

**Title of Intervention:** Colorectal Web

**Title of Website:** <http://colorectalweb.org>

**Intervention Strategies:** Individual Education

**Purpose of the Intervention:** To promote colorectal cancer screening

**Population:** Adults aged 50 to 70

**Setting:** Public meeting areas in Detroit, Flint, Saginaw, St. Joseph, Benton Harbor, Michigan; home-based

**Partners:** None mentioned

**Intervention Description:**

- Individual Education: Participants viewed Colorectal Web, a website designed to help adults establish a preference for colorectal cancer screening methods. The website used limited text and emphasized graphics along with minimal screen scrolling. A variety of screening options were presented objectively. Participants were prompted to select three variables that they were considering for a preferred screening approach. The three variables were then ranked. Participants were advised on which screening test best matched his or her preferences and were allowed unlimited access to the website. After committing to a screening method, participants viewed a video clip of a doctor encouraging them to complete their selected screening.

**Theory:** Elaboration Likelihood Model

**Resources Required:**

- Staff/Volunteers: Staff to maintain website
- Training: Not mentioned
- Technology: Computers
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Website
- Evaluation: Telephone interview guide, telephone interviewer, statistical software

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures: Telephone interviews were conducted to assess participants' preferred method of colorectal cancer screening and whether or not colorectal cancer screening was received by participants.

**Outcomes:**

- Short Term Impact: Participants in the intervention group were significantly more likely to have a preferred colorectal screening method compared to the control group.
- Long Term Impact: Participants in the intervention group were significantly more likely to get screened for colorectal cancer than the control group.

**Maintenance:** Not mentioned

**Lessons Learned:** Future research should clarify what specific features of Colorectal Web affect patients' decision making on colorectal cancer screening and lead to completion of a screening procedure.

**Citation(s):**

Ruffin MTt, Feters MD, Jimbo M. Preference-based electronic decision aid to promote colorectal cancer screening: results of a randomized controlled trial. *Prev Med.* Oct 2007;45(4):267-273.