



Leveraging Partnerships to Increase Cancer Screening Awareness Among the LGBTQ Population in West Virginia

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Background

Approximately 4% of West Virginia's (WV) population identifies as LGBTQ. Compared to other states, WV has the highest percentage of people ages 25-34 who identify as LGBTQ and the highest percentage of teenagers ages 13-17 who identify as transgender. WV has the highest rate of smoking among adults in the US and those in the LGBTQ community are more likely to smoke compared to their heterosexual counterparts.

Goals & Objectives

To address cancer prevention, screening, and health equity aims of the WV Cancer Plan through development of a media campaign focused on cancer-related health disparities among the LGBTQ community in WV.



Methods

Leveraging partnerships and combined resources allowed for an increase in the number of Public Service Announcement (PSA) participants, hiring of 84 Agency (a local LGBTQ and woman-owned production company) to film the PSA, and collaborating with WBOY (a local news station servicing our state) to develop a statewide dissemination plan using social media, streaming services, and television. The news station used social and digital marketing to focus on those who reside in WV and identify as LGBTQ or were perceived as LGBTQ-friendly. In terms of broadcast media, several of the television spots bookended the local news, meaning they were the first commercial aired following the news segment and the last commercial played before the next segment began. This is significant because local news is viewed as a trusted source of information and therefore the most influential media for local communities.

Partnerships

The key to any success is a good partnership and this was certainly true with this project. Each of the partners were excited to participate in this important collaboration. The budget was almost doubled with partner contributions making it possible to add more participants and a professional production company. Biweekly meetings were held while working on the content and production.



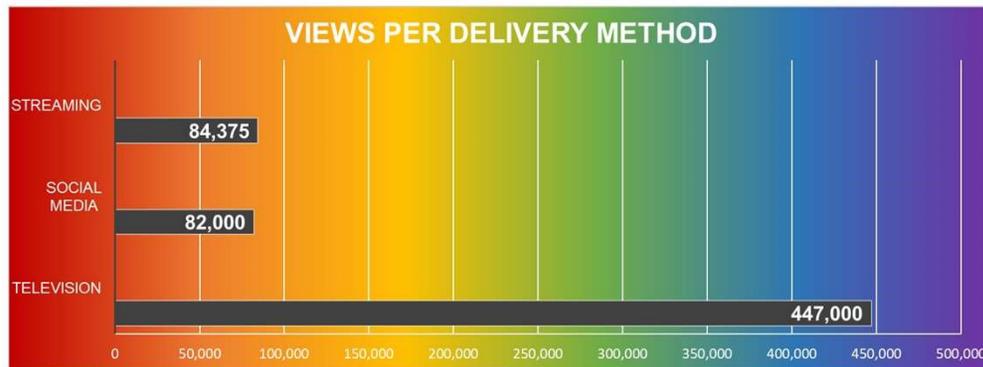
Coalitions can effectively engage local, state, and national partners to develop culturally appropriate materials around cancer prevention and early detection for the LGBTQ community.

Results

The *Take Pride in Your Health, West Virginia* PSAs aired in two campaigns from Memorial Day weekend (May 28th) through June 30th to celebrate Pride in 2021. We had 84,375 impressions with a 98.53% completion rate over streaming services; 82,617 impressions with completion rates of 41-64% depending on the PSA and 434 clicks on social media; and an average daily reach of 447,336 viewers over television broadcasts in North-Central West Virginia.

First Campaign

PSA's starting airing Memorial day in prime-time spots that ran until the end of June. The results below are cumulative of the five PSA's that were created. Television has the largest view per delivery method, but with streaming and social media tracking methods were able to show that participants interacted with and or watched the entire clip.



Second Campaign

Highest Impressions per Town



Based on the success of the original PSA campaign, a second campaign with streaming video advertisements was distributed in November 2021 to the 10 areas in WV with the highest incidence rates of lung cancer. The campaign reached a large audience even with a significantly smaller budget. Even with a significantly smaller budget a large audience was still reached.



93% of viewers watched the full PSA

7% of viewers watched a portion of the PSAs

Total Impressions 202,103

Lessons Learned

REPRESENTATION MATTERS

The most impactful element of the PSAs were the personal stories. The team wanted to feature storytellers from the LGBTQ community members or those that served a large LGBTQ population. Recruiting participants to be interviewed via video was challenging. We searched for storytellers throughout our networks and social media channels; ultimately, personal connections are what helped us recruit participants as many were hesitant to tell their stories to a large audience. Each of our storytellers offer a unique perspective from varying experiences along the cancer continuum.

The story tellers included:

- Small business owners,
- A Reverend serving the LGBTQ community,
- A university professor,
- The first transgender person elected to office in WV, and
- A provider at a federally qualified health center.



Rosemary Ketchum, Councilwoman for Wheeling City Council
First Transgender Individual Elected to Office in WV

Conclusion

This project illustrates how comprehensive cancer coalitions can effectively engage local, state, and national level partners to develop culturally appropriate materials around cancer prevention and early detection for the LGBTQ community. It also demonstrates how Coalitions can create a shared vision to leverage additional resources and address health equity in their state.

Watch All PSAs Here!

To view the PSA's open the camera application on your cell phone and scan the QR code.



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