

**Title of Intervention:** Behavioral Interventions to Increase Adherence in Colorectal Cancer Screening

**Intervention Strategies:** Campaigns and Promotions, Supportive Relationships, Environments and Policies

**Purpose of the Intervention:** To increase adherence to colorectal cancer screening recommendations

**Population:** Adults aged 50 to 74 who were members of a health maintenance organization

**Setting:** Pennsylvania; home-based

**Partners:** Not mentioned

**Intervention Description:** Participants were assigned to one of three different intervention groups. All groups received usual care (advance letter, home screening kit and reminder letter). Group 1 received usual care and a reminder call. Group 2 received usual care, a reminder call and a screening booklet. Group 3 received usual care, a reminder call, a screening booklet and an instructional call.

- Campaigns and Promotions: A letter announcing a subsequent mailing of a colorectal cancer screening kit was mailed to all participants. Some participants received the ColoRecord booklet (a self-help screening booklet), which contained gain or loss messages about colorectal cancer screening.
- Supportive Relationships: Some participants received a 30-day reminder call, during which counselors determined whether the participant had received and still had the packet, found out what steps the recipient had taken to complete the tests, determined the major reason for non-adherence and provided a counseling response tailored to that reason. An attempt was made to gain the participant's commitment to complete and return the kit. Some participants received an instructional telephone call, which included a review of screening directions and the contents of the ColoRecord book. An attempt was made to gain the participant's commitment to complete the kits.
- Environments and Policies: Home screening kits were mailed to all participants.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Staff to coordinate mailings, telephone counselors
- Training: Training of telephone counselors
- Technology: Phones, printer
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Letters, home screening kits, ColoRecord booklets, formatted scripts for reminder and instructional calls, paper, envelopes, postage
- Evaluation: Access to medical records

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures: Completed, returned screening kits were tracked to measure patient adherence.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Significant increases in adherence were observed in all intervention groups as compared to the control group. Adherence in group 3 was significantly higher than that observed in groups 1 and 2.

**Maintenance:** Participants who did not return the kits within 15 days were mailed a reminder letter.

**Lessons Learned:** Health education interventions could be tailored for persons who express such reservations about screening, with encouragement for screening tailored to non-adherence reasons.

**Citation(s):**

Myers RE, Ross EA, Wolf TA, Balshem A, Jepson C, Millner L. Behavioral interventions to increase adherence in colorectal cancer screening. *Med Care.* Oct 1991;29(10):1039-1050.