

PROFILE: UNSCREENED ASIAN AMERICANS

Lack of symptoms is the leading reason this group has not been screened. Putting off screening due to fear of the test is also a top barrier. Messaging that provides options performs well because it addresses the fear element, but it's also important to communicate elements of the 'Right Now' message to address lack of symptoms. Over half this group is doctor-averse and only 4 in 10 go to the doctor for check-ups, so alternative channels are needed to engage these individuals.

Demographics



Employment

More likely to be unemployed

Income

More likely to have household income of \$100k or more

Education

More likely to have a bachelor's degree or higher

Marital Status/Children

Less likely to be separated or divorced

Barriers to Screening



Procrastination

Test concerns

No Symptoms

Doctor Didn't Recommend

No Family History

Lifestyle Beliefs and Behaviors



66%

Consider themselves healthy

44%

Talk to family/friends about screening

54%

Are doctor-averse

39%

Visit doctors for checkups, screening & wellness care

71%

Exercise regularly

17%

Talk to doctors about screening

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

13.7
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 like the convenience of testing at home."

19.9*
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!

"It reminds you that it could be harmless so it provokes less fear of a test."

19.7*
PERCENT

- 3** Having a family history of colorectal cancer increases your risk for it. Talk to your doctor about your risk and when you should start getting screened.

"The fact that cancer is genetic."

19.4*
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 and email

Most Trusted Sources

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