

# Family History Day 2005 in Greater Kansas City

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## Abstract

This project developed public service announcements (PSAs) in greater Kansas City (KS and MO) to promote the 2<sup>nd</sup> annual U.S. Surgeon General's Family History Initiative for Thanksgiving 2005, the traditional start of the holiday season for most Americans.

A companion web site directed the public to a free tool to record family history, provided download instructions, and encouraged families to discuss and record health problems that seem to run in their family. The genetic pedigree and information sheet can be printed and reviewed with their health care providers and in medical genetics clinics.

## U.S. Surgeon General Site

[www.hhs.gov/familyhistory/](http://www.hhs.gov/familyhistory/)



## Web Site

[www.kcfamilyhistory.org](http://www.kcfamilyhistory.org)

## Project

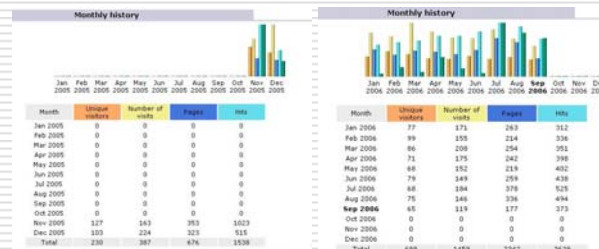
- Developed two PSAs for television
- Developed web page (mentioned in PSA & newspaper ad)
- Develop newspaper ad (week before Thanksgiving in magazine section, day before Thanksgiving in FYI section, available on web site)
- Produced simulation of software download for Family Health Portrait (available on web site)
- Produced simulated utilization of tool (available on web site)
- Contacted media in October for film size requirements

## Results

- Limited airing of PSA - stations needed 3 months in advance
- Limited patient response - counselors report a few, but limited patient awareness of PSA & ad
- Some use of tool reported
- Web use continues at relatively low rate, yet approximately 75 unique visitors per month

Two PSAs – each 30 seconds  
view both on web site

[www.kcfamilyhistory.org](http://www.kcfamilyhistory.org)



## Future

- PSA text translated into Spanish
- Spanish family identified for filming