

**Title of Intervention:** Increasing Colorectal Cancer Screening Among Underserved Latina Women by Storytelling

**Title of Website:** <http://www.fcm.arizona.edu/node/387>

**Intervention Strategies:** Supportive Relationships

**Purpose of the Intervention:** To increase fruit and vegetable consumption, physical activity, intent to screen for colorectal cancer in Latina women

**Population:** Underserved Latina women aged 18 and older

**Setting:** Urban and rural communities in Arizona; community-based

**Partners:** None mentioned

**Intervention Description:**

- Supportive Relationships: Participants in the intervention group listened to a story in an individual, face-to-face setting with a promotora (lay health advisor). The promotora read the story with dramatic style. The story taught about general cancer risk information, screening guidelines and how to potentially reduce lifestyle behavior risks related to nutrition and physical activity.

**Theory:** Risk Communication Model

**Resources Required:**

- Staff/Volunteers: Promotoras fluent in English and Spanish
- Training: Training in storytelling
- Technology: Not mentioned
- Space: Space for storytelling
- Budget: Not mentioned
- Intervention: Story
- Evaluation: Bi-lingual evaluators, surveys

**Evaluation:**

- Design: Pilot study
- Methods and Measures: Surveys were used to assess participants' fear of colorectal cancer, perceived risk, intent to obtain screening and recommend it to others and intent to increase fruit and vegetable intake and physical activity. Fear was assessed with items drawn from the breast cancer fear scale, and fruit and vegetable consumption was assessed with a food frequency format.

**Outcomes:**

- Short Term Impact: Participants in the intervention group had a significantly higher intent to obtain screening and to recommend colorectal screening to others than those in the control group. All participants intended to increase their physical activity and fruit and vegetable consumption.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Interventions that encourage a decision to screen or change lifestyle behaviors may probably require logistical, financial and social support, skills enhancement and ongoing persuasive messages to achieve behavioral results. The findings that women are motivated to recommend screening to others with exposure to the story is an important platform from which to design and further test interventions.

**Citation(s):**

Larkey LK, Lopez AM, Minnal A, Gonzalez J. Storytelling for promoting colorectal cancer screening among underserved Latina women: a randomized pilot study. *Cancer Control*. Jan 2009;16(1):79-87.