View Abstract

CONTROL ID: 4498437

TITLE: Staying FIT: Engaging Patients in Colorectal Cancer Screening

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ABSTRACT BODY:

Statement of Problem/Question: Colorectal cancer (CRC) is the second leading cause of cancer-related deaths in the United States. The incidence in adults 65+ has declined, while cases in individuals under 50 are on the rise. Despite U.S. Preventative Services Task Force (USPSTF) screening guidelines, only 59% of eligible NYC residents were screened in 2021, below the Healthy People target of 72.8%. Screening disparities are pronounced in populations affected by racial and socioeconomic inequities, highlighting a gap in health literacy and access to care that may contribute to low screening participation. This study examines the role of health literacy in improving CRC screening completion in underserved communities.

Description of Program/Intervention: An educational pamphlet describing colorectal cancer, available screening options and step by step instructions for completing screening was developed. The pamphlet was piloted in our Central Brooklyn safety net hospital, serving predominantly underserved/insured Afro-Caribbean and Black communities. Faculty and 36 resident physicians at the Primary Care Practice (PCP) used laminated copies of the pamphlet available in provider rooms to support shared decision making around CRC screening. Patients who opted for FIT testing received the standardized handout along with step-wise counseling on methods to complete the FIT test with a 2 week deadline, counseling was reinforced by patient care associates (PCAs). The intervention was administered over a 2 week period, reaching over 300 patients.

Measures of Success: 2 week completion of CRC screening with FIT tests was measured before and after the educational intervention. A chi-squared test of independence was performed to examine whether implementation of the educational pamphlet affected completion of CRC screenings.

Findings to Date: A total of 679 of cases were reviewed, 369 in the pre-intervention group and 310 in the interventional group. Results revealed a statistically significant improvement in screening completion ($x^2 = 4.03$, $p=0.045$). 2 week completion rates increased from 50.9% before the pamphlet to 58.4% after the pamphlet. These results showed the educational pamphlet, along with a strict return deadline, improved screening completion.

Key Lessons for Dissemination: Educational pamphlets can help improve a patient's understanding of key healthcare topics and support shared decision making. We found that educational pamphlets increased the overall CRC screening at 2 weeks in our high risk population. However, pamphlets alone are not sufficient. Provider counseling, pairing education with counseling, ensuring adequate time for decision making and implementing a reminder system are crucial to ensuring maximum screening participation. Interdisciplinary team counseling, electronic reminders at 14 and 28 days and live reminder calls improved overall screening completion in our ambulatory practice to 66.7% in October 2025, beyond the 2 week return rates, highlighting the importance of a multipronged approach to address CRC screening gaps in our high risk population.

SESSION TITLE: None

SESSION DAY & DATE: None

SESSION START TIME: None

Agreement: Smita Rajan: I attest;Smita:Rajan | Rebhi Rabah: I attest;Rebhi:Rabah | Jacquelyn Huang: I attest;Jacquelyn:Huang | Shermanda Jean Francois: I attest;Shermanda:Jean Francois | Ekenedilichukwu Nnadi: No Answer. | zaheer bukhari: I attest;zaheer:bukhari | Melissa Lee: I attest;Melissa:Lee

Financial Relationships: Smita Rajan: No, In the last 24 months, I have had no financial relationships. | Rebhi Rabah: No, In the last 24 months, I have had no financial relationships. | Jacquelyn Huang: No, In the last 24 months, I have had no financial relationships. | Shermanda Jean Francois: No, In the last 24 months, I have had no financial relationships. | Ekenedilichukwu Nnadi: No Answer. | zaheer bukhari: No, In the last 24 months, I have had no financial relationships. | Melissa Lee: No, In the last 24 months, I have had no financial relationships.

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Product version number 4.17.4 (Build 365). Build date Wed Dec 10 07:21:08 EST 2025. Server ip-10-236-29-45