

PROFILE: UNSCREENED AFRICAN AMERICANS

This group has a higher baseline likelihood to get screened compared to others, but procrastination due to cost and/or prep concerns is a key barrier for this group. Messaging alternative tests that are affordable would have a positive impact on future behaviors. Aside from healthcare providers, websites, emails, and portals are viable messaging channels.

Demographics



Area Type

More likely to live in an urban area

Income

More likely to have household income of less than \$40k

Cancer Connection

Less likely to have friends or family who have had cancer

Marital Status/Children

Less likely to be married/living with partner; more likely to have adult children

Barriers to Screening



Procrastination

Cost and preparation concerns

No Symptoms

Doctor Didn't Recommend

Prep Concerns

Lifestyle Beliefs and Behaviors



54%

Consider themselves healthy

48%

Talk to family/friends about screening

37%

Are doctor-averse

58%

Visit doctors for checkups, screening & wellness care

61%

Exercise regularly

41%

Talk to doctors about screening

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

34.4
PERCENT

- 1** A colonoscopy isn't the only option for colorectal cancer screening. There are simple, affordable options, including tests that can be done at home. Talk to your doctor about which option is right for you. Ask which tests are covered by your health insurance.

"I would prefer to explore other options that are less invasive and more affordable."

41.0*
PERCENT

- 2** Right now, you could have a polyp, a small growth in your colon or rectum. Right now, your polyp may be harmless, but over time it could develop into colorectal cancer. Right now, through regular screening, you have the power to find and remove precancerous polyps and prevent colorectal cancer. Call your doctor and take control of your health!

"The message itself starts off with you could have a polyp right now that's harmless that can become cancerous over time. It's a scary thought for me."

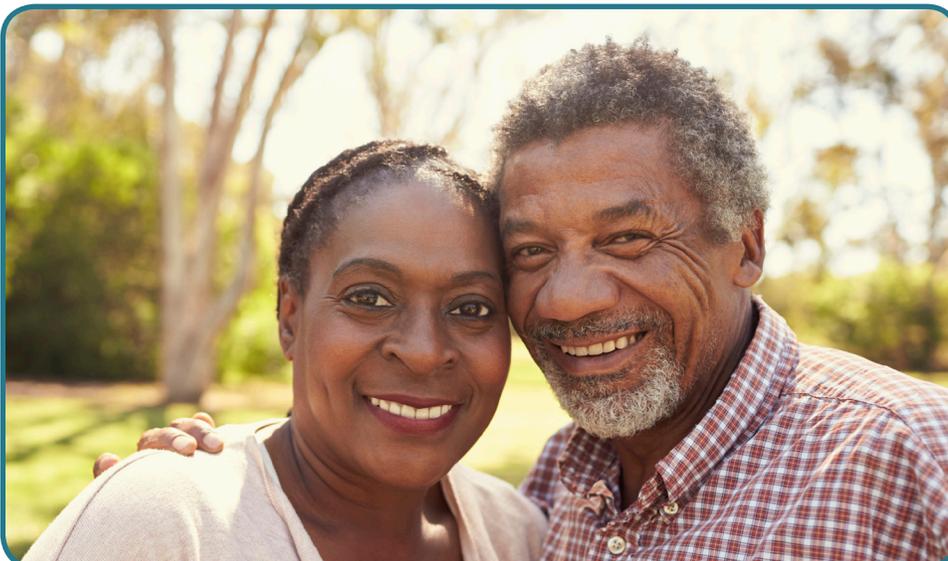
40.1*
PERCENT

- 3** Preventing colorectal cancer or finding it early is possible through regular screening. There are many test options, including simple, affordable tests. Talk to your doctor about the right option for you and about which tests are covered by your health insurance.

"I like that there are many options and affordable tests."

40.9*
PERCENT

**Adjusted percentages of respondents likely to undergo screening within 6 months after message exposure.*



Channels That Resonate

Preferred Channels for Delivery

- Primary: Discussions with doctor
- Secondary: Websites, email and online patient health portals

Most Trusted Sources

- Primary: Personal doctor
- Secondary: National health organizations (e.g. American Cancer Society)