

**Title of Intervention:** Videotape-Based Decision Aid for Colorectal Cancer Screening

**Intervention Strategies:** Individual Education, Provider Education

**Purpose of the Intervention:** To increase colorectal cancer screening rates by informing patients of their options for screening

**Population:** Health care providers and patients aged 50-75 who had not had a recent screening

**Setting:** Community health care facilities in two small- to moderate-sized cities in central North Carolina; health care facility-based

**Partners:** Local university, administrators at community primary practices

**Intervention Description:**

- Individual Education: Intervention group participants were asked to watch a short educational video on colon cancer. The video used simple language and concepts and included information about susceptibility to colon cancer and availability of effective screening tests. It gave specific information about how home screenings are performed and explained the meaning of receiving a negative or a positive result. The video also presented vignettes of patients discussing their screening experiences. Participants choose one of three color-coded, patient-directed brochures to indicate their interest in screening. The brochure messages reinforced the main messages of the video and corresponded with the patient's stage of change.
- Provider Education: A laminated card that matched the brochure the participants chose was placed in the patient's chart for reference by the provider.

**Theory:** Stages of Change

**Resources Required:**

- Staff/Volunteers: Staff to manage program
- Training: Not mentioned
- Technology: Audiovisual equipment
- Space: Viewing area
- Budget: Not mentioned
- Intervention: Video, brochures, laminated cards, patient charts
- Evaluation: Access to patient charts, questionnaire

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - Self-administered questionnaires were given to patients to assess their intent to request screening.
  - Patient records were examined to determine completion of screening.

**Outcomes:**

- Short Term Impact: Intent to screen was significantly higher for the intervention group after watching the video. Provider-patient conversations about colorectal cancer screening and provider ordering of screening tests significantly increased as well.
- Long Term Impact: The number of screening tests completed was much higher in the intervention group than the control group.

**Maintenance:** Not mentioned

**Lessons Learned:** Patients who are informed about colon cancer screening through a decision aid are more likely to have screening tests ordered and are more likely to complete them.

**Citation(s):**

Pignone M, Harris R, Kinsinger L. Videotape-based decision aid for colon cancer screening. A randomized, controlled trial. *Ann Intern Med.* Nov 21 2000;133(10):761-769.