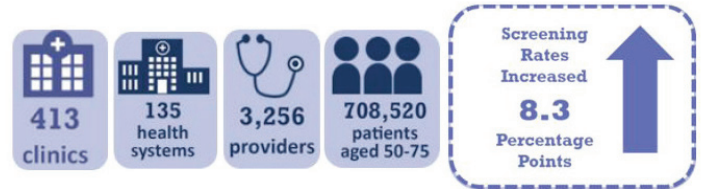


The work of CDC in 2018 included innovative communication approaches to promote cancer prevention, screening and early detection, research, and evidence-based programs.

Achieving Progress in Programs



CDC's National Comprehensive Cancer Control Program (NCCCP) celebrated 20 years of providing guidance to help programs put sustainable plans in action to prevent and control cancer. More than **98,000** people have contributed to cancer coalitions and **69 cancer plans** have been created and updated.



CDC's Colorectal Cancer Control Program (CRCCP) supported 30 state, university, tribal organization grantees partnering with health systems to increase colorectal cancer screening in high-need populations. For the 413 clinics enrolled in program year 1, screening rates **increased 8.3 percentage points** by the end of program year 2.

Improving and Connecting Data to Prevention

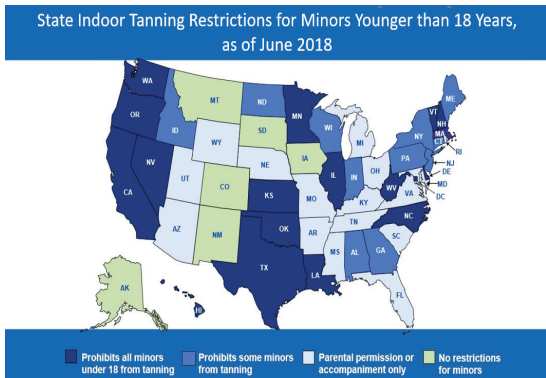


Through the National Program of Cancer Registries (NPCR), data is now available for **cancer prevalence and survival rates**, along with incidence and mortality data at the national, state, and county level. Data can be easily and quickly viewed in multiple formats using our new interactive data visualization tool.

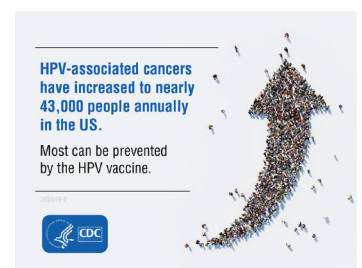
Publications: Using Data to Inform Prevention Strategies

Uterine cancer incidence and death rates increased among women in United States from 1999–2016. (Morbidity and Mortality Weekly Report (MMWR)).

CDC's skin cancer prevention study demonstrates that state indoor tanning laws work as policy interventions to reduce indoor tanning behavior among adolescents. (American Journal of Public Health (AJPH)). Study results showed that the nation achieved the Healthy People 2020 target to **reduce indoor tanning prevalence to 14%** among adolescents in grades 9 through 12, several years ahead of time.

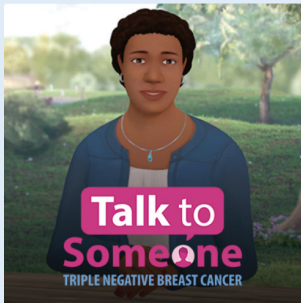


CDC's human papillomavirus (HPV) study shows increasing rates of new HPV-associated cancers among men and women, in the United States during 1999–2015 (Morbidity and Mortality Weekly Report (MMWR)).



Applying Innovation to Communication

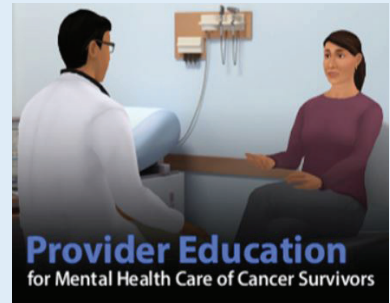
CDC's use of virtual human technology has led to innovative, interactive tools to help cancer patients and providers.



Talk to Someone: Triple Negative Breast Cancer allows people the ability to have a conversation with Linda, a virtual coach, and ask questions in a safe environment.

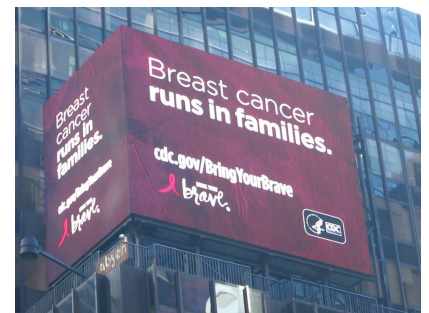


Talking about Infection and Neutropenia Awareness (TINA) helps to educate patients and providers about preventing infection during chemotherapy.

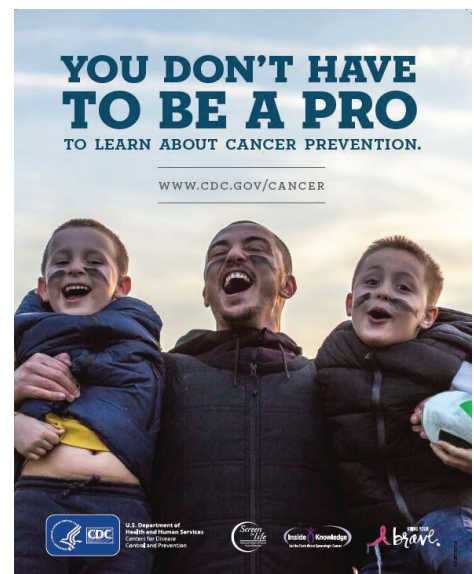


Provider Education for Mental Health Care of Cancer Survivors helps to improve knowledge about mental health care for cancer survivors and promotes recommended distress screening.

Digital billboard ads in New York's Times Square featured CDC's **Bring Your Brave** campaign to bring awareness to breast cancer risk in young women, while CDC's **Inside Knowledge: Get the Facts About Gynecologic Cancer** campaign increased awareness of cervical cancer.



CDC's **Super Bowl ad** featuring cancer awareness campaigns was published in the Super Bowl LIII Official Souvenir Magazine Program distributed nationally at newsstands, bookstores, airports, hotels, and kiosks. The ad was also available on the NFL website with an estimated exposure of **50 million unique visitors** and **500 million page views**.



Digital Reach



Web Views
13,307,460



Total Followers
108,224
Tweet Impressions
4,942,621

Reaching Audiences and Promoting Action



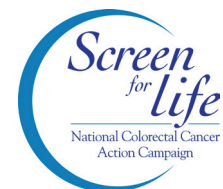
113 Million Audience Impressions

1.4 million social media engagements
300,000 website visits



29.9 Million Audience Impressions

1 million video views
678,567 website visits



108.1 Million Audience Impressions

91,555 website visits