



CDC's *Inside Knowledge* Campaign

Helping women get the facts about
gynecologic cancer

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Gynecologic Cancers in the United States

Five Main Types:

Cervical

Ovarian

Uterine

Vaginal

Vulvar

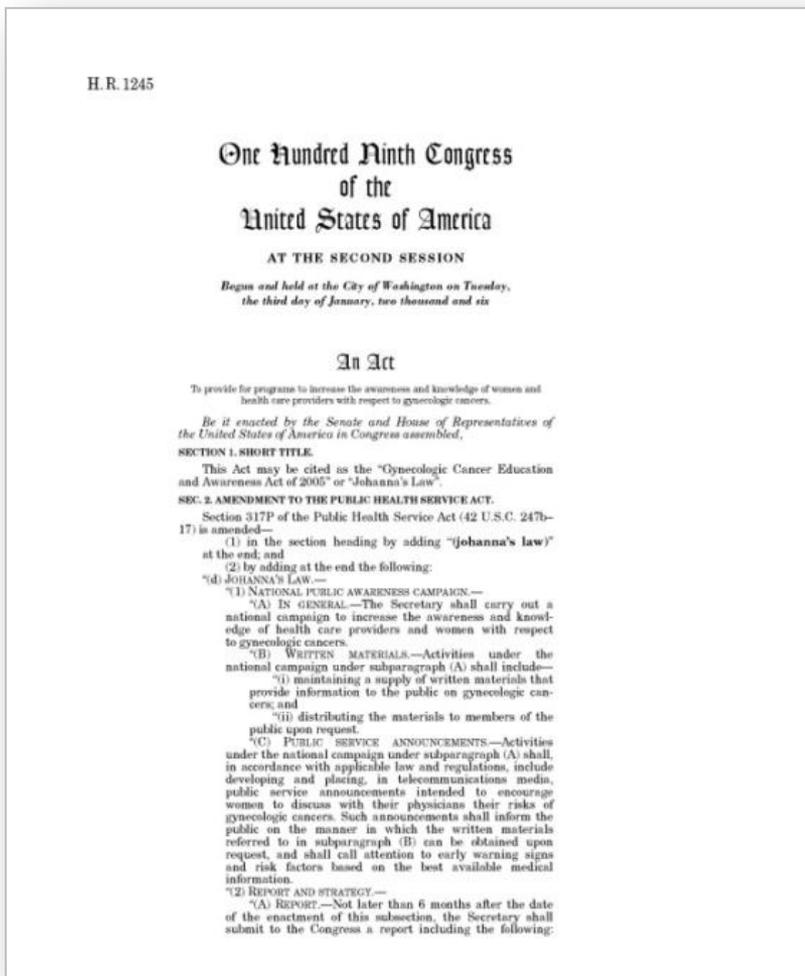
Because **symptoms can be absent, mild,** or **ambiguous**, especially in the early stages of disease, gynecologic cancers (especially ovarian) may be **diagnosed at a later stage**, when treatment is more difficult.

**83,600 women
diagnosed
each year**



**Nearly 27,000
deaths each
year**

Gynecologic Cancers in the United States

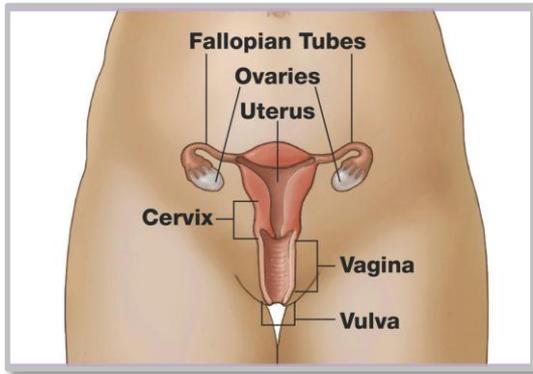


The Centers for Disease Control and Prevention (CDC) launched ***Inside Knowledge: Get the Facts About Gynecologic Cancer*** in collaboration with the U.S. Dept. of Health and Human Services' Office on Women's Health, following the passage of **Johanna's Law** in 2007.



Inside Knowledge Objectives

Focusing on women, aged 40 and older:



Increase awareness of GYN cancers—risk factors, warning signs, and symptoms.



Promote **greater discussion** of GYN cancers between women and their healthcare providers.



Encourage women who are faced with warning signs to **ask their healthcare providers** about GYN cancers.

Our Challenge

Research Showed General Lack of Awareness

- Women's awareness about GYN cancer symptoms, risk factors, and screening was very low.
- Misconceptions and myths were fairly common.

Five Cancers, One Campaign

- Etiology, prevention, detection, and treatment differ for each GYN cancer.
- Risk factors and symptoms are unique to each cancer and each woman.
- Screening is recommended only for cervical cancer.
- Symptoms mimic many benign conditions.

Nebulous Call to Action

- There is no simple action women can take to prevent most GYN cancers.
- Cervical cancer is the only GYN cancer for which a proven screening test and vaccine exist, to help prevent the disease.

Key Messages

Build Awareness

- There are 5 main types of GYN cancer:
 - > Cervical
 - > Ovarian
 - > Uterine
 - > Vaginal
 - > Vulvar
- Get the facts about each.

Simplify the Issue

- Pay attention to your body.
- Know what is normal for you.
- GYN cancers have warning signs.
- Symptoms are not the same for each person, or for each of the GYN cancers.

Create a Call to Action

- If you have unusual bleeding, or you have other symptoms for 2+ weeks, see a doctor.
- When GYN cancers are found early, treatment is most effective.
- Get screened for cervical cancer (Pap test) and the HPV vaccine, as recommended.

Research

Expert Panel

CDC engaged leaders from the medical, scientific, and advocacy communities, as well as communication professionals, epidemiologists, and others.

Formative Research

Conducted English- and Spanish-language focus groups with women ages 40-60 in four U.S. cities to better understand their knowledge, attitudes, and awareness of GYN cancer.

Materials Testing

Conducted focus groups to test creative concepts for print and television PSAs.

Research

We learned that...

- Women respond to authentic, personal stories.
- Women want to feel empowered, not scared.
- Women need to know the symptoms in order to take the right action.



Be brave.
Ask questions.

Get the facts about
gynecologic cancer.

*Jenny Allen, mother,
writer, survivor*

[LEARN MORE >](#)

 
Get the Facts About Gynecologic Cancer

The advertisement features a woman with short blonde hair, wearing a purple sweater and a silver chain necklace, standing with her arms crossed against a teal background. The text is positioned to the left of the woman. The CDC logo is a blue square with a white eagle and the letters 'CDC'. The 'Inside Knowledge' logo consists of the words 'Inside' and 'Knowledge' in a white sans-serif font, with a stylized white figure of a person inside a circle between them. Below the logo is the tagline 'Get the Facts About Gynecologic Cancer'.

Execution & Results

Materials Development & Distribution

Gynecologic cancer symptoms is a prominent theme across materials.

- Some symptoms may be “nothing to worry about,” but we encourage women to “find out for sure.”
- Knowing symptoms gives women a framework for understanding and a basis to judge when to take action.
- Women most often gravitate toward materials and messaging about symptoms.

| Gynecologic Cancer Symptoms | | | | | |
|---|-----------------|----------------|----------------|----------------|---------------|
| Symptoms | Cervical Cancer | Ovarian Cancer | Uterine Cancer | Vaginal Cancer | Vulvar Cancer |
| Abnormal vaginal bleeding or discharge | ● | ● | ● | ● | |
| Pelvic pain or pressure | | ● | ● | | ● |
| Abdominal or back pain | | ● | | | |
| Bloating | | ● | | | |
| Changes in bathroom habits | | ● | | ● | |
| Itching or burning of the vulva | | | | | ● |
| Changes in vulva color or skin, such as a rash, sores, or warts | | | | | ● |

Execution & Results

Materials Development & Distribution

The campaign produces patient education materials in English and Spanish:

- **Fact sheets** on each of the 5 main GYN cancers
- A comprehensive **brochure** with in-depth information about each cancer
- A two-week “**symptoms diary**” to help women track symptoms related to each of the 5 cancers
- **Posters** featuring stories from GYN cancer survivors, the symptoms chart, and a diagram of the female anatomy



Execution & Results

Materials Development & Distribution

- Provide hundreds of thousands of resources to the general public, organizations, health departments, universities, hospitals, medical groups, and clinics.
- Use conference exhibit opportunities to promote resources at annual meetings for:
 - › American Academy of Family Physicians
 - › Society for Gynecologic Oncology
 - › Ovarian Cancer National Alliance
 - › Foundation for Women's Cancer & the National Race to End Women's Cancer
 - › General Federation of Women's Clubs



Execution & Results

Public Service Announcements

A **Woman-to-Woman** Approach:

- Research showed that women wanted to hear from “real” women, especially those who survived or have a personal connection to GYN cancer.
- We produced radio, print, TV, and out-of-home PSAs featuring women’s stories in a straightforward approach.
- PSAs emphasize the importance of knowing what is normal for you and recognizing symptoms, in order to seek care in a timely way.



Execution & Results

Public Service Announcements



PSA Results

(Sept. 2010 – Feb. 2013):

- 2.6 billion impressions
- \$113 million in donated ad value
- On average, TV PSAs rank in the top 2 percent of all PSAs tracked by Nielsen (approx. 1,500 PSAs)



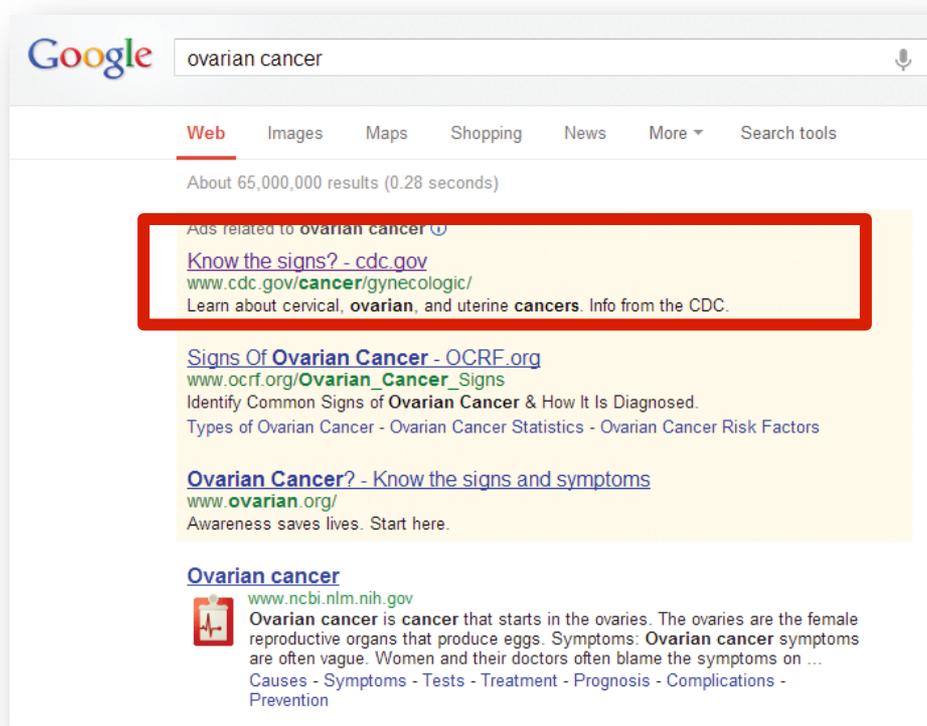
Execution & Results

Paid Media

In 2012, the campaign launched a paid media campaign across multiple platforms, including websites, radio, and cable television.

Thanks to these efforts, traffic increased **314%** on the *Inside Knowledge* English website and **453%** on the Spanish site in 2012.

- Nearly 40% of visits to CDC's Cancer website were views of *Inside Knowledge* web pages, totaling 2.8 million page views.
- Mobile pages received the 2nd highest number of visits, compared to other sections of CDC's mobile-optimized website.



Execution & Results

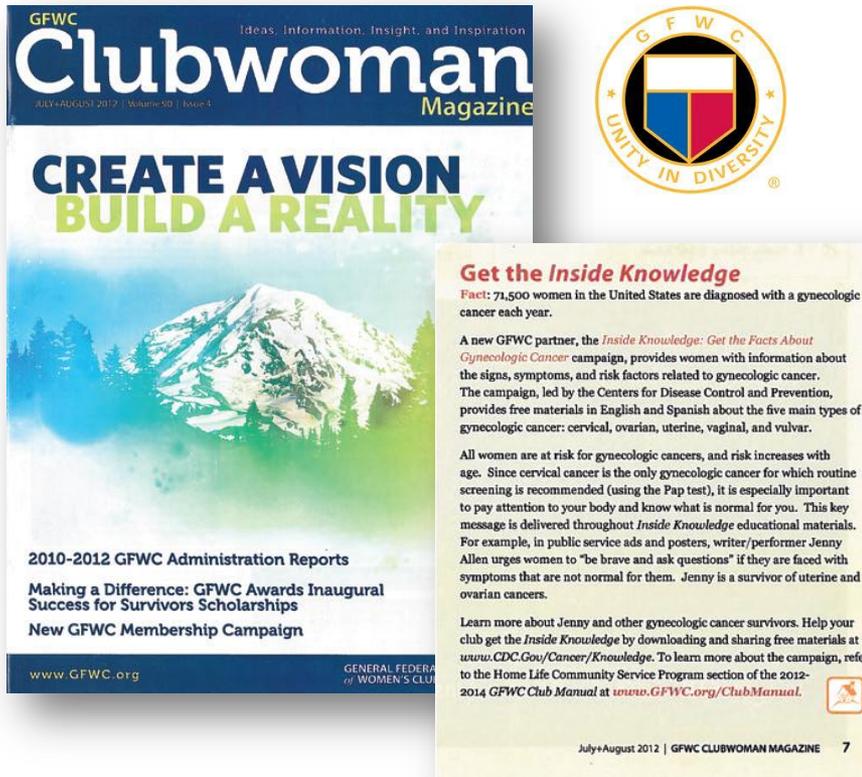
Paid Media

The screenshot shows the NBC News Today Video page. At the top, there's a navigation bar with categories like Home, News, Entertainment, Food, Health, Money, Pets, Moms, Style, Travel, Tech, KLG & Hoda, and Video. Below this is the 'Today Video' logo. A 'Most viewed' section displays a grid of seven video thumbnails with titles such as 'Woman says cops looked up her license 550 times', 'DJs apologize for prank call to Kate's hospital', 'David Axelrod shaves moustache for charity', 'Barbra Streisand: 'I'm not a diva'', 'Rossen Reports: New device can open hotel room locks', 'Elephant poop produces new Thai coffee', and 'Syria on alert over chemical weapons threat'. Below the grid is a video player showing a woman speaking, with a play button and a progress bar at the bottom. To the left of the video player is an advertisement for 'Inside Knowledge' from the CDC, featuring a woman and the text 'Gynecologic cancers have warning signs. Get the Inside Knowledge. LEARN MORE >'. The ad also includes the CDC logo and the text 'Get the Facts About Gynecologic Cancer'.

The screenshot shows a Yahoo! Voices article titled 'Making Friends With Your Treadmill' by Tarissa Helms. The article is categorized under 'HEALTH' and 'HOME IMPROVEMENT'. The main text discusses the author's relationship with a treadmill, describing it as a 'love-hate relationship' and offering tips on how to make it work. The article includes a list of links to related content, such as 'Live to Win! My Personal Experience with Getting Physically Active on a Time Budget' and 'How to Switch from a Walking Routine to a Running Workout'. There is also a video player embedded in the article, showing a woman speaking. The video player has a play button and a progress bar. Below the video player is an advertisement for 'Ad Council' with the text 'There are thousands of siblings in foster care who'll take you just as you are. Learn about adoption.' and the Ad Council logo. At the bottom of the article is another advertisement for 'Inside Knowledge' from the CDC, featuring a woman and the text 'I survived ovarian and uterine cancers. Learn the warning signs. Jenny Allen, mother, writer, performer. LEARN MORE >'. The ad also includes the CDC logo and the text 'Get the Facts About Gynecologic Cancer'.

Execution & Results

Partnership Outreach



Inside Knowledge began a partnership with the **General Federation of Women's Clubs (GFWC)**, one of the world's largest women's volunteer service organizations.

- Host workshops.
- Provide resources on GYN cancer to local chapters to help members raise awareness in their communities.
- Contribute content to national *Clubwoman* magazine.

Lessons Learned & What's Next?

- We are **evaluating *Inside Knowledge* materials** as we seek to broaden reach, impact, and appeal of the campaign.
- While existing materials are comprehensive, we identified a need to **simplify and condense content for some users** for easier sharing, printing, and adapting.
 - › Refresh the creative look and feel of campaign web, print, broadcast elements.
 - › Deconstruct some materials to make them easier to share and print.
 - › Ensure materials can be easily adapted by partners and are suitable for long-term use beyond the life of the campaign.
- As we **continue to drive traffic to *Inside Knowledge's* website**, we will be reviewing the site's content and organization to optimize visitor experience.
- Collaborate with CDC program partners (e.g., Comprehensive Cancer Control Program), providing resources for use at the local level, and **working toward campaign sustainability**.

What Does Success Look Like?

Process Metrics

- > Sustained traffic to the *Inside Knowledge* website
- > Continued use of *Inside Knowledge* PSAs in diverse markets across the U.S.
- > Increased use of campaign resources among women—via healthcare providers, community organizations, state health departments, etc.

Outcomes

- > Increased knowledge among women and healthcare providers about GYN cancer signs, symptoms, risk factors, prevention strategies
- > More women seeking appropriate medical attention for screening, diagnostic testing, vaccination, and follow-up care.
- > Increased conversation between providers and women about gynecologic health.

Decreased Mortality*

*The current lack of recommended screening for all GYN cancers but cervical limits the potential to significantly reduce deaths from these cancers.

Agilwz



To learn more, visit
www.cdc.gov/cancer/knowledge

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