

Development of a Tailored Interactive Multimedia Intervention (TIMI) to Promote Colorectal Cancer Screening among Puerto Ricans

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Background

- Colorectal cancer (CRC) represents the second highest incidence in both men and women in Puerto Rico (PR).¹
- CRC screening (CRCS) rates (26.4% for fecal occult blood test and 47.2% for sigmoidoscopy/colonoscopy in 2012) among PR Hispanics aged ≥ 50 years are below the Healthy People 2020 recommendations (70.5%)^{2,3}.
- Improving educational and interventional strategies to promote behavioral changes and screening uptake, can help increase CRCS rates in the island.
- Using Intervention Mapping (IM)⁴, the PR Community Cancer Control Outreach Program of the UPR/MDACC Partnership for excellence in Cancer Research developed a self-directed tailored interactive multimedia intervention (TIMI) aimed to increase CRCS in Puerto Ricans.

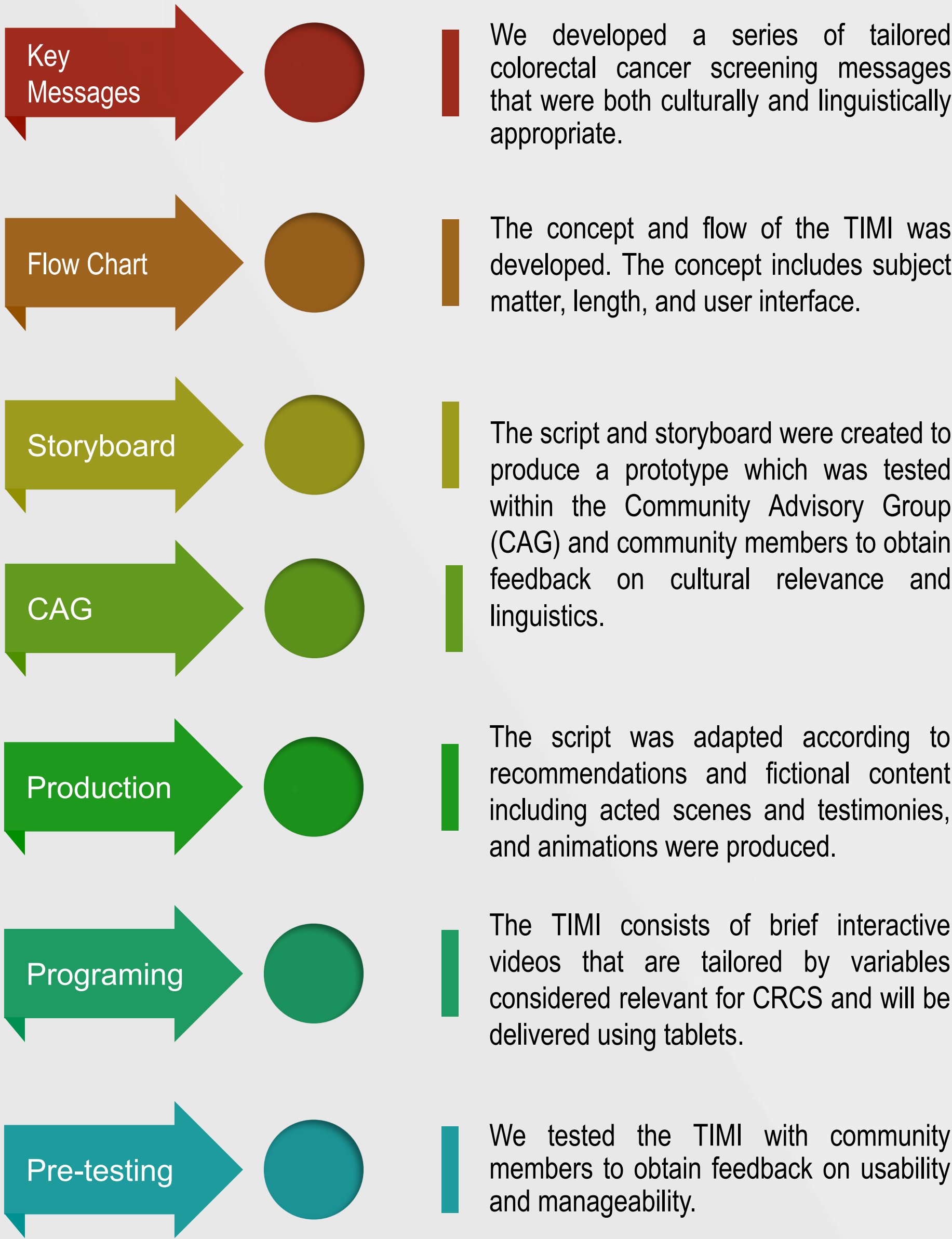
Objectives

- Develop a TIMI for a educational program entitled *¡Salud!, por la Vida*, aimed to increase CRCS among non-adherent men and women 50 years and older in FQHCs in Puerto Rico.

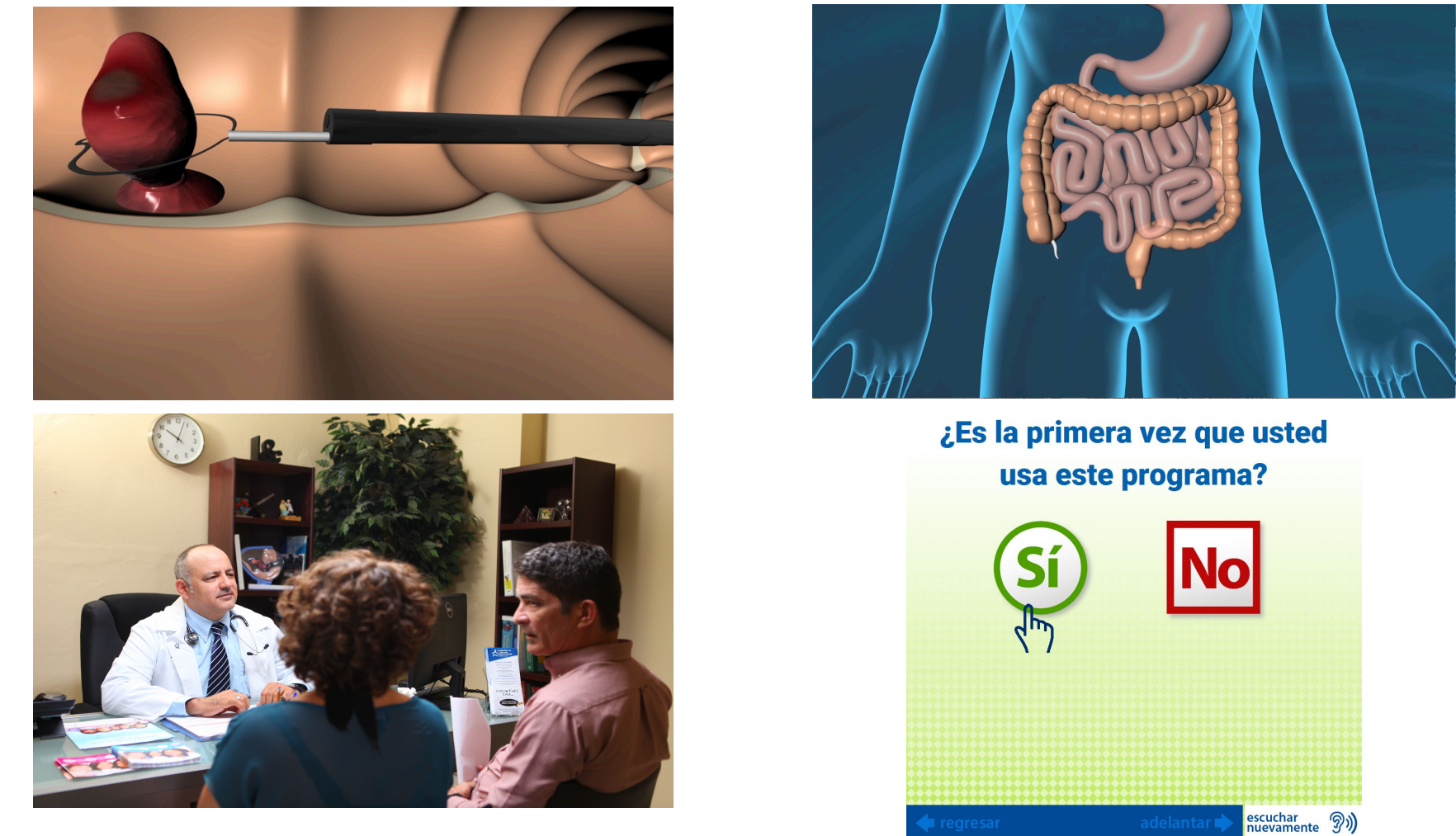
Methods

For the development of the TIMI the following steps were performed:

- Develop key messages. These were derived from focus groups from a needs assessment study.
- Develop concept and flow of the TIMI.
- Create a script and storyboard.
- A Community Advisory Group (CAG) composed of health professionals and members of the community reviewed the script (*Script Reading*).
- Production of fictional scenes and animations.
- Programming phase and beta testing.
- Testing TIMI with members of the community.



Images from the TIMI



Conclusions

- This innovative educational intervention using technology and developed from a guiding framework, will help increase CRCS among men and women non-adherent to CRCS visiting FQHCs in Puerto Rico.
- To test the efficacy of this program on CRCS completion, we started a randomized behavioral intervention trial in 10 FQHC clinics island wide.

References

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