C-Change Cancer Prevention Communications Campaign
Phase 1: Message Testing Exploration Findings

StrategyOne
Objectives

Goal:

• To leverage the commitment, influence and reach of C-Change members to foster the adoption of proven cancer prevention behaviors.

Objective:

• To create and launch a consistent playbook for members to touch, feel, be a part of and implement to infuse the consumer environment with research-supported cancer prevention and early detection messages.
Methodology

Qualitative Message Testing

• Focus group research was conducted to…
  • Explore mindsets about cancer prevention
  • Assess potential campaign platforms and stand-alone messages prepared in advance
  • Frame target audience acceptance for messaging

• *Focus groups offer great depth and breadth of information regarding respondent feelings about topics. They help define* WHAT consumers think and WHY they feel as they do. *But focus groups are qualitative in nature. The results of focus group research are not projectable to larger populations.*
A total of six focus groups were conducted the week of April 2, 2007 across three markets (Richmond, VA; Denver, CO; Chicago, IL).

- **“Undiagnosed Healthy Adults” (3 groups)**
  - Adults age 36-64
  - Have a family history of cancer (mix of parents, siblings, other relatives)

- **“Young Adults who are Cancer Aware” (3 groups)**
  - Adults age 25-35
  - Do not have an immediate family member that has been diagnosed with cancer (but may know other relatives or co-workers)

- **All groups also included a mix of…**
  - Smokers and non-smokers
  - Awareness levels of cancer (very, somewhat, not very aware)
  - Healthy behaviors (i.e. vitamins, exercise, nutrition)
  - Media attentiveness (i.e. read the newspaper, news, blogs, etc)
  - Information gatherers (i.e. online research, read health journals)
  - Additionally, all groups had a mix of respondents by gender, marital status, presence of children in the household, employment status, education levels, income levels, and ethnicity.
A total of 31 stand-alone messages were explored across the six focus groups.

- These included the original stand-alone messages within the 4 behavior areas (Nutrition, Exercise, Smoking, Screening) that were defined prior to fielding, as well as numerous other platform and stand-alone messages that were developed as a result of learnings throughout the process.
- The assessment of specific content is discussed in the research summary document that can be shared separately.
Discussion Flow

The following discussion flow and content was used…

• Introduction
  • “Ground rules” and warm-up

• Initial Health Discussion
  • Current perceptions of personal health
  • Current behaviors
  • Immediate and long-term health concerns
  • Barriers

• Platform Assessment*- statements were read aloud and then read silently by respondents.
  • Gathered respondents reactions to a series of “platform statements/umbrella messages” before exploring the individual behavior areas and stand-alone messages.
  
  Example: You have the power to reduce the risk of developing cancer.

• Stand-Alone Message Assessment**- statements were read aloud and then read silently by respondents.
  • Solicited feedback on individual messages within each behavior area. This includes assessment of tagline (Example: An apple a day may keep cancer away), as well as a discussion of the supporting copy. Discussion included awareness, believability, relevance and motivation.

*: Platforms were assessed in Denver and Chicago only. They were inserted into the discussion as a result of learnings from Richmond.

**: Stand-alone messages were revised to incorporate on-going learnings throughout the research process
Implications and Messaging Opportunities
Context

Personal Starting Points Differ…
• All respondents come from a different “health” reference point—which is a combination of personal experience and the experiences of family and friends

Knowledge and Awareness…
• Additionally, general knowledge about “healthy” behaviors varies—some perceive themselves as very active and aware while others admit they need guidance
• Most are aware of health messages abound. Several admit it can be a struggle to feel confident about what experts say about health because news is often evolving and conflicting with old beliefs
• Cancer is not well understood—perceptions greatly differ from fact

Barriers…
• People cite numerous barriers to being as healthy as they would like to be
  • Time, stress, knowledge, habits, money, insurance, etc.
  • General comfort with the status quo – few voice a desire to overhaul their life/lifestyle
Platform messaging works and is recommended!

- It provides context for understanding the overall topic messages and helps to clarify and shape reactions to stand-alone messages.
- Utilizing platform messages will help create “buy-in” and reinforce the relevance of the stand-alone messages.
- Platform messages brings unity to the campaign, allowing for individual customization at the stand-alone message level.
Messaging needs to be direct, brief and meaningful…

• Both platform and stand-alone messaging needs to address “YOU” vs. setting an example for family or friends.
  • Direct messages will strengthen personal relevance.

• Messages need to clearly and concisely provide adults with information on how to change their behaviors.
  • Brief messages help to simplify cancer prevention, which can be considered an overwhelming issue.
Personal relevance is key…

- While awareness of cancer is universal, it is not on everyone’s personal radar screen.
  - This is particularly true among younger adults—need to reinforce that steps taken earlier in life can have a great impact on later years.

- Statements suggesting that individuals have “control over” or can “prevent” cancer lack credibility.
  - While adults are willing to accept that you can modify some behaviors to reduce your risk, they do not believe you can avoid cancer.
Using proof points to relay news...

• While good nutrition and exercise are universally recognized as healthy behaviors, their relationship with cancer is news for many.

• Support the stand-alone messaging with key proof points. Simply and directly show the relationship between modifying behaviors and reducing your risk. Need to connect the dots for adults!
  • This may include referencing consumer friendly statistics and the relationship to specific types of cancer (i.e. breast cancer, lung cancer, etc).

• Support proof points with credible references. This includes non-biased, non-governmental sources.
  • American Cancer Society appeared to be a universally accepted source of information.
  • The nature of the C-Change Communications Campaign model will create instant credibility through consistent messaging from numerous organizations.
Implications and Messaging Opportunities

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Implications and Messaging Opportunities

Communications Elements that work!

- Small steps—makes an overwhelming issue manageable
- “Life choices”
- Prescriptive language—use of examples and tips!

Communications Elements that don’t work!

- “Bad habits”
- “Healthy behaviors”
- Vague or general instruction—“eat healthy”
Implications and Messaging Opportunities

Overall Platform: Encompassing “YOU” and “POWER”
*build relevance*

Sub-Platform: “SMALL STEPS”
*create the “buy-in”*

Messaging: “FOUR BEHAVIORS”
*amplify the small steps, “arm them with info”*

**DIET**
*Proof Point: “one-third of all cancers may be related to nutrition”*
*Small Step: “make half your grains whole”*

**EXERCISE**
*Proof Point: “Nearly 30% of several major cancers is related to inactivity & overweight”*
*Small Step: “go for a 30 minute walk during your lunch break!”*

**SMOKING**
*Proof Point: “Smoking accounts for at least 30% of all cancer deaths”*
*Small Step: “ask your employer for help quitting”*

**SCREENING**
*Proof Point: “two-thirds of cancer deaths can be avoided if detected early”*
*Small Step: “self exam once per week while bathing”*
Detailed Research Findings

C-Change Cancer Prevention Communications Campaign
Context

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Barriers…
• People cite numerous barriers to being as healthy as they would like to be
  • Time, stress, knowledge, habits, money, insurance, etc.
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How to Read the Detailed Findings

The following format has been designed to explore the assessment of individual stand-alone messages. Please note that the stand-alone message were revised to incorporate on-going learnings throughout the research process.

• Behavior Areas
  • Nutrition, Exercise, Smoking, Screening

• Key Insights
  • Recommendations specific to individual topic areas

• Communication Snapshot
  ✓ “Communication Elements that work!”: words and phrases that appear to resonate most with adults and have the potential to motivate action
  • “Communication Elements that raise questions”: words and phrases that were challenged by adults but have the potential to motivate if clarified
  ✗ “Communication Elements that don’t work as well”: words or phrases that triggered a negative reaction among adults and did not motivate

• Stand-Alone Message Content
  • Individual assessment of specific messages within each topic area
Nutrition

9 Messages Explored
Nutrition: Key Insights

Connect the Dots…

• Messages need to clearly and simply state the relationship between nutrition and reducing the risk of cancer. The link between diet and cancer is not clear to all.

  • “One-third of all cancers may be related to nutrition”—helps to build the case but also lead to many questions.

    • It says “may”? What specific cancers are related to nutrition? What does nutrition refer to… not eating “bad foods” or eating “good foods”?

    • Adding a credible source, such as the American Cancer Society is effective.

Enable Action…

• Messages need to provide adults with the information they need to start modifying their diet. They need guidance to take the next step in reducing their cancer risk.

  • Examples of small, gradual changes work best… this can also include tips.
Nutrition: Communication Snapshot

Communications
Elements that work!
- Reduce your risk
- Small steps
- Doesn’t mean revamping your diet

Gradual, positive changes
- Diet rich in whole grains, fruits & vegetables

Examples
- Go to www...
- Genes are not the only thing, can’t control what you’ve acquired

... that raise questions
- One-third of all cancers may be related to nutrition
- Fast choices
- Learn to make

Fulfilling life
- Be a good example to your children

... that don’t work as well
- 8-10 servings
- Odds
- Even while on vacation
- Investment/ asset/ equity

Genes are not the only thing. Investment/ asset/ equity.
Nutrition: Apple Content

An apple a day may keep cancer away!

A healthy diet can help reduce your risk of getting cancer, but eating healthier doesn’t mean revamping your entire diet overnight! Begin by making small steps and add just one fruit or vegetable serving to your diet each day. As you adjust, begin adding extra servings until you reach 8 to 10 a day. Even gradual, positive changes contribute to your health and reduction of cancer risk. (Richmond)

Did you know that one-third of all cancers may be related to nutrition? But you can decrease your odds of getting cancer by eating a healthy diet rich in whole grains, fruits and vegetables. Eating healthier doesn’t mean revamping your entire diet overnight! (Denver)

Did you know the American Cancer Society says that one-third of all cancers may be related to nutrition? But you can decrease your odds of getting cancer by eating a healthy diet rich in whole grains, fruits and vegetables. Eating healthier doesn’t mean revamping your entire diet overnight! Go to www.AmericanCancerSociety.org for more information. (Chicago)

What works?

- Reduce your risk
- Doesn’t mean revamping your entire
- Small steps
- Gradual, positive, changes
- Diet rich in whole grains, fruits and vegetables
- American Cancer Society
- Go to www…

What raises some questions?

- One-third of all cancers may be related to nutrition

What doesn’t work?

- 8 to 10 servings of fruit or vegetables a day
- Decrease your odds
Nutrition: *Invest* Content

**Treat your body as an investment:**
eat the right things today to get the best return tomorrow

Eating healthy can reduce your risk of cancer. Make the choice now. Invest in your future each time you sit down to eat. The healthier you eat today, the more you reduce the risk of cancer and increase the likelihood of leading a fulfilling life. (Richmond)

**Invest in more than your finances:**
Eating healthy today will be your best asset for tomorrow.

Did you know that one-third of all cancers may be related to nutrition? Reduce your risk of getting cancer and build equity in your health by adopting a balanced diet filled with whole grains, fruits and vegetables. Make the choice now to invest in your future. (Denver & Chicago)

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**What works?**

- Reduce your risk
- Diet rich in whole grains, fruits and vegetables

**What raises some questions?**

- Increase the likelihood of leading a fulfilling life
- One-third of all cancers may be related to nutrition

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**What doesn’t work?**

- Treat your body as an investment
- Invest in your future
- Best asset
- Build equity
Genetics are not the only thing in your family affecting your odds of getting cancer.

We all know you can’t control the genes you’ve acquired from your family or even those you pass on. However, did you know that one-third of all cancers may be related to nutrition? Take control of your odds by practicing good nutrition. (Denver)

Your genes are not the only thing affecting your odds of getting cancer.

We all know you can’t control the genes you’ve acquired. However, did you know that one-third of all cancers may be related to nutrition? Reduce your odds of getting cancer by practicing good nutrition. (Chicago)

What works?

- Genes are not the only thing...
- You can’t control the genes you’ve acquired

What raises some questions?

- One-third of all cancers may be related to nutrition

What doesn’t work?

- Take control of your odds
- Reduce your odds
What works?

✓ Reduce your risk
✓ Restaurant entrée has 1,000 to 2,000 calories

What raises some questions?

• Fast choices
• Learn to make
• Be a good example for your children

What doesn’t work?

✗ Even while on vacation
Exercise

9 Messages Explored
Exercise: Key Insights

Create “Buy-In”…

• While adults recognize the overall health benefits associated with exercise, they do not understand the connection between exercise and cancer. Messages need to define this connection!
  • “Adding 30 minutes of exercise /physical activity reduces your risk of cancer”—not a strong enough proof point.
    • Is this 30 minutes total or an additional 30 minutes to what I am already doing? I know exercise helps my heart but how does it help cancer?
  • If possible, adding specifics such as type of cancer impacted or other details on the relationship would help to build the case.

Enable Action…

• Messages need to provide adults with clear direction so they can increase their physical activity levels and reduce their risk.
  • Adults, particularly those who are not already physically active, appreciate the tips… take the stairs instead of the elevator, go for a walk during your lunch hour.
Exercise: Communication Snapshot

Communications Elements that work!
- Reduce your risk
- Immediate benefits
- Activities such as… (examples!)
- Take steps…
- Small, simple exercises

... that raise questions
- Walk away from
- 30 minutes of physical activity
- Easier than you think
- Move into
- Moving away
- Add years to your life
- Ensure

... that don’t work as well
- For good!
- Life depends on it
- Odds
Exercise: *Walk* Content

**Walk away from cancer for good!**

Did you know that by adding just 30 minutes of physical activity to your daily routine, you reduce your odds of getting cancer and add years to your life? Make activities such as walking or bike riding part of your daily routine. (Denver)

**Take steps to walk away from cancer!**

Did you know that by adding just 30 minutes of physical activity to your daily routine, you reduce your odds of getting cancer and add years to your life? Make activities such as walking or bike riding part of your daily routine. (Chicago)

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**What works?**

- Reduce
- Make activities such as
- Take steps

**What raises some questions?**

- Walk away from…
- 30 minutes of physical activity
- Add years to your life

**What doesn’t work?**

- …for good!
- Odds
**Exercise: Move Content**

**Move into a cancer free home today.**
Did you know that by adding just 30 minutes of physical activity to your daily routine, you reduce your risk of cancer and add years to your life? Get your body moving for at least 30 minutes a day. (Denver)

**Start moving away from cancer!**
Did you know that by adding just 30 minutes of physical activity to your daily routine, you reduce your risk of cancer and add years to your life? Get your body moving for at least 30 minutes a day. (Chicago)

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**What works?**
- Reduce your risk

**What raises some questions?**
- Move into...
- 30 minutes of physical activity
- Add years to your life
- Body moving
- Moving away

**What doesn’t work?**
∉
Exercise: *Mental Content*

**What works?**
- Immediate benefits such as improved energy, mental acuity and overall mood
- Reduce
- Small, simple exercises

**What raises some questions?**
- Your chances
- Easier than you think
- Ensure

**What doesn’t work?**
- Decrease your odds
- Hop, skip and jump

**Actively decrease your odds of being stopped by cancer.**
Physical activity has immediate benefits, such as improved energy, mental acuity, and overall mood. But did you know it’s also one of the best ways to reduce your chances of getting cancer? Incorporating exercise into your daily routine will help significantly reduce your cancer risk. It’s easier than you think to be active; make the effort now to develop healthy habits and ensure a healthier future. (Denver)

**Hop, skip and jump your mind and body away from cancer!**
Physical activity has immediate benefits, such as improved energy, mental acuity, and overall mood. And, it’s also one of the best ways to reduce your chances of getting cancer! Incorporating small, simple exercises into your daily routine can significantly help reduce your cancer risk. (Chicago)
Exercise: Other Message Content

Add time to your life, take the time to exercise
Did you know that by adding 30 minutes of physical activity to your daily routine, you reduce your risk of cancer and add years to your life?! Make daily exercise part of your daily routine. And remember, being physically active doesn’t have to mean more time in the gym. Try taking the stairs instead of the escalator or get off the bus one stop early and walk. (Richmond)

Exercise like your life depends on it, because it does
Exercise has immediate benefits and long-term cancer risk reduction benefits. Incorporating exercise into your daily routine will help reduce your cancer risk. It’s easier than you think; make the effort now to develop healthy habits and ensure a healthier future. (Richmond)

Make exercise, and cancer prevention, a family affair
Think you don’t have time to include 30 minutes of exercise into your daily routine? Being physically active is easy to incorporate into the time you spend as a family, plus you’ll set a good example for your children and get your daily exercise! The best part is, the more fun you and your kids have together, the healthier you all will be. (Richmond)

What works?
- Reduce you risk
- Try taking the stairs instead…
- Immediate benefits

What raises some questions?
- Add time to your life
- Adding 30 minute of physical activity
- Ensure a healthier future
- Family affair
- Set a good example for your children

What doesn’t work?
- Your life depends on it
Smoking

7 Messages Explored
Smoking: Key Insights

Drive Motivation…

- Smoking and lung cancer is not new news—therefore, the challenge is to create a message that will resonate with and motivate both smokers and non-smokers.
  - Utilizing a proof point that goes beyond traditional smoking and lung cancer messages may be beneficial. Consider communicating consequences beyond lung cancer (i.e. breast cancer, etc).
  - Second hand smoke has the potential to be a powerful message among smokers and non-smokers.

Enable Action…

- Messages need to provide adults (both smokers and non-smokers) with the information they need to take the next step in reducing their cancer risk.
  - Include guidance beyond “quit”—tell adults how they personally can start the path to eliminating cigarette smoke from their lives.
Smoking: Communication Snapshot

Communications Elements that work!

- Reduce your risk
- Even a struggle will model the right behavior
- You have the power
- Small steps

... that raise questions

- Right message to your kids
- Get help from your doctor, family and friends
- Even smoking one less cigarette a day...
- Invest in your future
- Don’t be a statistic

... that don’t work as well

- Bad habit
- Dangerously in love
- Smoking steals/stolen years
- Occasional satisfaction
- Regain the years
- Fad/image/style
- Kill
- Many who try fail

Set an example

Invest in your future

Don’t be a statistic

Even smoking one less cigarette a day...

Get help from your doctor, family and friends

Right message to your kids

Small steps

You have the power

Reduce your risk
Don’t let a **bad habit** kill you: Get help to quit smoking today

Smoking directly increases your risk of developing cancer. Many who try fail to quit smoking – don’t be a statistic and don’t do it alone; get help from your doctor, family and coworkers. You have the power to reduce your cancer risk. Take a healthy step towards cancer prevention and don’t smoke. (Richmond)

Don’t fall **dangerously in love** with smoking-

Love is blind: Cancer is not.

Isn’t it time to outgrow your love affair with smoking? That youthful habit is taking years of your life and you’re not getting much in return. We all know that smoking directly increases your risk of developing cancer. Is that risk really worth the occasional satisfaction you get from a smoke? Take a healthy step towards cancer prevention and dump the cigarettes. (Denver)

**What works?**

- You have the power
- Reduce your cancer risk

**What raises some questions?**

- Get help from your doctor, family and friends

**What doesn’t work?**

- **Bad habit**
- **Kill you**
- **Many who try fail**
- **Dangerously in love**
- **Youthful habit**
- **Occasional satisfaction**
Smoking: *Family & Kids* Content

**Send the right message to your kids:** Smoking can **kill**

Set an example for your children and those around you; Don’t smoke, or quit if you do! **Even a struggle will model the right behaviors** for your children. Take a healthy step towards cancer prevention and make an honest effort to quit. **Only you have the power** to reduce your cancer risk. (Richmond)

**Send the right message to your friends and family:** **Smoking steals** from your life.

Set an example for your family and those around you; Don’t smoke, or quit if you do! **Even a struggle will model the right behaviors** for those you love. And quitting now can help you **regain some of the years** that cigarettes have already **stolen from you**. Take a healthy step towards cancer prevention today and **take back your life**. (Denver & Chicago)

**What works?**

- Even a struggle with model the right behaviors
- Only you have the power

**What raises some questions?**

- Right message to your kids
- Set an example for your family

**What doesn’t work?**

- Kill
- Smoking steals
- Regain some of the years
- Stolen from you
- Take back your life
It’s not too late for you to quit!

Only you have the power the quit smoking and take control of your health. Smoking increases not only your risk of lung cancer—it also increases your risk of developing other cancers. Make the choice to take small steps—smoking even one less cigarette a week can help you to quit. (Chicago)

Teased hair, bell-bottom pants and smoking butts: The comeback is unlikely.

Have you noticed that smoking has gone out of style with the rest of society’s fluctuating fashions? Don’t let a bad habit ruin your image. Toss out the cigarettes with your hairspray and bell-bottoms and fight the comeback of a bad fad. You have the power to prevent cancer by keeping smoking in the past. (Denver & Chicago)

Save your money, save your life: Stop smoking now

Throw away the cigarettes and invest in your future; quit smoking and/or help those around you to quit smoking. Don’t be a statistic. You have the power to reduce your cancer risk today. (Richmond)

What works?

- Only you have the power
- Small steps

What raises some questions?

- Even one less cigarette a week can help you quit
- Invest in your future
- Don’t be a statistic

What doesn’t work?

- Teased hair, bell-bottom pants...
- Gone out of style...
- Ruin your image
- Fight the comeback of a bad fad
Screening

6 Messages Explored
Screening: Key Insights

Build Relevance…

• Messages need to strengthen the relevance and importance of screening for all adults. Need to communicate that screening applies to everyone!
  • “Two-thirds of cancer deaths can be prevented if detected early”—believable and adds credibility to the message.
  • However, need to take this proof point one step further—creating relevance among younger adults.

Enable Action…

• Messages need to give all adults the knowledge to take action, whether it be screening with a doctor or starting self-checks.
  • Provide a website that gives adults the guidelines and instructions for self-checks.
Screening: Communication Snapshot

Communications Elements that work!

- You have the power
- Don’t make excuses

... that raise questions
- Ensure you lead...
- Nearly 2/3rds of cancer deaths could be prevented
- Know the guidelines
- Recommended tests
- Easier than you think
- Never too early
- Perform a self-check

... that don’t work as well
- Prevent cancer
- Odds/ Beat the House/ Random
- Call your doctor now

Explain to your children

Nearly 2/3rds of cancer deaths could be prevented
You have the power to prevent cancer: Take charge of your health and get screened
Be proactive about your health – know when you need to be screened for cancer. Do self-exams and call your doctor now to schedule your next cancer screening appointment. Professional screenings and self-exams are an effective means of diagnosing cancer risks. You can explain the importance of screening to your children and set a good example for their long-term health too. By setting a good example for your children, you will help ensure they lead cancer-free lives. (Richmond)

Save your life through simple cancer screenings
Screening for cancer is the only way to make an early diagnosis of cancer. Nearly two-thirds of all cancer deaths could be prevented if detected early. Take an active role in your health. Perform regular self examinations, know the guidelines for regular cancer screenings, and see your doctor annually for recommended tests. (Richmond)

What works?
- You have the power

What raises some questions?
- Explain the importance of screening to your children
- Ensure they (children) lead cancer-free lives
- Nearly two-thirds of cancer deaths could be prevented if detected early
- Know the guidelines
- Recommended tests

What doesn’t work?
- Prevent cancer
- Call your doctor now...
Some checks can increase more than your savings.

Did you know that nearly two-thirds of cancer deaths could be prevented if detected early? Your routine cancer screening could be the most important check you ever deposit. Make an appointment with your doctor today and learn what to look for. You don’t even have to wait for a doctor visit to learn the signs of early detection. Perform a self-check and increase your life savings now. (Denver)

Don’t make excuses, make an appointment and get screened

Did you know many insurance plans (including Medicare) cover cancer screenings? Regardless, the money spent on screenings today could save you time, money, and ultimately your life. You have no excuses to put off cancer screenings. Make an appointment with your doctor today and learn what to look for. (Richmond)

What works?

✓ Don’t make excuses

What raises some questions?

• Nearly two-thirds of cancer deaths could be prevented if detected early
• Perform a self-check
• Increase your life savings now

What doesn’t work?

✓ Make an appointment with your doctor today
**Screening: Other Message Content**

**Turn the odds in your favor: Beat the house with routine screening.**

Screening for cancer is the only way to make an early diagnosis and increase your odds of living a long, healthy life. Nearly two-thirds of all cancer deaths could be prevented if detected early. It doesn’t have to be as random as you think. You can beat the house by taking an active role in your health. Perform regular self examinations, know the guidelines for regular cancer screenings, and see your doctor annually for recommended tests. It’s easier than you think. (Denver)

**What works?**

✓

**What raises some questions?**

- Nearly two-thirds of cancer deaths could be prevented if detected early
- It’s easier than you think
- Most important screen
- Never too early to learn what to look for...

**Pay attention to the most important screen in your home.**

Spend time focused on a screen other than the TV or computer, find out when to get screened for cancer. Did you know that nearly two-thirds of cancer deaths could be prevented if detected early? It’s never too early to learn what to look for and to begin talking to doctor. (Denver)

**What doesn’t work?**

- Turn the odds in your favor
- Beat the house
- Random
For more information contact germilio@adcouncil.org