

PROFILE: IN DENIAL/INVINCIBLES

Individuals in this group have not been screened because it didn't seem important, no family history, no symptoms, live a healthy life style, or procrastinate because they don't think they're likely to get colorectal cancer. They need to be educated that lack of symptoms and no family history does not mean they are safe from colorectal cancer. While at-home testing options perform best with this group, the preventive nature of the second 'options' message helps with the education component. The majority of this group does not go to the doctor for regular check-ups so communication efforts from other sources is needed.

Demographics



Employment

More likely to be employed full-time

Marital Status/Children

More likely to have children under 18 years of age

Income

More likely to have household income of \$80k or more

Barriers to Screening



No Family History

Procrastination

Busy, test and prep concerns, not likely to get colorectal cancer

No Symptoms

Lifestyle Beliefs and Behaviors



62%

Consider themselves healthy

43%

Talk to family/friends about screening

35%

Talk to doctors about screening

52%

Are doctor-averse

40%

Visit doctors for checkups, screening & wellness care

59%

Exercise regularly

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

10.7
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.

"The fact that there are other options than a colonoscopy. I like the fact that there are tests that can be done at home. However, my doctor has never mentioned this, they only mention the colonoscopy option."

19.9*
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.

"Communicates the seriousness of the issue and early prevention."

18.3*
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!

"It is informative and educational. It is also encouraging and motivating in a positive and helpful sense."

17.1*
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)