

- **Goal** – From April 20 to June 28, 2020 to highlight the Early Detection Works program and encourage women of average risk to get breast or cervical cancer screening.
- **Target** – AA Women and Women living in rural parts of the state; Cervical ages, 21 to 65 and Breast ages 40 to 64.
- **Method** – Blend of paid display, mobile, paid social, audio streaming, broadcast radio.
- **Views** – 5,250,273 as of June 13 and not counting audio streaming or broadcast radio.

EDW Multi-Modal Communication Campaign

Lower your risk for cervical cancer. Get a free/low-cost screening







FREE and LOW-COST cervical cancer screenings






Lower your risk for breast cancer
FREE and LOW-COST screenings near you






Haven't had a mammogram?
FREE/LOW-COST screenings near you






Haven't had a Pap test?
FREE and LOW-COST screenings near you






FREE/LOW-COST breast cancer screenings



