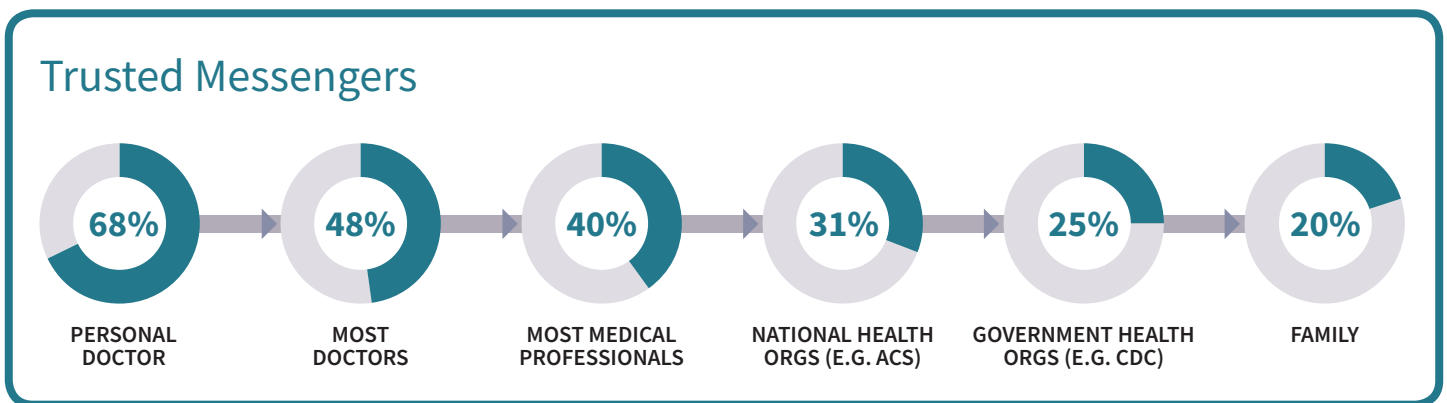


DELIVERING THE MESSAGE

There are many reasons why people resist colorectal cancer screening. Many have feelings of anxiety and fear. Some encounter structural obstacles such as insurance coverage issues. Others might have had personal or life experiences that have affected their perceptions and knowledge.

The best pathway to screening coordinates the application of trusted messengers, preferred delivery channels and recommended messages. The following graphic shows the percentage of respondents that trusted these six sources for colorectal cancer screening information.



What are the Preferred Channels for Receiving CRC Screening Information?

60%

About 60% of respondents chose a conversation with their doctor.

35%

Chose [websites](#) as a valuable channel of information.

26%

Chose [email](#) as a valuable channel of information.

24%

Chose [online patient health portals](#).

Healthcare Providers are Critical

Healthcare providers have the influence needed to trigger colorectal cancer screening decisions. Here are three reasons why they are so influential.

- **Medical professionals other than doctors have the power to change a patient’s mind about screening.** There are many roles on the medical team that can have an influence.
- **Screening conversations can occur on any medical visit.** Screening-age-eligible patients can be asked during any visit if they have been screened. They can also be informed about their options for colorectal cancer screening and affordable at-home screening tests.
- **Every provider-patient touchpoint is an opportunity to change a mind.** The conversation doesn’t need to happen in a formal setting.

Health Organizations are Important

The American Cancer Society and other national health organizations are credible and valued sources of information. 28% of unscreened respondents aged 50 and older indicated that health organizations are trusted sources of information. Respondents also highlighted the roles of government health organizations and health plans in providing colorectal cancer messages.

Notably, trust in these institutions varies among key demographic populations.

Friends and Family Matter

While friends and family are not the most preferred channel for delivering this information, loved ones can influence life decisions. When sharing colorectal cancer screening information, use motivators that inspire individuals to get screened.

- Emphasize how important, easy, and accessible screening can be.
- Effective and affordable at-home screening tests are available as alternatives to colonoscopy.

At-Home Screening Options are Helpful

It is helpful to mention at-home screening options because there are several recommended screening test options available.

72% of unscreened people have general awareness of at-home tests, and 61% are specifically aware of FIT-DNA tests. About 50% of unscreened adults aged 50 and older recall seeing ads for colorectal cancer screening (almost always on TV). About 25% remembered seeing ads for at-home testing kits.



Notable Differences Among Demographic Groups

- Insured individuals are more likely to trust their personal doctor.
- Younger individuals (aged 50-54) are more likely to trust family members and government health organizations.
- Asian Americans and African Americans are more likely to trust government and national health organizations.
- Rural dwellers are less likely to trust government health organizations.

