
Prostate Cancer Awareness Advertising Testing Focus Groups Report

Conducted August 18 & 19, 2008



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Background

In August 2008 the Delaware Cancer Prevention and Control Program commissioned three focus groups to test advertising concepts for a public awareness program designed to heighten awareness of the need for older men to be screened for prostate cancer. The concepts targeted men 45 years of age and older to make them aware of the need for periodic exams for prostate cancer. A concept targeting women was also tested; it attempts to make women aware of the danger that prostate cancer poses to the men in their lives.

On August 18 a focus group with 10 men aged 47 to 68 was held at the Milford Senior Center. Seven of the respondents were African-American and three Caucasian. All were residents of Kent County or Sussex County.

On August 19 two focus groups of New Castle County residents were held at the offices of Aloysius Butler & Clark in Wilmington. The first group consisted of 10 women aged 38 to 64 whose spouses or other male significant others were aged 45 to 67. Seven of the respondents were African-American and three Caucasian.

The second group consisted of 11 men aged 47 to 68. Seven of the respondents were African-American and four Caucasian.

Groups were purposely designed to contain more African Americans than Caucasians because African Americans are at higher risk for prostate cancer at a younger age. All of the male respondents and all of the significant others of the female respondents were individuals who reported that they had not had a comprehensive physical exam in the previous five years.

Respondents were shown three different advertising campaigns consisting of TV storyboard, print ads and billboards. In addition they were shown a “transitional” billboard campaign. Copies of the materials presented to the respondents are included at the end of this report.

During the consideration of the advertising campaigns respondents were asked to make notes to record their impressions. After the presentations respondents were asked one at a time to share their impressions with the group using the information from their notes. Following that there was a general discussion of each ad campaign.

Items shown in *italics* represent respondents’ quotes.

The reader is cautioned that focus groups are qualitative, not quantitative in nature. They are designed to provide an insight into the opinions, impressions and ideas of a very small nonrandom sample of respondents. Although consistencies and logic lend confidence to the analysis and interpretations, there is no way of determining the degree to which the opinions expressed by the respondents reflect those of the population at large.

Summary of Findings

Awareness of Cancer Prevention Advertising

- Respondents at the Milford session, and the first group of the Wilmington sessions, were asked if they recalled having seen or read any advertising in the past year related to cancer prevention. Some respondents in each group mentioned the Cancer Treatment Centers of America. Other ads included those for Jefferson Hospital and Nanticoke Memorial Hospital, and ads targeting female breast cancer. None of the respondents mentioned the “Screening for Life” program without prompting.

New Information That Should Be Stressed in the Ad Campaigns

Throughout the three sessions, respondents identified various pieces of information that were new to them and that should be stressed in a prostate cancer awareness campaign.

- None of the respondents knew that prostate cancer is the second-leading cause of cancer deaths of men in Delaware. Respondents said this was important information that would likely motivate men to get tested, and should be highlighted.
- Although the campaign material did not mention success rates, respondents recommended that the campaign talk about the cure rate of prostate cancer if it is found in time.
- Most of the respondents were not familiar with Screening for Life. They were not aware that people who are financially unable to get tested qualify for free testing. The free testing information should be highlighted.
- The ages at which men should begin to be tested—different for Caucasians and African Americans—is generally new information and should be highlighted.
- Most of the respondents in all three groups were not aware of the PSA test. However, most of the respondents also said that the terms “PSA” and “prostate-specific antigen” do not need to be highlighted in the ad campaigns because mention of those terms increases the complexity of the message. Respondents believe that the message should be kept simple: “There is a simple blood test available to check for prostate cancer. Get the blood test. It can save your life.” The message about the blood test (as distinct from the DRE) should also be highlighted on the billboards.
- Because most respondents were not familiar with a blood test being used for screening for prostate cancer, one respondent suggested an ad theme: “Keep your pants on. The test for prostate cancer is a simple blood test.”
- The information about a fatty diet was new information, but it is probably not necessary because respondents think that everyone at their age probably has a fatty diet. That information probably is not exceptionally important in motivating men to get tested.

- Wording in the ads should make it clear that, should the man not have a family physician, that tests are locally available. The advertising message should stress that getting a test is convenient.
- Male respondents said they were not aware that it is possible to regain sexual function after treatment for prostate cancer.
- The fact that there are no early symptoms for prostate cancer was new information to most of the respondents. Respondents think this is very important information in promoting testing.

Campaign A—“Afraid”

- Several respondents suggested that the images in Campaign A—the man hiding behind a tree, and the man with a hood pulled down over his face—suggested criminal activity.
- Most respondents in each group suggested that humor is generally inappropriate for a topic as serious as prostate cancer. However, a few suggested that the use of humor might take the edge off men’s fear of prostate cancer and prostate exams.
- Respondents generally did not like the figure in the billboard for Campaign A (the man with the bag over his head). The picture does not clearly connect with the message. One respondent said it reminded her of the Ku Klux Klan. Others suggested that to get attention the billboard could use a well-known public figure, especially a sports figure.

Campaign B—“Ask Charles”

- Respondents liked the print ads “Just Ask Charles” and “Woody Sloan,” but they did not like the ad “Get Tested.” Both men and women thought that telling a man “Don’t Be a Baby” or “Be a Man” is condescending. They feel that if the target audience feels that it is being talked down to, that it will tend to ignore the message.
- Female respondents liked the “Just Ask Charles” print ad because they think the message is good, and they think he looks like a real person who has been through prostate cancer. However, they did not like the phrase “Just Ask Charles.” There is something about the wording that is not compelling.
- Also, respondents suggest that the campaign leave the phrase “Just Ask Charles” off of the billboard. Having a phone number under the phrase suggests that one will be calling Charles.
- Some female respondents suggested a collage of men of different races on the billboard to indicate that men of all races and situations are subject to prostate cancer.

Campaign C—“Persuasion”

- Respondents in both the male groups and the female group agreed that the campaign targeting women, and urging them to try to get their man tested, would get the attention of both men and women. They also agreed that men would be more likely to seek testing if a woman in their life urged them to do so.
- Male respondents were particularly sensitive to the child in the print ad. They were struck by the thought that their children might lose their father if they did not get tested. The effect of prostate cancer on a man’s children might be more of an emotional trigger to him than the effect on his wife. No one wants to see their children left alone.
- The wording in the print ads in Campaign C refers to a Digital Rectal Exam. These references should be eliminated because the thought of a DRE in an ad directed at females might result in an inappropriate attempt at humor when females urged their male significant others to get tested.
- Female respondents especially like the TV spot in Campaign C. They thought it realistically represented their home life, and it was a scene they could personally relate to.
- The phrase in the billboard, “You are not,” is somewhat ambiguous. Respondents, especially women, were not sure who that referred to.
- One female respondent suggested that women will be especially drawn to a picture of a couple embracing. The site of an embracing couple will be a trigger for women to make them wonder what the message is about.
- Some women suggested that the phrase “Get him tested” suggests HIV testing. They think a better phrase would be “Get him tested for prostate cancer.”
- When the women were asked about their preference of print ads, six respondents preferred the ad with the woman and child, and four preferred the couple facing each other.

Transitional Billboards

- Respondents think the success of the idea of using sequential billboards relies heavily on a large number of viewers passing the same spot frequently, for instance driving to work.
- In the last billboard the “bumper sticker strip” should not cover up the question. That message should be placed below the original question and the alternative answers so they can still be seen.

- Some respondents in each of the groups recommended that instead of a series of signs, that the billboard be constructed as a single sign with a question and a red circle around the correct answer. Alternatively, the question could be turned into a declarative statement: “Prostate cancer is the second-leading cancer killer of men in Delaware.”
- The word “killer” is a powerful word that has impact and attracts attention. Perhaps it should be further emphasized by underlining or using a different color.
- The billboard sequence might also work as a TV ad.

Other Comments

- Respondents in southern Delaware listen to a syndicated black radio talk show host, Michael Baisden, who often will devote an entire day on his program to issues important to African Americans. Such programs would be a good place to promote prostate cancer screening for African Americans.
- Mention of the digital rectal exam should be avoided, even if the doctor is likely to recommend a DRE at the time of the PSA test. Respondents in all three groups recommended that the ads do everything possible to motivate the target men to make an appointment. While it is likely that a physician will recommend a DRE during the appointment, that fact should not be mentioned in the advertising to keep men from fearing the test.
- Information in these ads needs to be written at the experience and education levels of individuals who are less likely to have ever been tested for prostate cancer. Therefore the use of technical terms such as “prostate-specific antigen” and “digital rectal exam” should be avoided. The use of acronyms should also be avoided.
- Participants in all three groups preferred the use of the term “tested” to “screened” or “checked.”
- The ads should not say that a nurse is going to help them schedule an exam. Some men may be embarrassed to talk about the topic of prostate cancer with a female. Tell the reader of the ad that if they call the number they will be connected with someone who can help them arrange for the test.
- The campaign targeting women should probably urge women to call to schedule a test for their husband or loved one. Most of the women said they thought they would have to make the call for their spouse or boyfriend, and some of the men felt the same way.
- Some women thought that if the ads picture only African-American men, that Caucasian men will likely assume that the ads are targeting black males, and therefore would not read any further. Or, they would assume that prostate cancer is a condition that affects black males and that they do not need to be concerned because they are white.

- Photographs in the campaign should reflect the ambience of the target market. One woman said she specifically did not like the man behind a tree and Campaign A because “that is not where I live.” She lives in the city with bricks and concrete, and the scene suggests the suburbs.

Detailed findings

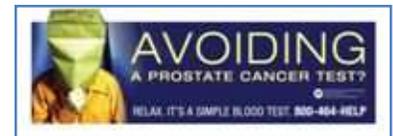
Milford Session

A. Awareness of Cancer Prevention Advertising

Before the respondents were shown any of the test advertising, they were asked if they recalled having seen or read any advertising in the past year related to cancer prevention. Answers included:

- Advertising for the cancer program at Jefferson Hospital.
- Advertising for Cancer Treatment Centers of America.
- Advertising targeting women regarding breast cancer.
- A new cancer treatment center at Nanticoke Memorial Hospital
- Advertising that included a statement about spouses helping each other through cancer treatment.

B. Campaign A—“Afraid”



- Respondents said they thought that the ads would probably get their attention, especially now that they're getting older.

"It gets my attention because I saw something I wasn't aware of. Just a simple blood test. I thought it was something different."

- One respondent recommended that the ads talk about the success rates, the percentage of prostate cancer that is curable if it is found in time. The campaign should stress that if prostate cancer is detected early that chances for cure are greatly improved.
- One respondent complained that he didn't have insurance coverage. He did not notice that people might qualify for free test. He knew the test was important but was afraid he would not be able to afford it. He also indicated that he would be likely to get tested if he knew that the test was free. The word free needs to be stressed in the ad.

"I don't have the insurance. I know it's important."

"I would say don't be afraid to call. Please make a phone call."

- The blurb in the circle is too “wordy.” The key points in the ad—the word free, the ages at which one should be tested—probably should stand out in the ad.

“Free gets everyone’s attention. If you say free, everybody looks at it.”

“A lot of times when you see things are really wordy, you tend to look for only certain things in there and it doesn’t stand out. Important things you probably need to pull out to the front.”

- Eight of the 10 respondents had not heard of the PSA test. Several also talked about the fear of getting tested because of the digital rectal exam. The idea that there is a blood test that can be done in place of the DRE is reassuring and makes them less likely to avoid getting tested.

“It’s the first time I’ve ever heard of PSA. I didn’t realize it was that simple. And it kind of takes the fear out of it because when you say prostate check you think of the rubber glove deal.”

“The old-fashioned probe is just not something I ever look forward to. But I wouldn’t hesitate to get the blood test.”

- Some respondents think that once word gets out that there is a simple alternative to the DRE that more men will be likely to get tested.

“When people hear folks say how easy it is, a lot of times you are afraid, everybody is afraid sitting in the waiting room, and everyone is scared. But when you hear people say that I did it and it’s easy, you say wow...testimonials always work, especially when you’re trying to get over that fear factor. “

- One participant responded especially to the word “Scared.” “Scared” might be a better word to use on the billboard than “Avoiding.”

“Scared got my attention. The other ones I didn’t pay much attention to.”

- Emphasize the call to action—“Call no matter what.”

“Maybe in the ads say ‘Call no matter what’...emphasize ‘call.’ There’s no risk in calling. It could save your life.”

- One respondent liked the “Afraid” print ad because the image is something unusual. The “Scared” and the “Avoiding” print ads reminded several respondents of pictures related to crime.

“These look like crime pictures or something. A pedophile hiding behind a tree.”

- One respondent suggested removing the hand from the picture in the billboard. Since prostate cancer is a threat to all races, it does not matter what the race is of the figure in the billboard.
- Some respondents suggest that humor is inappropriate for a topic that is so serious.

“Like you don’t joke about nuclear war. You shouldn’t joke about...”

- Other respondents suggested that the use of humor might take the edge off of the fear that men have a prostate cancer and prostate exams.

“I don’t know. Because, you know, it kind of lightens the feel. Especially if you have that fear. Laugh and joke about it kind of takes the edge off. Otherwise you are kind of scared.”

“(The humor) kind of lessens the severity of it.”

C. Campaign B—“Ask Charles”



- Respondents liked the “Woody Sloan” and “Ask Charles” print ads, but did not like the print ad “Don’t Be a Baby.”

“I like the Woody Sloan one the best. The ‘Don’t Be a Baby’ ad talks down to you.”

- The fact that prostate cancer is the second-leading cancer killer of men in Delaware is important and should be highlighted. This is new information to the respondents and gets their attention.

“Where it says prostate cancer is the second-leading cause of cancer deaths of men in Delaware, that sticks out pretty good. That’s an attention-getter.”

- Many of the respondents preferred this campaign to “Campaign A” because it is more direct in communicating information.

“There’s too much wishy-washy in the first one. This comes right out and tells you all about it. If I’m going to be told something I want to be told that directly...I don’t want somebody beating around the bush.”

- The ads in this campaign did not mention the blood test. This is important information that should be added. Consideration should be given to adding information about the blood test to the billboard also. Respondents think that the fact that the blood test is not mentioned will cause male readers to automatically think of the DRE.

“Once again they still missed that one point that everybody doesn’t know... somewhere on there they should put ‘a simple blood test can save your life’...if you put that right up at the top that speaks to it so that...you say ‘wow, is that all it takes?’”

“I agree with you 100%. Bring that back about that PSA.”

“That’s one of the important things. That’s what I’m hearing, that folks just don’t know that.”

- The words “blood test” should be used instead of “PSA.” The term PSA does not even need to be mentioned. The ads do not need to get technical. Instead use the words “simple blood test.” The ads do not need to include information about prostate-specific antigen.

“Like you said, how many of the people here ever heard of PSA? You put PSA on there, what’s that? But if you say blood test...they can relate.”

- Suggested campaign theme from the respondents: “Keep your pants on. The test for prostate cancer is a simple blood test.”
- One respondent said he did like “Don’t Be a Baby.” He could relate to that because he hates going to the doctor. Individuals who did not like the ad countered that most men would not like to be told “Don’t Be a Baby.”

“These are fairly decent. I like the one, even though he didn’t like it, “Be a Man.” ’Cause I hate doctors.”

“I don’t like going to the doctor either.”

“I think that most men don’t like going to the doctor.”

- Only one respondent said he had heard of “Screening for Life.” He did not know anything about the program. The message about Screening for Life is indistinct. Respondents concluded that if they call the number there is some kind of help there, but they don’t know anything about the nature of help.

“There’s help there...you’re not alone. There’s somebody out there that’s going to help you.”

- The word “free” is not mentioned in any of these ads. It should be mentioned and highlighted.

“Mentioning free gets people’s attention...especially when you’re talking about healthcare.”

- The information about risk associated with age and race is important and probably should be included in the ad. The information about a fatty diet is probably not necessary, because respondents think that everyone their age probably has a fatty diet.
- Respondents were told that Charles Cadogan and Woody Sloan were real people. Respondents said they assumed that they were real people and not actors.
- Factors that should be highlighted:
 - ✓ Free tests are available.
 - ✓ A blood test is available in place of the DRE.

✓ If you're over age 50, or African-American and over age 40, you are at risk.

- Several respondents listen to a syndicated black radio talk show host, Michael Baisden, who often will devote an entire day on his program to issues important to African Americans. Such programs would be a good place to promote prostate cancer screening for African Americans.

“A lot of times on the Michael Baisden show on the radio will spend like a day talking about these issues that...target the African-American community. The things that they always emphasize are the fact that it's free, it's available, here's where you find it. Things that people really want to know and use.”

- The ads might be more effective if the wording makes it clear that Charles and Woody are indeed real people and that their stories are real. The wording as tested is a little ambiguous and relies on the reader to draw the conclusion that they are real people.
- Three of the respondents preferred Campaign A—“Scared,” and six preferred Campaign B—“Ask Charles.” One preferred the print ads from Campaign A and the TV spot for Campaign B.

D. Campaign C—“Persuasion”



- Respondents thought that the campaign targeting women would be effective in getting their attention and that women would urge their men to get tested.

“It's aimed at a good direction because most men if they're married to, say, a woman in their 40s or 50s at that point they're kind of more apt to look out for their man's health. If they see something like that...I'm sure they're going to go to their man and say 'Honey, you need to check into this'...it's a good ad...(women) will be the driving force...”

“My girlfriend's always on me... 'when you going to get tested?'”

“It's a good point. Because women are like that.”

- Some respondents especially liked the TV ad and thought that it reflects a realistic situation.

“The TV ad is dead on.”

“The TV ad portrayed a sense of urgency.”

- Respondents are particularly affected by the image of the mother and child. It makes them think about what would happen if the husband-father were no longer in the picture. Some men may be more affected by the thought of their child losing them than the thought of their wife losing them. Highlighting the children could make the ad more effective. Another sibling could be added.

“A lot of times you will listen to your wife, but if you have your kids around, nobody wants to see their kids suffer...the one with the little girl staring out at you catches you. Nobody wants to leave their kids left alone.”

- The campaign should appeal to single men as well as married men.
- The wording in the print ads in Campaign C includes references to a DRE. These references should be eliminated because the thought of a DRE is likely to cause some men to delay getting tested. Also, mentioning DRE in an ad directed at females might result in an inappropriate attempt at humor when females urge their male significant others to get tested.
- Although “digital rectal exam” is a medical term, individuals without knowledge in this area may infer that the term “digital” refers to some digital technology, not a gloved finger.
- Mention of the DRE should be avoided, even if the doctor is likely to recommend a DRE at the time of the PSA test. Respondents think that the advertising should do nothing to dissuade men from getting tested. Men are less likely to be reluctant to get a blood test than a DRE.

“This day and age, somebody sees digital they’ll think, oh man, TV.”

“(The mention of the DRE) may keep some men from wanting to do it.”

“I think that can be something that can be said after the blood test. When you are already committed to doing the blood test. Then they have to do that extra thing.”

“Let them deal with (the DRE) after they’re in the doctor’s office...”

“Sort of like selling cars. Hit them with the bottom line if you get them in the showroom.”

- Some respondents confuse the process of a colonoscopy with that of a DRE. Some seem to believe that if they have had a colonoscopy that their prostate has also been checked.
- Only one of the print ads in Campaign C includes the information about prostate cancer being the second-largest cancer killer of men in Delaware. Some respondents think that information is so important that it should be included in all of the print ads. Women, especially, are unlikely to know that information.

- Information in these ads needs to be written at the experience level of individuals targeted who may be less likely to ever have been tested for prostate cancer. Therefore the use of technical terms such as “prostate-specific antigen” and “digital rectal exam” should be avoided. The use of acronyms also should be avoided.
- Three words were used in various ads that describe the test for prostate cancer—*screened, checked* and *tested*. Respondents preferred “tested.”

“Screened is like they are qualifying you.”

“A test is a test.”

Key words in communicating these ideas include:

- ✓ Free
- ✓ Simple
- ✓ Test
- It’s also important to communicate where the test can be obtained. It is not immediately clear to some respondents from the information presented in the ads where they should go to get the test.

“Location. Tell them where they can get it.”

“Make it feel like it’s local.”

- It is important to respondents for them to know what will happen if they call the 800 number. However, it is not important to stress that they will be connected with a nurse. They only need to know that they will be connected with someone who can help them arrange for the test. Some men may be embarrassed to talk about the topic of a prostate cancer test with a female.

“Call the 800 number for an appointment in your area.”

“People want something that is easy.”

“Instead of saying ‘to have a nurse help you schedule a test,’ it should say something like ‘to be tested in your area call this number.’”

E. Transitional Billboards



- The success of the idea of using sequential billboards relies on a large number of viewers passing the same spot repeatedly, for instance driving to work.

“It’s only going to work if the same people see the same signs.”

- In the last billboard the “bumper sticker strip” should not cover up the question. That message should be placed so that the original question and the alternative answers can still be seen.

“On the last one (the strip) shouldn’t cover the sign up, it should be below it so they can still see what the other side says before.”

- Some of the respondents thought that the idea was interesting.

“It would jog your curiosity.”

- Some of the respondents thought the billboard might be more effective if the message was direct. Instead of having a series of messages over time, ask the question and put a red circle around the correct answer. Then put the “bumper sticker message” under all of that.

“Wouldn’t it be easier if you asked this question instead all of the red X’s, to just take a red circle and put it around the correct answer? And then underneath that come in with this part that says prostate screening, you know, the sign underneath that...”

“Don’t beat around the bush.”

- An alternative is to use a declarative statement—“prostate cancer is the second-leading cancer killer of men in Delaware”—instead of asking a question.
- Leaving the billboards up for one or two weeks before updating the message could cause someone a delay in getting tested. It would be better to position the message like the old Burma-Shave signs.
- The “bumper sticker message” might be better if it used the word “testing” instead of the word “screening.”

- Asking the question about the second-leading cancer killer of men in Delaware causes some of the respondents to immediately ask themselves what is the first-leading killer.
- The word “killer” is a strong word that has impact and attracts attention. The fact that it’s a strong word suggests that it should be emphasized, perhaps by being in a different color or being underlined. Make the word stand out even more.
- TV ads should be placed on programs that men frequently watch such as sports.

“Men watch sports. That would be the best time to put these ads on television.”

- The ads should be fashioned in a way not to frighten the target audience. The purpose of the ads should be to get the target to go to the doctor to get tested. If the ads concentrate too much on education regarding testing methodology it may frighten someone who is already fearful of getting a prostate exam. Once the target is in the doctor’s office he will be unlikely to refuse even a DRE.

“Something where you are trying to draw people in you want to (go softly). You’re looking at target groups that are not going to go on their own. You have to draw them in. Like when you’re trying to get them into a car dealership. Kind of suck them in. Then hit them with the bottom line...once you get them in, the doctor is going to sell it.”

Wilmington Session—Females

Female respondents were first shown Campaign C—“Persuasion,” followed by Campaign A—“Afraid” and Campaign B—“Ask Charles,” and finally the transitional billboards.

A. Awareness of Cancer Prevention Advertising

Before the respondents were shown any of the test advertising, they were asked if they recalled having seen or read any advertising in the past year related to cancer prevention.

- Several respondents recalled the Cancer Treatment Centers of America ads.
- One woman recalled an ad for laser surgery for cancer.
- Several of the respondents said they had not seen anything regarding cancer prevention; that the ads were always targeting people who had cancer already.
- One woman had seen a commercial about prostate cancer.

“I seen a commercial about cancer where the doctor said, uh, if you feel uncomfortable about the exam, think about how the doctor feels when he puts a finger up there.”

B. Campaign C—“Persuasion”



- Several respondents liked the TV ad because they thought it was a realistic depiction of their own home life. It was a scene that they could personally relate to.

“The TV ad was interesting. It would have caught my eye.”

“The TV commercial I like. I’m always cooking, and yes, he’s always in the front room watching TV. It’s just something we would do naturally. ‘Did you make that appointment?’”

“Actually the TV ad kind of got my attention. My husband is a TV fanatic. And often we have conversations as to what’s going on the TV. So when I heard some of these comments about him being tested I would probably say, ‘Have you had that done recently?’ It would have drew a conversation about it.”

- Several respondents liked the print ad with the mother and child because it made them think of their own personal situation and their children. One respondent liked the phrase “you don’t have to have a prostate to be affected by prostate cancer” because she thought it would make her wonder about the meaning of that contradiction.

“The (print ad of mother and child) hit home to me. It made me think of me and my daughter...this message came across a lot clearer than the other two.”

“I like this one the best. These two ladies because when it says it like that...imagine if you love somebody. I just like their faces. They are not sad or crying; they are just like, ‘Go do something about it.’”

“... ‘you don’t have to have a prostate to be affected by prostate cancer’ ...just those words would have like...caught my attention...women don’t have a prostate so what are they talking about?”

- Several respondents liked the print ad with the man and woman facing each other. They can relate to the image and the message. The contradictory message in the words “prostate cancer” is likely to get the attention of any woman with a man in her life.

“I like...the man and lady talking. Because they don’t like to go to the doctor. My husband says if it ain’t broke, why am I going to get it fixed?”

“This one (the woman and the man) actually caught me when I talked about that PSA. I did hear of PSA before. My husband is one of those men who do not like to go to the doctor for anything...he was in the military a long time. He retired from the military. He still does PT every day. He feels that he’s healthy. This got my attention. I think I can get him to go for simple blood test. That’s a start.”

“The one I liked the most was (the woman and child) because that’s us. He doesn’t go to doctors unless, you know, he’s dying.”

“Women are concerned about their husband. I think as soon as you see ‘prostate cancer’ you’re going to read below.”

- Several liked the billboard because it is succinct and clear. However, they didn’t like the phrase “You are not.” They weren’t sure who the “you” was that is being referred to.

“I particularly like (the billboard). I just think that every word means something. It’s powerful to someone who’s just driving by and has to get the message quickly.”

“I didn’t like the ‘You are not.’ I wasn’t sure who they were talking about.”

- One respondent suggested that a billboard picture of a man and woman embracing will draw the attention of women faster than the verbal message. Therefore, the picture should be highlighted in such a way that women have to read the message in order to find out what’s going on. The picture will make women wonder what the story is behind the couple.

“I like the billboard but with a couple of different changes. Like after ‘You are not’ it should be ‘invisible’ too to let the woman know that the symptoms are invisible but you are not invisible to him. And then take a picture of the man and woman; keep them talking that way, but make them a black couple because black men are affected more, but make the picture bigger because him holding her is a sign of compassion, caring, love. That as a woman draws me in to make me look at what’s going on in the billboard faster than the words.”

- Some respondents felt the billboard was weak and that they might not be drawn into it and remember the information. The phrase “Get him tested” standing alone on the billboard can be confused with ads that promote HIV testing. If the phrase “Get him tested” is used, the words “prostate cancer” should also be incorporated so that the message clearly is promoting prostate cancer testing.

“As far as the billboard, I mean, I read it but for me...it gives you a number to call but it’s not a whole lot of information where it actually drew me in to remember it after I drove past it.”

“The billboard, get him tested, I don’t know that as I’m driving by that I would read the rest of it because my first thought would be OK, he’s got AIDS.”

“Most people think of ‘get tested’ is for AIDS.”

“If you put ‘Get him tested for prostate cancer’ that might work, but not just ‘Get him tested.’”

- Some respondents objected to the phrase “A nurse can help you schedule your test.”

“I don’t like it says ‘A nurse can help you schedule your test’ because I think that might scare them off a little. I would just say ‘You can schedule a test’ and then put the number down there.”

- Respondents suggested that men may not like to go to the doctors because they feel they are no longer in control or that they are weak. They are taught from a young age that they are supposed to be strong and tough and shake off any discomfort. Some men did not get routine physicals as children or teenagers, and so are not used to the idea. If they are not used to getting routine physicals, having to go to the doctor means that something is wrong.

“I think because men like to be in control and they think that when they go to the doctor they’re no longer in control. They are supposed to be strong. They are taught as little boys to be strong. Tough. Shake it off.”

“I think for my husband it stems from his childhood because of how he grew up. If you grew up getting routine visits, it’s not a big deal to you. But as he grew up, the only time they went to the doctor was when they were sick. Whereas with me and my brothers, we grew up getting routine physicals...to him, if I have to go to the doctor that means something’s wrong.”

“I think because women from early age go to the doctors and they are aware of their bodies and changes and different things that men never go through, not like we do.”

- Several respondents think that part of the reason men are reluctant to get checked for prostate cancer is that doctors do not talk about prostate cancer or other similar health problems at an early age. As teens, women often have their first GYN exam and are coached about what to expect and what to look out for. Teenage boys do not usually get that kind of counseling.

“Even when I took my sons when they were younger to doctors, the doctors never talked about, you know, in 20 years your prostate (may have problems). When you are going for your first GYN they talk to you about the breast...and what to look out for. Men don’t have that. Even if they go to the doctors regularly. They don’t talk about what to look for or be aware of as they get older.”

“My son had his first rectal exam for sports in high school. He was shocked that a doctor even touched him there.”

- The ads should not refer to the digital rectal exam. The ads should motivate men to go to the doctor to get tested. The doctor can raise the issue of a digital rectal exam once the man is in the office.

“I might not even put in about the digital rectal exam in here because that’s like a turnoff...maybe the PSA is fine because that’s blood. Get him in there and then do what you’ve got to do.”

- Some respondents suggested that information about the PSA and the prostate-specific antigen are not necessary and may alienate men who read it. The ads do not need to educate. Education can be done by the doctor once a man has gone for the test. Just say that the test is a simple blood test. Use the campaign to motivate, not educate.

“Keep it simple...a blood test.”

“Because we don’t know what PSA really means unless you’ve actually researched it.”

- When asked about their preference of the print ads, six respondents preferred the ad with the woman and child, and four preferred the couple facing each other. One respondent said the woman and child ad makes her think that she and her daughter could be left alone. Another said that ad would make them think about what would happen to their family if her husband dies.

“I like (the woman and child because) it makes me think of you to get tested and that reminds me that we could be left alone. Actually, it’s more the child that gets me in the woman, because I know how much my daughter is a daddy’s girl.”

“A man loves his family. And this represents family.”

“I like it because it’s more of a family thing. It’s not just his problem.”

“If someone gets sick, it’s not just you sick; it’s everyone in the family that has to pay the consequences.”

“I chose (the man and woman) because me and my husband we talk about everything. We are like best friends. And to see this, I could really get his attention with this...”

- Many of the respondents said they thought that they were going to have to make the call to make the arrangements. The ad campaign targeting women could benefit from asking the woman to call to make arrangements to get her man tested.
- Respondents agreed that it would be very useful to have a campaign about prostate cancer that targets women like this in order to get them concerned about helping the men in their lives.

C. Campaign A—“Afraid”



- One respondent suggested that the ad should not target African-American men specifically because all men are at risk. The ads should target all classes of men, blue-collar, white-collar, etc.

“When you put a poster together, it needs to capture all audiences. I like the idea of both...you need to hit everyone. Although African Americans get it earlier in life, you don’t want to eliminate an audience. By (showing African Americans only) you are eliminating the audience because their first thought is, ‘I’m good, I’m a white male.’ The ads should also target all classes of men. You need to hit the blue-collar worker, and you need to get the white-collar worker...you need to hit all of those audiences.”

- One woman especially liked the “Avoiding” print ad. She liked the word *avoiding* better than the words *afraid* or *scared*. Women would be more likely to use the word “avoiding” than “scared” or “afraid” because husbands or male partners might be offended by those words. Another woman said that her husband would not respond positively to the word “scared.”

“I like the ‘avoiding the test...’ with the man hiding behind a tree. That’s my favorite one because I think it gets your attention more... ‘avoiding’ ...than ‘afraid’ or ‘scared.’”

“I don’t like ‘afraid’ or ‘scared’...I don’t even want to read that...the word ‘avoiding’ I think is a better approach.”

“Scared...he would never go. That word would not make them, you know, it’s not going to pull him in.”

“I like the word ‘avoiding’ better than all the others.”

- One respondent did not like the figure in the billboard. The figure does not convey the intended message and probably would not get her attention. The wording in the billboard is generally acceptable. Respondents thought the information on the billboard was adequate, straight and to the point. One respondent said that the bag reminded her of the Ku Klux Klan. The billboard might even work without the picture, with just the message.

“That looks like the last comic standing or something, I don’t know that (I would use that one)...I don’t like the bag over the head. I would just ride right on past that.”

“I would think it’s a comedy club or something like that.”

“I like the billboard. I’m not crazy about the picture. But that’s just enough information, that if I would read it then I would say I need to get you...let me call this number and see what they can do. This is just enough.”

“I like the (billboard). But I don’t like the picture. It reminds me too much of the Ku Klux Klan or something like that. It’s a bad picture.”

“I think this would be a really good billboard if it had someone in the, you know, public eye.”

- None of the pictures in the campaign particularly appeal to any of the women.

“I’m not crazy about any of the pictures but I do like the statement—‘avoiding,’ you know...”

- One respondent thought that none of the ads would be likely to get the attention of men who had not had a prostate exam. She suggested using sports figures might be more successful in attracting a man’s attention to the message.

“I didn’t like any of them. I just personally don’t think any of that stuff is going to get a man’s attention that is already afraid of doctors. The wording is terrible. The pictures are terrible. I think they should use, like, professional basketball players that have been tested or that have had prostate cancer and are now fine. Stock car racers, football players...that’s what’s going to draw men’s attention to the ad...the wording is fine, but they need to use different people.”

“I did like the ‘avoiding.’ And I agree...that there should be someone there who would grab them, something that would meet the eye. A professional, because if they see someone that is big in the news, or whatever, they’re going to look at that right away and read about it.”

- One respondent thought the commercials were not something that her husband would relate to. She liked what the “Avoiding” ad said, but she did not like the picture because “it is not where I live,” meaning that, living in the city, she is used to bricks and concrete, not grass and trees.

“For the commercial, the first thing that came to my mind was can my husband relate, can he really relate to, to the commercial. Personally I don’t think he would. It doesn’t strike me as something he would relate to.”

“I like the ‘avoiding’ ad. I’m not crazy about the picture because this isn’t where I live. But I like what it says...I live in Wilmington off of Maryland Avenue. Concrete, buildings, city, kids. That’s my neighborhood. And it’s not all bad. But I would look at this and be...that’s not where I’m at.”

- One respondent said the photo in the “Scared” print ad looks like someone being taken into jail, and that might be the excuse for her husband not to get tested. Also, the figure in the ad looks too young.

“This other one with the ‘hoodie’ to me looks like somebody being taken into jail or something. All right, and all my husband needs is an excuse. He wouldn’t even look at what the story is about.”

- One respondent suggested that some white males may ignore ads that talk about black men being more susceptible to prostate cancer. The logic is, “Since I’m white, and these ads target black people, why do I need to worry about it?” One respondent suggested that the billboard have both a black and a white male figure.

“And I also think that, I know that the black fella is more susceptible to prostate cancer. That’s all my (white) husband needs to know. He won’t read it either. ‘Why would I have to worry about it?’”

“If I had to do the billboard...I would have a black and a white man that is in the public eye.”

- One respondent said her husband gets an annual checkup by the Department of Transportation because he is a truck driver. He thinks because he gets that checkup that he is fine and doesn’t need any further testing.
- One woman said her husband would not respond to the TV spot because he tends to disregard cute or funny commercials.

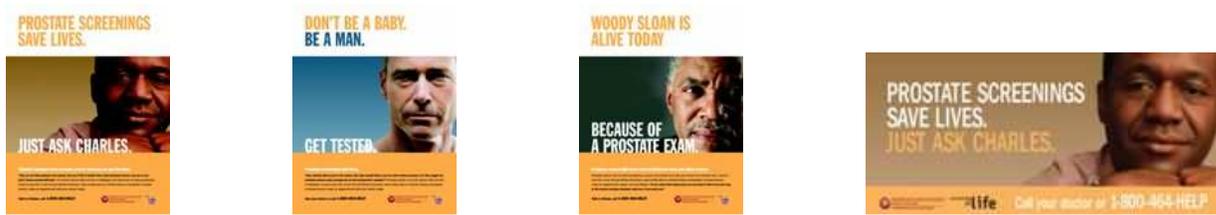
“I did not like the commercial. My husband when he sees crazy commercials right away he just...he would mute this commercial all the way if he saw this.”

- Another respondent said she thought the TV commercial was silly and that it was inappropriate for use in something as serious as prostate cancer. This topic is a poor candidate for the use of humor.

“This TV thing is kind of like selling, and I don’t think it’s anything silly about it if you have that (prostate cancer). So I would be like kind of pissed off if I had prostate cancer and saw that.”

“I like (the billboard). This other stuff (the TV commercial and the print ads) are really silly.”

D. Campaign B—“Ask Charles”



- Respondents liked the TV commercial because they thought it was a venue that men could relate to. However, they said the language is too stilted, and should be revised to reflect the kind of speech that actually occurs in a barbershop. As one respondent said, “They don’t (say), ‘You know, I had a PSA.’”

“For the commercial...I actually like that. It gives a lot of information. It makes it very simple, just go on and get the blood test. And it can make a difference in your life. So, I would watch that.”

“I kind of like the barbershop idea because, it’s true, there is a lot of goings-on and talking in barber shops and hair salons...that’s like true.”

“I like the barbershop scene. Maybe, the wording a little different. Speak how they speak in the barbershop. They don’t (say,) ‘You know, I had a PSA.’ Make it real. The barbershop scene is perfect because that’s where men relate. But make them seem real. Don’t have him speak like that. That’s not how they talk in a barbershop.”

“I do like the barbershop scene, but I don’t necessarily like the wording. But I think that barbershop scene is good...would attract attention with men. Maybe change some of the wording.”

“The commercial doesn’t do anything for me.”

- Respondents liked the “Just Ask Charles” print ad because they think he looks like a real person who has been through prostate cancer. However, they did not like the phrase “Just Ask Charles.” There is something about the wording that is not compelling.

“The print ad ‘Just Ask Charles’...I like that but, I don’t know, there’s just something about the ‘Just Ask Charles’ part that I just can’t get with. It’s just not pulling me in. It has all the right information but the ‘Just Ask Charles’ just doesn’t grab me.”

“I think that the names of people, I don’t know, I just never thought that it did anything. This doesn’t mean anything.”

“I like Charles...looks like something that says he’s been through it. And with his fists it looks like he’s trying to explain something to you, ‘This is what I’m telling you.’”

“I like Charles. ‘Prostate screening saves lives. Just ask Charles.’ You can even leave that out if you wanted to. Where it says Charles Cadogan beat prostate cancer because he was checked. And I love his quote, ‘Hey, no one loves going to the doctor,’ and the next sentence, ‘It’s the second-leading cancer killer of men in Delaware,’ that scares me and I would hope that it scares my husband. And there are no early symptoms. That would get me to say to him, ‘Get your ass to the doctor tonight. Call him today to make an appointment.’”

- Keep the message simple and positive. Don’t present too much educational information because that may make the man disinclined to get tested. Motivate the target to get to the office to get tested and then use that contact as a means of educating them about prostate health.

“My thought is to keep it positive. I mean, get them there and then tell them your diet...family history...etc. I wouldn’t put in all that information...to me that’s too much. You just want to do enough, you know, ‘Look, this saves lives’...get them there first. Don’t bring them down.”

- Billboard

“(The billboard) is great, but just leave off ‘Just Ask Charles.’”

“I like this billboard a little bit. But ‘Just Ask Charles,’ I don’t like that.”

“And I like the billboard. And I like the idea of having a collage of men.”

“(On the billboard) I don’t like ‘Just Ask Charles’ because then there’s a phone number and I would think I’m calling Charles.”

“I did like the prostate screening part... ‘Prostate screening saves lives.’ I thought if the (‘Just Ask Charles’ and ‘Woody Sloan’) were combined on a (billboard) it would be OK...to me it opens the mind. Because it allows them to see that not just one, but there are many...that have also gone through the same thing.”

- Respondents generally liked the “Woody Sloan” print ad.

“I really like this man’s face right here, the Woody guy. I just like him. He looks like not so sad, but serious. ‘Take this test.’ He’s sincere.”

- The phrase “Don’t Be a Baby” was taken as condescending and demeaning.

“I like the ‘Be a Man’ (but) you can drop the ‘Don’t Be a Baby’ part.”

“You don’t want to call a man a baby.”

“The ‘Be a Baby’ needs to go. That’s insulting. I know my husband wouldn’t look at that.”

- Respondents pointed out that men typically do not talk about health issues the same way that women do.

“Men just don’t talk about stuff like that, you know. We might talk about us having a baby or something female. Men don’t converse like that.”

“If men talk about Viagra, they don’t talk about it because they need it; they’re talking about it more for entertainment.”

- If the ads use the testimony of real people, the language in the ads should somehow convey that people in the ads are not actors. One of the respondents said she had heard of the “Prostate Warriors.” Respondents liked the idea that the campaign could consider using a tagline “Be a Prostate Warrior.”

“I’ve heard of the ‘Prostate Warriors.’ They go around and get the guys to get tested.”

- Consider using the picture of several different types of men on the billboard instead of just a single male image.
- Two or three of the respondents had previously heard about “Screening for Life.”
- Six of the 10 respondents said they had not previously heard of the PSA test. The fact that prostate cancer is the second-leading cause of cancer-related death for men in Delaware was also new information to everyone.
- One respondent suggested tying ads regarding breast cancer with ads regarding prostate cancer. That could help make men who are aware of the risk of breast cancer in women realize they also have a gender-related risk.

E. Transitional Billboards



- Several of the respondents said they liked the transitional billboards. One respondent suggested that the billboard sequence could also work as a TV ad. Perhaps it could be done as a series during a sports event.

“My husband loves trivia...that would be a game to him.”

- The message about cancer being the second-leading cancer killer of men in Delaware could be run as a “crawling ad” below the screen of sports events or on the Weather Channel, etc.

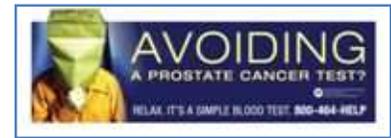
- Respondents suggested that men may disregard the message about free tests and Screening for Life because they would automatically think that they make too much money to qualify. Any message promoting Screening for Life should be separate from messages urging men to get tested for prostate cancer.
- Respondents think that their husbands would not respond well to the idea that a nurse can help schedule a test. It would be better just to reference the phone number as a way of scheduling the test.
- Respondents suggest that call takers who help schedule prostate exams should be male. Many men may be reluctant to talk to female nurses about this issue or to ask them questions.

“If a woman answers...(he will hang up).”

- Respondents preferred the word “tested” to “screened” or “checked” when referring to getting a prostate exam.

Wilmington Session—Males

A. Campaign A—“Afraid”



- Respondents liked the billboard. They thought it had an appropriate amount of information and that it would get their attention.

“Well, I would say the billboard would get my attention. Because it is new information. I always thought you went to the doctor with small fingers...a blood test sounds like giving blood. I would definitely consider it.”

“I like the billboard. It’s very forward and he gives you all the information in one sentence. You look at it and think, ‘That ain’t bad. I’m going to talk to my doctor.’”

“If I were driving a car, I’ll read that. And miles down the road after I passed that, I would think about that.”

“The billboard is the one I kind of liked the least. The other three ads I noticed they pretty much say the same thing. Informing people that it’s not a rectal deal. It’s nothing but a blood test...I never knew that African Americans were more at risk. I think any of the print ads gives you just a little bit more information than the billboard.”

“The billboard is good. I like the billboard...it would get my attention.”

- Respondents liked the detailed information provided in the print ads, but they did not like the presentation or the use of humor. Also, one respondent pointed out that not everyone reads.

“Not everybody reads. And not everybody reads the same magazines. So it seems like it would be hit or miss.”

“The (print ads) are the best. Because it tells me the age that I should start considering this. All this little information here in this block. Reading this information here in this ad would make me make a phone call tomorrow.”

“This one wouldn’t grab my attention, because the guy is hiding behind a tree, like he did something wrong.”

- The photo in the “Scared” print ad does attract attention, but its meaning is ambiguous.

“Scared. That really catches my eye...that attracts my attention. I am curious now. So I would stop and read that.”

“Scared guy...it’s more I would think he’s ashamed...instead of scared.”

- Respondents thought that the information mentioned in the TV spot—that prostate cancer is the second-leading cause of cancer deaths of men in Delaware—is new and important information that should be highlighted.

“The ad, it would catch my attention with this statement of prostate cancer is the second-leading cause of cancer deaths of men in Delaware. That would definitely grab my attention.”

- Respondents liked the information included in the campaign, but did not think the use of humor is appropriate for a topic as serious as prostate cancer.

“I think the information is good. It’s kind of too cartoonish for me. I think it’s a serious issue. And it’s almost like it’s poking fun at it...I’m not sure I would be drawn to these.”

“The one with the guy in the file cabinet, for a TV ad, might catch your attention...what’s this guy hiding from? Just to catch your eye and watch it.”

“The (humor) doesn’t do it for me. I feel it’s a serious matter too.”

“Afraid...without the guy hiding in the cabinet. You know, I think they could have done something else.”

“And with the hood, you know...it looks like he’s getting ready to rob somebody.”

“The guy with the hood...he may not be 50.”

- The PSA test and the ages at which men should be tested were new information to most of the respondents. Six of the 11 respondents said they had not previously heard of PSA tests.

“The interesting thing for me about it was I didn’t know anything about this, it’s called a PSA. That I wasn’t aware of.”

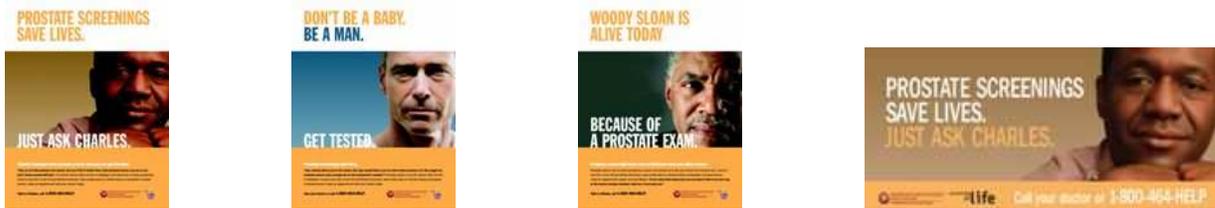
- One respondent related that he had experienced prostate cancer and had been successfully treated. He mentioned that he lost sexual function while under treatment but that sexual function returned later. Several of the respondents said they were unaware that sexual function could return, and that is important information to them about prostate health and prostate cancer treatment.
- Respondents said that they were not necessarily embarrassed by the digital rectal exam, but one respondent said that the most embarrassing part was that a nurse was in the exam room with the physician.

- Respondents agreed that the campaign should focus on the PSA blood test and not mention the digital rectal exam, the discussion of which may cause some men to avoid getting tested.
- One respondent mentioned that the ad campaign did not mention anything about the advantage of early detection.

“They don’t say anything about early detection. They should push the fact that get this blood work because early detection is going to save your life. And I didn’t notice that in any of these ads.”

- Some respondents are not familiar with medical procedures and terminology. One respondent wondered if prostate cancer would be detected if one underwent a colonoscopy.

B. Campaign B—“Ask Charles”



- Overall, respondents thought that Campaign B is significantly better than Campaign A.

“(The reason it is better is) the pictures for one, I’m not talking about the (TV spot), the actual pictures of the persons, their names, what they all went through. I can relate to that more...all of the information is there. The ages are there...I like these a lot better.”

“This packet is a lot better.”

“This is good stuff. Awareness. And these guys are not hiding their face.”

“Yeah, I like these much better. Just photos talking about a few minutes ago, especially those Woody Sloan is alive today. You know, if you catch this thing early you can beat it. ‘Cause if you don’t go to the doctor and get checked, they can beat you.”

- Some respondents considered the phrase “Don’t Be a Baby” to be condescending and a “slap in the face.” Even the phrase “Be a Man” was seen by respondents as talking down to them.

“The first ad was almost a slap in my face. This one here is really informative. It was somebody talking to me...the only thing that I didn’t like was the second one, ‘Don’t Be a Baby.’ I think that’s condescending...”

“‘Don’t Be a Baby’? Then again were going into the man thing you know...”

“You don’t want to talk down to the male species, because they ignore you.”

- The TV ad in Campaign B is better than the TV ad in Campaign A.

“I like this TV ad better. It speaks to me. Gives you a lot of information...”

- Respondents liked the testimonial nature of Campaign B.

“I like the Woody Sloan...it talks about the prostate exam (and how he was cured).”

“I like (this) better than Campaign A because it gives testimony. Someone who had it. And beat it.”

- One respondent noted that none of the print ads in Campaign B say anything about a blood test. That information should be included. It is important that men know that there is an alternative to the DRE. This information might motivate them to get a blood test when they are reluctant to get a DRE.
- One respondent suggested that the campaign stress a point made in the Woody Sloan ad that prostate cancer has no early symptoms.

“On the Woody Sloan ad here the one effective statement here that hits me is prostate cancer has no early symptoms. I think it’s just human nature...that we don’t go to the doctor until we have a problem. To me, that sentence stands out, that there are no early symptoms.”

- Some respondents in this group said that information about what the PSA test is for—the prostate-specific antigen—is interesting information and probably should be included. Others said they thought this was too much information to be used in a campaign with the purpose of motivating men to see their physicians about getting a prostate test.
- Respondents suggested that the ads do not mention that a nurse will help in scheduling a test. Instead, just use the phone number to urge them to get further information about how to get tested.

“Instead of saying a nurse can help schedule your test, it should say call 1-800 for additional information.”

- The ads do not necessarily need to state explicitly that Charles Cadogan and Woody Sloan are real people. Respondents inferred that they are real people from looking at the ads.
- Respondents said that the biggest goal of the campaign should be to get men to the doctor to get tested. They do not need to be told the specifics of the test. But they do need to be given enough information to lead them to conclude that they are at risk and need to get tested.

- The cost of getting tested is important to respondents. It's important to know whether or not they have insurance that will cover the test. The cost of the test is important to them if they do not have insurance. The availability of a free test for those who are not covered by health insurance should be highlighted.

“Well, I think if people do not have insurance, they would forget the test.”

“That would definitely help, a free test.”

- Only one respondent said he had heard anything in the past about Screening for Life, but he could not identify any details about the program.
- All respondents preferred Campaign B to Campaign A. And in Campaign B, the print ads preferred were “Just Ask Charles” and “Woody Sloan.”

C. Campaign C—“Persuasion”



- The digital rectal exam procedure should not be mentioned in the ads.

“They all look pretty good to me. They mention the DRE and that might be a little bit of a turnoff.”

- Respondents seemed unsure about whether or not fatty diets should be mentioned as a risk factor. It might be useful information but it might also be a turnoff.

“It was in some of the other ones too. That's got to worry everybody I think when they tell you that your fatty diet has something to do with it. I'll bet almost everyone in here has McDonald's quarter-pounders and stuff like that. But, that's an effective scare tactic.”

- Respondents understood that women would be concerned about the health of their men. They particularly liked the print ads with the mother and child and the woman facing the man.

“It's really convincing to me. Apparently she's worried. On the other hand, symptoms are invisible.... She cares about it.”

“I like it. It's not bad. Definitely another eye-opener...it is 'now you know how the other person feels about it.' The one, or ones, who love you.”

“(The mother and child) really does it for me right here. That's a no-brainer right there. Don't play with it; get tested.”

“I think this (the mother and child) is a real good one here, with the mom and daughter in there.”

“I really like the ad with the mom and her daughter. But the only thing that is missing is the son. When I see this lady I see my mom going, ‘Did you get your test yet?’ She is my nagger.”

“It’s effective because you might have men out here that say, ‘Well, I’m going to get tested’ and just never go to get tested. So if they have someone to encourage them to get tested, it gives them something else to think about. It’s just not me. My life is affecting other people.”

“The wife, if she really cares about you, she’s more worried about you than you are.”

- Some of the respondents did not know that there are no symptoms for prostate cancer.

“I like the invisible thing about the symptoms; I didn’t know that. I think that’s good information.”

- One respondent suggested that the TV ad not refer to an appointment with the doctor, but instead should refer to an appointment for a blood test. The focus should be on getting a test, not going to the doctor.

“On the TV I like the focus of the issues that are highlighted. The only thing is when she goes, ‘Did you make an appointment to see the doctor yet?’ I would say, ‘Did you make an appointment to get your blood test yet?’”

- The information in the ads could be new information to a lot of women in the public. One respondent thinks that women do not have the same health information about men that men have.

“I like the whole program here because I think, number one, women don’t have the information that we have as men about the prostate because they don’t have to deal with that.”

- Many men might respond immediately if their female significant other requests that they get tested for prostate cancer.

“Thinking about this whole thing, if my girl came to me and she asked me to go, I think I’d do it right then and there. Because it shows me that she cares that much to even mention it.”

- Men are often procrastinators and do not want to make appointments. So in the TV ad instead of her handing him the phone, she should tell him that she is going to make the appointment for him and tell him when it is.
- Respondents thought that it definitely would be useful to have a campaign about prostate cancer that targets women.

D. Transitional Billboards



- The campaign might be effective for people who drive the same routes frequently, but may not be effective for people who just happen on to the billboard in their travels. Respondents preferred an alternative that would use a declarative statement: “Prostate cancer is the second-leading cancer killer of men in Delaware.” That is a powerful message that would not rely on people seeing the billboards all of the times. This could be run as a single billboard with the declarative message “Prostate cancer is the second-leading cancer killer of men in Delaware” to generate interest in the subsequent billboard campaigns.

“Straightforward and direct.”

“That would do it.”

“Don’t have to put all the other stuff on there.”

“It’s more powerful.”

- Respondents think the message about prostate cancer being the second-leading cancer killer of men in Delaware is powerful.

Campaign A - "Afraid"

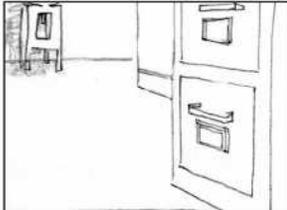


ALOYSIUS BUTLER & CLARK
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DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Comprehensive Cancer Control Program

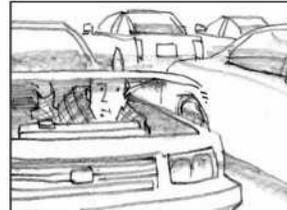
Afraid :30 TV



Shot of African American guy about 40 dressed in business attire, peering out of a file drawer in an office setting.

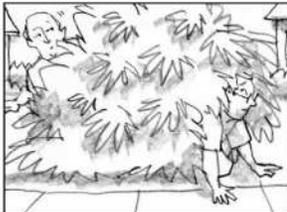


VO: Are you avoiding getting tested for prostate cancer?



Cut to shot of Caucasian guy dressed in a flannel shirt peering out from under the hood of his car—as if he's actually inside the car.

VO: There's something you should know. Prostate cancer is the second-leading cause of cancer deaths of men in Delaware.



Cut to shot of two guys of age 50 peering out from either side of a large bush. One sneaks out frame left, the other frame right.



VO: One simple blood test—called a PSA—is all it takes to help you learn your risk.



VO: So stop avoiding it. Get tested today.

“Afraid” - Print Ad 1

Avoiding

the test for prostate cancer?

Relax. It's a simple blood test.

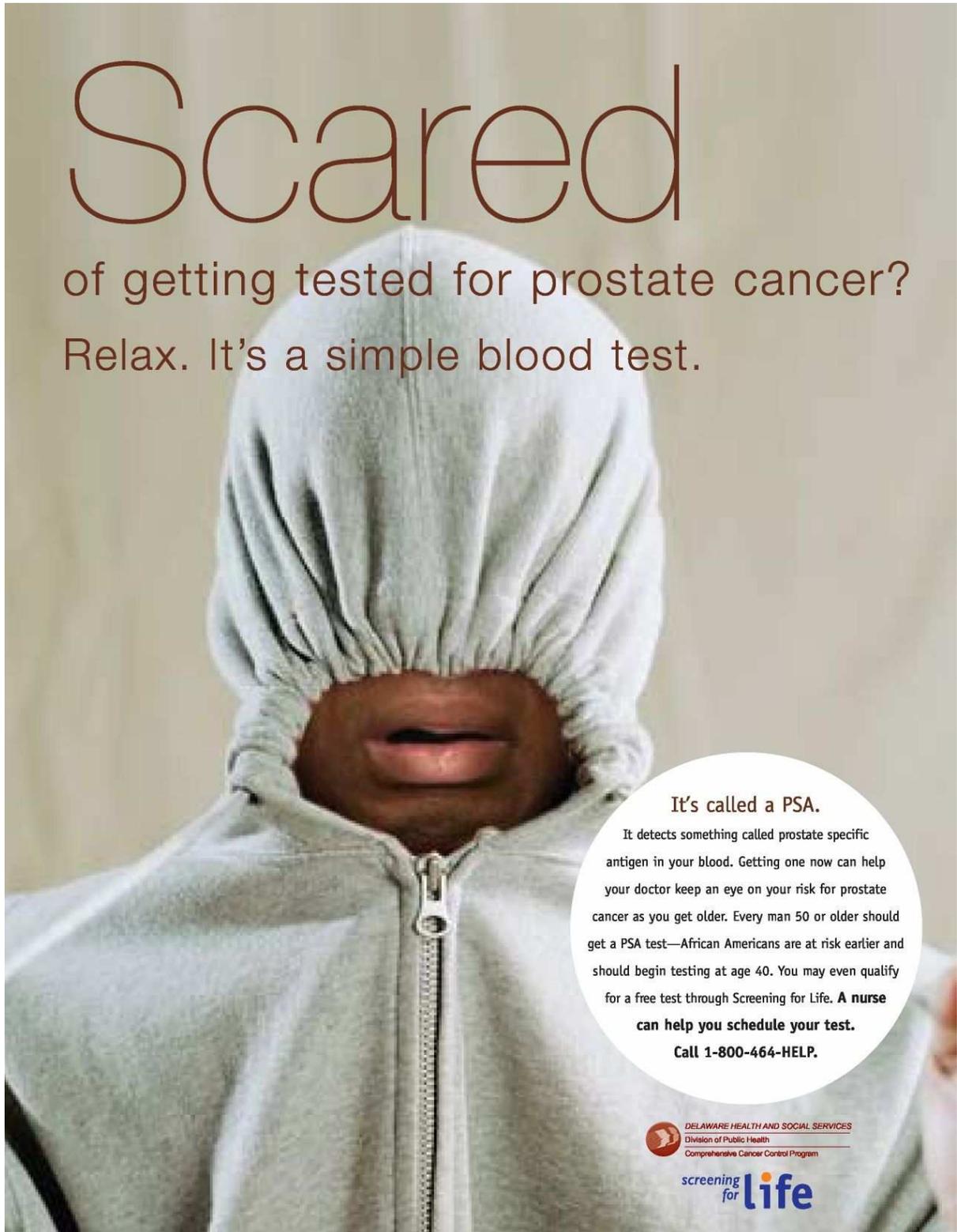
It's called a PSA.

It detects something called prostate specific antigen in your blood. Getting one now can help your doctor keep an eye on your risk for prostate cancer as you get older. Every man 50 or older should get a PSA test—African Americans are at risk earlier and should begin getting tested at age 40. **Talk to your doctor today.**

Or call 800-464-HELP for more info.



DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Comprehensive Cancer Control Program



Scared

of getting tested for prostate cancer?
Relax. It's a simple blood test.

It's called a PSA.

It detects something called prostate specific antigen in your blood. Getting one now can help your doctor keep an eye on your risk for prostate cancer as you get older. Every man 50 or older should get a PSA test—African Americans are at risk earlier and should begin testing at age 40. You may even qualify for a free test through Screening for Life. **A nurse can help you schedule your test.**

Call 1-800-464-HELP.

 DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Comprehensive Cancer Control Program

screening
for **life**

“Afraid” - Print Ad 3

Afraid

to be tested for prostate cancer?
Relax. It's a simple blood test.

It's called a PSA.

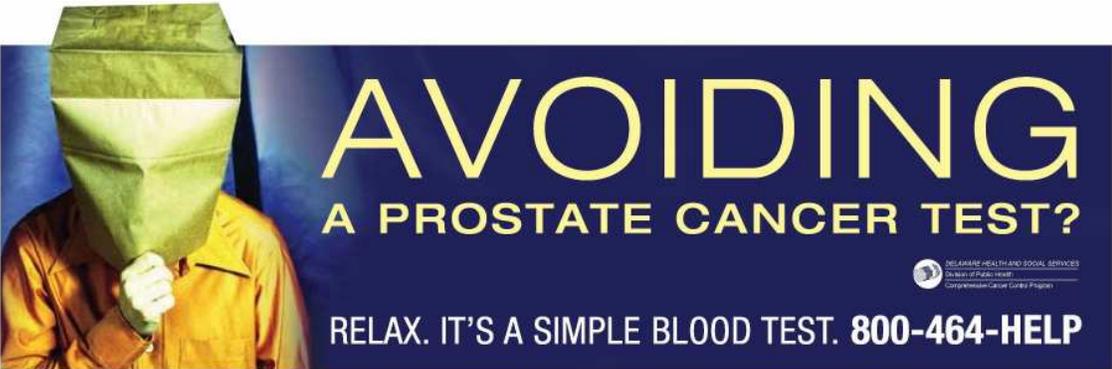
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Or call 800-464-HELP for more info.



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“Afraid” - Billboard



**AVOIDING
A PROSTATE CANCER TEST?**

DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Comprehensive Cancer Control Program

RELAX. IT'S A SIMPLE BLOOD TEST. 800-464-HELP

Campaign B - "Ask Charles"



ALOYSIUS BUTLER & CLARK
A fresh perspective in marketing communications



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Division of Public Health
Comprehensive Cancer Control Program

Charles :30 TV



Charles in his shop, cutting a guy's hair.

Handheld camera moves. We hear buzz of razor. Camera moves from shots of him cutting hair to close ups of his face as he talks.



Charles Cadogan, prostate cancer survivor

Super when we see him first.



CHARLES: Now, I don't like going to the doctor, but good thing I did, or I wouldn't be alive.

He did a simple PSA blood test. It showed that I had prostate cancer.



CHARLES: I was like, "Prostate cancer? What's that? Can it kill you?" And he said, "Oh yeah, it can kill you. It's the second-leading cause of cancer deaths of men in Delaware."

We found it early enough for me to get treated...and survive!

**To have a nurse help
you schedule a test
call 1-800-464-HELP.**



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CHARLES: If you're over 40, ask your doctor for a PSA test. You can even talk to me about getting tested for prostate cancer.

Don't put it off.

It could save your life.

PROSTATE SCREENINGS SAVE LIVES.



JUST ASK CHARLES.

Charles Cadogan beat prostate cancer because he got checked.

“Hey, no one likes going to the doctor, but you’ll like it better than what prostate cancer can do to you. Don’t mess around with this.” It’s the second-leading cause of cancer deaths of men in Delaware, and there are no early symptoms. If you’re over 50, or are 40 and African-American, have a fatty diet or a family history of prostate or breast cancer, make an appointment with your doctor today. You may even qualify for a free test through Screening for Life.

**A nurse can help you schedule your test.
Call 1-800-464-HELP**

screening
for **life**



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Comprehensive Cancer Control Program

**DON'T BE A BABY.
BE A MAN.**

GET TESTED.

Prostate screenings save lives.

“Hey, nobody likes to go to the doctor, but I got myself there, and I’m alive today because of it. We caught my prostate cancer early, and got me on the treatments I needed.” Prostate cancer is the second-leading cause of cancer deaths of men in Delaware. If you’re over 50, or are 40 and African-American, have a fatty diet or a family history of prostate or breast cancer, make an appointment with your doctor today. You may even qualify for a free test through Screening for Life.

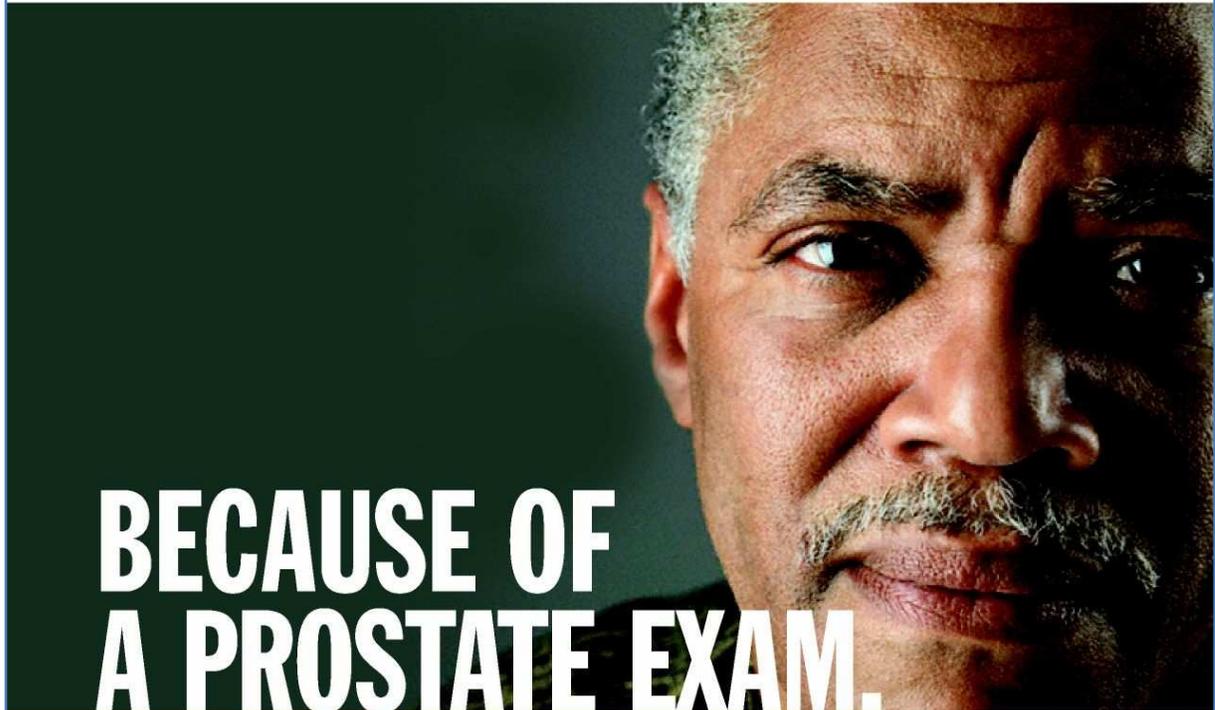
**A nurse can help you schedule your test.
Call 1-800-464-HELP**

screening
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WOODY SLOAN IS ALIVE TODAY



BECAUSE OF A PROSTATE EXAM.

Prostate cancer is the second-leading cause of cancer deaths of men in Delaware.

Prostate cancer has no early symptoms, so your only chance is to ask your doctor for a simple test. If you're over 50, or are 40 and African-American, have a fatty diet or a family history of prostate or breast cancer, make an appointment today. You may even qualify for a free test through Screening for Life. Just ask Woody. ***“If you catch this thing early, you can beat it. But if you don't go to the doctor and get checked, trust me, it can beat you!”***

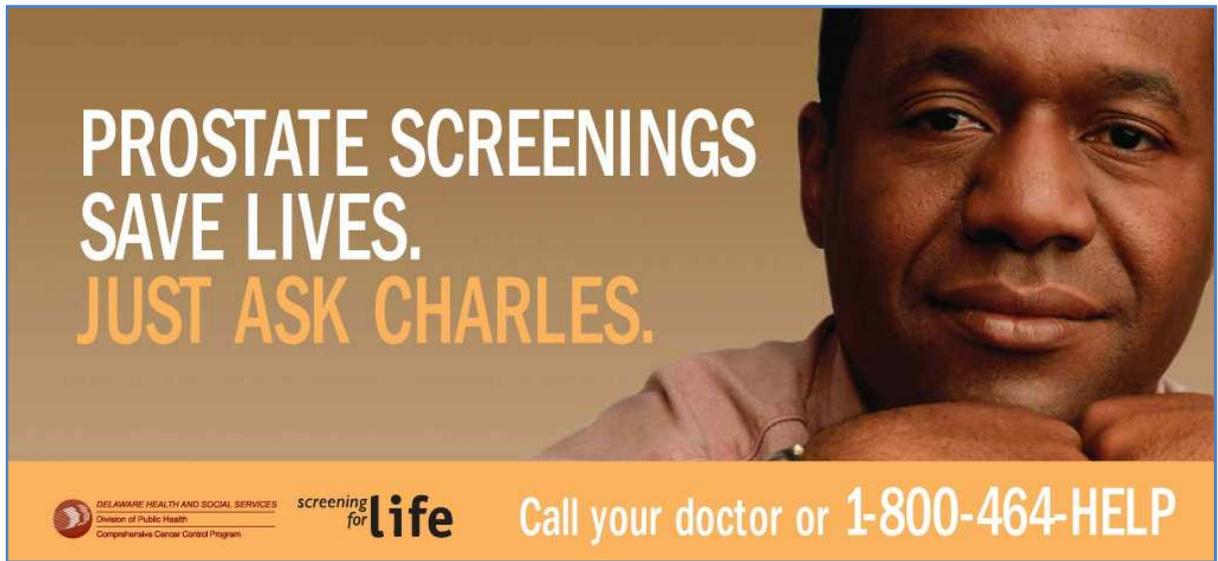
**A nurse can help you schedule your test.
Call 1-800-464-HELP**

screening
for **life**



DELAWARE HEALTH AND SOCIAL SERVICES
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“Ask Charles” - Billboard



**PROSTATE SCREENINGS
SAVE LIVES.
JUST ASK CHARLES.**

 DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
Comprehensive Cancer Control Program **screening
for life** Call your doctor or **1-800-464-HELP**

Campaign C - "Persuasion"

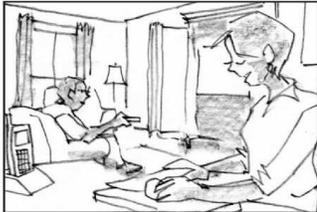


ALOYSIUS BUTLER & CLARK
A fresh perspective in marketing communications



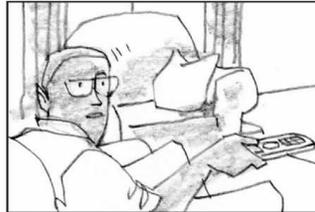
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Persuasion :30 TV



45-ish African-American woman in a cozy kitchen, chopping vegetables.

ANNOUNCER: Your husband could be in serious danger.



Reverse shot of African-American man of about 45-ish pointing the remote at the TV set.

ANNOUNCER: If he's over 40, depending on his medical history, he could be at greater risk for prostate cancer.



Back to woman's shot in kitchen.

WIFE: Did you make an appointment to see the doctor yet?



Back to man's shot. He squirms a little.

HUSBAND: No.



Back to woman's shot where she grabs the portable phone and walks into the living room.

She takes the remote from him and replaces it with the phone.

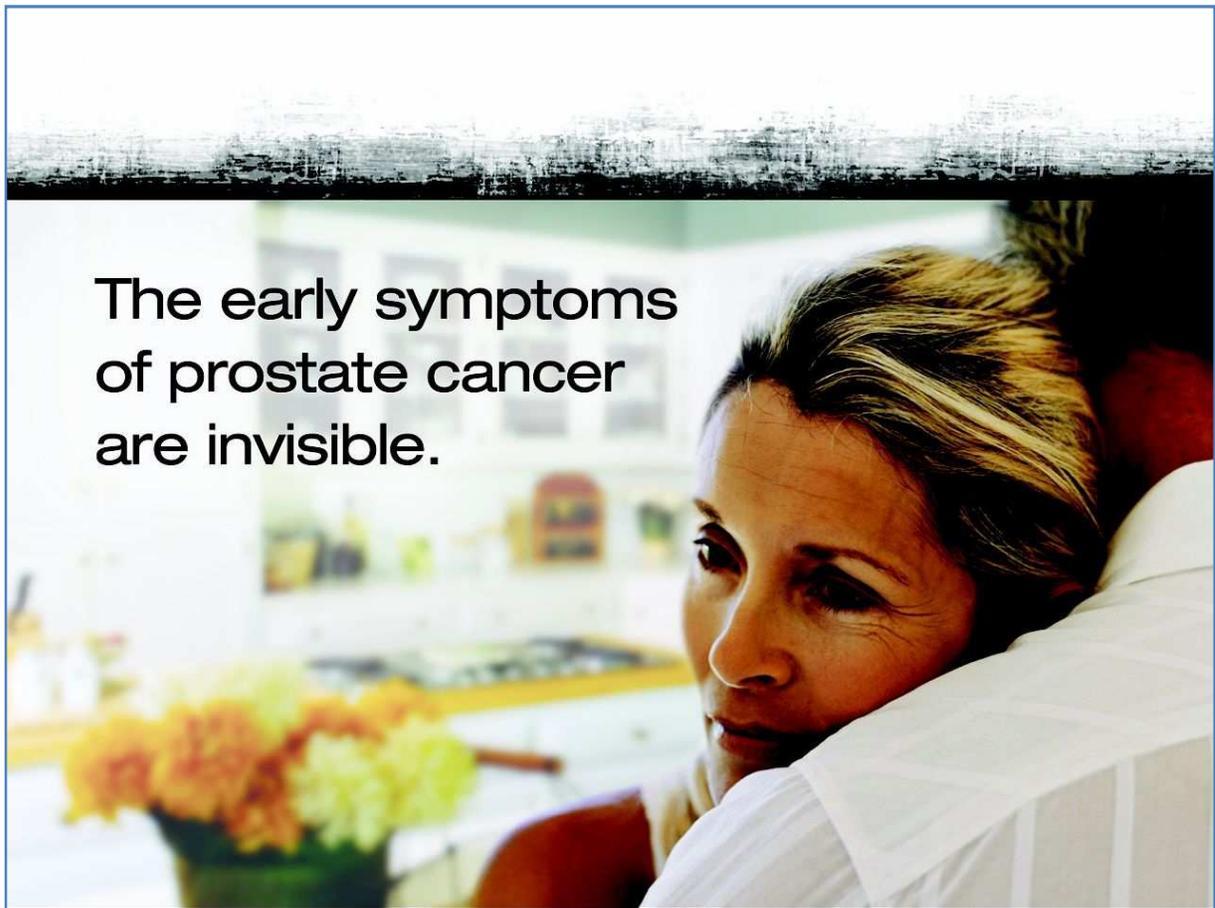
ANNOUNCER: And although the symptoms of prostate cancer may be invisible...

...you are not.



ANNOUNCER: If there's a man in your life, get him to the doctor to get screened.
And don't let up until he does.

“Persuasion” - Print Ad 1



The early symptoms
of prostate cancer
are invisible.

You, on the other hand, are not.

Prostate Cancer. It's the second-leading cause of cancer deaths of men in Delaware, and there are no early symptoms. A simple blood test can detect PSA—prostate-specific antigen—in the blood, and may be his best chance to catch it in time. If he's over 50, or if he's 40 and African-American, has a family history of prostate or breast cancer, or has a fatty diet, make an appointment for him and get him there. He may even qualify for a free test through Screening for Life. Don't let up on this, it may just save his life.

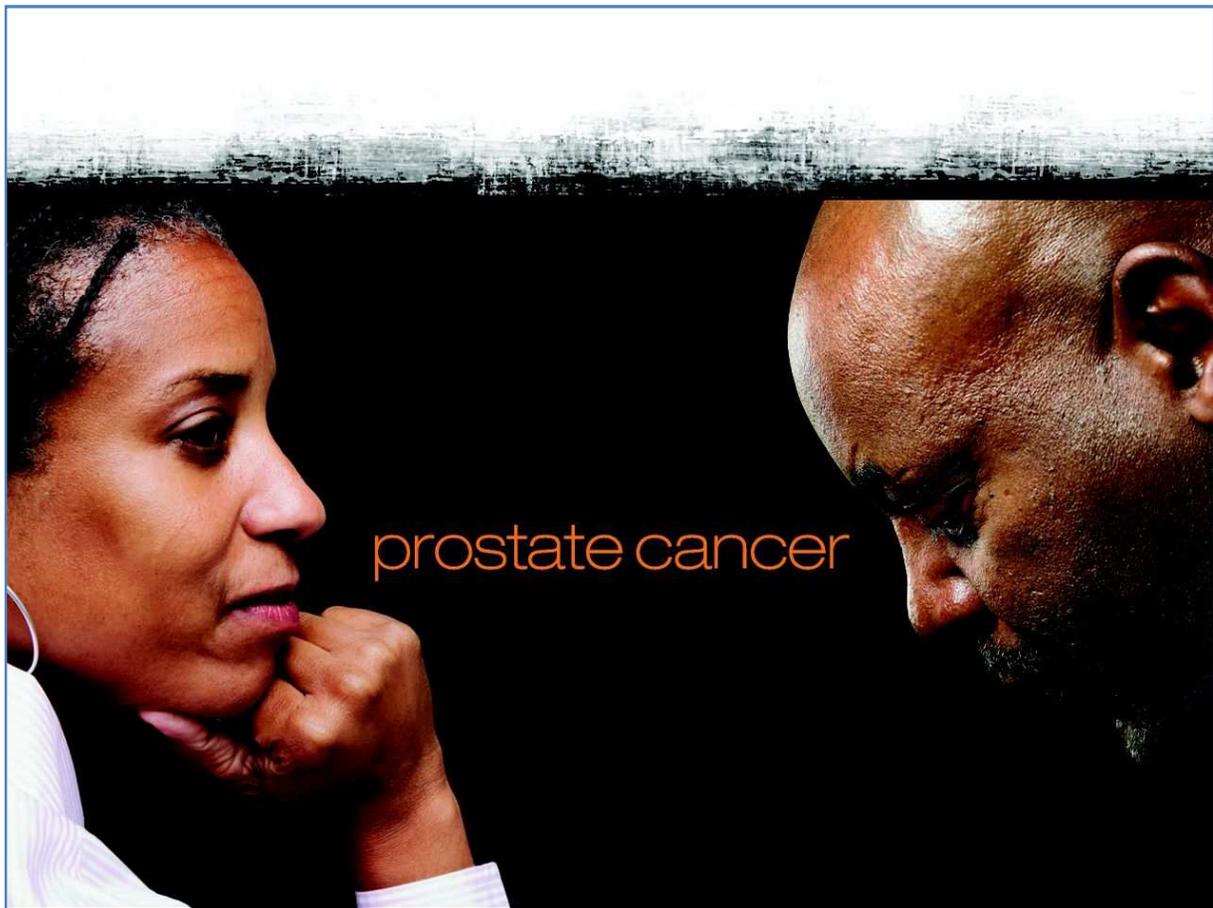
A nurse can help you schedule your test.
Just call **1-800-464-HELP**

screening
for **life**



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“Persuasion” - Print Ad 2



prostate cancer

Don't let anything stand between you and the man in your life.

You know he's not the type to go to the doctor. Much less get tested for the disease that will be diagnosed in one out of every six men. It's up to you. If he's age 50 or older—or African American and age 40 or older—urge him to be screened for prostate cancer. A simple blood test detects PSA—prostate-specific antigen—in the blood. Combined with a digital rectal examination, it can determine his risk of prostate cancer. He may even qualify for a free test through Screening for Life. It could save his life.

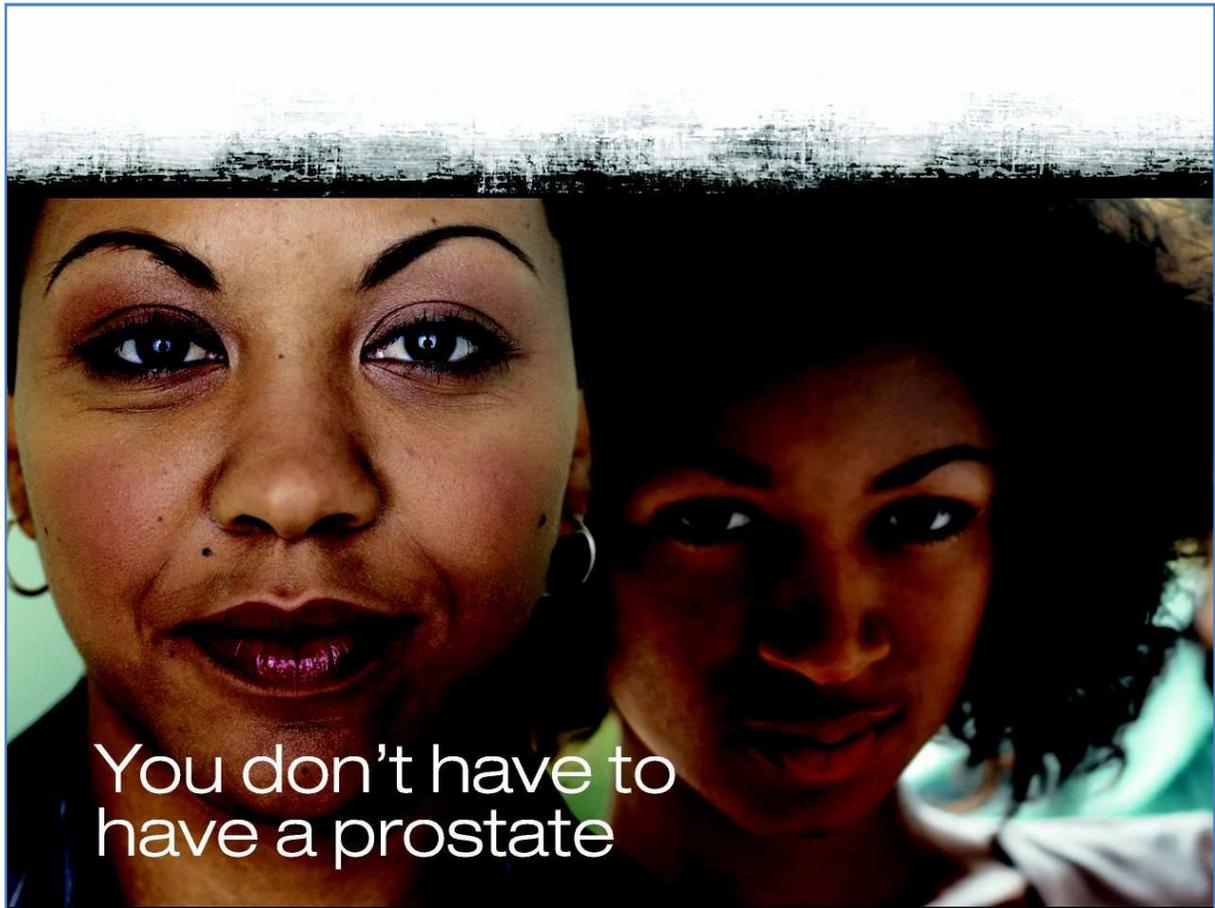
A nurse can help you schedule your test.
Just call **1-800-464-HELP**

screening
for **life**



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“Persuasion” - Print Ad 3



You don't have to
have a prostate

to be affected by prostate cancer.

Imagine prostate cancer taking the life of your husband. Or your father. Or your uncle. Or your brother. All because he wouldn't get tested when it was most treatable, at an early age. Urge the men in your life to get tested for prostate cancer at age 50—or age 40 if African American. A simple blood test detects PSA—prostate-specific antigen—in the blood. Combined with a digital rectal examination, it can determine his risk of prostate cancer. He may even qualify for a free test through Screening for Life. It could save his life.

A nurse can help you schedule your test.
Just call **1-800-464-HELP**

screening
for **life**



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“Persuasion” - Billboard



Get him tested.

Early symptoms of prostate cancer are invisible. **You are not.**

Call **1-800-464-HELP**

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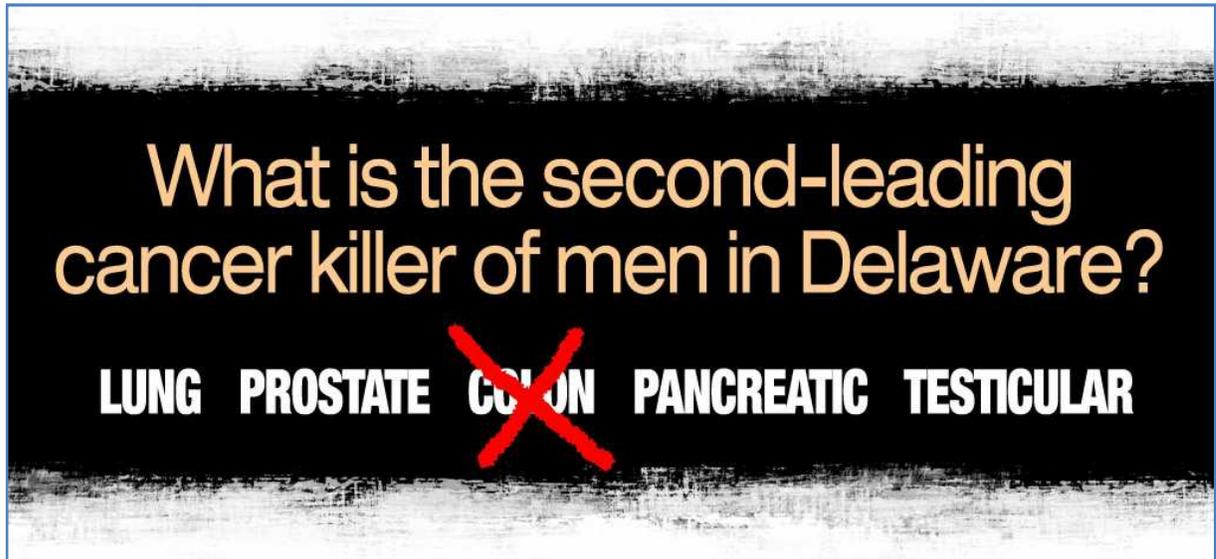
screening for **life**

“Transitional” – Billboard 1

What is the second-leading cancer killer of men in Delaware?

LUNG PROSTATE COLON PANCREATIC TESTICULAR

“Transitional” – Billboard 2



“Transitional” – Billboard 3



“Transitional” – Billboard 4

