

Title of Intervention: A Mailed Brochure for Colorectal Cancer Screening

Title of Website: <http://rtips.cancer.gov/rtips/programDetails.do?programId=292522&topicId=102265&cgId=>

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase colorectal cancer screening completion rates

Population: Asymptomatic adults aged 50 and older who received referrals for screening colonoscopy

Setting: Health care facilities in Denver, Colorado; health care facility-based, home-based

Partners: University

Intervention Description:

- Individual Education: Patients in the intervention group received the usual care plus an informational brochure. The brochure was mailed within 10 days of referral for screening. It mentioned the name of the patient's health care provider and encouraged patients to schedule a screening procedure. It also described colorectal cancer, risk factors, screening options and screening preparation.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Staff to coordinate distribution of brochures
- Training: Not mentioned
- Technology: Printer
- Space: Office space
- Budget: Cost of brochures was \$1
- Intervention: Materials to make brochures, envelopes, postage
- Evaluation: Statistical software, access to medical claims records

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures: Electronic medical claims were tracked to assess the rates of adherence to colorectal cancer screening recommendations.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The screening completion rates were significantly higher among the intervention group compared to the control group. Older patients were more adherent than younger patients. Patients with low-income insurance plans, such as Medicaid, were less adherent despite being sent a brochure.

Maintenance: Not mentioned

Lessons Learned: An inexpensive mailed brochure is an effective way to increase patient adherence to primary care physician referral for screening colonoscopy.

Citation(s):

Denberg TD, Coombes JM, Byers TE, et al. Effect of a mailed brochure on appointment-keeping for screening colonoscopy: a randomized trial. *Ann Intern Med.* Dec 19 2006;145(12):895-900.