SHARE YOUR EXISTING COMPREHENSIVE CANCER CONTROL SUCCESS?

Media is constantly changing. It is different today than it was five years ago, two years ago and even different from one year ago. Many people associate “media” with the very traditional TV, radio and print, which can be time consuming and costly to secure. There are many ways you can share your successes beyond the traditional media that are effective in reaching important audiences.

1

First, determine if your CCC project, program or tactic was successful (as measured by the evaluation criteria and outcome criteria established up front).

- Did the program/project meet or exceed your set goals and objectives?

2

Second, determine if others could benefit from knowing about your CCC success.

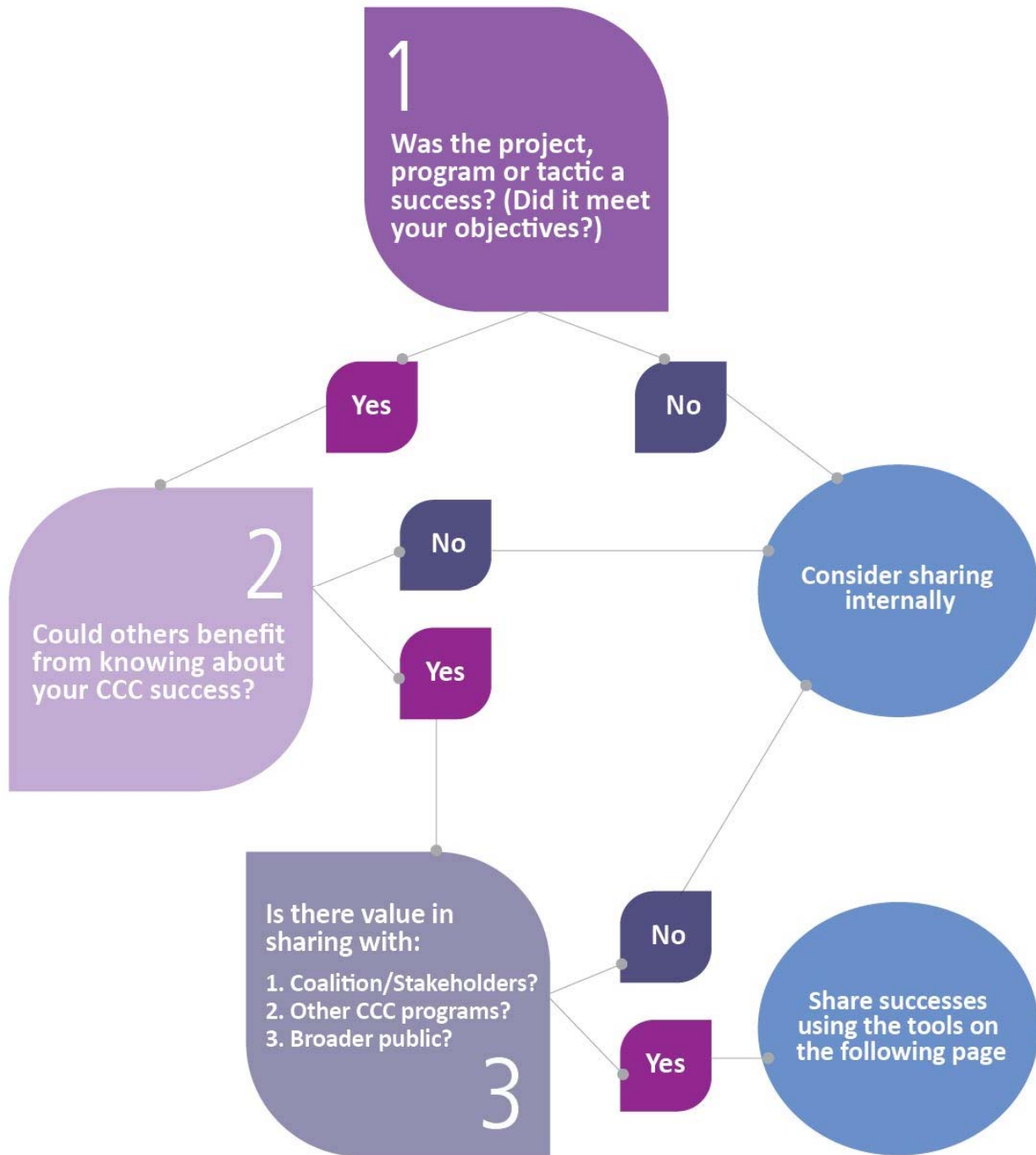
- Can other CCC programs use it as a template or model?
- Could a success story be created based on the achieved goals/outcomes? Click here for the [Success Story Template](#) or copy the following link into your browser:
<http://nccd.cdc.gov/NCCDSuccessStories/default.aspx>.

3

Third, ask whether the CCC success story should be shared internally, or with other key audiences, such as...

- Coalition/Stakeholders
- Other CCC programs
- Broader public (through the media)

If you can answer yes to any or all of these questions, there is value in sharing and promoting your successful communication program. For your convenience, we have included a visual decision tree on the following page.



AMPLIFYING COMPREHENSIVE CANCER CONTROL SUCCESS

Now that you've determined that your CCC project, program or tactic is a success, what's the next step? Let's start with the basics. The end goal is to secure a media placement that you will then be able to amplify. Here are the types of media you may be familiar with.

- **Owned Media** – Media, content and assets that your CCC program controls, like your website, blog, newsletter and your social media accounts.
- **Earned Media** – The result of public and media relations efforts to gain coverage on TV, radio, magazines, websites and in publications – on and offline.
- **Paid Media** – Often thought of as “traditional” advertising including: TV ads, radio ads, newspaper or magazine ads, digital ads and sponsorships.
- **Shared Media** – Your CCC program's online interaction with consumers on content on sites like Facebook, Twitter, Instagram and YouTube. The content is considered “shared media” since it's a result of a shared interaction.

Each of your CCC successes is unique and presents different promotion options and opportunities. There should be at least one option—or a combination of options—that will work for any success you want to promote. Pick and choose your promotion option(s) based on the resources that you have within your department and coalition. Below is a step-by-step guide to packaging, promoting and amplifying your CCC successes.

Step 1 - Success. You held a colorectal screening program, and you exceeded your colorectal screening goals. You would consider this event a success.

Step 2 - Point of View (POV). With any success, you have the opportunity to establish your CCC program as the thought leader in your state, territory or tribe for all things cancer-related.

- For example, with your colorectal cancer screening success, you could draft an opinion editorial (op-ed) or send a letter to the editor to your local papers, noting this achievement and what it means to the community.
- You could also seek speaking opportunities to share this achievement within the community and/or secure one-on-one meeting opportunities with health influencers.

Step 3 - Package. Package your success in a way that can be easily distributed through your own communication channels and the channels of your coalition members. For example, you could:

- Draft a press release for the media about your colorectal cancer screening program and how it made an impact in the community.
- Draft a newsletter article about how awareness for the importance of colorectal screenings has increased due to your colorectal screening program. Make sure to add photos or visuals if you have any.
- You could take it a step further and create an “infographic,” which visually displays your outcomes and statistics from your colorectal cancer screening program. There are many free tools you can use to easily create visuals, such as [piktochart.com](https://www.piktochart.com), [canva.com](https://www.canva.com) or [yenngage.com](https://www.yenngage.com).

Step 4 - Promote. There are a variety of tools at your disposal for promoting your colorectal cancer screening program success. For example, if your CCC success includes a strong human interest story:

- Create a two-minute video, which you can shoot using a smartphone. This video can be used in a pitch to traditional media, it can be distributed via your social media channels (i.e., Facebook, Twitter, YouTube), or sent to your stakeholders and partners to share on their own channels. You could email your video to key influencers or to your database. Make sure to place the video on your website.

NOTE: If you do not have a website or social media pages, you can send these items to relevant partner organizations whose goals align with the CCC program project, and ask them to post it on their websites/social pages.

Step 5 - Place. This is when your colorectal cancer screening program's success is picked up by traditional media or shared via social media. (Hooray!) Don't let the promotion of your CCC success end there. **Make sure to amplify it again.**

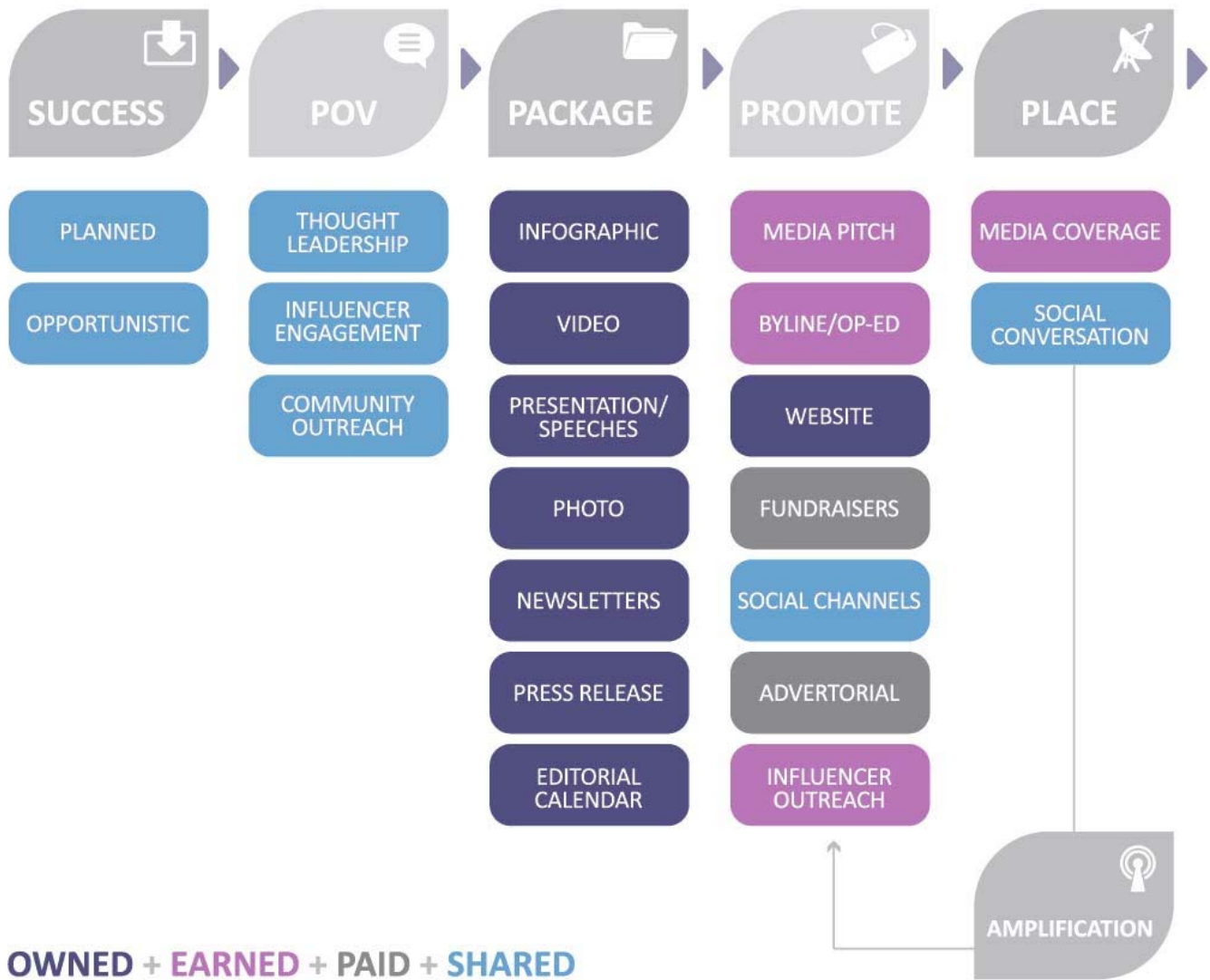
Step 6 - Amplify. If the media promotes your colorectal cancer screening program's success via broadcast, social or print, find ways to leverage it a second time.

- For example, if a news broadcast station picks up your story, make sure to email the link to stakeholders and other CCC programs, and share on your website and social channels.
- Another way to share your media placement is to showcase the media coverage in your newsletter.
- If another party shares your success on their social media pages, make sure to retweet the story or share the story on your Facebook wall.

NOTE: When sharing a CCC success on social media, it's preferable to tag the outlet's social media page and/or the reporter when applicable. This will help foster a relationship with that reporter/outlet.

Ideas for Packaging and Promoting your CCC Success	Coalition/ Stakeholders	Other CCC Programs	Broader Public
Create an infographic or a visual representation of statistics from your campaign success	●	●	●
Present project or campaign at annual conferences	●	●	
Share photos, videos and information on website or blog	●	●	●
Distribute through an existing newsletter or email blast	●	●	
Draft and distribute a press release to appropriate media	●		●
Share via a list serve		●	
Promote via available social and digital channels (e.g., Facebook, Twitter, blog)			●
Conduct in-person meetings with key influencers	●		
Repurpose third-party coverage (such as a news story) by sharing it via email or other electronic vehicle.	●		
Create a bylined article from an appropriate thought leader and pitch to popular newspapers, blogs or websites.	●		●

AMPLIFICATION MODEL FOR SHARING COMPREHENSIVE CANCER CONTROL SUCCESS



BEST PRACTICE TIPS FOR SHARING COMPREHENSIVE CANCER CONTROL SUCCESS

Gathered from research among best practice CCC programs, in addition to evidence-based behavior change programs (i.e., tobacco use, skin cancer, colorectal cancer prevention), the following tips will help you efficiently and effectively share your CCC successes.

Tip 1 - Foster innovation and support within.

The biggest challenges that CCC programs face are limited program staffing, relative lack of formal communications training and competing state public health communication priorities. Program directors recognize they must continue to innovate. But how? To help you answer this question, here are hand-picked success stories from other successful CCC programs:

- **Social media is critical to reaching diverse populations to both educate and change behavior.** Don't have a social media expert on staff? Your agency or organization has parameters that limits or prohibits a program from having its own Facebook page? One CCC program found a way to work around these challenges by creating a blog. By taking this step, it drove content in support of their programmatic goal. The program was successful in securing partner content contributions that both strengthened their partnerships and leveraged their content to a bigger and broader audience. It's important to remember that before you create a new social media account or blog, make sure it can be sustained. You want to make sure you're posting content regularly.
- **Leverage partners' (internal and external) mass media budgets:** No CCC program has indicated they had enough media funding-- even those programs that were fortunate enough to have large advertising budgets. Several CCC programs worked around this by partnering with another program within public health. One in particular strategically met with another public health program director to discuss how cancer might relate to their initiatives. Through this relationship, the CCC program has been able to include CCC priorities as part of the other program's mass media campaign, keeping the cancer conversation going all year long.
- **All for one and one for all:** Many CCC programs have stakeholders and coalition members who support the program goals, but their messages and branding are disconnected. One CCC program worked to create consistent messaging with their partners. They developed a universal message framework, where multiple partners shared the messages at multiple levels and used one consistent voice, which helped ensure that their messages were shared in a singular sustaining voice.

Tip 2 - Get the right people on the bus.

Managing a coalition and partners can be time consuming. Be strategic and be nimble. One CCC program realized that recruiting more members to join their coalition required incrementally more time and resources than they had. This CCC program decided to reduce the number of coalition partners dramatically and focus on strategic partners. This change ensured the right people were part of the coalition and everyone was able to contribute. Keep in mind: quality over quantity. Among your existing and prospective members, consider requesting a high-level communications representative as the point person in the coalition, such as the community affairs director of a broadcast outlet or the director of marketing of a large organization. By having these people at the table, you are able to bring muscle to your communication efforts.

Tip 3 - Grow your network and build relationships.

Relationships. Relationships. Relationships. This is the key to leveraging communication resources. Your coalition has a rich network, ranging from academic associations to business groups. Think beyond the person sitting at the table. Several CCC programs did not have the budget or skill set on staff to execute an integrated communications program. Because of their relationship with coalition members, it allowed them to tap into broader support than the organizational representative sitting at the table.

Tip 4 - Stay informed; Be aware.

Be proactive in learning about successes in the national health and cancer industry, not just in your state, tribe or territory. Look for programs that were successful and decide if the program could be adapted. Because cost and time efficiency are barriers for most CCC programs, leveraging successful evidence-based programs will save you time and effort.

Tip 6 - Talk to your peers; Share with your peers.

If your CCC success is adaptable and able to be duplicated, don't hesitate sharing it with other CCC programs on a regular basis. The CDC has revised their [Success Story Template](#), making it more user-friendly to share your CCC success. Consider using already established ongoing conference calls or other communication methods (e.g., Research to Realty).

Tip 6 - Make full use of internal resources.

See promotions tool chart on page 7 for recommendations.

Tip 7 - Incorporate thought leadership.

Thought leaders are respected and known as the experts on the subject matter at hand. Position your CCC program staff as thought leaders, by including your CCC program's point of view wherever possible. It can be as easy as sharing an article on Facebook about breast cancer, and in your post, explain the importance of getting checked regularly.

Tip 8 - Keep it simple; Make it visual.

In our busy work and personal lives, sometimes the best communication tools are the simplest. If you have a single point to make – or statistic to communicate – turn it in to a graphic that can be easily shared or re-shared. For example, instead of writing a full-page article to say that the single best preventive measure you can take is timely and proper screening, say that visually. There are many free tools you can use to easily create visuals, such as piktochart.com, canva.com or venngage.com.

Tip 9 - Consider real-time social marketing.

Instead of planning content to post on social media, real-time marketing (posting content based on relevant trends) can be a valuable approach. Look for trending hashtags on Twitter where you can insert your voice. For example, if you see that #BreastCancerAwarenessMonth is trending on Twitter, and you recently completed a successful breast cancer campaign, this would be a great chance to share your success while it is relevant.

NOTE: Always use a relevant hashtag or hashtags in your post to increase visibility and insert your voice in the conversation. Hashtags are most commonly used on Twitter, Instagram and Facebook.

Real-time marketing also involves posting photos, videos and other content on-the-fly during an event. People prefer to experience things as they are happening rather than in the past.

Both of these best practice tactics are likely to increase your engagement. The example below shows how the United States Department of Agriculture (USDA) Food Safety and Inspection Service used the trending hashtag #BreastCancerAwarenessMonth to join the conversation and promote content while it was still relevant.



CONCLUSION

By using the steps and best practice tips in this framework guide, you will not only be able to increase your time and cost efficiency for promoting CCC successes, but you'll also have the tools you need to be more consistent when sharing stories.

By sharing your CCC successes, you can:

- Increase awareness of CCC issues
- Positively impact preventative behaviors
- Increase financial support of your CCC program
- Build strong relationships
- Help your peers to become more efficient
- Strategically grow your coalition

Your CCC program is accomplishing great things that are worthy of sharing. Use the tips in this framework guide to help you share your success in the most impactful way.