

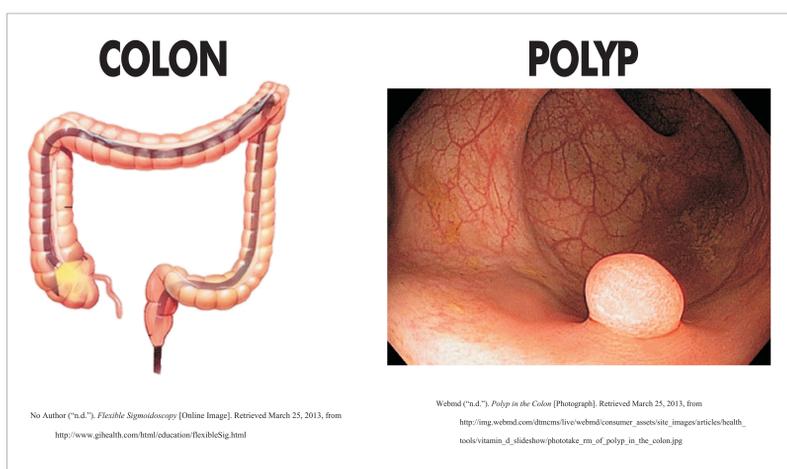
AN EVALUATION OF MOTIVATORS FOR COLONOSCOPY SCREENING COMPLIANCE

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Background

What is a colonoscopy?

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



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."

C. Foley, personal communication, February 21, 2013

Why get a screening?

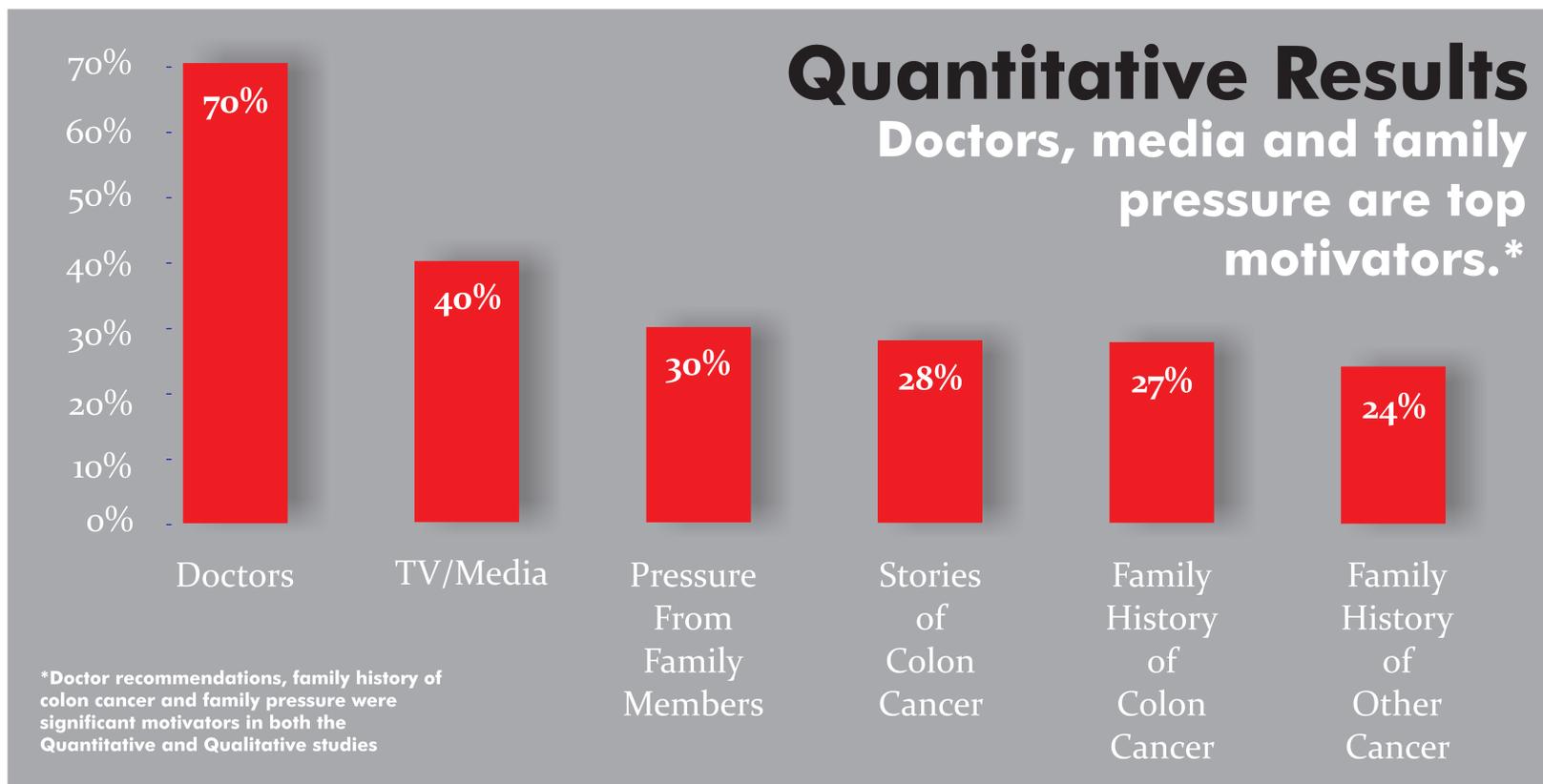
Screenings save lives. The proof? A landmark study published in the New England Journal of Medicine: "Colonoscopic Polypectomy resulted in a lower-than-expected incident of colorectal cancer" with cancer reduction rates up to 90%.

Why get screened at age 50?

Incidents of colorectal cancer increase dramatically at age 50.

Winaver, S. J., Zuber, A. G., Ho, M. N., O'Brien, M. J., Gottlieb, L. S., Sternberg, S. 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>

Mayo Clinic Colon Polyps. ("n.d."). Retrieved March 25, 2013, from <http://www.mayoclinic.org/colon-polyps/polyp-types.html>

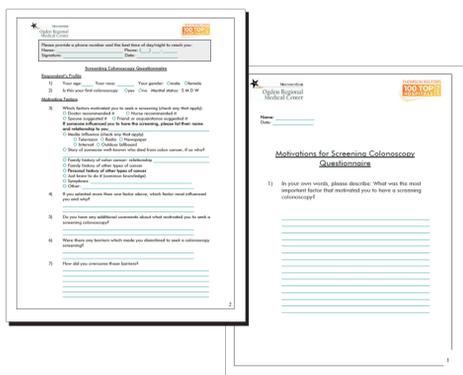


Purpose

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



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.

Special thanks to

Chad Gonzales MD and Dennis Sobotka MD

"Get people in for their scope, and the rest takes care of itself."

J. P. Wright, personal communication, February 21, 2013

