



The Prostate Cancer Awareness Challenge

“WHAT'S YOUR NUMBER?”
Campaign

Background



This document summarizes the VPCa mission and goal of educating the Veteran, Active-Duty military, and general population about prostate cancer, its risks and the role of early screening in saving men's lives.

The focus of VPCa in 2022 is to communicate the need to screen early (35 years old for base line, 40 years old for annual screen).

Objective of Campaign:

“What is the key message you want to impart to men that will make a difference in their lives?”

Ask the Question: **“What's your number?”**

Understand the Answer: **“Know your number.”**

OUTLINE

- Situation
- Challenge
- Question
- Answer
- Consideration
- Campaign Explorations

Situation



Statistics show that the incidence rates of diagnosis and mortality levels of prostate cancer and breast cancer are about the same, **yet** the overall awareness of prostate cancer and its risks are significantly lower compared to that of breast cancer.



Prostate Cancer Awareness Month campaigns did not increase prostate cancer-specific search volume, whereas Breast Cancer Awareness Month consistently increased 'breast cancer' search volume.



This trend suggest the need for new approaches to generate public interest in prostate cancer and prostate cancer screening.

Prostate Cancer & Breast Cancer Quick Facts



3.1 Million Men

Diagnosed with Prostate Cancer and still alive today

1 in 8 Men

Will be diagnosed with Prostate Cancer in his lifetime

1 in 41 Men

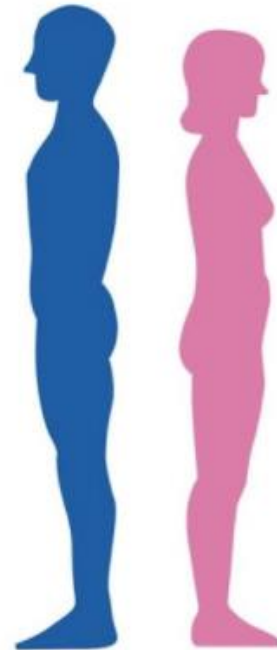
Will die of Prostate Cancer

248,530

New Cases of Prostate Cancer in 2021

34,130

Deaths from Prostate Cancer



3.8 Million Women

Diagnosed with Breast Cancer and still alive today

1 in 8 Women

Will be diagnosed with Breast Cancer in her lifetime

1 in 39 Women

Will die of Breast Cancer

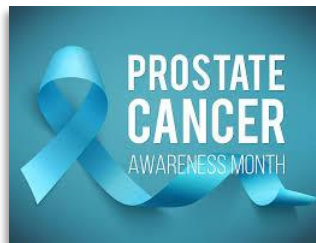
281,550

New Cases of Breast Cancer in 2021

43,600

Deaths from Breast Cancer

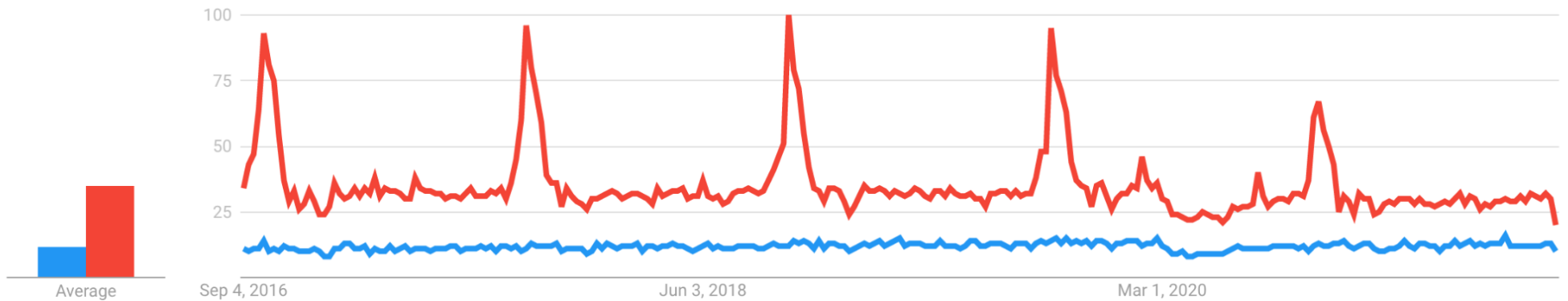
Search Volume: Prostate Cancer vs Breast Cancer



● Prostate Cancer Search term ● Breast Cancer Search term + Add comparison

United States ▼ 9/1/16 - 9/2/21 ▼ All categories ▼ Web Search ▼

Interest over time ?



INTEREST IN PCa vs BREAST CANCER SCREENING



Early screening, detection and diagnosis have been proven to significantly improve patient survival rates and quality of life, as well as significantly reduce the cost and complexity of cancer treatment.



PSA test (as well as DRE) and Mammogram have been used by doctors to detect Prostate Cancer and Breast Cancer, respectively.



Unfortunately, despite the fact that PSA has been the standard for Prostate Cancer screening for more than 30 years, the interest and patient knowledge continues to be significantly lower than general knowledge of Mammogram.

PROSTATE CANCER SCREENING VS BREAST CANCER



● Prostate cancer screening
Search term

● breast cancer screening
Search term

+ Add comparison

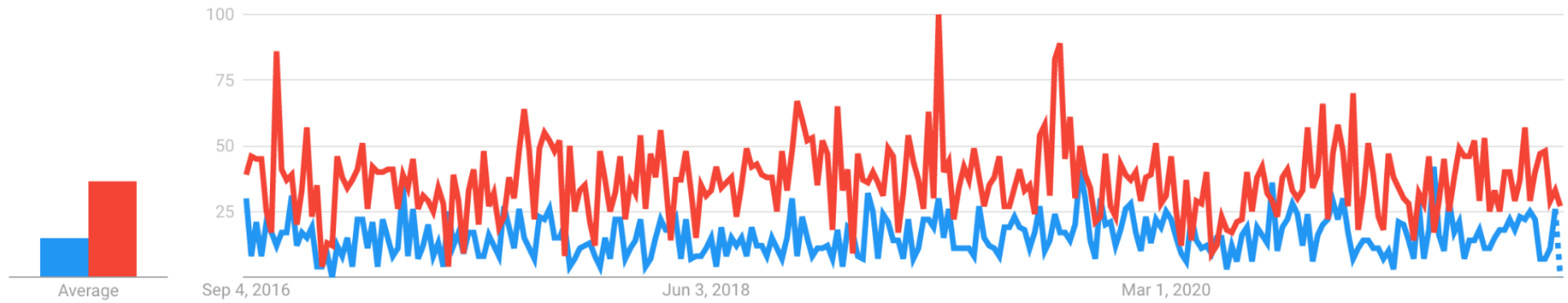
United States ▼

Past 5 years ▼

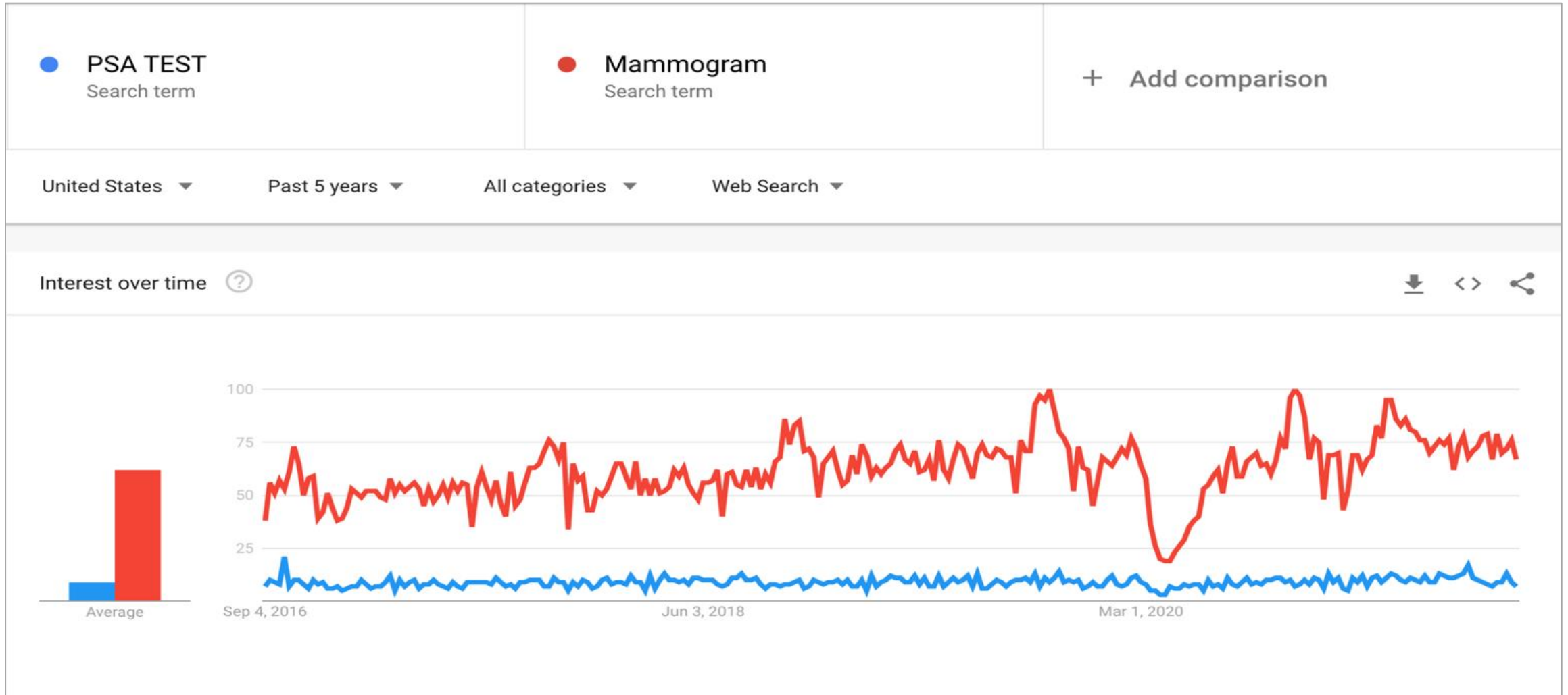
All categories ▼

Web Search ▼

Interest over time ⓘ



PSA TEST vs MAMMOGRAM



THE CHALLENGE



These trends suggest the need to develop **new approaches** to generate public interest, education, and awareness in prostate cancer and prostate cancer screening.

THE QUESTION



Given the stated challenge, we asked ourselves this question:

How do we capture the attention and interest of men and educate them on the value & importance of early (and regular) screening in a way that's compelling and will generate broadscale, mindful, and memorable awareness?

- We want want a campaign that will not only pass the “water cooler” test, but will become a ‘day-to-day conversation’ and one that will be shared among circles of friends.
- We dream of a campaign that will be simple, memorable and one that will drive men to action.
- We want a campaign that includes women, recognizing their critical role in supporting men in their health journey.



Mike's Message:

“KNOW YOUR NUMBER”

MORPHED INTO

A Campaign:

“WHAT'S YOUR NUMBER?”



Why
“WHAT’S YOUR NUMBER?”

IT LEVERAGES THE POWER OF QUESTIONS



- **The human mind is curious and is stimulated by “questions”**
“Questions that prime our curiosity are powerful brain influencers. The best questions are about something people can relate to or want to know about.” (Neil Patel, SEO expert)
- **Our minds are compelled to answer.** There’s something in our makeup as humans that causes a sort of automatic answering reflex when we are asked a question. It’s related to our need for completion. A question is like a joke without a punchline, or the first line of a popular song. It’s incomplete, and we all begin to fill in the blanks to complete it. That’s what we want. “Answers”
- **Questions stimulate the brain.** Using PET scans to observe brain function, researchers have discovered that questions stimulate the new brain or neocortex. Questions engage the audience’s old brain and new brain.
- **Questions get through a person’s mental filters and defense mechanisms.** Each of us has a unique set of mental filters through which we see the world and filter incoming information. That information is either retained, deleted or changed. Questions help increase the odds messages are accepted and retained.

<https://neilpatel.com/blog/headline-psychology/>

<https://www.thinkadvisor.com/2010/12/28/the-psychology-of-asking-questions-part-1/>

IT PIQUES CURIOSITY & RAISES INTEREST



- **The question “Whats Your Number?” creates a gap in someone’s mind**
There’s a psychological phenomenon you can use effectively called the curiosity gap, which is the gap between something a person knows and something he or she wants to know. People start to feel a kind of deprivation when they notice a gap in their knowledge.
- **The question creates interest and curiosity**
What ‘number’ is the tagline referring to?
- **It opens up the opportunity to remind men how they already easily remember numbers** -- game scores, batting averages, handicap, famous players numbers, addresses, phone numbers; yet don’t know the number that matters most in their health - their **PSA number**.
- **And because they may not have their PSA number memorized**, the question will be followed up by the explanation of PSA and screening in the body of the copy or by the narrator combined with graphics.
- **The campaign is designed to drive men or their wives to ask their doctors** for PSA testing and most important be aware of their PSA numbers and what it means.

IT IS PLAYFUL & SCALABLE



- **The tagline is applicable to different life situations** that men can relate to. This makes a great umbrella theme for creative, yet consistent, execution of the message, and will resonate to various lifestyle segments.
- **“What’s Your Number?” is a common question that people ask in social situations.** Associating this question to PSA will provide a ‘natural’ and constant reminder to men about the need for prostate cancer screening.
- **Men love sports and men “know the numbers”** in:
 - Baseball • Bowling • Golf • Basketball
 - Ice Hockey • Volleyball • Soccer • Tennis
 - Lacrosse • NASCAR/motorsports • Boxing
 - ...and the list goes on and on

IT PUTS US IN GOOD COMPANY



Some of the world's most recognizable & memorable ads used questions

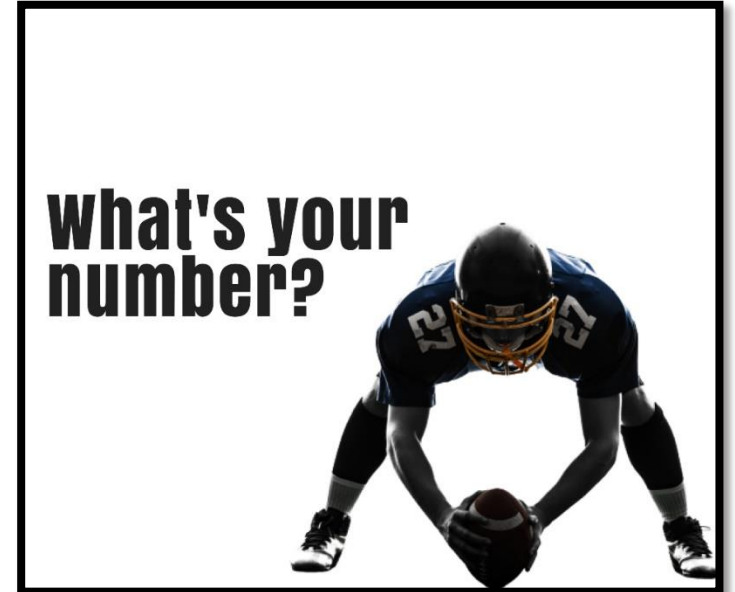
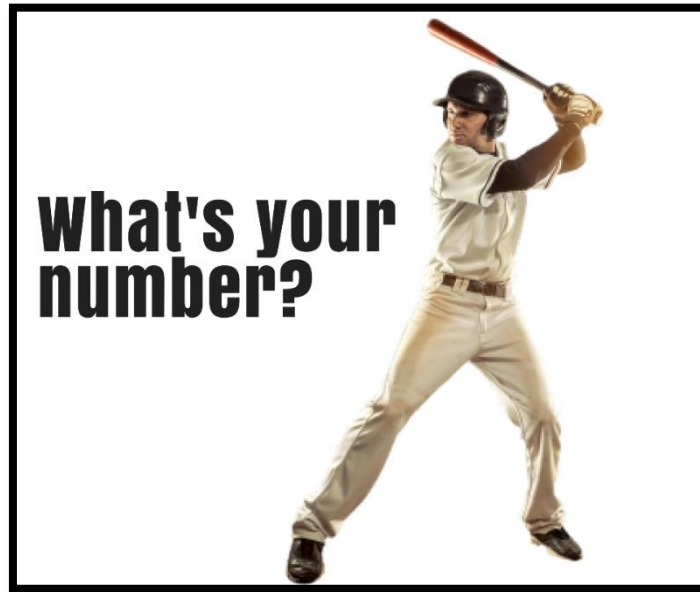
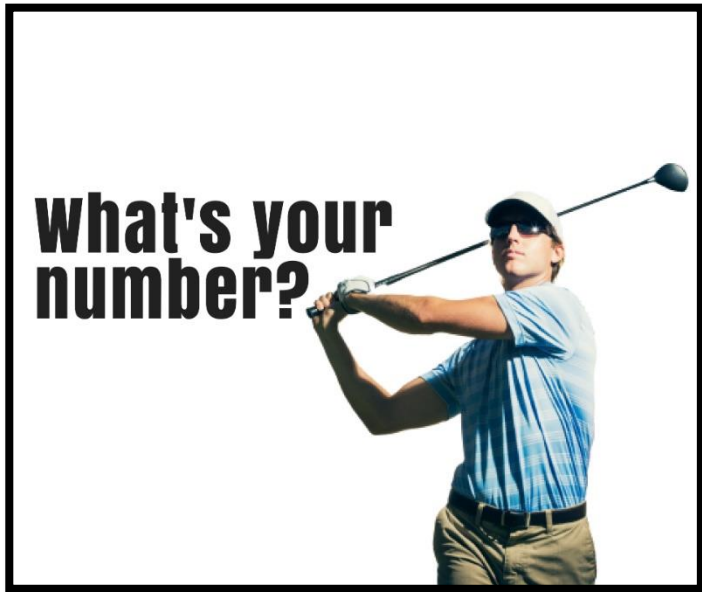
- **“Fun anyone?”** Sony PlayStation (2003)
- **“Can you hear me now?”** Verizon Wireless (2002)
- **“Did somebody say McDonalds?”** McDonalds (1997)
- **“Do you Yahoo!?”** Yahoo! (1996)
- **“Got milk?”** California Milk Processor Board (1993)
- **“Where's the beef?”** Wendy's (1984)
- **“Have you driven a Ford lately?”** Ford (1982)
- **“What would you do for a Klondike bar?”** Good Humor-Breyers (1982)
- **“How do you spell relief?”** Roloids (1970)
- **“Does she or doesn't she?”** Clairol (1964)
- **“Aren't you glad you use Dial? Don't you wish everyone did?”** Dial (1953)



What's Your Number?

Link to video: <https://vimeo.com/manage/videos/754461456>

CAMPAIGN FUTURE STATE



ADDITIONAL NOTES



We have observed several other factors that Breast Cancer Awareness Campaigns integrate which are not apparent in Prostate Cancer Awareness Campaigns.

A couple of these are:

- Breast Cancer campaigns have clear “call to action” vs. simply providing facts
[Breast Cancer Awareness Infographics](#)
[Prostate Cancer Awareness Infographics](#)
- There are more Breast Cancer Awareness Month campaigns that consistently highlight “October” as the Breast Cancer Awareness Month”
[Breast Cancer Awareness Month images](#)
[Prostate Cancer Awareness Month images](#)



THANK YOU!

Here are **OUR** numbers

571-215-2715

Mike “Bing” Crosby

Founder & CEO

Veterans Prostate Cancer Awareness

803-315-7657

Tony Minter

Executive Director

Veterans Prostate Cancer Awareness

mike.crosby@veteransprostatecancer.org

veteransprostatecancer.org