

Humour and FOBT: Taking the Fear Out of Cancer Screening For the Under and Never Screened

Dionne Gesink, PhD
Associate Professor
Dalla Lana School of Public Health
University of Toronto
www.getscreened.ca

Acknowledgements

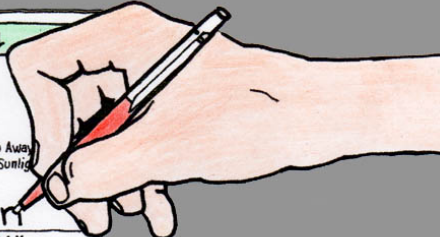
- Levni Yilmaz
- Brooke Filsinger
- Michael Evans
- Sarai Racey
- Alanna Mihic
- Joan Antal
- Susan Bondy
- French Translation:
 - Didier Jean-Francois
- Cree Translation:
 - Bruce McGilvery
- Funding
 - Cancer Care Ontario

Purpose of Our Research

1. Define Never/Under-screened Populations
2. Build Partnerships
3. Identify Barriers and Facilitators to Screening
4. Explore novel and promising cancer screening modalities → HPV pilot
5. Develop, Implement and Evaluate Population-Specific Interventions

Cancer Screening Focus Groups

- Fecal Occult Blood Test



DO NOT OPEN

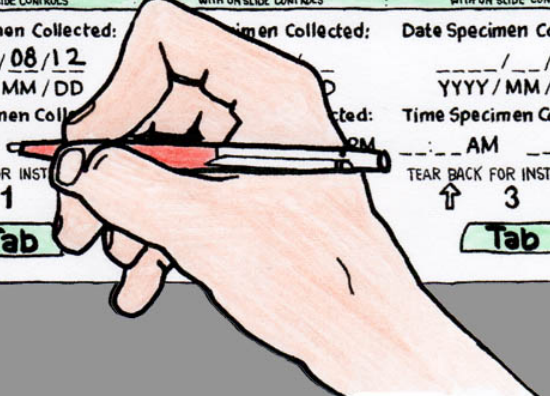
CAUTION, Refer to Instruction Leaflet

Keep Away from Sunlight

Name: Smith John Alan
Last First Middle

Date of Birth: ____/____/____
YYYY/MM/DD

LOT 14793 CE MAY 2012 LOT 14793 CE MAY 2012 LOT 14793 CE MAY 2012



immunositics, inc. hema-screen hema-screen hema-screen
SLIDE TEST FOR FECAL OCCULT BLOOD WITH ON SLIDE CONTROLS

Date Specimen Collected: 2012/08/12
YYYY/MM/DD

Time Specimen Collected: 11:09 AM PM

TEAR BACK FOR INSTRUCTIONS
↑ 1 ↑

Tab

immunositics, inc. hema-screen hema-screen hema-screen
SLIDE TEST FOR FECAL OCCULT BLOOD WITH ON SLIDE CONTROLS

Date Specimen Collected: ____/____/____
YYYY/MM/DD

Time Specimen Collected: ____ AM ____ PM

TEAR BACK FOR INSTRUCTIONS
↑ 3 ↑

Tab

PS 41200

Fecal Occult Blood Test Instructions

FOBT (Fecal Occult Blood Test) Instructions

When caught early enough, colorectal cancer is curable in 9 out of 10 people. Since there are no visible signs or symptoms in the early stages, this simple and easy test could help save your life.

Please read these instructions fully.

A. Before You Start

	1	2	3	4	5
6	7	8	9	10	11
12	13	14	15	16	17
18	19	20	21	22	23
24	25	26	27	28	29
30	31				

Important: You must send in the test card as soon as the 3 flaps have been completed but no later than 10 days after collecting your first stool.



Avoid vitamin C supplements and citrus fruit and juices for **three days before** the test and **during** the stool sample collection period.



Otherwise, continue to eat your normal diet and take your regular prescribed medications.

B. Filling out the Test Card



- Using a ballpoint pen, print your name and date of birth on the test card, as they appear on your health card.

- You will collect stool samples on three different days within a ten day period.
- The test card has three flaps – one for each day. Open only one flap at a time.
- Under each flap there are two small areas on which to smear your samples.

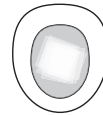
C. Doing the Test



- Write the date (yyyy/mm/dd) and time of your first sample collection on flap 1. Peel back flap 1 to apply the first sample.



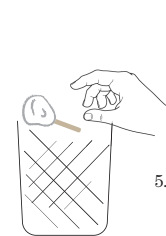
- Flush the toilet to clear the bowl. Do not use toilets with bowl cleaners such as bluing agents.



- To collect stool, use a clean, disposable container or place several layers of toilet paper in the toilet bowl to support the stool.



- Use the applicator stick to collect a small sample of the stool. Apply a **very thin smear** to Area I. Use the same stick to collect and smear a second sample from a different location of the stool in Area II. Close and secure the flap.



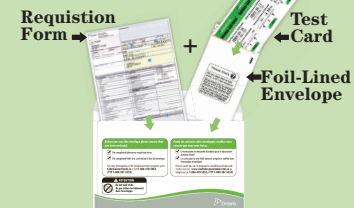
- Wrap a piece of toilet paper around the applicator stick and discard. Flush the toilet. You are done the first sample!



- Place the test card in the foil-lined envelope and store at room temperature until your next bowel movement. Do not seal the envelope until you have finished all 3 days.

- Repeat steps 1-6 to collect and smear samples on two additional days under flaps 2 and 3 accordingly.

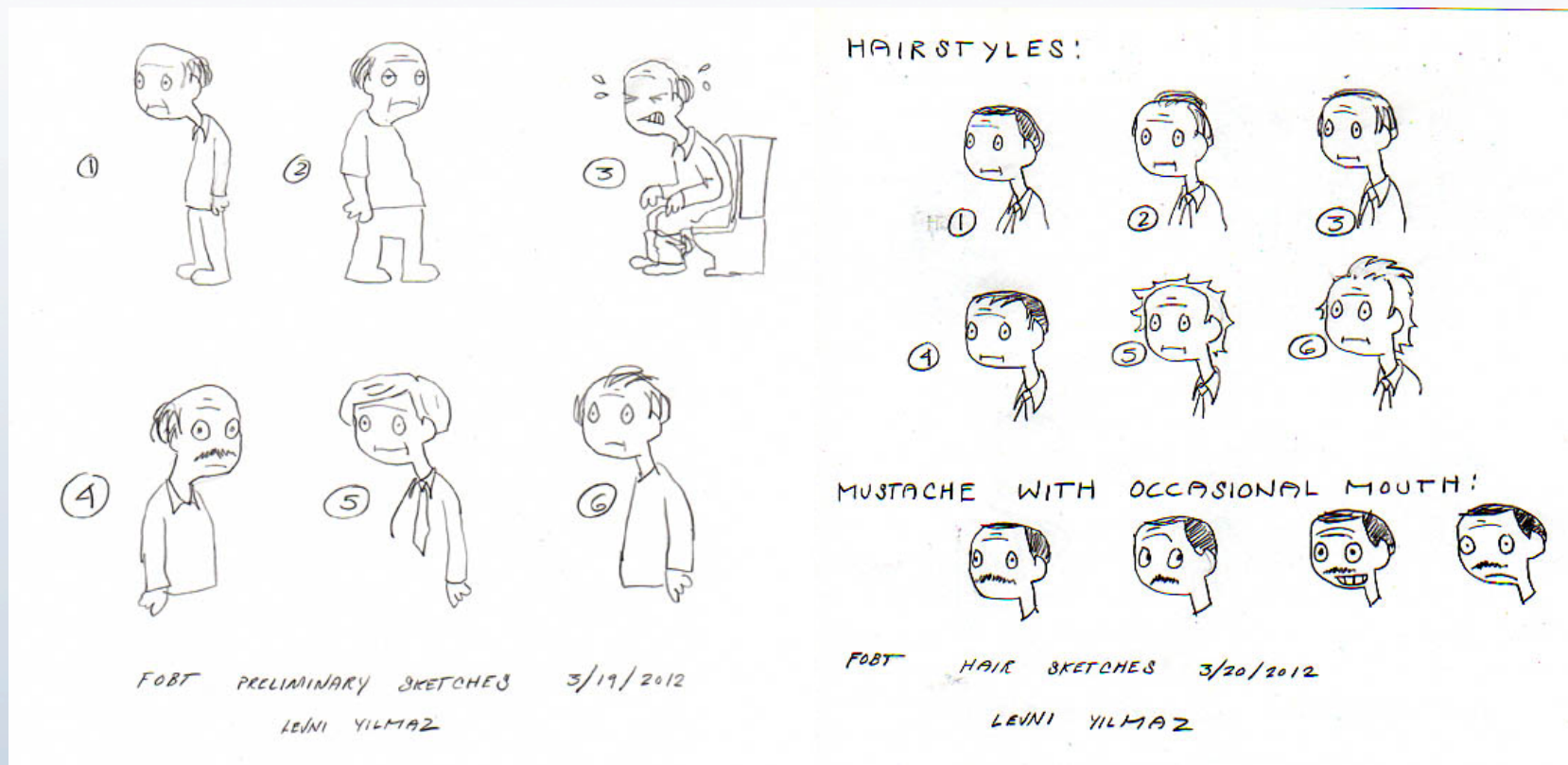
D. After the Test



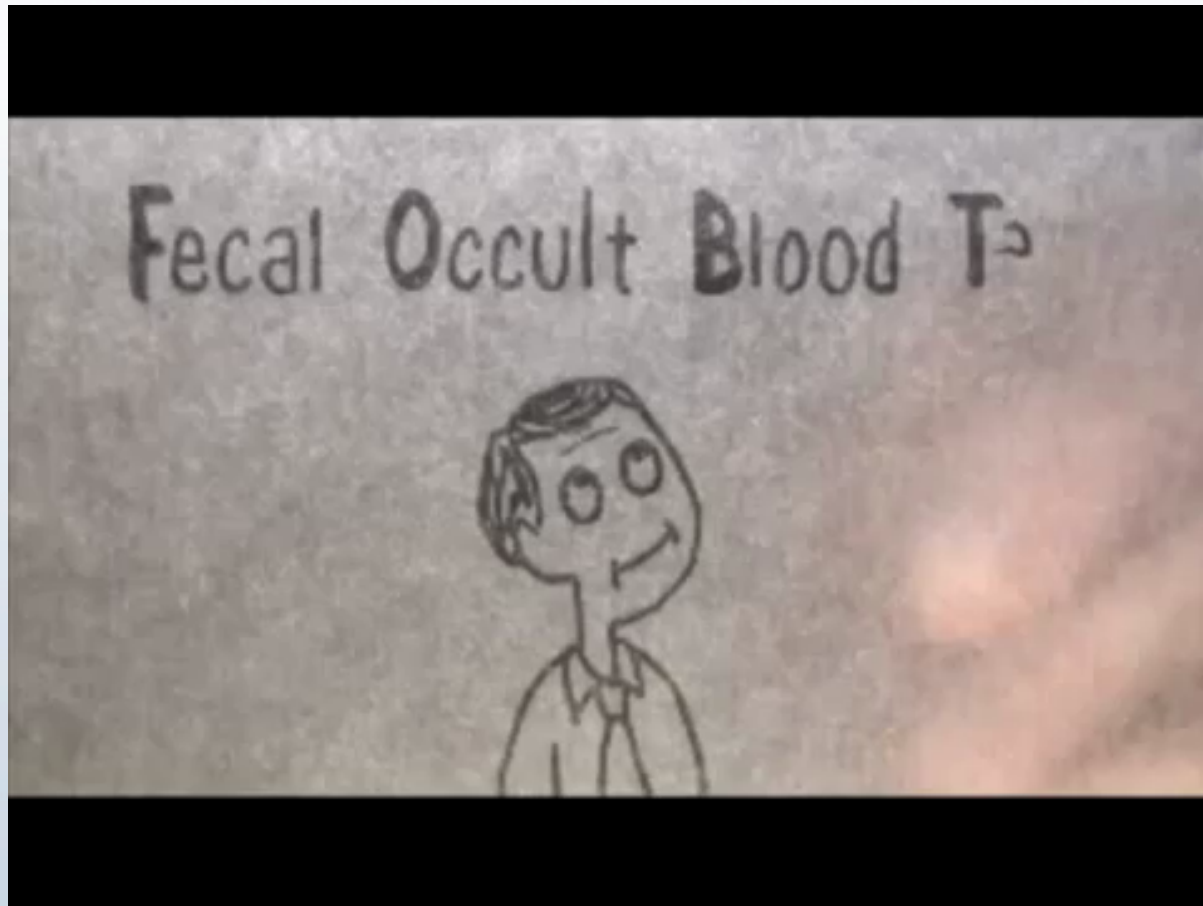
- Place only the test card inside the foil-lined envelope and seal tightly.
- Place the foil-lined envelope and the completed requisition form from your health care provider in the envelope provided.
- Mail or drop off envelope at a community laboratory collection centre.

Need help? Any questions? Go to:
ontario.ca/coloncancercheck
 Or call 1-866-410-5853 (TTY 1-800-387-5559)

Intervention: Instructional Video → Lev Yilmaz



FOBT Instructional Video



Events

- Posted on Website and YouTube June 22, 2012
- Emailed Notice of Video to:
 - LHINs
 - Cancer Screening Programs
 - Family Health Teams
 - Regional Projects
 - Community Partners
 - Public Health Units
- Press Release July 16, 2012
 - CTV blogspot July 17, 2012

Evaluation: YouTube Stats

- Views as of October 9, 2012:
 - English version: 3,068
 - French version: 314
 - Cree version: 71
- Viewed in 68 Countries, Top 5 locations:
 - Canada, United States, France, UK, Romania
- Top demographics
 - 41% Male, 59% Female
 - Age 45-64 years

Website Statistics (October 9, 2012)

www.getscreened.ca

English version	→	66 downloads
French version	→	58 downloads
Cree version	→	13 downloads

Reactions...Health Care

- Thanks-that is a great video. Serious message but yes, very funny! I am now going to pass it on...
- Can you send me a link to download the video? Some in our group would like to have this on their exam room systems.
- The clip is good, however the graphics are a little lackluster. It has been shared with co-workers and the general consensus was that it was good to convey the CRC screening message in layman's terms however the quality of the graphics was questionable.
- I like the humorous approach and short delivery. I'm concerned the provincial program ColonCancerCheck is not referenced and that the FOBT graphics do not look like the CCC kits

Reactions...Men

- That's great!
- I love it!
- That's the truth - that's what happens.
- That's a 5-star production, that one.
- Everyday stuff, basically. That's what it seemed like. Everyday stuff. And that's what you want. You don't want it to be anything special
- I'll bet when you've seen the video, you'd only have to read the instructions once

Reactions...Women

- I love it! That's great!
- That was a good, good video, eh?
- It's simple. You've simplified it.
- Now I know how to do the test
- I am still laughing. I got my poo kit in the mail this week. I am now motivated to take the poo plunge...yuk

Questions?

dionne.gesink@utoronto.ca

www.getscreened.ca

