

MOTIVATING THE UNSCREENED

What Motivates People to Get Screened Sooner Rather than Later?

Individuals are typically motivated by immediate, personal events and experiences such as the ones listed below.

- **Gastrointestinal issues.** Abdominal pain, changes in bowel habits, and other gastrointestinal symptoms are strong motivators. They can often prompt individuals to schedule a medical appointment.
- **They know someone who was diagnosed with cancer.** The perspectives of unscreened people change rapidly when a spouse, family member, or friend is diagnosed with colorectal cancer. Procrastination and other barriers suddenly seem easier to overcome.
- **Their doctor insists.** Doctors, nurses, and other clinical staff are often among the most trusted members of a community, and their recommendations are strongly respected. The importance of a health professional's recommendation should not be underappreciated.

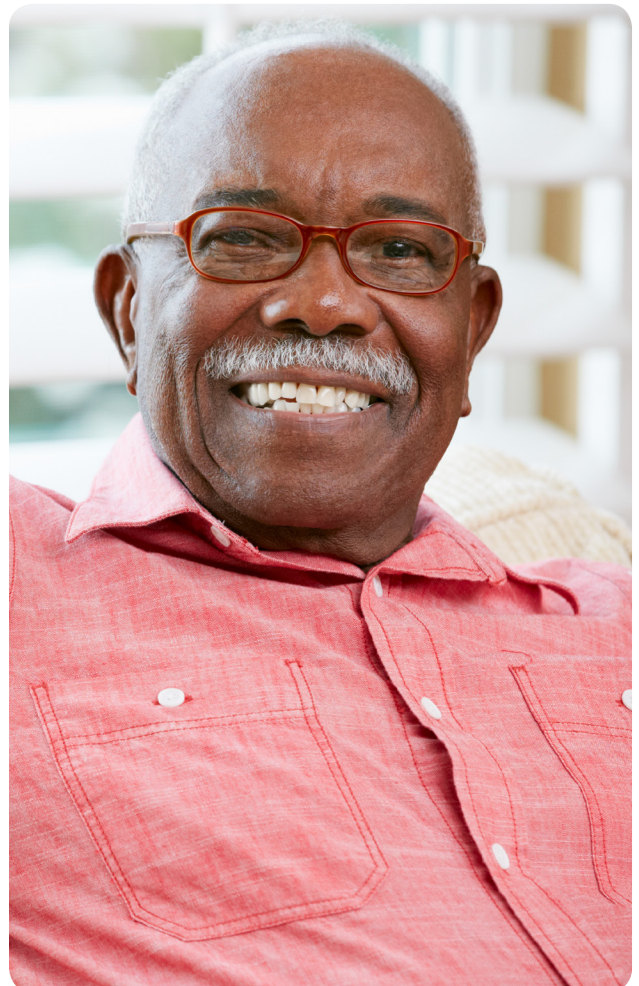
What Can Make Screening Easier?

Three factors can help to make screening easier for willing individuals:

21% **A different or better test.** 21% of respondents indicated a desire for a different or better test. A majority of people already know about non-colonoscopy screening tests, but a need still exists to educate individuals about non-colonoscopy options, including simple, affordable at-home tests.

21% **Lower cost/better insurance coverage.** 21% of respondents noted that finances are a difficult barrier to overcome. Providing information on low-cost stool tests and potential free or reduced-cost tests, while clearly explaining insurance coverage requirements, could help mitigate these concerns.

15% **Education on why screening is important.** Research shows the value of education about the prevalence of colorectal cancer and the risks of being unscreened. 15% of respondents indicated a need for more information about why screening for colorectal cancer is important.



What Creates Screening Anxiety?

Colonoscopy creates anxiety in individuals for two main reasons:

- **They dread the procedure.** Many unscreened individuals dread colonoscopy prep and/or the procedure.
- **They worry about potential abnormal results.** Others are more anxious about receiving frightening or life-changing news based on screening results.

Still, many people also report that they can imagine the feeling of relief after getting screened for their health. Thus, messages to encourage screening need to help individuals paint that picture of relief.



“I would be scared to death and embarrassed because you don't know what's going to happen. You feel exposed. It's not something you really want to do. You don't want to lay on a table while they stick a scope there.”



Notable Motivational Differences Among the Unscreened

Different populations face different barriers to screening. Research shows that different subgroups (such as gender, race, or insurance status) respond to different motivations for screening. Here is a list of key motivations for such groups.

- **A different or better test.** Simple, affordable, at-home tests resonate with [women](#), [Hispanics](#), [whites](#), and those who are [insured](#) or have [higher incomes](#).
- **Lower cost and better insurance coverage.** For the [uninsured](#), costs and coverage are important factors that affect their intention to get screened.
- **Education on why screening is important.** Education was frequently mentioned as a factor that would increase the likelihood of getting screened. It was mentioned most often by [Asian Americans](#), [African Americans](#), [Hispanics](#), and the [insured](#).

It is important to tailor screening messages to the most potent motivators for your audience.

The following infographic summarizes the content on pages 19 and 20 of the guidebook.

Motivation to Stay on the Road to Screening



WHAT COULD TRIGGER GETTING SCREENED SOONER RATHER THAN LATER?

- Gastrointestinal issues
- Someone they know having colorectal cancer
- Their doctor really pushing the issue



WHAT COULD MAKE SCREENING EASIER/MOTIVATE ACTION?

- Different/better test
- Lower cost/better insurance coverage
- Education on why it's important



HOW THEY THINK THEY'LL FEEL PRIOR TO THE TEST:

- Many assume they will feel anxiety or dread about the prep and/or procedure
- Some note they would feel fine about the procedure, but would be anxious about the results



Many note they would likely feel relieved afterwards

Many people can imagine the feeling of relief after getting screened for their health. Therefore, messages to encourage screening should help individuals paint that picture of relief.