

Care for Yourself

They Count on You. You Can Count on Us.
Campaign Toolkit

Purpose:

The Iowa Care for Yourself Program's purpose is to provide life-saving breast and cervical cancer screening services to eligible individuals with an emphasis on those who have a disproportionate burden of cancer.

Target Audience:

- Individuals ages **21-64 years** with breast/chest tissue and/or a cervix with a net household income at or below **250 percent of the Federal Poverty Level**.
 - *Insurance status does not affect eligibility.
 - *Citizenship status does not affect eligibility.

| Persons in family or household | 250% of Monthly Income | 250% of Yearly Income |
|----------------------------------|------------------------|-----------------------|
| 1 | \$2,683 | \$32,200 |
| 2 | \$3,629 | \$43,550 |
| 3 | \$4,575 | \$54,900 |
| 4 | \$5,521 | \$66,250 |
| 5 | \$6,467 | \$77,600 |
| 6 | \$7,413 | \$88,950 |
| 7 | \$8,358 | \$100,300 |
| 8 | \$9,304 | \$111,650 |
| For each additional person, add: | \$946 | \$11,350 |

* 2021 Income Guidelines

High Priority Audiences:

- **Uninsured individuals** who meet the above age and income criteria.
- **Underinsured individuals** who meet the above age and income criteria.
- **Latinx individuals** who experience higher than average cervical cancer incidence.

- **African American individuals** who experience higher rates of late stage diagnosis of breast cancer and a disproportionate breast cancer mortality rate.
- **Rural Iowans** who have complex barriers to receiving proper cancer screenings, including lack of access to providers (especially specialists), long travel distances, and transportation.
- **Refugee and immigrant communities** who have specific barriers to accessing cancer screenings, such as language needs, cultural considerations, health literacy, and higher rates of uninsured.
- **LGBTQ+ individuals** who experience unique barriers to accessing cancer screening including lack of inclusive providers, higher rates of uninsured and under-insured, increased tobacco use, and less likely to have received an appropriate cancer screening recommendation from their primary care provider.
- **Individuals with disabilities**; especially those with physical disabilities that face issues related to weight stigma and are less likely to have received an appropriate cancer screening recommendation from their primary care provider.

Campaign Guidelines:

- Please adhere to the Care for Yourself brand identity guidelines document.
- Paid social media advertisements must be approved by IDPH. Please email Ashley.Ezzio@idph.iowa.gov for approval. Please allow 10 days for approval.

How to use this toolkit:

The Community Preventive Services Task Force has found multiple interventions to be effective at increasing breast and cervical cancer screening. The Care for Yourself Program implements many of these interventions within the structure of the program including small media, group education, one-on-one education, reducing structural barriers, reducing client out of pocket costs, and the use of community health workers (like you!). This toolkit was designed to assist you in promoting the Care for Yourself Program’s benefits as well as the unique assets that you as a program coordinator bring to your community.

| Materials | Images | Message | Suggested Dissemination | Required Documentation |
|--|---------------|---------------|--|---|
| Shareable Social Media (English and Spanish) | See zip drive | See zip drive | -Public Health/Health System Social Media Pages -Community partner social media pages -Local clinic social media pages -Local clinic electronic advertisement (ie. TV | <ul style="list-style-type: none"> ● Dates shared ● Engagement numbers ● Referrals and enrollments that say this is how they heard about the program. (captured on enrollment log). |

| | | | | |
|---|------------------------------------|--|--|--|
| | | | in waiting room) | |
| Paid Social Media Advertisement (English and Spanish) | See zip drive | See zip drive | -Public Health/Health System Social Media Pages -Community partner social media pages -Local clinic social media pages | <ul style="list-style-type: none"> • Approval from IDPH prior to publishing • Dates shared • Engagement numbers • Referrals and enrollments that say this is how they heard about the program (captured on enrollment log). |
| Poster (English and Spanish) | Mother and Child with tally marks. | “Lisa’s been there for Josie XX times this year alone” | -High traffic community places: post office, gas station, grocery store, libraries. -Clinical partner offices -Use for print advertisement | <ul style="list-style-type: none"> • Listing of distribution site • Number of posters distributed • Referrals and enrollments that say this is how they heard about the program (captured on enrollment log). |
| Radio Script | none | See attachment | -local radio -possible influencer -streaming services | <ul style="list-style-type: none"> • Care for Yourself is the only program name that can be shared during the broadcast • Average broadcasting reach • Number of times advertisement runs • Referrals and enrollments that say this is how they heard about the program (captured on enrollment log). |

Where to find this toolkit:

This toolkit will live on the Care for Yourself Coordinator's Portal:

<https://idph.iowa.gov/cfy-portal/ScreenAndRefer/Outreach/project-examples>

Suggestions for success:

- Leverage your partnerships
- Take advantage of targeting a wide variety of program eligible individuals
 - Ages 21-64
 - Fully insured individuals who need assistance with getting screened
 - Participants who only need cervical cancer screening
- Message this consistently and through multiple touch points

- Make a plan to disseminate this information regularly through multiple channels.
- Plan to use your outreach budget to support this campaign.

Questions?

Contact Outreach and Education Coordinator, Ashley Ezzio at Ashley.Ezzio@idph.iowa.gov or 515-371-6045