AN EVALUATION OF MOTIVATORS FOR COLONOSCOPY SCREENING COMPLIANCE

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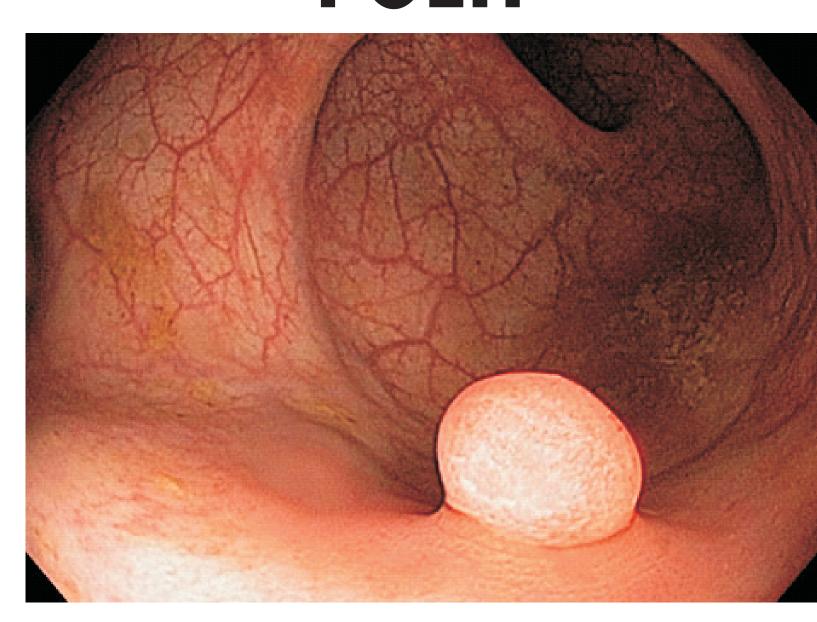
Background

What is a colonoscopy?

Viewing the colon in its entirety for the purpose of locating and removing polyps.



POLYP



Webmd ("n.d."). Polyp in the Colon [Photograph]. Retrieved March 25, 2013, from http://img.webmd.com/dtmcms/live/webmd/consumer_assets/site_images/articles/health_ tools/vitamin_d_slideshow/phototake_rm_of_polyp_in_the_colon.jpg

What are the main types of polyps?

- hyperplastic
- adenomatous (tubular, tubulovillous and villous)
- inflammatory

"Not all polyps turn into cancer, but all colon cancers began as polyps."

Why get a screening?

Screenings save lives. The proof? A landmark study published in the New England Journal of Medicine: "Colonoscopic Polypectomy resulted in a lower-thanexpected incident of colorectal cancer" with cancer reduction rates up to 90%.

Why get screened at age 50?

Mayo Clinic Colon Polyps. ("n.d."). Retrieved March 25, 2013, from

http://www.mayoclinic.org/colon-polyps/polyp-types.html

Incidents of colorectal cancer increase dramatically at age 50.

S.,...Stewart, E. T. (1993, December 30). Prevention of colorectal cancer by colonoscopic

polypectomy. The New England Journal of Medicine, 329, 1977-1981. Retrieved from

http://www.nejm.org/doi/pdf/10.1056/NEJM199312303292701

Quantitative Results Doctors, media and family pressure are top motivators.* 40% 30% 28% 27% 20% 24% 10% TV/Media Stories Family Doctors Family Pressure History History From Colon Family *Doctor recommendations, family history of Colon Other Members colon cancer and family pressure were Cancer significant motivators in both the Cancer Quantitative and Qualitative studies Cancer

Purpose

- 1. Identify motivators
- 2. Identify barriers
- 3. Increase compliance

Study Design

- Mixed methods
- Subjects included adults who have had or are scheduled for a screening colonoscopy
- Research instruments: Quantitative & Qualitative

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Please provide a phone number and the best time of day/night to reach you:

If someone influenced you to have the screening, please list their name

and relationship to you

O Television O Radio O Newspap O Internet O Outdoor billboard

Family history of colon cancer: relationship

Family history of other types of cancer

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Notivations for Screening Colonoscopy

In your own words, please describe: What was the most

"Get people in for their scope, and the rest takes care of itself." J. P. Wright, personal communication, February 21, 2013



Abstract

Polyp removal, which is done during a colonoscopy screening, has been shown to reduce colorectal cancer by as much as 90%. Only 53% of Americans who are age 50 comply with colorectal cancer screening guidelines. More people need to have colonoscopy screenings.

This study aims to learn what motivators are working to get people to comply with colonoscopy screening so that this information can be used to motivate more people to have the screening done.

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