

NCCRT Messaging Guidebook for Black & African American People

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Background

- Colorectal cancer (CRC) is the second leading cause of cancer-related deaths in the United States (US) and disproportionately impacts Black individuals.
- The US Preventive Services Taskforce began recommending CRC screening for individuals aged 45-49 in 2021, however effective strategies to increase screening participation in Black individuals in this age group are unknown.
- Thus, the National Colorectal Cancer Roundtable (NCCRT) and American Cancer Society (ACS) used a mixed methods approach to identify barriers and facilitators to CRC screening in Black individuals, with specific focus on those age 45-49.
- Results informed the development of the 2022 NCCRT Messaging Guidebook for Black & African American People.

Methods and Materials

- We conducted a mixed-methods study in a large, nationally representative sample of unscreened Black individuals.
- We first conducted semi-structured qualitative interviews with Black individuals over age 45, recruited from the Schlesinger Group qualitative research platform.
- Findings informed content for a subsequent survey administered via the Prodege online research platform to understand barriers and facilitators.
- Messages to encourage screening participation were developed based on learnings from prior ACS and NCCRT work.
- Messages were tested using MaxDiff analytic methods and reviewed by a multidisciplinary advisory committee for inclusion in the Guidebook.

Table 1. Characteristics of Participants

Characteristics	Qualitative Interview participants Mean or N (%)	Survey participants Mean or N (%)	Total Participants N (%)
Age – Mean	52.7	55.3	
45-49	3 (30.0%)	120 (24.5%)	123 (24.6%)
50-54	2 (20.0%)	145 (29.6%)	147 (29.4%)
55+	5 (50.0%)	225 (45.9%)	230 (46.0%)
Race			
Black	10 (100.0%)	490 (100%)	500 (100.0%)
Gender			
Female	4 (40.0%)	262 (53.5%)	266 (53.2%)
Male	6 (60.0%)	226 (46.1%)	232 (46.4%)
Other	0 (0%)	2 (0.4%)	
Health insurance type			
Private	6 (60.0%)	153 (37.1%)	159 (31.8%)
Medicare	0 (0.0%)	111 (26.9%)	111 (22.2%)
State Insurance Program**	1 (10.0%)	119 (28.8%)	120 (24.0%)
VA/military			
Other	0 (0.0%)	15 (3.6%)	15 (3.0%)
Uninsured	1 (10.0%)	38 (9.2%)	39 (7.8%)
	2 (20.0%)	77 (15.7%)	79 (15.8%)
Location Type			
Urban	5 (50.0%)	215 (43.9%)	220 (44.0%)
Suburban	4 (40.0%)	211 (43.1%)	215 (43.0%)
Rural	1 (10.0%)	62 (12.7%)	63 (12.6%)
Not sure	0 (0.0%)	2 (0.4%)	2 (0.4%)
Household Income			
Less than 12,000	1 (10.0%)	63 (12.9%)	64 (12.8%)
12,000 to 39,999	2 (20.0%)	187 (38.2%)	189 (37.8%)
40,000 to 59,999	2 (20.0%)	98 (20.0%)	100 (20.0%)
60,000 to 79,000	1 (10.0%)	53 (10.8%)	54 (10.8)
80,000 to 99,999	1 (10.0%)	22 (4.5%)	23 (4.6%)
100,000 or more	3 (30.0%)	49 (10.0%)	52 (10.4)
Prefer not to say	0 (0.0%)	18 (3.7%)	18 (3.6%)
Family history of CRC			
Yes	2 (20.0%)	43 (8.8%)	45 (9.0%)
No	8 (80.0%)	447 (91.2%)	455 (91.0%)
US Region			
Northeast	2 (20.0%)	100 (20.4%)	102 (20.4%)
Southeast	4 (40.0%)	187 (38.2%)	191 (38.2%)
Southwest	0 (0.0%)	69 (14.1%)	69 (13.8%)
Midwest	3 (30.0%)	90 (18.4%)	93 (18.6%)
West	1 (10.0%)	44 (9.0%)	45 (9.0%)
Marital status			
Single/never married		195 (39.8%)	
Married/living partner	Not Asked	174 (35.5%)	
Separated/Divorced/Widowed		118 (24.1%)	
Prefer not to say		3 (0.6%)	
Education			
High school or less		144 (29.4%)	
Some college		136 (27.8%)	
Trade or vocational training	Not Asked	21 (4.3%)	
Associates/Bachelors' Degree		137 (27.9%)	
Graduate degree		41 (8.4%)	
Postgraduate Degree		11 (2.2%)	
Employment			
Employed full time		183 (37.3%)	
Employed part time		42 (8.6%)	
Retired	Not Asked	77 (15.7%)	
Unemployed or disabled		142 (29.0%)	
Self-employed		40 (8.2%)	
Student		6 (1.2%)	

Figure 1. Reasons for Procrastination of CRC Screening Among Survey Participants

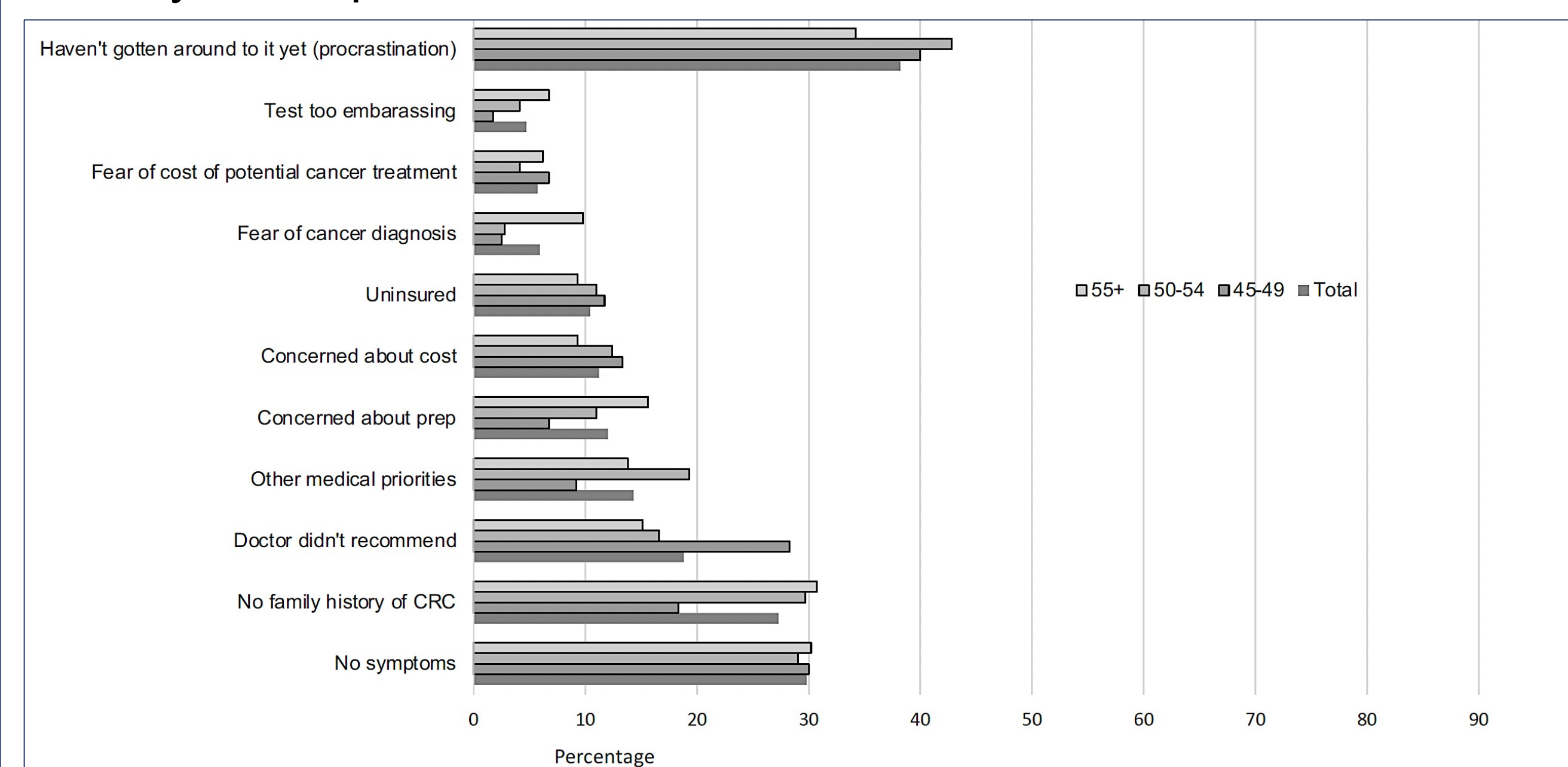


Table 2. Top Screening Messages by Age Group

Category	Message Content
Top messages	
All ages	<ol style="list-style-type: none"> “Did you know that colon cancer is the second leading cause of cancer death in Black and African American People in the United States? Colon Cancer can be caught early or even prevented through regular screening” “Colon cancer is often a silent disease. Usually there are no symptoms. That’s why getting screened is so important. It can help prevent colon cancer – or catch it early when it is easiest to treat. Most people should begin screening at age 45. It can help prevent colon cancer – or catch it early when it is easiest to treat. Most people should begin screening at age 45.”
Age 45 to 49	<ol style="list-style-type: none"> “Did you know that colon cancer is the second leading cause of cancer death in Black and African American People in the United States? Colon Cancer can be caught early or even prevented through regular screening” “Colon cancer is often a silent disease. Usually there are no symptoms. That’s why getting screened is so important. It can help prevent colon cancer – or catch it early when it is easiest to treat. Most people should begin screening at age 45. It can help prevent colon cancer – or catch it early when it is easiest to treat. Most people should begin screening at age 45.”
Age 50 to 54	<ol style="list-style-type: none"> “Did you know that colon cancer is the second leading cause of cancer death in Black and African American People in the United States? Colon Cancer can be caught early or even prevented through regular screening” “Colon cancer still happens more often in African American, but progress is being made. Fewer African American people develop or die from colorectal cancer as compared to just a few years ago, thanks to more African Americans taking part in screening, now starting at age 45.”
Age 55 and over	<ol style="list-style-type: none"> “Did you know that colon cancer is the second leading cause of cancer death in Black and African American People in the United States? Colon Cancer can be caught early or even prevented through regular screening” “Colon cancer is often a silent disease. Usually there are no symptoms. That’s why getting screened is so important. It can help prevent colon cancer – or catch it early when it is easiest to treat. Most people should begin screening at age 45. It can help prevent colon cancer – or catch it early when it is easiest to treat. Most people should begin screening at age 45.”

Results

- There were 10 qualitative interview and 490 survey participants. The average age of participants was 52.7 (s.d.=6.1) for interviews and 55.3 (s.d.=7.3) for surveys. 53.2% were female and 38.2% lived in the Southeast US (Table 1).
- The most frequently reported barrier to screening was self-reported procrastination (40.0% in age 45-49; 42.8% in age 50-54; 34.2% in age>55). Procrastination was often attributed to financial concerns (20.8% in age 45-49) and COVID-19 (27.0% in age 50-54; 21.8% in age>55) (Figure).
- Of those age 45-49, the majority preferred to receive screening information from a health care provider (57.5%), however only 31.7% reported that a provider had initiated a screening conversation.
- The highest ranked message to motivate screening in all age groups was “*did you know that colon cancer is the second leading cause of cancer death in Black and African American people in the U.S? Colon Cancer can be caught early or even prevented through regular screening. Most people should begin screening at age 45.*”
- Several messages rated as highly effective in encouraging screening were included in the NCCRT Guidebook.

Conclusions

- We identified several age-specific barriers to CRC screening and developed unique messaging to motivate screening among unscreened Black individuals age 45 and over.
- Messages that tested positively are publicly available as a resource for organizations and institutions that aim to increase screening rates.

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