

BEST SHORT VIDEO CONTENT

UCLA Health highlights a patient story where colorectal cancer screening likely saved the life of a Black woman by identifying and addressing issues in a timely manner. The short video, “Lifelong Dodgers fan turns unforgettable double play,” focuses on the positive outcome for a member of a community at high risk for colorectal cancer and with historically low cancer-screening rates.

PROBLEM

Colorectal cancer disproportionately affects Black people, who present both the highest incidence and mortality rates in the United States. Among all racial and ethnic groups, Black people are approximately 23% more likely to be diagnosed with and 38% more likely to die from colorectal cancer. The primary reason for these disparities is failure to comply with screening protocols for early detection and treatment.

INSIGHT

UCLA Health recognizes that outreach is among the most effective methods for promoting change. Studies suggest that a combination of cultural and socioeconomic barriers drive low screening rates. Therefore, opportunities to highlight success stories from within affected communities are critical to establishing the importance of cancer screening for individuals and their family members. Those that benefit from cancer screening become the best role models and advocates for the procedure.

SOLUTION

As part of a larger awareness campaign for Colorectal Cancer Awareness Month, UCLA Health created a [short video](#) to highlight Angie Jones’ success story. During an annual physical, Ms. Jones’ care provider advised that she was overdue for a colonoscopy as part of the suggested timeline for colorectal cancer screening. When she underwent the procedure, the physician removed multiple large polyps. Ms. Jones stressed that the attentiveness of her physicians at UCLA Health likely saved her life.

With the help of UCLA Health Sports Partnerships, Ms. Jones was invited to throw out the first pitch at a Dodgers’ preseason game. Included in the invitation was an opportunity for her and her family to meet and speak with Dodgers’ manager, Dave Roberts, who, according to Ms. Jones, shared his own story of benefitting from cancer care at UCLA Health.

The [short video](#), which was [shared with an article](#) on the UCLA Health website, showcases the far-reaching impact of cancer care at UCLA Health on the lives and families of Ms. Jones and Mr. Roberts, who represent the Black community. Ms. Jones' message toward the end of the video emphasizes the importance of cancer screening. "Get screened," she says. "Because you never know when it could save your life like it did mine."

METRICS

Published on April 6, 2023, the video has attracted nearly 400 YouTube views. The video and story were shared in the patient email newsletter on May 3, 2023, and Angie's first pitch was promoted via social media on March 29, 2023, the night she threw out the first pitch at the Dodgers game.

As the campaign continues, we'll also be tracking conversions to new patient appointments.

