

UNDERSTANDING THE UNSCREENED

Our efforts to improve colorectal cancer screening will be strengthened not only by understanding national data and trends, but by better defining the perceptions, attitudes, and behaviors of unscreened individuals. This section presents a general profile of the unscreened based on the 2018 market research findings.

Perceptions and Attitudes About Personal Health

71%

of the unscreened care a great deal about their health

68%

say they know what they need to do to stay healthy

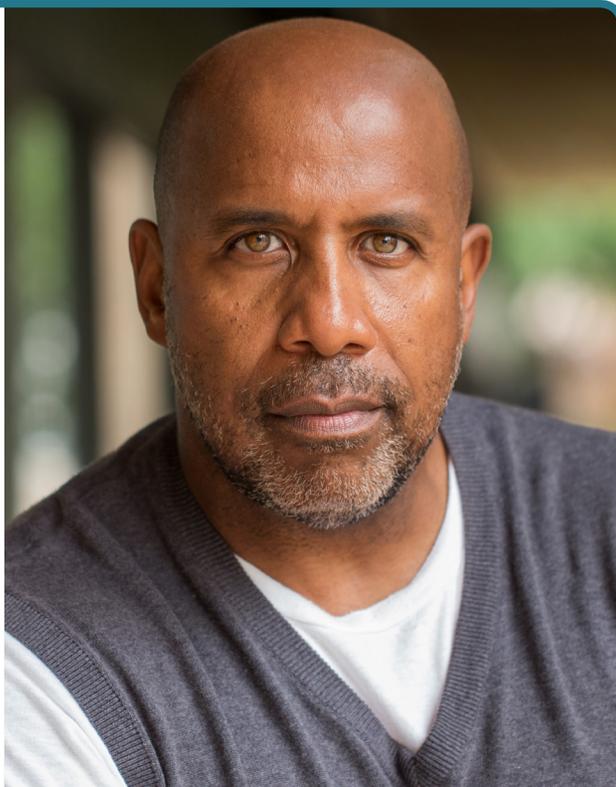


Health is a greater concern now that they are aging, so some prioritize healthy lifestyle behaviors:

- Eating Healthy
- Staying Active
- Getting Enough Sleep
- Not Smoking



For some individuals, taking care of family members is more of a focus than personal health



“Ever since I passed 50, things don't heal as fast. Everything slows down. Aches and pains last a little longer. I'm just, I guess just now feeling like I'm not 10 feet tall and bulletproof.”



Perceptions and Attitudes About Medical Professionals

Unscreened individuals are not likely to seek regular preventative services, even though health is a top priority for them.

- 50% of the unscreened are doctor-averse.
- A majority do not get annual physicals or wellness checks.
- 69% have seen a doctor within the last year.
- Many do not visit a doctor as a proactive health behavior; instead, doctor visits are due to immediate needs such as medication refills or job requirements.
- Only 4 in 10 recall discussions with their health care provider related to colorectal cancer screening.

Hesitations with going to the doctor include:

- Insurance concerns
- Cost concerns
- Fear of getting bad news
- Distrust
- Scheduling issues

Underlying Emotional Drivers

Unscreened individuals have strong emotions around colorectal cancer screening. The two leading emotions are anxiety and fear.

People are anxious about the prep and colonoscopy procedure, and some also fear the possibility of an unfavorable screening result.

ANXIETY

FEAR

Perceptions and Attitudes About Colorectal Cancer

Top-of-mind thoughts about colorectal cancer included:

- Death
- Terrible illness
- *“I should get a colonoscopy, but I don't really want to.”*

Many people admit they do not know much about the disease. For example:

- The majority of respondents are not aware that screening can help **prevent** colorectal cancer and are surprised when they learn this fact.
- Many think that screening is only useful for early detection.

Most respondents do not worry about colorectal cancer because:

- They have no symptoms.
- They have no stomach or digestive issues.
- They have no family history of the disease.



Notable Demographic Differences Among the Unscreened

- Uninsured individuals are more likely to go to urgent care.
- Uninsured individuals and African Americans are more likely to go to emergency rooms.
- Rural dwellers and uninsured individuals are less likely to get annual physicals.
- Rural dwellers, women, and insured individuals are more likely to see physician assistants or nurse practitioners.
- Women are more likely to care about their health and know what they need to do to stay healthy.