Comprehensive Cancer Program, Oregon Health Authority

**AIM**

The Oregon Health Authority conducted a short-term media campaign in Clatsop County. The campaign combined a local media campaign and targeted provider engagement. Persons who had been screened were encouraged to share their story with their social networks. Providers were equipped to handle screening requests and encourage patients who had been screened to share their stories.

**METHODS**

The Oregon Health Authority’s Colorectal Screening program uses a comprehensive social marketing campaign to increase the colorectal cancer screening rate among Oregonians age 50–75 to 80 percent from a current screening rate of 60 percent.

In the United States, colorectal cancer is the second leading cause of death from cancer. Five-year survival rate is 95% if the disease is diagnosed at local stage, 68% if diagnosed at regional disease, and only 15% if diagnosed with distant metastasis. Screening reduces colorectal cancer incidence and mortality. Colon cancer is preventable as most cases develop from adenomatous polyps that can be removed at their earliest stages. The second leading cause of death from cancer is lung cancer. Screening for lung cancer is complicated and the screening rate is very low.

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**REFERENCES**


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**RESULTS**

The results of the pilot study are promising. The Clatsop County campaign took place in February through April of 2011 and preliminary results are not available to report at the time of this writing. The campaign included awareness of the campaign message, behavioral intention of individuals to seek care and treatment, and the collection of information about the number of referrals for screening. Evaluation will include measurement of screening rates, awareness of the campaign message, and conversations with community partners. The comprehensive campaign strategy was also featured on local television and radio spots, radio stories and newspaper articles. Using the results of this pilot study, strategies were used to spread the message: print, billboard advertising, web/online, radio, television, press releases, luncheon presentations. Measured outcomes will include awareness of the campaign message, behavioral intention for screened individuals to share their story, behavioral intention for unscreened individuals to be screened, whether materials were used, and number of referrals for screening. Evaluation will include telephone surveys of screened and unscreened individuals, and individual interviews with community partners.