



# To Stay in the Game, Maintain Your Frame

2011 Results Report

# Program Overview

***Launch multi-faceted program to educate African Americans (AAs) with multiple myeloma (MM) about the importance of maintaining bone health; create a call-to-action through a partnership with the National Black Church Initiative (NBCI)***

- NBCI is a coalition of 34,000 churches spanning 50 denominations and representing 15.7 million AAs
- 20 years of experience as a health educator has put NBCI in a unique position to implement innovative programming within the AA community

## ***Objectives***

- Inform and educate about MM, particularly as it relates to metastatic disease
- Raise awareness of bone complications associated with MM
- Encourage doctor-patient dialogue about maintaining bone health following MM diagnosis

## ***Strategies***

- Reach at-risk patients (AA men, ages 60+) via national advocacy partnership/programming
- Provide patients with multi-media educational material regarding MM
- Maximize reach of message via multiple touch points – live, church-based programs; traditional and online media to coverage; and via digital and social media channels

# Key Program Components

## Partnership with NBCI/Engaging Third-Party Advisors

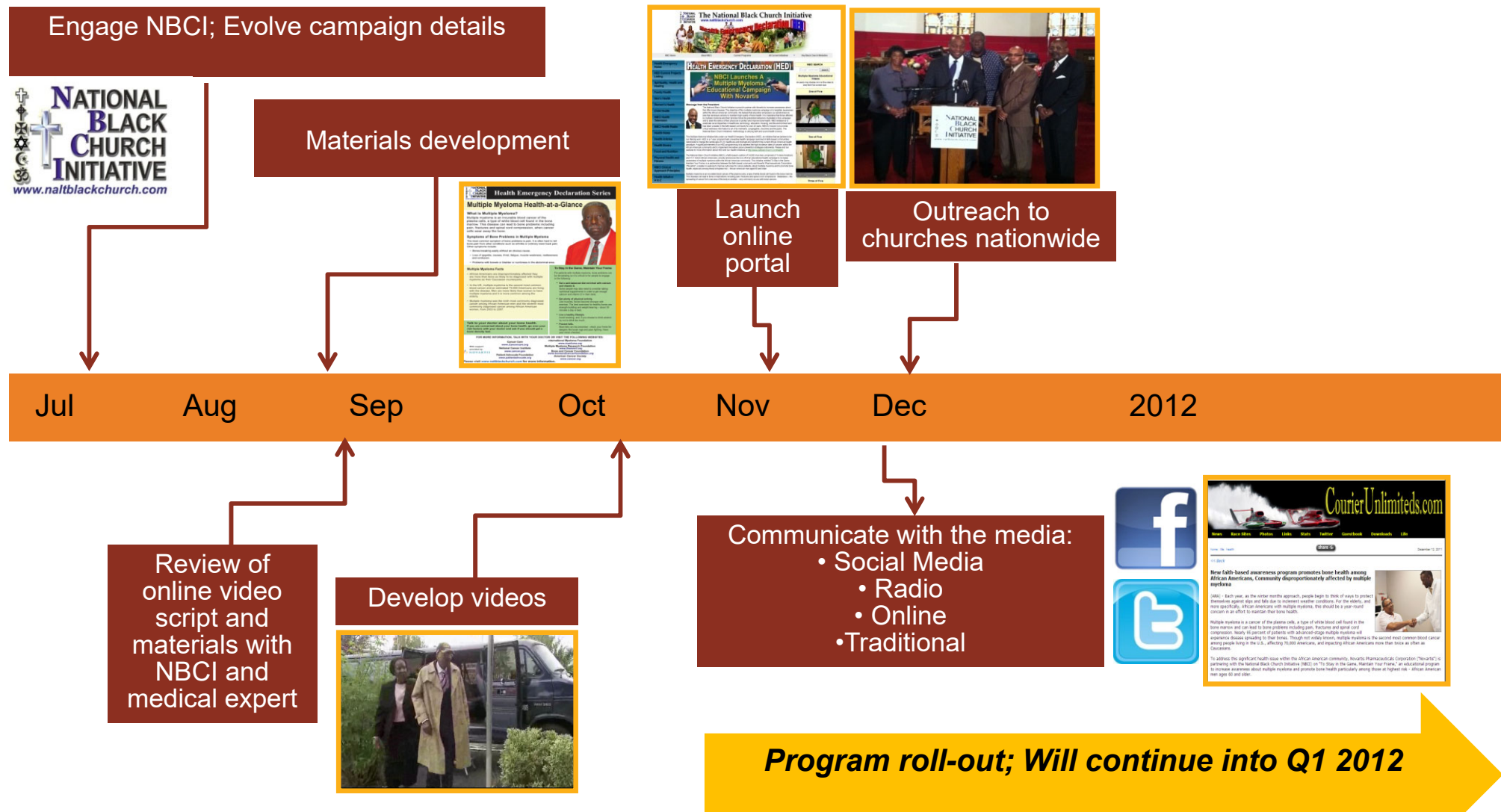
- Engage NBCI representatives and medical experts to guide and shape program and content
- Disseminate targeted patient education information through NBCI to families/patients emphasizing MM incidence among AAs and tips for ensuring better bone health



## Create educational content that will resonate with AA patients/caregivers and media (unbranded)

- NBCI "To Stay in the Game, Maintain Your Frame" microsite to feature information on reducing the risk of skeletal-related events (SREs) in MM
  - Short videos demonstrating activities of daily living that may help reduce the risk of falls and other skeletal injuries
  - MM & bone health "*Health at a Glance*" patient brochure for downloading and distribution via churches
- Scripts for in-church programs, content for NBCI email blasts
- Materials on campaign/MM & bone health for AA and mass media
- NBCI and Novartis social media (Facebook, Twitter, YouTube) content

# Program Roll Out



# Multi-channel national and grassroots MM media campaign

## *Targeted Outreach to Traditional and Social Media and Patients/Caregivers via NBCI*

### Media

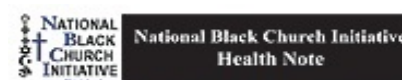
- Radio media tour (Dec. 14)
  - MM expert & NBCI spokesperson talk with mainstream and AA stations
- Radio news release to national health radio programs and targeted AA stations
- National/local media outreach to AA/urban and lifestyle/health & fitness media, oncology trades
- NBCI press release distributed to AA and church-related media
- NBCI PSA shoot with support of Nat'l Assn. of Broadcasters (Dec. 15)
- Hardcopy and digital mat release
  - NBCI distributed to AA newspapers
- NBCI print ad for AA newspapers

### Social Media

- Bone health videos for program microsite and Facebook page
- Novartis tweets included links to program microsite
- NBCI tweeted about program
- NBCI Facebook page and postings
- Outreach to online editors and social media site administrators

### NBCI Faith-based Communications

- NBCI microsite: "To Stay in the Game, Maintain Your Frame" ([www.maintainyourframe.com](http://www.maintainyourframe.com))
- In-church announcements (10,000 churches) each of 3 Sundays culminating with in-church scripted presentation distribution of materials to ~35,000 on 4<sup>th</sup> Sunday
- Weekly email blasts distributed for one month flagging initiative to NBCI email list (of over 250,000) with encouragement to forward to friends diagnosed with MM
- MM & bone health "Health at a Glance" brochure inserted into 50 church bulletins and posted on microsite





# Program extends MM awareness to AA community

## *First-of-its-kind partnership between Novartis and NBChI continues into 2012*

**Media and Twitter results have garnered more than 2,225 hits, reaching an audience of more than 14 million and counting!**

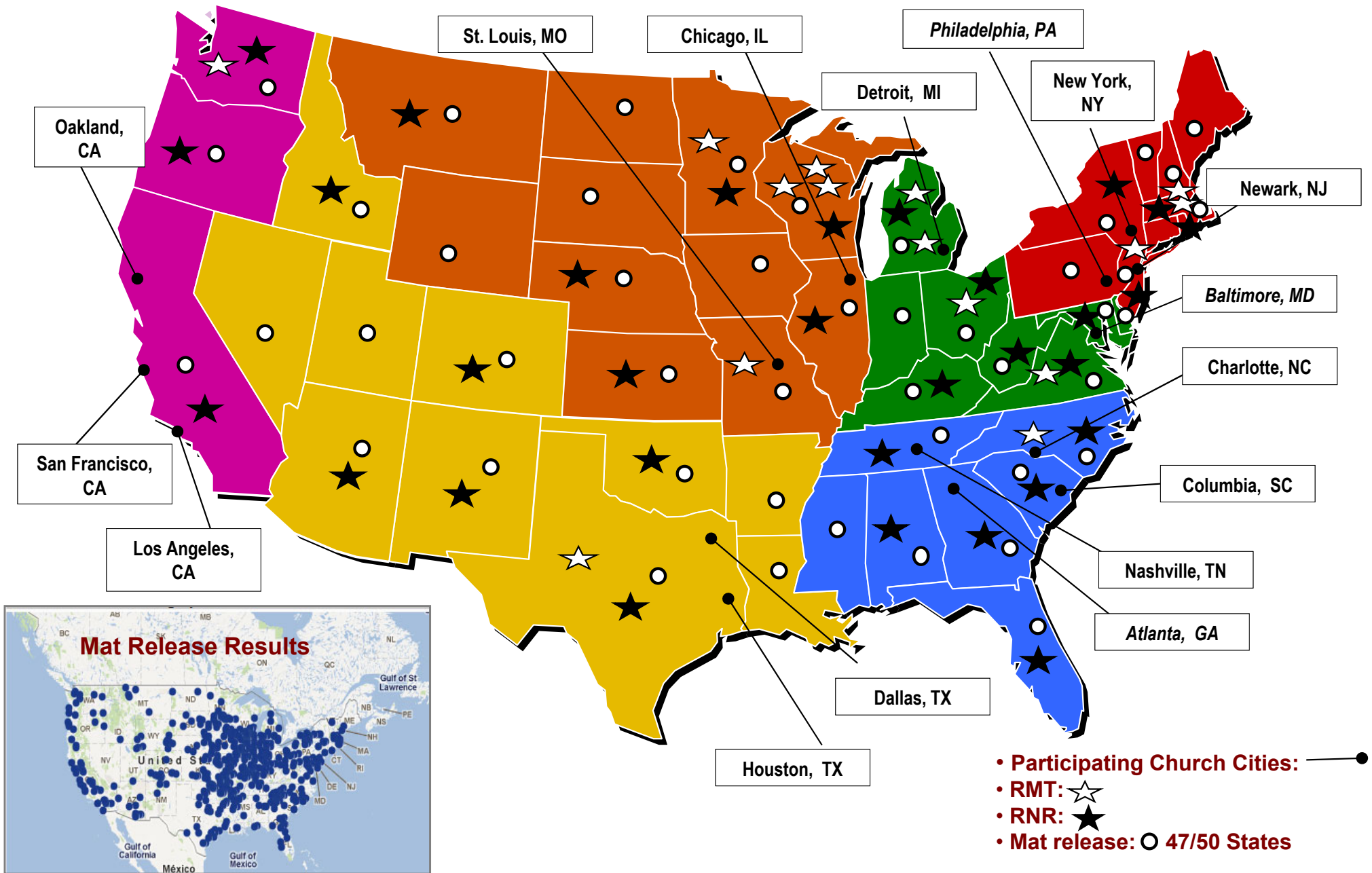
### Results to Date

- **RNR aired 951 times on 470 stations**, reaching more than **9.2 million**
  - The **national RNR** aired in **23 of the top 25 markets** and **188 stations** also broadcasted the release online
  - The targeted **AA RNR** aired in **25 markets** and the distribution also resulted in an interview with NBChI representative Rev. Evans and **KBFB-FM** in Dallas, Texas
  - **Mat release** has generated placements in nearly **800 online outlets**, in **47 out of 50 states**, reaching more than **622,000** to date
- **RMT resulted in 9 interviews** with 15 airings and an audience reach of **4.8 million**
- To date, **22 NVS** and NBChI tweets generated **47 re-tweets**, reaching an audience of nearly **184,000**
- **In-church services** held in **10,000** participating churches nationwide
  - **35,000** educational materials distributed
- Email blasts sent to **250,000** with encouragement to forward to friends with MM



# *To Stay in the Game, Maintain Your Frame*

*National reach, local touch*





# To Stay in the Game, Maintain Your Frame

2012 Plan of Action



# Extending education at the grassroots level

## ***Expand program with the NBCI; extend reach and frequency of multiple myeloma messaging at grassroots level***

Engage MM disease partners (e.g., Centers of Excellence, MMRF, IMF, LLS, ACS, CancerCare) to broaden reach via consumer, trade, African-American media and social media outreach

- NBCI, local medical expert brief institutions – pharmacists, hematologists, oncologists, nurses, social workers, community affairs – about disease impact on African American men and “Stay in the Game, Maintain Your Frame”
- Explore opportunities for physician and patient presentations at local briefings
- Facilitate meetings via sales force; coordinate with Novartis Diversity Council
- Create tailored pitches for outreach to consumer, trades, local and African-American media
- Extend reach via NBCI and MM disease partners’ newsletters, websites, social media channels (e.g., Twitter, Facebook, YouTube)

Timing: Q1-Q2

KPI: Uptake of program materials; briefings at 2-3 institutions; generate 95% priority message, 85% supportive message in media coverage

