

PROFILE: UNSCREENED HISPANICS/LATINOS

Procrastination driven by fear or being busy is a top barrier for this group. They are more likely than the total base to still be working and have younger children, so easy, at-home options both alleviate fear and minimize time commitment concerns. Half go to the doctor for regular check-ups so healthcare professionals presenting alternative testing can be helpful. For the other half though, alternative channels are needed to engage this group.

Demographics



Employment

Less likely to be retired

Area Type

Less likely to be living in a rural area

Marital Status/Children

More likely to have children under 18 years old

Barriers to Screening



No Family History

Procrastination

Busy, fear of test

No Symptoms

Lifestyle Beliefs and Behaviors



55%

Consider themselves healthy

36%

Talk to family/friends about screening

36%

Talk to doctors about screening

43%

Are doctor-averse

51%

Visit doctors for checkups, screening & wellness care

52%

Exercise regularly

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

15.6
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.

"Like most people, the discomfort, embarrassment and time requirements of a full colposcopy seem overwhelming and easy to keep putting off. Having other options, especially in-home testing, is such a relief and feels very easily doable."

27.7*
PERCENT

- 2** 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.

"Prevention is the best way to not get cancer and it is more affordable."

26.1*
PERCENT

- 3** 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!

"Just thinking that I may have a growth is scary enough to make me go to the doctor and get tested."

24.4*
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

Most Trusted Sources

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