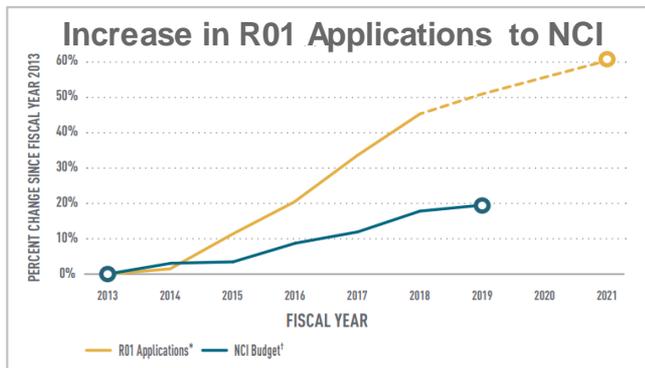




2021: The 50th Anniversary of the National Cancer Act

November 16, 2020

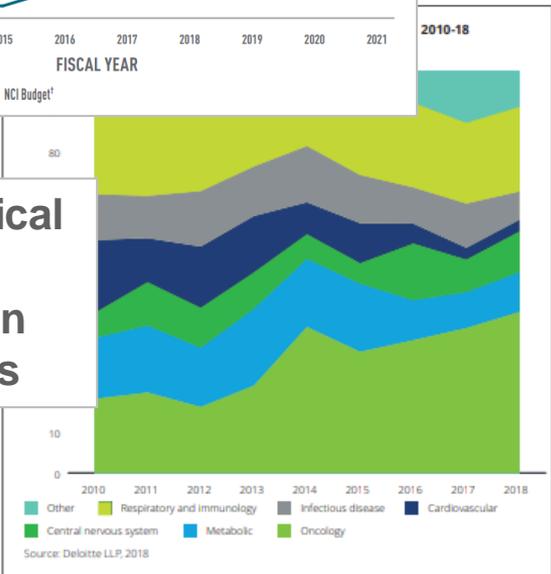
Remarkable progress in cancer research and outcomes



Record numbers of cancer drug approvals by FDA in 2018 & 2019

Declining cancer mortality, even in lung cancer and melanoma

Pharmaceutical industry investment in cancer drugs



AMONG U.S. MEN

DEATHS FROM THE MOST COMMON TYPE OF LUNG CANCER

FELL

↓ **3.2%**

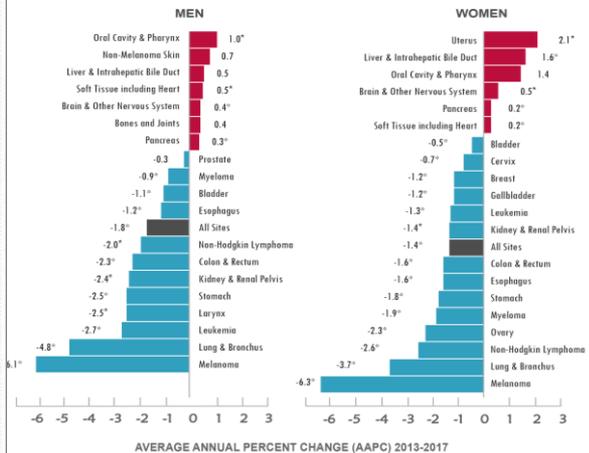
EACH YEAR FROM 2006 TO 2013

THEN FELL

↓ **6.3%**

EACH YEAR FROM 2013 TO 2016

NATIONAL TRENDS IN CANCER DEATH RATES



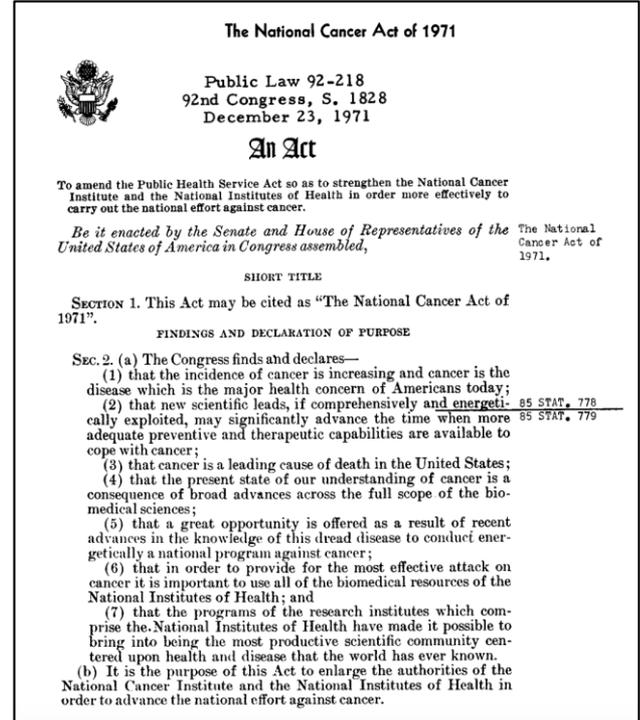
*AAPC is significantly different from zero (p<.05).

seer.cancer.gov
Source: Annual Report to the Nation

The National Cancer Act — A Watershed Moment

The Act united patients, scientists, doctors, industry and government all under one vision.

- **Accelerated research** on prevention, screening, diagnosis, and treatment of cancer.
- **Increased support for basic research**, providing a critical underpinning to our cancer progress.
- **Created the nation's clinical trials network**, leading to practice-changing trials for patients.
- **Established the NCI-designated Cancer Centers Program** of world class institutes, driving research and patient care.
- **Focused conversation on prevention** as part of the cancer continuum.
- **Created Frederick National Lab**, the first government lab for targeted, high priority cancer projects.
- **Built SEER** and improved cancer registries.



OUR GOAL

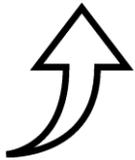
To ignite enthusiasm for scientific research and funding to continue the fight against cancer and inspire the next generation of diverse talent.

**NOTHING WILL
STOP US** **50** YEARS
NATIONAL CANCER ACT

NCI's Educational Campaign

Our Goals for the Commemoration

NCI will be sharing the stories of 50 years of scientific progress by showcasing the passion and tireless commitment of people in the cancer community, humanizing science and cancer research in ways that inspire and have broad appeal. Goals for the commemoration aim to:



Raise awareness of the significant progress the National Cancer Act enabled in cancer research to improve patients' lives.



Educate people about the great strides that have been made in our fight against cancer and our unwavering commitment to patients.



Ignite enthusiasm for scientific research and funding to continue the fight against cancer and inspire the next generation of diverse talent

Telling the Story of Progress

PROGRESS

The Change Makers

Show strides we have made in fight against cancer by showcasing improvements to life expectancy and patient outcomes.

KEY TAKEAWAY:

Demonstrates value of public investment made over past 50 years through direct impact on families and patient lives.

HUMANITY

Unsung Heroes of Cancer

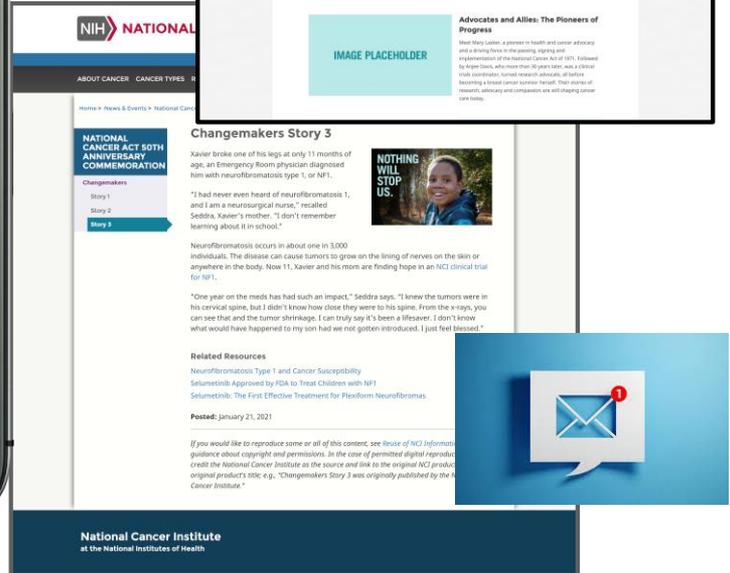
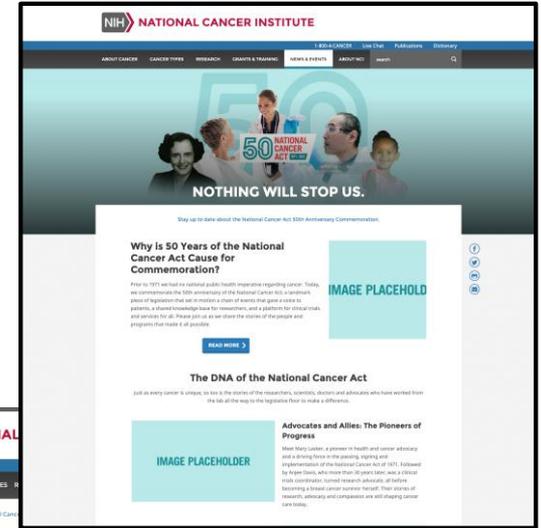
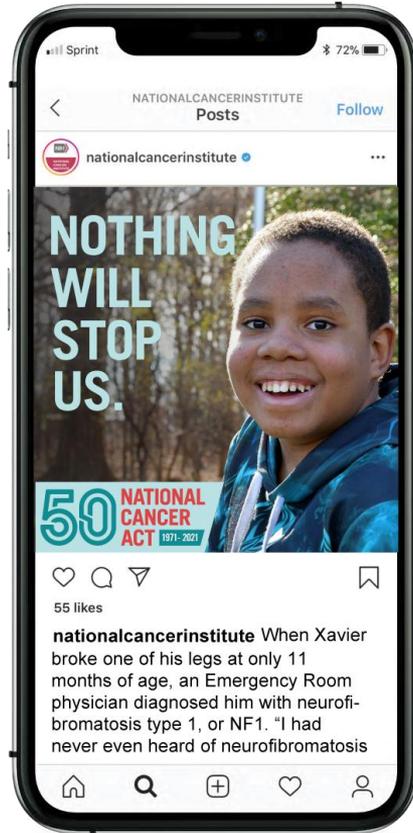
Share progress through stories that showcase the passion and tirelessness of scientists in field today, and their interaction with patients.

KEY TAKEAWAY:

Humanizes science and cancer research in ways that inspire and has broad appeal.

NCI's Digital Campaign

1. Stories with short arcs will be told primarily on **social media**
2. Stories will be mirrored on **NCI's website**, with related educational resources
3. Stories will be supported in 2-week sprints by sharing related educational resources on digital channels, including **email**



How Social Media is Supporting the Campaign Objectives

Raise awareness

Attract attention and encourage sharing

Broaden the reach of the campaign through influencer partnerships

Utilize data to inform strategies and tactics to develop, maintain, and improve the campaign

Engage the public

Ensure unified message coordination

Attract attention and encourage sharing

Drive engagement and audience growth through social media events

Ignite enthusiasm among stakeholders

Ensure unified message coordination

Broaden the reach of the campaign through influencer partnerships

Drive engagement and audience growth through social media events

Defining Engagement for NCA 50

- Engagement for NCA 50 is defined as:
 - Likes and other interactions with posts
 - Clicks to NCI content
 - Comments and engagement with interactive content (quizzes, polls, etc.)
 - Sharing of posts, events, and other NCA 50 relevant assets
 - Unique posts created about the campaign from external accounts
 - Interaction with #NothingWillStopUs hashtag through replies or tagging

Raise awareness

Engage the public

Ignite enthusiasm among
stakeholders

Attract attention and encourage sharing of campaign content

- Use interactive features, such as polls, quizzes, or countdowns to increase interaction with NCA 50 content.
- Use a campaign hashtag for unified branding and analytics tracking.
- Use common hashtags to insert NCA 50 content into existing social media conversations and give context to individual content.
- Utilize paid post-boosting on Facebook and Instagram to reach more of the lay public.

Broaden the reach of the campaign through influencer partnerships

- Identify potential external partners - government and industry - to amplify NCI's campaign messaging.
- Identify social media influencers and other stakeholders who have trust and credibility within the community to amplify NCI's campaign messages. Potential influencers/stakeholders that would extend NCI's reach:
 - Brandon Stanton - Humans of NY founder
 - Suleika Jaouad - author of the New York Times column *Life, Interrupted*
 - SciShow - YouTube popular science channel
 - Janet Freeman Daley - #LCSM founder and lung cancer patient-advocate
 - Dr. Deanna Attai and Alicia Staley - #BCSM founders

Raise awareness

Engage the public

Ignite enthusiasm among
stakeholders

Drive engagement and audience growth through social media events

- Develop and host one social media event per quarter with NCI experts and/or leadership and science and cancer influencers.
- Join other NCA 50 events hosted externally by campaign partners.

Raise awareness

Engage the public

Ignite enthusiasm among
stakeholders

Utilize data to inform strategies and tactics to develop, maintain, and improve the campaign

- Identify key performance indicators (KPIs) that speak to each of the commemoration goals.
- Develop baseline metrics using NCI average account performance and first month of stories.
- Measure on a bi-monthly basis to look for opportunities to adjust strategies or tactics based on performance and update tactics.
- Perform social listening to develop relevant messages and content so that they better reach current and new audiences.

50th Anniversary Brand Toolkit

The toolkit will include:

- Visual identity and creative assets
- Tagline
- Virtual conference background
- PowerPoint template
- Examples of use

Email newsletter for our partners

Staying
connected
with one
another

- Preview of upcoming stories from NCI
- Shareable content and toolkits
- Educational resources related to stories and topics
- Upcoming events and other key dates
- Calls to action to share/register/follow/hashtag
- Analytics from previous month to show how the campaign is performing
- Content contributions from partners and feature their activities



December 23, 2021

January 5, 2021

NOTHING WILL STOP US

**Join the commemoration of the 50th
Anniversary of the National Cancer Act**

1. Use the visual identity and tools developed
2. Weave anniversary messaging into your 2021 communications and marketing efforts

**NOTHING WILL
STOP US** **50** YEARS

NATIONAL CANCER ACT