

**129<sup>th</sup> MEETING OF THE NATIONAL CANCER ADVISORY BOARD (NCAB)  
MEETING OF THE *AD HOC* SUBCOMMITTEE ON COMMUNICATIONS**

February 18, 2004  
3:30 – 4:30 p.m.

**Welcome—Dr. Susan Love**

Dr. Susan Love, Clinical Professor, Department of Surgery, David Geffen School of Medicine, chaired the Subcommittee meeting. Dr. Love pointed out that, at the Subcommittee's last meeting in September 2004, the members requested that National Cancer Institute (NCI) staff develop a marketing/action plan outlining a strategy for promoting the Cancer Information Service (CIS), a report on which follows.

**Draft CIS Marketing/Communications Plan**

Mary Anne Bright, Director, Cancer Information Service, NCI, emphasized that the CIS Marketing/Communications Plan distributed to the members of the Subcommittee (Appendix A) is a draft that she would appreciate receiving input on.

The overall idea is to build the promotional effort on the strong foundation provided by the 950 members of the CIS Partnership Program. One way to enhance the effectiveness of these partners is to provide them with training that teaches them effective marketing and branding techniques. Ms. Bright also pointed that the effort to promote CIS will use evidence-based communication strategies to the maximum extent possible.

A key element of the Plan is its emphasis on reaching diverse and medically underserved populations. Ms. Bright reported that CIS has an ongoing relationship with two Hispanic/Latino television networks, Telemundo and Univision, and is in the process of establishing a partnership with the Hispanic Radio Network.

The Plan's main marketing goals are to increase awareness and usage of CIS resources and to strengthen recognition of the NCI's Cancer.gov Web site. Ms. Bright reviewed CIS' overall program objectives, including incorporating health communication research findings into the delivery of cancer information and education. She indicated that the major strategies pursued by the Plan are:

- Promoting CIS to key audiences through mass media, media relations, E-health and other Web sites, program recognition, and product development.
- Promoting awareness and usage of the CIS through networking and partnerships.
- Cultivating Federal employees as CIS users and opinion leaders.

The audiences targeted by the Plan are grouped into two overall categories: 1) primary (patients, health care providers, diverse/medically underserved populations, and Federal employees) and 2) gateway (CIS partners and other organizations that convey messages for CIS).

The anticipated budget for implementing the CIS Marketing/Communications Plan is approximately \$10 million per year for five years. Within this total, \$8 million is for a mass media campaign and \$2 million funds media relations activities. Ms. Bright does not anticipate that this funding will come out of the NCI budget; rather, funding will be sought through the development of a public/private partnership.

The Plan will be implemented in the following stages, each of which contains an ongoing evaluation component:

- Year 1-2 (FY 2005- FY 2006): formative research, publicity materials development, training for CIS regional staff, health care provider and partner organization outreach.
- Year 3 (FY 2007): patient and Federal staff outreach.
- Year 4-5 (FY 2008-FY 2009): continued outreach to all target audiences.

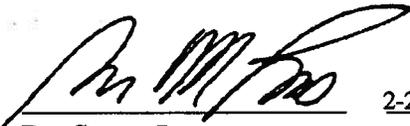
## **Discussion**

The following key points were discussed by the members of the Subcommittee:

- The members of the Subcommittee are extremely concerned that NCI is not providing funding for this extremely important, life-saving initiative and asked that their dissatisfaction with this lack of funding be brought to the attention of the full Board.
- NCI needs to carefully identify specific areas to target and then “do it well” to ensure effective penetration. Consideration should also be given to testing the effectiveness of strategies by applying them to a pilot site.
- Although access is still an issue, it is very important to fully utilize the opportunities afforded by the Internet. The members suggested: developing a mechanism that facilitates the distribution of reasonably up-to-date computers donated by businesses, etc.; taking action to enhance the likelihood that cancer.gov is at the top of lists generated by search engines; linking with patient advocacy group sites, sites that target minority populations, and subsidiary group sites; providing publications, etc., that an individual using a personal computer can easily download and print; and collaborating with institutions that provide computer access to many persons who do not have a home computer (libraries, community centers, and schools).

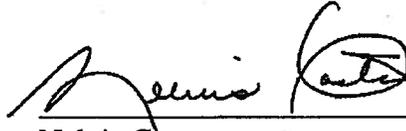
- Efforts to target Hispanic/Latino audiences should be incorporated into English language materials as well. Many younger, later-generation Hispanics/Latinos seek out information provided in English, so it important that these materials be culturally relevant.
- Important collateral groups to work with include nurses, social workers, librarians, and educators.
- The Health Information Trends survey, conducted every two years, is a good way to track trends.
- Collaborative relationships should be developed with local television, radio, and print media as local media sources are often willing to present public service announcements without charge.

The meeting was adjourned at 4:30 p.m.



Dr. Susan Love  
Chair

2-26-2004  
Date



Nelvis Castro  
Executive Secretary

2-26-2004  
Date

Attachment: Appendix A, Draft CIS Marketing/Communications Plan