

# COVER YOUR BASES AGAINST CANCER | LOS ANGELES DODGERS X CLAYTON KERSHAW

UCLA Health teamed up with Los Angeles Dodgers pitcher Clayton Kershaw to urge people to talk with their doctors about potentially life-saving cancer screenings.

## PROBLEM

Every year, thousands of cancer cases are caught too late, and people who could have had an easy road to recovery are forced to undergo difficult, invasive treatments like chemotherapy. Sometimes, it's too late for even those treatments to work. That's why it's essential to raise awareness around early, preventive cancer screenings.

## INSIGHT

What if we partnered with a Major League Baseball MVP and Cy Young Award winner to tell a story of cancer prevention in a personable and easy to understand way? The right messenger is, at times, pivotal to ensuring the message is heard. Through our partnership with the Los Angeles Dodgers, we invited pitcher Clayton Kershaw to help us tell this critical story. Kershaw had been open in past interviews about how his own family had been touched by cancer, and how early detection and treatment had saved the lives of loved ones.



**UCLA** Health | Jonsson Comprehensive  
Cancer Center

Official Medical Provider of the Los Angeles Dodgers



CoverYourBases.org



## SOLUTION

To elevate the importance of preventative cancer screenings, UCLA Health launched CoverYourBases.org to serve as a landing page for a new 30-second PSA designed to educate audiences and inspire them to take action. The PSA features voiceover by Kershaw as he discusses the data of cancer diagnoses and the importance of early detection. The action on screen depicts the ace pitcher hurling his globally-renowned curveball, augmented by scientific, on-screen video graphics that assess arm angle and velocity. The visual effects call to mind the fast-paced, futuristic world of sports analytics, thereby drawing an analogy between the metrics-driven innovation in the modern game of baseball with UCLA Health's own forward-thinking approach to technology, data and prevention. The message is powerfully articulated: UCLA Health can help protect and position you to live your healthiest life by taking preventive action to screen for life's curveballs.

Most importantly, the video is designed to drive viewers to a landing page that articulates the differentiating benefits of choosing UCLA Health for cancer care. Next to a photograph of Kershaw hurling a curveball from the Dodger Stadium pitching mound, a piece of hero copy invites users to "Cover your bases against cancer." The web page features the video and uses a Pacific Coast "wave" design element to differentiate pieces of information. The page flows down to a button linking to more information about screenings, located just above a call-to-action to "Touch Base with Your Doctor." A yellow button displays a phone number to call. By tapping this number on a mobile device, the user can directly phone the oncology team at UCLA Health. Alongside this, the user sees World Series star Kershaw visiting the hospital bedside of a young cancer patient. Further down the page, under the baseball-themed heading, "Our cancer care is on a winning streak," two articles and a video highlight patient stories of three cancer survivors of different ages, genders and ethnicities.

Beneath the heading, "Live a healthy lifestyle and don't give cancer an inch," UCLA Health provides links to additional guidance to lessen one's chances of developing cancer. Finally, at the bottom of the mobile-friendly page, the user arrives to photos of Kershaw interacting with UCLA Health medical staff and patients, as well as links to innovations in cancer treatment available at UCLA Health's Jonsson Comprehensive Cancer Center. By partnering with a champion beyond our category, firmly rooted in the world of sports, UCLA Health elevated a medical dialogue by enlisting a pop culture icon pivotal in making the often scary and uncomfortable topic immediately relatable to millions. By finding the right messenger, UCLA Health found a powerful way to deliver a critical message about preventing and confronting life's curveballs.

