

Title of Intervention: An Educational Intervention to Improve Colorectal Cancer Screening in an Inner City Population

Intervention Strategies: Provider Education, Supportive Relationships, Individual Education

Purpose of the Intervention: To improve the use of a colorectal cancer screening program

Population: Health care providers and patients

Setting: The District of Columbia General Hospital and satellite clinics; health care facility-based

Partners: The DC General Hospital, Public Benefits Corporation

Intervention Description:

- **Provider Education:** All medical staff received colorectal cancer screening education materials and a questionnaire to help identify patients appropriate for screening. Hospital health care providers educated staff at satellite medical clinics about the importance of colorectal cancer screening by supplying information and discussing the importance of colorectal cancer screening.
- **Supportive Relationships:** Health care providers contacted patients due for repeat colorectal cancer examinations and instructed them about the importance of these precautionary measures.
- **Individual Education:** If contact by phone was unsuccessful, letters were sent reinforcing the importance of follow-up examinations.

Theory: Not mentioned

Resources Required:

- **Staff/Volunteers:** Health care providers serving as educators and calling patients
- **Training:** Training for educators
- **Technology:** Not mentioned
- **Space:** Clinics
- **Budget:** Not mentioned
- **Intervention:** Colorectal cancer materials, questionnaires, monthly lecture materials, weekly morning reports, reinforcement letters, paper, envelopes, postage
- **Evaluation:** Access to medical records

Evaluation:

- **Design:** Observational study; pre-post-test
- **Methods and Measures:** Medical charts were reviewed to assess screening program use.

Outcomes:

- **Short Term Impact:** Not measured
- **Long Term Impact:** There was an increase in the use of the screening program after the onset of the educational initiative.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Zubarik R, Eisen G, Zubarik J, et al. Education improves colorectal cancer screening by flexible sigmoidoscopy in an inner city population. *Am J Gastroenterol.* Feb 2000;95(2):509-512.