PRIORITY AREA: CANCER PREVENTION AND EARLY DETECTION

Cancer Council Queensland

Viertel Cancer Research Centre

Increasing Participation in the National Bowel Cancer Screening Program

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Bowel cancer is the second leading cause of cancer-related death in Australia. If detected early, bowel cancer can be successfully treated in over 90% of cases. Despite this, only 40% of people take the life-saving opportunity to participate in Australia's National Bowel Cancer Screening Program. The design and scientific testing of novel, user-informed behaviour change interventions is vital to increasing our low screening participation rate and saving lives from bowel cancer.

What is the study?

Through this research project we investigate barriers to bowel cancer screening participation in the population and design strategies to overcome them in collaboration with consumers and the National Bowel Cancer Screening Program organisers. This research involves surveys, interviews, and focus groups with National Bowel Cancer Screening Program recipients about their experiences and preferences, iterative co-design of behaviour change interventions, and randomised, controlled trails of these interventions within the Program and general practice. Interventions currently being designed and trialled include general practitioner endorsement SMS, promotional videos and redesigned invitation materials.

Why is this project important?

If we can increase participation in the National Bowel Cancer Screening Program from 40 to 60%, over 80,000 deaths from bowel cancer in the next 20 years would be prevented. This research is how we can turn that vision into reality.