

# Developing a New Brand Identity for National Breast and Cervical Cancer Early Detection Program and the Colorectal Cancer Control Program



## INTRODUCTION

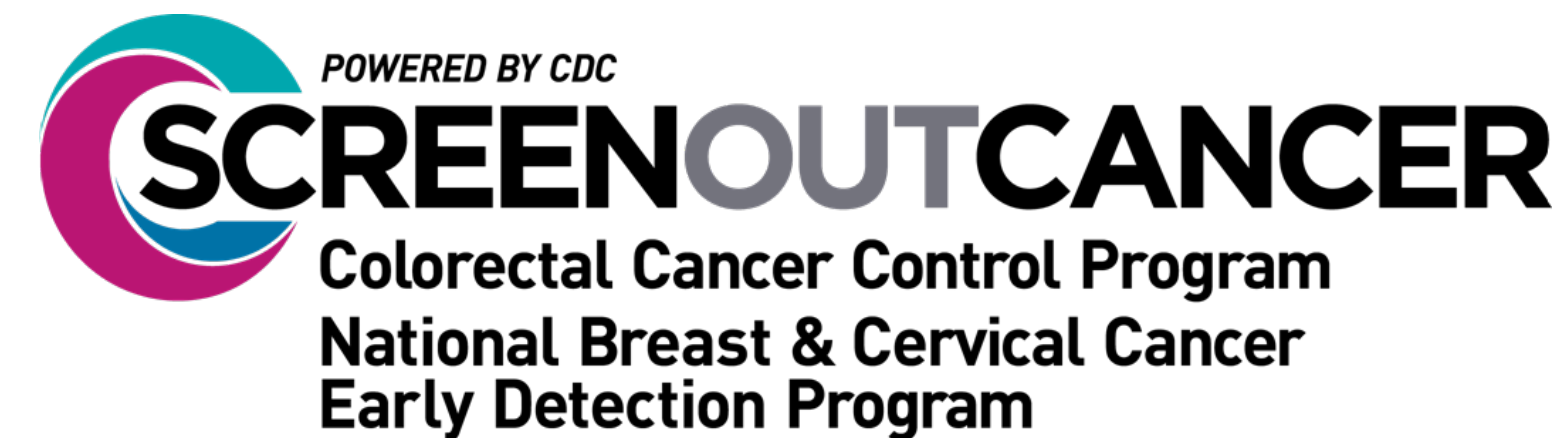
- We are proud to announce a new brand identity, logo, and messaging architecture for use by the two cancer prevention programs focused on implementation to increase and improve screening.
- The brand identity was designed to strengthen awareness of the program's value and to increase support for grantees' work among health systems and health agency leadership.
- **BRAND ELEMENTS** • Name • Logo • Co-branding guidelines and • Messaging architecture.
- **BRAND NAME**— SCREENOUTCANCER This name was chosen because it clearly states why grantees are engaged in this work: They want to ScreenOutCancer. That is what they do. Cancer Prevention Programs offer decades of experience, data, and evidenced-based interventions that health systems and other partners can use to improve the quality, efficiency, and rate of cancer screenings.
- **BRANDED TOOLS** • Infographics • Social Media Ads • Facebook Ads • Fact Sheets • Videos • Templates

## MEMBER INVOLVEMENT

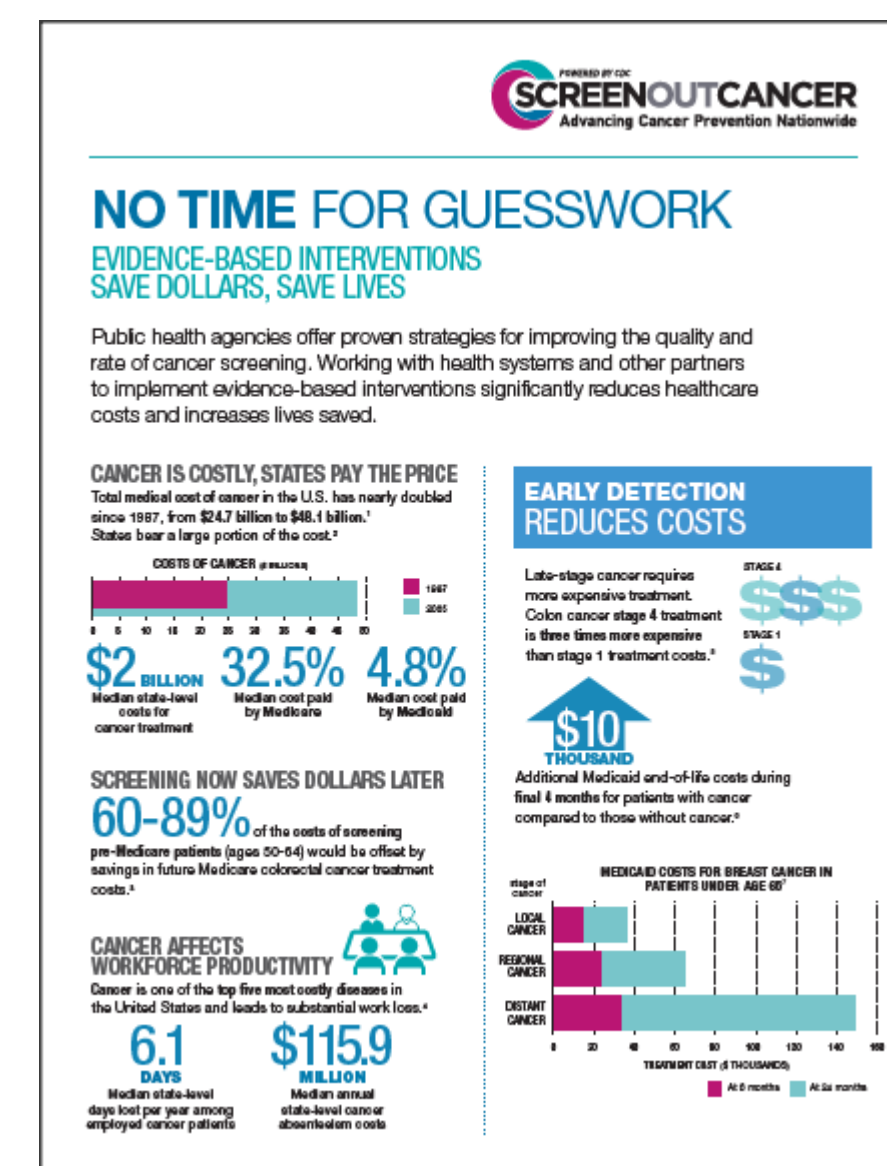
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## PARTNERS

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 Crosby Marketing Communications  
 CBS HealthSolutions



New Brand Identity



## GOALS & OBJECTIVES

- Increase awareness of health agencies' purpose, goals, values, and intervention strategies.
- Secure stakeholder support for health agency work in the short and long term.
- Cultivate respect and foster collaboration between health agencies and key stakeholders.

## IMPACT

- Increase stakeholder understanding of grantee-expanded roles and the value that they bring.
- Generate support for cancer prevention through work with public health.
- Increase participation in the NBCCEDP and CRCCP.

## OUTLOOK

- Communication technical assistance provided to grantees 6-months post launch.
- "Office Hours" personal consultation with communication expert offered during roll-out period.