

Title of Intervention: A Videotape Intervention to Increase Colorectal Cancer Screening Compliance

Intervention Strategies: Individual Education, Environments and Policies

Purpose of the Intervention: To increase colorectal cancer screening compliance in older adults

Population: Lower income adults aged 50 and older

Setting: Health care facility in Houston, Texas; health care facility-based

Partners: None mentioned

Intervention Description:

- Individual Education: A videotape message was made using peer educators, such as an older African American woman, an older Caucasian man and a female African American health care provider. The video educated participants about colorectal cancer, the importance of early detection and treatment and how to complete screenings. Participants also received an informative brochure from the American Cancer Society.
- Environments and Policies: After the video, participants received a note card ordering a free home screening to give to their providers. Once the health care visit was complete, a nurse provided participants with a free home screening kit and instructions for completion.

Theory: Health Belief Model

Resources Required:

- Staff/Volunteers: Health care providers
- Training: Not mentioned
- Technology: Audiovisual equipment
- Space: Space for viewing video
- Budget: Not mentioned
- Intervention: Brochures, screening kits, note cards, educational videos
- Evaluation: Surveys, access to medical charts

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Surveys assessed the participant's intention to completing screening based on personal characteristics, such as family history of colorectal cancer, knowledge of colorectal cancer and physician recommendation.
 - Documentation of lab reports in participants' medical charts assessed screening rates.

Outcomes:

- Short Term Impact: Participants who had a family history of colorectal cancer, viewed the video and had higher perceived risk, self-efficacy and knowledge had significantly higher intention to be screened.
- Long Term Impact: Nearly half of the participants complied with screening recommendations after the intervention.

Maintenance: Future appointments were made to follow up on positive and negative test results.

Lessons Learned: Further investigation of the impact of an educational videotape using peer educators and a health professional as part of an intervention with reminders and adaptations for aging on screening compliance should be considered.

Citation(s):

Friedman LC, Everett TE, Peterson L, Ogbonnaya KI, Mendizabal V. Compliance with fecal occult blood test screening among low-income medical outpatients: a randomized controlled trial using a videotaped intervention. *J Cancer Educ.* Summer 2001;16(2):85-88.