



# European Association for Cancer Education

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### Development and Evaluation of Targeted Patient Education Interventions to Increase Colorectal Cancer Screening in a High-Volume Safety-net Healthcare System

JANE R MONTEALEGRE, P ANDREW ALLRED, ROSHANDA S CHENIER, LORETTA HANSER, MILENA GOULD SUAREZ, BENJAMIN MUSER, MARIA L JIBAJA-WEISS\*

**Introduction:** Despite the availability of effective screening tools for colorectal (CRC) cancer, screening remains underutilized among ethnic minorities and the medically underserved in the United States. As part of a comprehensive cancer prevention project aimed at improving cancer screening and follow-up among medically underserved patients in Houston, Texas, we developed and implemented educational videos, low-literacy instructional guides and distribution bags designed to increase utilization of fecal immunochemical test (FIT) screening.

**Methods:** Eight brief FIT videos were developed targeted to ethnic and linguistic subgroups (English, Spanish, Vietnamese); in addition, a FIT specimen collection kit adapted to low-literacy populations was developed. The videos utilized a testimonial-type format with messaging to encourage patients to obtain a FIT screening test and discuss the test with their physicians. Initial training was conducted in June 2014 to train clinic staff to encourage demonstration of the videos and distribution of FIT kits to all patients ages 50-65 who were due/past due for FIT. Periodic retraining and an incentive program for video utilization were introduced in May 2016. Data analyses represent the period of June 2014 to December 2018.

**Results:** Videos and FIT kits were integrated into the patient flow at 17 Community Health Centers (CHCs) and documented in the electronic medical record (EMR). Video utilization more than quadrupled after the introduction of period retraining (from 411/month to 1,816/month). This increase in video viewing was temporally associated with an increase in the FIT completion rate, from an average of 44% completion to 53% completion. Distribution of FITs remained fairly constant at 6,746 FITs ordered per month.

**Conclusion:** Targeted videos and specimen collection kits deployed at the point-of-care can effectively be integrated into a high-volume clinical setting as a strategy to increase completion of FIT-based colorectal cancer screening.

\* BAYLOR COLLEGE OF MEDICINE, 1 BAYLOR PLAZA, SUITE 710D, MS: BCM305, HOUSTON, TEXAS 77030, USA  
E-mail address: MARIAJ@BCM.EDU