

**Title of Intervention:** Increasing Colorectal Cancer Screening by Direct Mailing of Screening Kits

**Intervention Strategies:** Environments and Policies, Individual Education

**Purpose of the Intervention:** To increase colorectal cancer screening by two different types of non-invasive screening mailing procedures

**Population:** Adults aged 50 and up

**Setting:** Wright County, Minnesota; home-based

**Partners:** None mentioned

**Intervention Description:**

- Environments and Policies: Non-invasive screening kits were mailed to the intervention group with a prepaid envelope and follow-up forms that allowed results to be sent to the participant's primary health care provider. A letter urged the recipient to use the test and complete follow-up forms.
- Individual Education: Mailed reminders to complete the kits were given to the intervention group if the kits were not returned after one month. An additional mailed reminder and second kit were sent if the kit had not been returned after two months. A telephone reminder was given three months after the initial mailing if necessary. A pamphlet that provided answers to frequently asked questions was sent with the kits to both intervention groups. A letter from one of the investigators also informed participants of risk factors for colorectal cancer and encouraged individuals to speak with their health care provider about other screening options as well.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Staff to coordinate mailings and make telephone reminder calls
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Screening kits, letters pamphlets, envelopes, postage, reminder letters, telephone
- Evaluation: Surveys, envelopes, postage

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - A mailed survey assessed self-reported colorectal cancer screening rates.
  - For those who did not return a follow-up survey, telephone interviews assessed the number of self-reported screenings.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: There was a significantly higher increase in screening in the intervention group.

**Maintenance:** Not mentioned

**Lessons Learned:** Considerable effort may be required to modify these interventions for more diverse or urbanized populations. Direct mailing of kits to individuals 50 years old or older can have a substantial impact on colorectal cancer screening.

**Citation(s):**

Church TR, Yeazel MW, Jones RM, et al. A randomized trial of direct mailing of fecal occult blood tests to increase colorectal cancer screening. J Natl Cancer Inst. May 19 2004;96(10):770-780.

