

Title of Intervention: Tailored vs. Untailored Printed Educational Brochures for First-Degree Relatives

Intervention Strategies: Individual Education, Campaigns and Promotions

Purpose of the Intervention: To increase colorectal cancer knowledge and screening among first-degree relatives of those already diagnosed

Population: First-degree relatives of people already diagnosed with colorectal cancer, aged 40 years and older

Setting: Home-based

Partners: Local oncology clinics

Intervention Description:

- Individual Education: One intervention group was mailed a tailored booklet based on information gathered in the baseline interview. The messages were based on the Stages of Change and perceived barriers and benefits. The booklet included information about colorectal cancer symptoms, risk factors and current screening guidelines.
- Campaigns and Promotions: The other intervention group received a general audience brochure developed by the American Cancer Society.

Theory: Health Belief Model, Stages of Change

Resources Required:

- Staff/Volunteers: Staff to design and prepare intervention materials
- Training: Training for interviewers
- Technology: Computer, software, printer
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Booklet template, information bank for booklet, American Cancer Society brochures, envelopes, postage
- Evaluation: Questionnaires, interviewers, telephones

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures: Phone interviews were conducted with participants to assess their colorectal cancer beliefs and screening history

Outcomes:

- Short Term Impact: Rates for forward stage movement were much higher for participants who received the tailored intervention than those who received the non-tailored intervention.
- Long Term Impact: Both the tailored and non-tailored interventions had modest increases in adherence to any screening method.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Rawl SM, Champion VL, Scott LL, et al. A randomized trial of two print interventions to increase colon cancer screening among first-degree relatives. Patient Educ Couns. May 2008;71(2):215-227.