

**Title of Intervention:** Worksite Colorectal Cancer Education Program

**Intervention Strategies:** Group Education

**Purpose of the Intervention:** To increase awareness of colorectal cancer prevention and screening among employees

**Population:** Female white collar employees aged 50 and under

**Setting:** Large tax accounting firm in a midsized midwestern city in North Dakota; worksite-based

**Partners:** Firm executives

**Intervention Description:**

- Group Education: An education session was presented during the firm's monthly "lunch and learn" session. The presentation consisted of a PowerPoint presentation about colorectal cancer prevention, the American Cancer Society's screening guidelines, a brief description of the screening tests, photographs and a description of polypectomy, symptoms of colorectal cancer and cure rates for different stages of colorectal cancer. Participants were invited to ask questions about prevention and screening, were advised to discuss their questions further with their physicians and share what they had learned with others. A screening questionnaire was distributed as a "cue to action" to discuss screening with their providers.

**Theory:** Health Belief Model

**Resources Required:**

- Staff/Volunteers: Education session instructor
- Training: Not mentioned
- Technology: Projector, computer, PowerPoint presentation
- Space: Meeting space
- Budget: Not mentioned
- Intervention: PowerPoint presentation, education materials
- Evaluation: Health Belief Model survey

**Evaluation:**

- Design: Pilot study; pre- and post-test
- Methods and Measures:
  - A five-point Likert scale Health Belief Model survey was administered to participants to assess their reported beliefs.

**Outcomes:**

- Short Term Impact: Participants had a significant increase in the belief that colorectal cancer is preventable. Participants' intention to discuss colorectal cancer with their health care providers also increased.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** This community education concept had several advantages, including simultaneous access to many participants who shared personal testimonials and who invited peers to become screened.

**Citation(s):**

Greenwald B. Promoting community awareness of the need for colorectal cancer screening: a pilot study. *Cancer Nurs.* Mar-Apr 2006;29(2):134-141.