

Sample Promotion Plan

Promotion Plan for New Mammography Materials
National Cancer Institute
Office of Communications

- Audiences:** *Primary* Women in their 40s and older
Women at increased risk for breast cancer
- Secondary* Partners and advocates in the effort to reduce breast cancer
State and local health agency leaders
Health professionals and cancer research organizations
policymakers and interested public
Medical media

Products: The National Cancer Institute has developed the following new mammography educational materials.

- ***Understanding Breast Changes: A Health Guide for All Women***
This booklet includes information about many breast changes that are not cancer and explains the procedures used to discover the presence of breast cancer.
- ***Mammograms . . . Not Just Once, But for a Lifetime!***
A 2-page, easy-to-read pamphlet that defines mammography, describes who needs this important examination, and explains the procedure step-by-step.
- ***The Facts About Breast Cancer and Mammography***
An 8-page booklet explaining the risk factors for breast cancer and the benefits and limitations of mammography.
- ***Over Age 40? Consider Mammograms***
A set of 5 posters, each featuring a woman from a special population. For display in health care settings.
- ***Mammograms . . . Not Just Once, But for a Lifetime!***
An attractive bookmark with facts on breast cancer and mammography (25 to a pack).
- ***Why Get Mammograms?***
A physician's pad with tear-off fact sheets on mammograms for patients. Includes NCI's new recommendations, risk factors for breast cancer, and the benefits and limitations of mammography.
- ***Breast Cancer Risk Assessment Package***
A computer tool that helps physicians determine an individual woman's 5-year and lifetime risk of developing invasive breast cancer. (The materials review form and the evaluation report NCI completed after this tool was released are included later in this appendix.)

Promotion/Materials Distribution Plan:

NCI's Office of Communications will promote the availability of these new materials to organizations, health professionals, patients and the public, and the media in the following ways:

Organizations

- Develop and distribute a breast cancer materials promotional brochure and copies of the materials to the Cancer Information Service, and ask CIS to make the new materials available to callers and their outreach partners.
- Distribute the promotional brochure and copies of the new materials to recipients on the in-house mailing list. The in-house list includes breast cancer advocacy and voluntary organizations, NCI-designated cancer centers' public affairs and patient education networks, nurses, physicians, occupational health care professionals, high school science teachers, medical writers, dietitians, librarians, patient educators, genetic counselors, social workers, health program planners, and community educators.

Health Professionals

- Distribute letters announcing the availability, including ordering information and copies of the new materials, to the American College of Physicians, American College of Family Physicians, Oncology Nursing Society (ONS), the Breast Cancer Progress Review Group, and attendees of CDC's meeting "Integrating Public Health Programs for Cancer Control" mailing lists.
- Develop a print public service announcement promoting the availability of the materials and publish it in the *Journal of the National Cancer Institute*, CIS outreach and cancer center newsletters, and other medical and association journals.
- Announce the availability of the materials in NCI's column in the American College of Obstetrics and Gynecology newsletter.
- Distribute the promotional brochure and materials at NCI's fall exhibits, including CDC's "Integrating Public Health Programs for Cancer Control" meeting, American Public Health Association, American Academy of Family Physicians, and ONS. Display a sign announcing the availability of NCI's new mammography materials.

Patients and the Public

- Consumer Information Center Spring Catalog will include the *Facts About Breast Cancer and Mammograms* and CIC will send out a "New for Consumers" news release regarding the booklet.
- Include mammography materials with ordering information on OC's home page for patients, the public, and the media.

Media

- Promote availability through the media, particularly women's magazines, minority publications, and medical journals.

Evaluation:

OC will evaluate its promotion efforts in the following ways:

- Track requests for the materials.
- Analyze feedback from readers who return bounceback evaluation cards from *Understanding Breast Changes: A Health Guide for All Women*.
- Analyze feedback from recipients of the materials that included fax-back feedback form.