

**Title of Intervention:** A Tailored Multimedia Education Program to Increase Knowledge and Willingness to Screen for Colorectal Cancer

**Intervention Strategies:** Individual Education

**Purpose of the Intervention:** To increase knowledge and willingness to screen for colorectal cancer in Hispanic/Latino populations

**Population:** Hispanic/Latino adults aged 50 to 80

**Setting:** Waiting rooms in community clinics of a Federally Qualified Health Center in Hartford, Connecticut; health care facility-based

**Partners:** None mentioned

**Intervention Description:**

- Individual Education: Participants received either a positive, motivational opening phrase or a negative, fear-invoking opening phrase at the start of the educational program. All other aspects of the educational program were the same. A multi-media program was presented using a touch screen computer kiosk. The program provided information about colorectal cancer, key anatomy and terms associated with cancer and screening. The program encouraged individuals to discuss colorectal cancer screening with their primary health care provider. The program used a voice-over with simple language (in either English or Spanish) and associated pictures and animations. After completing the multi-media program, individuals were given a fact sheet to take home about colorectal cancer and colorectal cancer screening.

**Theory:** Extended Parallel Process Model

**Resources Required:**

- Staff/Volunteers: Staff to maintain kiosk
- Training: Not mentioned
- Technology: Computer
- Space: Space for kiosk
- Budget: Not mentioned
- Intervention: Computer program, fact sheets
- Evaluation: Interview illustrations, surveys

**Evaluation:**

- Design: Pre- and post-test
- Methods and Measures: Structured interviews assessed screening relevant knowledge (anatomy and key terms, screening options and risk information), past screening behavior, willingness to consider screening options, intention to discuss colorectal cancer screening with the doctor and reactions to the multi-media patient education program.

**Outcomes:**

- Short Term Impact: The multimedia education program significantly increased knowledge of anatomy, key terms associated with colorectal cancer, screening options and personal risk for colorectal cancer as well as willingness to consider screening. No significant differences emerged between positive and negative introductory appeals on these measures, intention to discuss colorectal cancer screening with their doctor or rating the multi-media program.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Multimedia tools developed with community input that are designed to present important health messages using graphics and audio can reach Hispanic/Latino adults across literacy levels and ethnic

backgrounds. Despite promising results for engaging a difficult-to-reach audience, the multimedia program should not be considered a stand-alone intervention or a substitute for communication with providers. It can help to prepare patients for productive discussions about colorectal cancer screening with their peers, families and health care providers. Participants rated the program as very clear, informative, believable and interesting.

**Citation(s):**

Makoul G, Cameron KA, Baker DW, Francis L, Scholtens D, Wolf MS. A multimedia patient education program on colorectal cancer screening increases knowledge and willingness to consider screening among Hispanic/Latino patients. Patient Educ Couns. Feb 26 2009.