

Encourage your patients to participate in bowel cancer screening.

You can help save **84,000 lives by 2040** by increasing participation to **60%**

Cancer Council Victoria's Centre for Behavioural Research in Cancer (CBRC) undertook research into the 36% of eligible people whose screening had lapsed, or who had never been screened via FOBT or colonoscopy.

Three types of patients were identified: **Intender**, **Refuser**, and **Naive**. These patients:

- have unique barriers to participation
- perceive bowel cancer screening differently
- may be variably motivated to participate by different conversation approaches

WHO IS YOUR PATIENT?

	Intender (27%)	Refuser (6%)	NBCSP-FOBT Naive (3%)
Characteristics	<ul style="list-style-type: none"> • Aware of bowel cancer and the screening program • Intends to do the kit 	<ul style="list-style-type: none"> • Aware of bowel cancer and the screening program • No intention to do the kit 	<ul style="list-style-type: none"> • Low awareness and understanding of bowel cancer and the screening program
Patient barriers	<ul style="list-style-type: none"> • Doesn't prioritise doing the kit • Difficulty remembering to do the kit • Difficulty completing the kit 	<ul style="list-style-type: none"> • Receiving the kit makes them worry about getting old or sick • Fear of a positive result and what happens next • Disgust about doing the kit • Doing the kit seems complicated and difficult 	<ul style="list-style-type: none"> • Low awareness of the screening program • Low understanding of the testing kit process • Low understanding of bowel cancer risk and symptoms • Belief that cancer can't be cured
How to help patients overcome barriers to bowel screening	<p>Reinforce and remind</p> <ul style="list-style-type: none"> • Reinforce the reasons to do the kit • Encourage patients to put the kit in the bathroom or near the toilet • Recommend patients set a reminder for themselves • Suggest patients set a date by which to do the kit • Offer to provide a reminder for patients i.e., letter, phone call, text message • Ask your patients who complete the kit to encourage others to do it too 	<p>Reassure and motivate</p> <ul style="list-style-type: none"> • Highlight that bowel screening can prevent cancer • Emphasise early detection increases chance of successful treatment • Talk to patients about potential feelings of relief and gratitude after a negative result or finding an issue early • Reassure the kit is hygienic and simple • Suggest patients talk to others who have done the kit • Provide simple kit instructions and outline the process if a positive result is received • Use of humour may be appropriate to talk about fears of screening and getting older 	<p>Educate and build trust</p> <ul style="list-style-type: none"> • Inform that the kit is accurate, efficient, and private • Emphasise bowel cancer risk increases from age 50 • Explain screening is for patients who don't have symptoms • Explain patients can have no family history and still get bowel cancer • Emphasis early detection increases chance of successful treatment • Provide easy access to information with FOBT instructions

Encourage your patient to order a free replacement bowel test kit if theirs has expired, been lost, or thrown away. You (on behalf of your patient) or your patient can order a free replacement kit online at ncsr.gov.au, via the **NCSR Healthcare Provider Portal** or by calling **1800 627 701**.

For more information visit cancerscreening.gov.au/bowel.