

Helping People Get Screened for Colon Cancer with a "Talking Card" Tool



Hi, this is Reverend Freddie from Louisville, Kentucky. I'm a colon cancer survivor and my life was saved by a screening test like the FIT test you have now.

My doctor found out that I had colon cancer because of a screening test. The best way to beat colon cancer is to find it early, the FIT test helps do that.

- **WHY**...Excluding some types of skin cancers, colorectal cancer is the third most commonly diagnosed type of cancer, and the third leading cause of cancer deaths in the United States. Colorectal cancer is unique in that screening doesn't just detect early-stage cancer – it can prevent colorectal cancer from even developing!
- **WHAT**...At-home stool-based tests, like FIT, look for possible signs of trouble (blood that cannot be seen by the human eye) in a sample taken from a normal bowel movement. The FIT test does not require a medical procedure, time off work, or any type of preparation – it can be taken at home, when convenient, and mailed or given back to the doctor for processing. If it comes back negative (meaning no signs of trouble), it needs to be taken yearly. If it comes back positive, the doctor will order more tests to see what's wrong.
- **HOW...THE TALKING CARD.** This low technology card walks patients through how to do their at home FIT screening tests with a simple language and audio tool.
- **WHO**...This card is intended to help people who have low health literacy, might worry the test is too hard, don't see themselves reflected or connected to the healthcare system and who might not have access to high technology solutions.

The University of Kentucky Markey Cancer Center in collaboration with the American Cancer Society are working to develop talking cards that reflect the unique needs of the communities they work with across the state of Kentucky who need screening the most.

Early results of surveys sent to patients who have used the card reported they could better understand how to use the at home FIT test screening tool after using the talking card for guidance. Nearly half surveyed reported they felt better about the at home test and would be more likely to complete screening after using the talking card tool.



Funds provided by **The Kentuckiana Friends of V** will go towards the purchase of the at home FIT tests and ongoing studies across Kentucky of making sure the talking card is a helpful tool to communities with low screening rates and higher incidence of cancer.