

**116TH MEETING OF THE NATIONAL CANCER ADVISORY BOARD (NCAB)
MEETING OF THE AD HOC SUBCOMMITTEE ON COMMUNICATIONS**

**December 5, 2000, from 12:00 p.m. to 1:00 p.m.
National Institutes of Health
Bethesda, Maryland**

Dr. Susan Love chaired the meeting of the Ad Hoc Subcommittee on Communications with Dr. Susan Sieber serving as Executive Secretary. Dr. Sieber reminded Subcommittee members that, at the last meeting, the Subcommittee asked that a discussion of the development of a marketing effort for the National Cancer Institute (NCI) be presented at today's meeting. Dr. Sieber indicated that the development of an institutional image would be necessary prior to a marketing effort. The benefits of developing a consistent image are to:

- Increase public support
- Differentiate NCI from other organizations
- Attract preeminent researchers
- Build loyalty
- Motivate employees.

Dr. Sieber noted that Prospect Associates has been contracted to assist with the development of the NCI's image campaign. She introduced Ms. Linda Weinberg (Prospect Associates), who described the current status of the NCI's image campaign. Ms. Weinberg indicated that interviews with NCI senior staff, members of the public, and cancer centers staff and others outside the NCI have been conducted to learn what NCI's current image is, and to gain recommendations as to what the NCI's image should be. In addition, an omnibus survey was conducted as well as an audit of existing NCI and non-NCI marketing materials. The desired NCI image, as expressed by NCI staff, is:

- To act as the "gold standard" for cancer information
- To be the "go to" place for credible cancer information
- To be an organization that is concerned about people.

The weaknesses of the NCI, as expressed by NCI staff, are:

- Lack of public awareness about the NCI
- Perception that the NCI has an "Ivory Tower" mentality.

Ms. Weinberg indicated that the thoughts expressed by persons outside of the NCI were similar to those of NCI staff. She added that no research groups consider themselves to be on the same level as the NCI. The omnibus survey indicated that the public has a low awareness of the NCI, and has more familiarity with the American Cancer Society (ACS) and the Centers for Disease Control and Prevention (CDC). The audit of materials indicated that there is little consistency among NCI materials regarding an overall NCI image.

The current research has been synthesized into an Identity Strategy. The strategy outline has been presented to NCI's Executive Committee. The Strategy included discussion of:

- Overall objective
- Functional objective
- Audience
- Position statement and framework
- Essence statement.

The next steps are to further develop the Identity Strategy, in part by developing a logo, tagline, and video. The refined strategy will be presented at the February 2001 NCAB Meeting. Dr. Sieber noted that the NCI has not previously developed an "identity," and believes that this is a large and valuable effort. Several group members emphasized the importance of ensuring that NCI's image and messages be fashioned so that they are to be meaningful to all segments of society including ethnic and other special population subgroups.

In response to a Subcommittee member's question, Ms. Weinberg indicated that the omnibus survey she presented was a nationally representative survey, but did not oversample a given ethnicity. She added that organizations that serve ethnic minorities were interviewed. The Subcommittee agreed that this is a very important issue. Overall, the Subcommittee was enthusiastic about NCI's image campaign and looks forward to hearing more about it at the February NCAB meeting.



Elmer Huerta, M.D., M.P.H.
For Susan M. Love, M.D.
Chairman



Susan Sieber, Ph.D.
Executive Secretary