



# Cancer Screening Campaign

**Be Well™ Baytown**

Chambers Health's community education and awareness efforts for cancer screening are supported by Be Well™ Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.



## Campaign overview

This cancer screening campaign is designed as a short-run campaign which can be implemented many times over. The draft implementation guide focuses implementation during Cervical Cancer Awareness Month (January), National Cancer Prevention Month (February), Colorectal Cancer Awareness Month (March), and Breast Cancer Awareness Month (October). However, these products could be used on many other time scales depending on when in the calendar year Chambers Health would like to ramp up screening efforts.

The main objectives of this integrated campaign are to drive inquiries to Chambers Health about screening for prostate, colorectal, breast and cervical cancer through the main phone number and contact form.

## Campaign elements

- Yard signs
- Table tents
- Retractable banner
- Exam room posters
- Social media



# Yard signs

Yard signs to promote the three types of screening and general prevention were created. For all yard signs, English is on one side and Spanish on the other.

## Side 1 (ENG)



Learn more about recommended cancer screenings today.  
**Don't wait, just ask us.**

Visit [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
or call **281-576-0670**.



### Be Well® Baytown

Chambers Health's community education and awareness efforts for cancer screening are supported by Be Well® Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.

## Side 2 (SPA)



Infórmese hoy mismo sobre las pruebas de detección del cáncer recomendadas.  
**No espere, pregúntenos.**

Visite [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
o llame al **281-576-0670**.



### Be Well® Baytown

Los esfuerzos para la prevención de cáncer de Chambers Health cuentan con el apoyo de Be Well® Baytown, una iniciativa de The University of Texas MD Anderson Cancer Center patrocinada por ExxonMobil.

18"

24"

## Colorectal cancer



Explore your options for colorectal cancer screening today.  
**Don't wait, just ask us.**

Visit [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
or call 281-576-0670.



### Be Well® Baytown

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Explore hoy mismo sus opciones para las pruebas de detección del cáncer colorectal.  
**No espere, pregúntenos.**

Visite [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
o llame al 281-576-0670.



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## Cervical cancer



Schedule your women's health check-up today.  
**Don't wait, just ask us.**

Visit [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
or call 281-576-0670.



### Be Well® Baytown

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Programe hoy mismo su chequeo de salud de la mujer.  
**No espere, pregúntenos.**

Visite [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
o llame al 281-576-0670.



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## Breast cancer



Schedule your mammogram today.  
**Don't wait, just ask us.**

Visit [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
or call 281-576-0670.



### Be Well® Baytown

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Programe hoy mismo su mamografía.  
**No espere, pregúntenos.**

Visite [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
o llame al 281-576-0670.



### Be Well® Baytown

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# Table tents

One table tent design was developed to encourage more Women's Health appointments. The tent has English on one side and Spanish on the other.

Side 1 (ENG)



**Schedule your annual women's health check-up and recommended screenings today.**

- Breast exam
- Mammogram
- Pelvic exam
- Pap test
- HPV test
- Blood pressure
- Colorectal cancer screening

**Don't wait, just ask us.**

Visit [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
or call 281-576-0670.



## Be Well™ Baytown

Chambers Health's community education and awareness efforts for cancer screening are supported by Be Well™ Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.

Side 2 (SPA)



**Programe hoy mismo su chequeo anual de salud de la mujer y las pruebas de detección recomendadas.**

- Examen de seno
- Mamografías
- Examen pélvico
- Prueba de Papanicolaou
- Prueba del virus del papiloma humano
- Presión arterial
- Pruebas de detección del cáncer colorrectal

**No espere, pregúntenos.**

Visite [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact)  
o llame al 281-576-0670.



## Be Well™ Baytown

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4"

# Retractable banner

One retractable banner design was developed to encourage more adults to schedule regular check-ups.



**Chambers Health**



**Make sure to check in with your health and complete the screenings recommended by your doctor.**

- Physical exam
- Breast cancer screening
- Cervical cancer screening
- Colorectal cancer screening
- Prostate cancer screening
- Routine blood work

**Don't wait, just ask us.**

Visit [ChambersHealth.org/Contact](http://ChambersHealth.org/Contact) or call **281-576-0670**.

**Be Well™ Baytown**

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45"

24"

# Exam room posters

Exam room posters were created to direct the audience to have a conversation about screening with their doctor, presumably during the appointment they are waiting for.

Poster 1

**Talk to us today  
about recommended  
health screenings.**

Chambers Health has services to detect **breast, cervical, prostate and colorectal** cancer.

**Don't wait, just ask us.**



**Be Well Baytown**

Chambers Health Community Outreach and Initiatives funds for cancer screening are supported by Be Well™ Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.

 Chambers Health

Poster 2

**Hable hoy mismo  
con nosotros sobre las  
pruebas de detección de  
salud recomendadas.**

Chambers Health dispone de servicios para  
detectar el cáncer de **seno, cuello uterino,  
próstata y colorrectal**.

**No espere, pregúntenos.**



**Be Well Baytown**

Los servicios para la preventión de cáncer de Chambers Health están con el apoyo de Be Well™ Baytown, una iniciativa de The University of Texas MD Anderson Cancer Center patrocinada por ExxonMobil.

 Chambers Health

8.5"

## Poster 3

# Talk to us today about recommended health screenings.

Chambers Health has services to detect **breast, cervical, prostate and colorectal** cancer.

**Don't wait, just ask us.**



### Be Well Baytown

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 Chambers Health

## Poster 4

# Hable hoy mismo con nosotros sobre las pruebas de detección de salud recomendadas.

Chambers Health dispone de servicios para  
detectar el cáncer de **seno, cuello uterino,  
próstata y colorrectal**.

**No espere, pregúntenos.**



### Be Well Baytown

Los esfuerzos para la prevención de cáncer de Chambers Health cuentan con el apoyo de Be Well™ Baytown, una iniciativa de The University of Texas MD Anderson Cancer Center patrocinada por ExxonMobil.

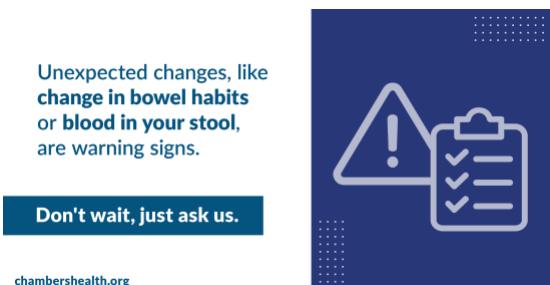
 Chambers Health

# Social media

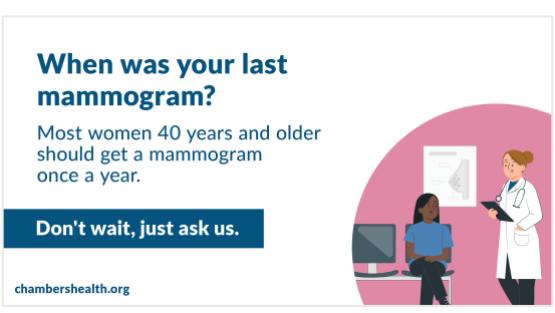
Social media content includes custom graphics and suggested captions for 12 posts in English and Spanish. Graphic designs were primarily formatted for Facebook and Instagram.

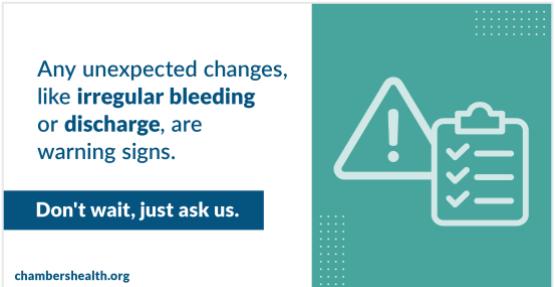


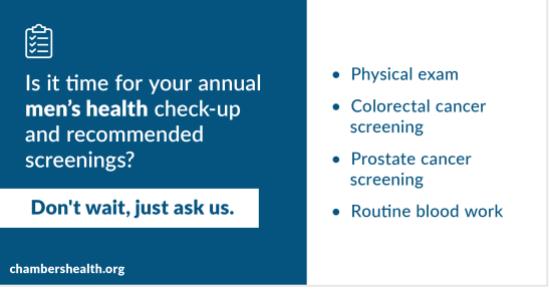
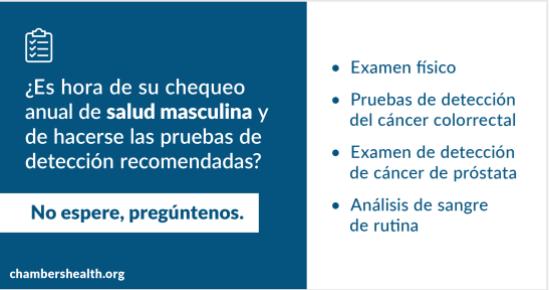
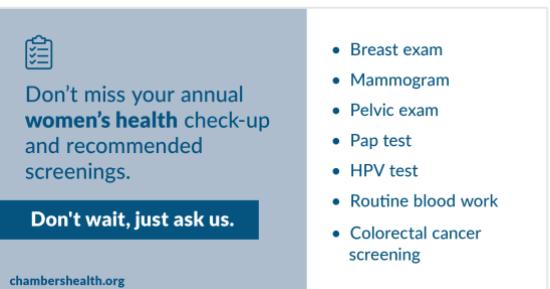
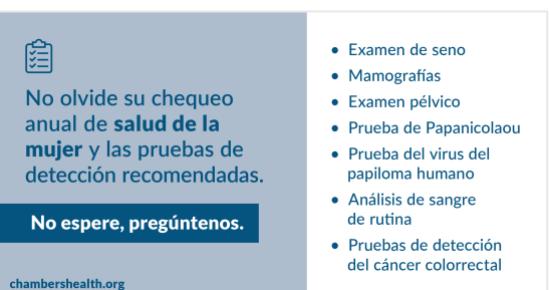
## Full schedule of posts

	Graphic	Post Caption
Post at the <b>same time</b> but <b>separately</b>	BWB_Chambers Health_Screening_Social-01.png 	<p>Let's talk about your options for cancer screening at your next appointment.</p> <p>To schedule a check-up or screening, visit ChambersHealth.org/Contact or call 281-576-0670.</p>
	BWB_Chambers Health_Screening_Social-02.png 	<p>Hablemos de sus opciones para la detección del cáncer en su próxima cita.</p> <p>Para programar un chequeo o prueba de detección, visite ChambersHealth.org/Contact o llame al 281-576-0670.</p>
Post at the <b>same time</b> but <b>separately</b>	BWB_Chambers Health_Screening_Social-03.png 	<p>Even if you've been screened regularly for colorectal cancer, always follow up on symptoms and talk to your doctor.</p> <p>To schedule a check-up or screening, visit ChambersHealth.org/Contact or call 281-576-0670.</p>
	BWB_Chambers Health_Screening_Social-04.png 	<p>Aunque se haga pruebas de detección del cáncer colorrectal regularmente, siempre debe estar atento a los síntomas y hablar con su médico.</p> <p>Para programar un chequeo o prueba de detección, visite ChambersHealth.org/Contact o llame al 281-576-0670.</p>

Post at the <b>same time</b> but separately		Talk to your doctor about when and how to begin screening for colorectal cancer. To get a referral for a colonoscopy, visit ChambersHealth.org/Contact or call 281-576-0670.
		Hable con su médico sobre cuándo y cómo empezar a hacerse pruebas de detección del cáncer colorrectal. Si necesita un referido para una colonoscopia, visite ChambersHealth.org/Contact o llame al 281-576-0670.
Post at the <b>same time</b> but separately		Most women should start getting mammograms when they are 40 years old. Your doctor can determine your individual risk factors and if you need to start earlier. To schedule a check-up or screening, visit <a href="http://ChambersHealth.org/Contact">ChambersHealth.org/Contact</a> or call 281-576-0670.
		La mayoría de las mujeres deberían empezar a hacerse mamografías a partir de los 40 años. Su médico puede determinar sus factores de riesgo individuales y si necesita empezar antes.
		Para programar un chequeo o prueba de detección, visite <a href="http://ChambersHealth.org/Contact">ChambersHealth.org/Contact</a> o llame al 281-576-0670.

Post at the same time but separately	 <p>BWB_Chambers Health_Screening_Social-09.png</p> <p><b>Any unexpected changes to your breasts are warning signs.</b></p> <p>Don't wait, just ask us.</p> <p>chambershealth.org</p>	<p>Even if you've been screened regularly, always follow-up on symptoms and talk to your doctor.</p> <p>To schedule a check-up or screening, visit ChambersHealth.org/Contact or call 281-576-0670.</p>
	 <p>BWB_Chambers Health_Screening_Social-10.png</p> <p><b>Cualquier cambio inesperado en los senos es una señal de alarma.</b></p> <p>No espere, pregúntenos.</p> <p>chambershealth.org</p>	<p>Aunque se haga pruebas de detección regularmente, siempre debe estar atenta a los síntomas y hablar con su médico.</p> <p>Para programar una revisión o prueba de detección, visite ChambersHealth.org/Contact o llame al 281-576-0670.</p>
Post at the same time but separately	 <p>BWB_Chambers Health_Screening_Social-11.png</p> <p><b>When was your last mammogram?</b></p> <p>Most women 40 years and older should get a mammogram once a year.</p> <p>Don't wait, just ask us.</p> <p>chambershealth.org</p>	<p>It's easy to lose track of check-ups and screenings. Contact us about scheduling your mammogram appointment today at ChambersHealth.org/Contact or call 281-576-0670.</p>
	 <p>BWB_Chambers Health_Screening_Social-12.png</p> <p><b>¿Cuándo fue su última mamografía?</b></p> <p>La mayoría de las mujeres de 40 años o mayores deberían hacerse una mamografía una vez al año.</p> <p>No espere, pregúntenos.</p> <p>chambershealth.org</p>	<p>Es fácil olvidarse de los chequeos y las pruebas de detección. Póngase en contacto con nosotros para programar su mamografía hoy mismo. Visite ChambersHealth.org/Contact o llame al 281-576-0670.</p>

Post at the same time but separately		Doctors can use a Pap test during a pelvic exam to find cancerous *and* precancerous lesions that can be treated early.  To schedule a screening, visit ChambersHealth.org/Contact or call 281-576-0670.
		Los médicos pueden hacer una Papanicolaou durante un examen pélvico para detectar lesiones cancerosas *y* precancerosas que pueden tratarse a tiempo.  Para programar una prueba de detección, visite ChambersHealth.org/Contact o llame al 281-576-0670.
Post at the same time but separately		Routine screening and reporting any warning signs to your doctor are the best ways to detect cancer early.  To schedule a check-up or screening, visit ChambersHealth.org/Contact or call 281-576-0670.
		Hacerse pruebas de detección rutinarias y reportarle cualquier signo de alarma a su médico son las mejores formas de detectar el cáncer a tiempo.  Para programar un chequeo o prueba de detección, visite ChambersHealth.org/Contact o llame al 281-576-0670.

Post at the same time but separately		<p>The best way to catch cancer early is to follow screening recommendations and talk to your health care provider about your physical and sexual health.</p> <p>To schedule a check-up, visit <a href="http://ChambersHealth.org/Contact">ChambersHealth.org/Contact</a> or call 281-576-0670.</p>
		<p>La mejor manera de detectar el cáncer a tiempo es seguir las recomendaciones sobre las pruebas de detección y hablar con su médico sobre su salud física y sexual.</p> <p>Para programar un chequeo, visite <a href="http://ChambersHealth.org/Contact">ChambersHealth.org/Contact</a> o llame al 281-576-0670.</p>
Post at the same time but separately		<p>The best way to catch cancer early is to follow screening recommendations and talk to your health care provider about your physical and sexual health.</p> <p>Schedule your women's health check-up today, visit <a href="http://ChambersHealth.org/Contact">ChambersHealth.org/Contact</a> or call 281-576-0670.</p>
		<p>La mejor manera de detectar el cáncer a tiempo es seguir las recomendaciones sobre las pruebas de detección y hablar con su médico sobre su salud física y sexual.</p> <p>Programe hoy mismo su chequeo de salud de la mujer, visite <a href="http://ChambersHealth.org/Contact">ChambersHealth.org/Contact</a> o llame al 281-576-0670.</p>

Post at the same time but separately	BWB_Chambers Health_Screening_Social-21.png  <p><b>Cancer screening recommendations consider a lot of factors, including age and family health history.</b></p> <p>Talk to your doctor about when and how to begin screening.</p> <p><b>Don't wait, just ask us.</b></p> <p>chambershealth.org</p>	Confused about which cancer screenings and check-ups you need? Ask your doctor at your next appointment. <p>To schedule an appointment, visit ChambersHealth.org/Contact or call 281-576-0670.</p>
	BWB_Chambers Health_Screening_Social-22.png  <p><b>Las recomendaciones sobre las pruebas de detección del cáncer tienen en cuenta muchos factores, como la edad y los antecedentes familiares.</b></p> <p>Hable con su médico sobre cuándo y cómo empezar a hacerse pruebas de detección.</p> <p><b>No espere, pregúntenos.</b></p> <p>chambershealth.org</p>	<p>¿Le resulta confuso qué pruebas de detección y chequeos oncológicos necesita? Pregúntele a su médico en su próxima cita.</p> <p>Para hacer una cita, visite ChambersHealth.org/Contact o llame al 281-576-0670.</p>

## Campaign Elements Overview

This cancer screening campaign is designed as a short-run campaign which can be implemented many times over. This implementation guide focuses implementation during Cervical Cancer Awareness Month (January), National Cancer Prevention Month (February), Colorectal Cancer Awareness Month (March) and Breast Cancer Awareness Month (October). However, these products could be used on many other time scales depending on when in the calendar year Chambers Health would like to ramp up screening efforts.

The main objective of this integrated campaign is to drive inquiries to Chambers Health about screening for colorectal, breast and cervical cancer through the main phone number and online contact form.

### Target Audiences

#### Breast Cancer

- Women ages 25-30
  - Determine with your doctor if you fall into a high-risk category which would warrant early screening (MD Anderson recommendation).
- Women ages 40 and above *behind on screening*
  - Clinical breast exam every year
  - Mammogram every year
- Women ages 40 and above *never been screened*
  - Clinical breast exam
  - Mammogram every year
- Women (general audience)
  - Notice signs of breast cancer

#### Cervical Cancer

- Women 21+ *behind on screening*
  - Get a Pap test every three years
  -
- Women 21+ *never been screened*
  - Start screening for cervical cancer

#### Colorectal screening

- Adults 45+ *never been screened*.
  - Start screening for colon cancer
- Adults 50+ *Under screened/behind on screening*
  - Every year with the FIT,
  - Every 3 years with Cologuard
  - Every 5-10 years with colonoscopy depending on results

## Product Implementation

### **Yard Signs**

Yard signs to promote the three types of screening and general prevention were created. For all yard signs, English is on one side and Spanish on the other.

Yard Sign 1: Colorectal Cancer

Yard Sign 2: Cervical Cancer

Yard Sign 3: Breast Cancer

Yard Sign 4: General Screening

#### Instructions

- Place yard signs far enough away from high-traffic paths that they can be seen at eye level.

### **Table tents**

One table tent design was developed to encourage more Women's Health appointments. The tent has English on one side and Spanish on the other.

#### Instructions

- Place table tents at check-in locations in clinics.
- Use table tents at special events, such as "Lunch and Learn" gatherings.

### **Retractable banner**

One retractable banner design was developed to encourage more adults to schedule regular check-ups.

#### Instructions

- Use at any event that Chambers Health has a table, like a community health fair.

### **Exam room posters**

Exam room posters were created to direct the audience to have a conversation about screening with their doctor, presumably during the appointment they are waiting for.

#### Instructions

- Place posters at eye level.
- Have both Spanish and English posters in exam rooms.

## Social Media Graphics

Social media content includes custom graphics and suggested post text for 12 posts in English and Spanish. Graphic designs were primarily formatted for Facebook and Instagram.

### Time of Day:

- Avoid posting before 8 a.m. and after 8 p.m.
- Activity and engagement are better after lunch and on Thursdays and Fridays
- Research shows Mondays are when people are most likely to engage in positive behaviors.

### Instructions

- Follow the recommended sequence in order and post any time during the designated month.
- Post the English and Spanish versions as two separate posts but post them at the same time.
- For recommendations on tracking progress, please see the Measurement and Evaluation section at the end of this document.

**Posting schedule:** High-frequency, mini-campaigns based on *awareness months*.

Post relevant graphics that correspond to the awareness month twice a week.

### Example Months:

- Women's Health Month (May)
- Men's Health Month (June)
- Breast Cancer Awareness Month (October)
- Cervical Cancer Awareness Month (January)
- National Cancer Prevention Month (February)
- Colorectal Cancer Awareness Month (March)

**Alternate posting schedule:** High-frequency, mini-campaigns based on *available resources*.

This approach to the schedule is about aligning interest with availability. The goal is to post relevant graphics that correspond to whichever screening services have capacity to see more people in a shorter time period.

### Ideas:

- Post graphics whenever appointment slots need to be filled for the next month or two.
- Coordinate with the services that patients are referred to (e.g. The Rose mammography service) and push graphics a couple weeks ahead of referred service availability.
- Promote cancer screening and preventative appointments at the times of year providers have the most capacity.

## **Measurement and Evaluation**

Measuring the success of the campaign and its individual goals and tactics can help evaluate what changes (if any) should be made when preparing to run the campaign again the next calendar year. While the specific metrics to be measured by Be Well Baytown are included in your quarterly report, you may want to consider additional metrics for measuring the impact of the campaign.

For the out-of-home, print and online components, you could consider measuring how frequently the materials are used, how many people receive the materials or how many people see the materials (e.g., webpage views).

For social media, Facebook Insights tool can be used to track additional information, such as the number of people reached by each social media post. You could also consider using a Facebook Poll to understand if people are familiar with the campaign. The primary behavioral outcome of this campaign is to increase inquiries about screenings.

We have created a template tracking document to evaluate the campaign.