

## PROFILE: FEARFUL DELAYERS

Members of this group have not been screened because of concerns about the prep or the test itself, or fear of the results, or procrastinate due to any of these reasons. Alternative solutions outside of colonoscopies will appeal to this group most. There is also some benefit to fighting fear with fear through the ‘Right Now’ message as it communicates why screening is important and what can happen if you don’t do it. Combined efforts of health care providers and alternative sources could help convince this group to take action.

### Demographics



#### Cancer Connection

More likely to have friends/family who have had cancer

#### Insurance Status

More likely to be insured

#### Marital Status/Children

Less likely to be single/never married

### Barriers to Screening



#### Prep and Test Concerns

#### Procrastination

Prep and Test Concerns

#### No Symptoms

### Lifestyle Beliefs and Behaviors



**51%**

Consider themselves healthy

**49%**

Talk to family/friends about screening

**47%**

Talk to doctors about screening

**55%**

Are doctor-averse

**47%**

Visit doctors for checkups, screening & wellness care

**49%**

Exercise regularly

## Messages That Increase the Likelihood of Screening

### Baseline Screening Likelihood Before Messages

**18.1**  
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.

*"It eases my mind and tells me that there are other less intrusive tests for colon cancer."*

**26.2\***  
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!

*"This message vividly paints a picture of a potentially perilous health situation, and convincingly expresses the urgency and need for health screening to address or prevent a potential crisis."*

**22.6\***  
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; handout in doctor's office

#### Most Trusted Sources

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