

CDC's Chronic Fatigue Syndrome Public Awareness Campaign

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Update to the CFS Advisory Committee
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Recent Campaign Accomplishments

CDC's Chronic Fatigue Syndrome (CFS) Public Awareness campaign launched on Friday Nov. 3, 2006 at the National Press Club in Washington, DC. The public awareness objectives are: a) to increase information access and education among patients who suffer from CFS, and b) to increase providers understanding, diagnosis and treatment of CFS. Julie Gerberding, MD, Director, Centers for Disease Control and Prevention and US Health and Human Services, Assistant Secretary of Health, John Agwunobi, MD spoke on behalf of the CDC CFS campaign and announced seven NIH CFS research grant awardees at the event.

Currently, it is estimated that more than 1 million Americans suffer from CFS. The campaign provides the latest information regarding the diagnosis and treatment of CFS and features a traveling photo exhibit, national print/online advertising and TV and radio PSAs designed to raise awareness of CFS among patients and clinicians. The new website, www.cdc.gov/cfs, provides easy-to-understand, downloadable educational tools for patients, their families and health care professionals. Over 75 national media outlets attended the launch event or attended via phone hookup, which generated a number of broadcast and print features including CDC interviews for NBC's Nightly News and US News and World Report.

Public Service Announcements – Television and Radio

TV PSA (through April 2007)

Nielson ranking of TV PSA campaign	Top 31% (ranked 144 out of 462)
Number of times PSA has played	7,564
Number of stations that have played PSA	245
Percentage of plays 6:00 am to 11:30 pm	50%
Number of viewer impressions	59 million

Radio PSAs (through April 2007)

Number of cities reporting PSA plays	169
Number of stations reporting PSA plays	207
Number of times PSAs have played	23, 536
Number of projected viewer impressions	149 million

Electronic and Print Media

Print Ads (through April 2007)

Number of ads published to date	10
Combined readership of Ladies' Home Journal, People and Better Homes and Gardens Magazines	44 million
Number of viewer impressions to date	112 million

Online Banner Ads (through February 2007)

Number of viewer impressions Ladies' Home Journal and Better Homes and Gardens websites	6,278,418
Number of viewer impressions on WebMD	474,952

CDC Campaign Website (www.cdc.gov/cfs)

Number of downloads of campaign materials (from 10/1/06 to 11/6/06)	11,617
Number of page views in May 2006 before CFS section was redesigned	160,000
Number of page views in November 2006 following press conference	410,430

Earned Media

More than 1,500 stories on CFS and the campaign have been conducted since the launch event.

Health Care Professionals, Partnership, Exhibits

Over 20 professional partnerships through CFIDS Association of American include: American Medical Association, Research America, Society for Women's Health Research, HHS.OWH, American College of Physicians, Society of Teachers of Family Medicine, American Academy of Nurse Practitioners and consumer exhibits held in San Francisco, CA, Charlotte, NC and Washington, DC (launch event).

Future Campaign Activities

In collaboration with CDC, the CFIDS Association of America will utilize integrated strategies that employ paid advertising, a traveling portrait exhibit, earned media, public service announcements, partnership opportunities, and collateral materials to impact consumers' and health care providers' knowledge, attitudes and beliefs about chronic fatigue syndrome (CFS).

Paid Media

The CFIDS Association will make an additional media buy with Ladies' Home Journal (LHJ) and Better Homes and Garden (BHG) for 2 additional full-page placements in each magazine and with People magazine for 3 full-page advertisements, for a combined total of 7 new placements. The grand total number of impressions generated by the total media purchase of 17 full-page ads will be 195,133,900 for women ages 35-54. Banner advertising on BHG.com and LHJ.com began running in January 2007. Ads were also approved to run on the women's health center at WebMD.com, generating maximum message exposure and repetition across these web-based channels.

"Faces of CFS" Traveling Exhibit

For the next phase of the campaign, the exhibit will commence a national tour of 12 high-impact venues that reach visitors matching the demographic profile of campaign target audiences. On-site promotion will help boost visibility for the exhibit and the campaign. It will also travel to three national conferences of health care professionals for a total of 15 sites.

Earned Media Activities

Building on the excellent media generated by the November 3, 2006 event at the National Press Club, earned media will be cultivated to leverage its low out-of-pocket costs, ability to confer third-party credibility and effectiveness in conveying more complex information. The CFIDS Association will continue identifying and training spokespersons utilizing the Association's network of CFS patients and subject matter experts to fulfill often highly specific interview requests. News angles, articles and press releases will be prepared and submitted for approval. Venues for the "Faces of CFS" exhibit will drive local/regional media outreach. Announcements by CDC's CFS research group will be promoted with assistance from CDC's Division of Media Relations.

Public Service Announcements for Television and Radio

Moving forward, the CFIDS Association of America will recontact PSA editors to encourage them to air the PSAs that were distributed to 800 television stations and 2,500 radio stations in November 2006, particularly to coincide with other local media coverage and campaign activities. CFIDS will also respond to requests for PSA packages from stations not included on the original distributions lists.

Partnership Development

The Association has cultivated key partnerships with four CDC-approved organizations named as partners on printed campaign materials. The Association will make contact with a CDC-approved list of 40 other health care providers, general health and women's organizations to further extend campaign reach and deepen CDC's brand identity.

Campaign Collateral Materials

A patient brochure and a health care provider toolkit have been produced in printed and online formats. The printed materials will be distributed primarily through the "Faces of CFS" exhibit (provider conferences and public venues) and in downloadable format via the CDC's web site and the Association's web site. Partnership activities will provide additional distribution channels for these materials.