



Issue and audiences

BreastCare is a program administered and funded by the Arkansas Department of Health. The program pays for mammograms, clinical breast exams and Pap tests for women in Arkansas who are uninsured and meet income eligibility requirements. Our charge has been to use media and public relations to increase enrollment numbers and encourage preventive action by educating targeted audiences about breast and cervical cancer risk factors. Messages have been targeted to women between the ages of 40 and 64 who are uninsured or underinsured and meet income requirements in addition to their significant others and family members. Secondary audiences have been providers, funding decision-makers and the cancer community.

Program components for the past seven years have included:

Materials

- Television spots – English and Spanish
- Radio spots – English and Spanish
- Print ads – English and Spanish
- Informational brochures – English and Spanish
- Annual reports
- Media kits
- News conferences
- Speakers kits
- Local feature stories
- Posters – English and Spanish
- Statement stuffers
- News releases
- Themeline development

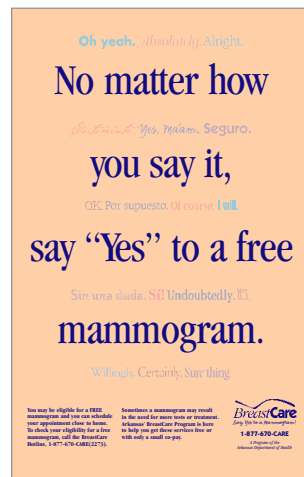


BreastCare Brochures

- Physician columns
- Web site design
- Newsletter
- Legislative information print
- Provider quarterly reports

Activity

- Public relations
- Strategic marketing planning
- Focus group research
- Special event planning
- Legislative relations
- Provider relations



BreastCare Posters

Media

- Affiliate and cable television in Arkansas and Memphis
- Radio
- Print

Performance indicators

- Enrollment
- Calls to toll-free number
- Early stage cancer diagnoses
- Media schedule was leveraged one-to-one

Program results

Our media campaign has been on the air since November 2001. In this time, program goals and, consequently, results have varied. The following are results from selected years that are representative of the programs.

SFY02 (Year #1) – Increasing enrollment was a key program goal.

- During the first month of the new BreastCare media campaign created by The Communications Group, the number of enrollees who said that advertising prompted

them to call was 37 percent. During the previous year, the monthly average was only 10 percent.

- In the first two weeks of the new campaign, 248 women enrolled in BreastCare. During the entire previous month (which happened to be National Breast Cancer Awareness Month) only 166 women enrolled. This is an increase of 49 percent in only half the time.
- In the first eight months of our campaign, new enrollees were up 32 percent over the previous year.
- 1,000 more women enrolled in the first eight months over the previous year.
- \$522,000 worth of media exposure during the first year was received for one-half the cost.

SFY05 – Enrollment goal was to maintain a “demand neutral” position of under 13,000. Budget decreased.

- Enrollment maintained at 11,197
- Messages revised to promote regular mammograms and baseline mammograms

Take Care of Yourself.

Early detection is your best weapon against breast cancer.

If you're 40 or over and don't have health insurance or if your insurance doesn't cover breast health, you may be eligible for a free mammogram, free clinical breast exam, free Pap test and free treatment if needed. Every year thousands of Arkansas women get the peace-of-mind that comes with getting a normal mammogram report. Let BreastCare help you too. Take care of yourself. Call BreastCare today at 1-877-670-CARE(2273) and let us schedule a mammogram at a clinic near you.



"Next to God, I give credit and thanks to the BreastCare program for saving my life."

Stella Hart, Breast Cancer Survivor
Pine Bluff

BreastCare
Say Yes to a Mammogram!
1-877-670-9273
www.ArBreastCare.com
Arkansas Department of Health

Cuidese.

La detección temprana es su mejor arma contra el cáncer del seno.

Si tiene 40 años o más y no tiene seguro de salud, o si su seguro no cubre la salud de los senos, puede ser elegible para obtener en forma gratuita una mamografía, un examen clínico de los senos, un Pap y tratamiento, si es necesario. Todos los años, miles de mujeres de Arkansas se quedan tranquilas cuando reciben un informe de mamografía normal. Deje que BreastCare la ayude. Cuidese. Llame hoy mismo a BreastCare al 1-877-670-(2273) y déjenos programar una mamografía en una clínica cerca de su hogar.



"BreastCare, y todas las personas maravillosas que trabajan para BreastCare, me han dado otra oportunidad a la vida."

Oliva Martinez
Sobreviviente de cáncer del seno
Little Rock

BreastCare
Dile Sí a una Mamografía!
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"It really helps knowing that there is a program like BreastCare out there to support you."

Laura Hunt, Breast Cancer Survivor
Paris

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BreastCare Print

- Early stage (0 – III) diagnoses rates are higher for women screened and diagnosed by BreastCare than for women diagnosed outside of BreastCare

SFY07 – Goal was to increase number of women enrolled and screened. Budget increased.

- Messages promoted “call toll-free number to see if you qualify for a free mammogram”
- Enrollment increased 14 percent



BreastCare TV Spots

SFY08 – Enrollment goal was back to maintaining status quo numbers. Budget remained the same as previous year. Shortly after beginning of the fiscal year, The Communications Group worked with BreastCare to reduce budget expenditures so that BreastCare could continue providing as many services as possible.

- The Communications Group developed budget recommendations that were 25 percent less than original budget
- Continued running media messages that promote good breast health
- Reduced media schedule immediately and then went dark for one quarter
- Utilized Cervical Cancer Awareness Month to keep program top-of-mind with key legislative audience during an off session year
- Incoming client calls which are typically 4,000 per month are holding around 3,000 per month since media schedule was reduced
- Enrollment numbers are holding around 900 per month (typically would be about 1,500 per month) since budget cuts were implemented
- Enrollment numbers are tracking to be back at 13,000 demand neutral level at end of SFY08

To view the BreastCare tv spots, click the portfolio icon on our Web site.