Development and Use of a Colorectal Cancer Screening Educational Brochure to Increase Colorectal Cancer Screening Rates

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Structured Abstract

PROBLEM
One in every four deaths in the United States is due to cancer and colorectal cancer (CRC) is the fourth leading cause of cancer deaths in the United States. Lack of education regarding CRC screening tests contributes to this disparity. Thus, education regarding CRC and prevention is imperative not only in local private gastroenterology practices, but statewide, nationally, and internationally in hopes of decreasing CRC deaths.

PROJECT PURPOSE
The purpose of the Doctor or Nursing Practice (DNP) project was to develop an educational brochure about CRC screening test options including risks and benefits of each test and then determine if the use of the educational brochure increased the number of patients scheduling CRC screening tests.

METHODOLOGY
Nola Pender’s health promotion model (HPM) was used to direct the DNP project because it focuses on determining what individual characteristics and factors predict health behaviors. The DNP project was implemented in a private gastroenterology practice. At the time of regularly scheduled office visits, patients 50 years of age and older who had never undergone a CRC screening test were provided an educational brochure to review while they were in the waiting room. The PI, a family nurse practitioner, reviewed her patient schedule and informed the receptionists of the patients that were to receive the brochures. Patients were selected from the PI’s morning clinic schedule, Monday through Friday, for a 6-week period of time. Prior to initiating the use of the educational brochure, the PI reviewed charts from the same time period of the previous year to determine how many average risk patients seen by the PI scheduled a CRC screening test during this time. After implementing the use of the CRC screening educational brochure, the number of patients who scheduled CRC screening tests were compared to the number of patients seen by the PI who scheduled screening tests prior to the intervention.

RESULTS
During the 6-week project implementation period, 181 patients were seen in the clinic by the PI. Of the 181 patients, 32 were considered at average risk for developing CRC and were provided the educational brochure regarding CRC screening test options. Of the 32 average risk patients, 28 (~87%) patients scheduled and completed a CRC screening test. Likewise, prior to implementation of the use of the educational brochure, 226 patients were seen in the clinic by the PI during a 6-week period of time. Of the 226 patients, 37
were considered average risk of developing CRC, and 22 (~59%) patients scheduled and completed a CRC screening test.

**IMPLICATIONS FOR PRACTICE**

Providing patients a CRC screening educational brochure that describes the risks and benefits of different CRC screening test options, compared to not receiving an educational brochure, positively influences CRC screening rates. The results of the DNP project were shared with other providers in the private gastroenterology practice. The educational brochures will be provided and used practice-wide for patients during regularly scheduled office visits in hopes of continued improvement of CRC screening rates.

*Keywords*: colorectal cancer screening, education, health literacy, health promotion, health risk, disease prevention

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