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Background:

- Newcomers to Canada are less likely to undergo cancer screening than other Canadians
- Screen savers often play in exam rooms while patients wait to be seen
- This is an opportunity for health teaching

Purpose:

- To increase awareness of and rates of screening for colorectal cancer

Population:

- Patients who are newcomers to Canada

Methods:

- A simple screen saver for desktop computers was developed in four languages:
 - English
 - Urdu
 - Persian
 - Russian

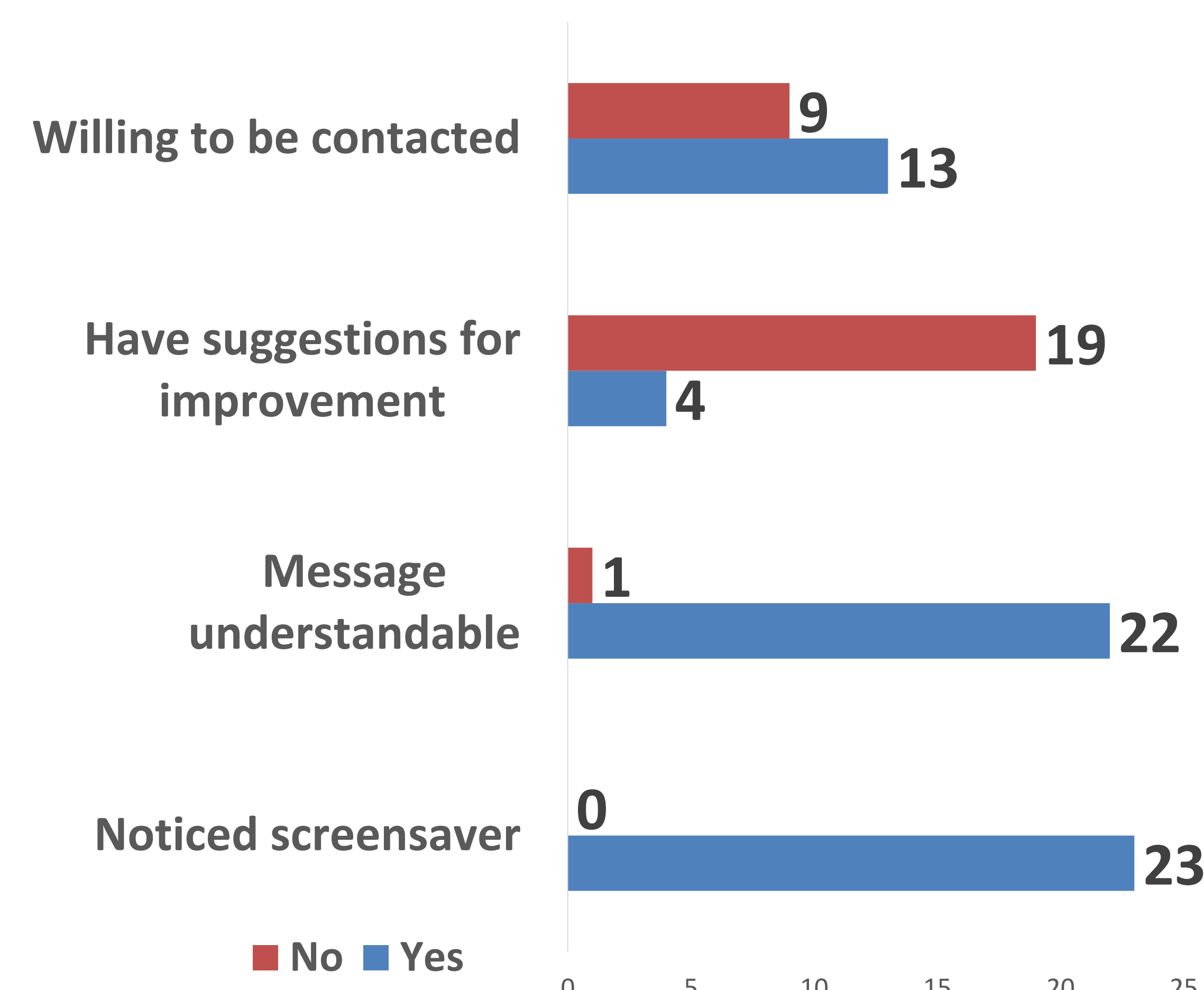
Methods continued:

- Baseline colorectal cancer screening rate was 76% and will be re-measured after six months
- Screen savers are being piloted June – September, 2014
- Patient acceptability survey conducted concurrently

Preliminary results:

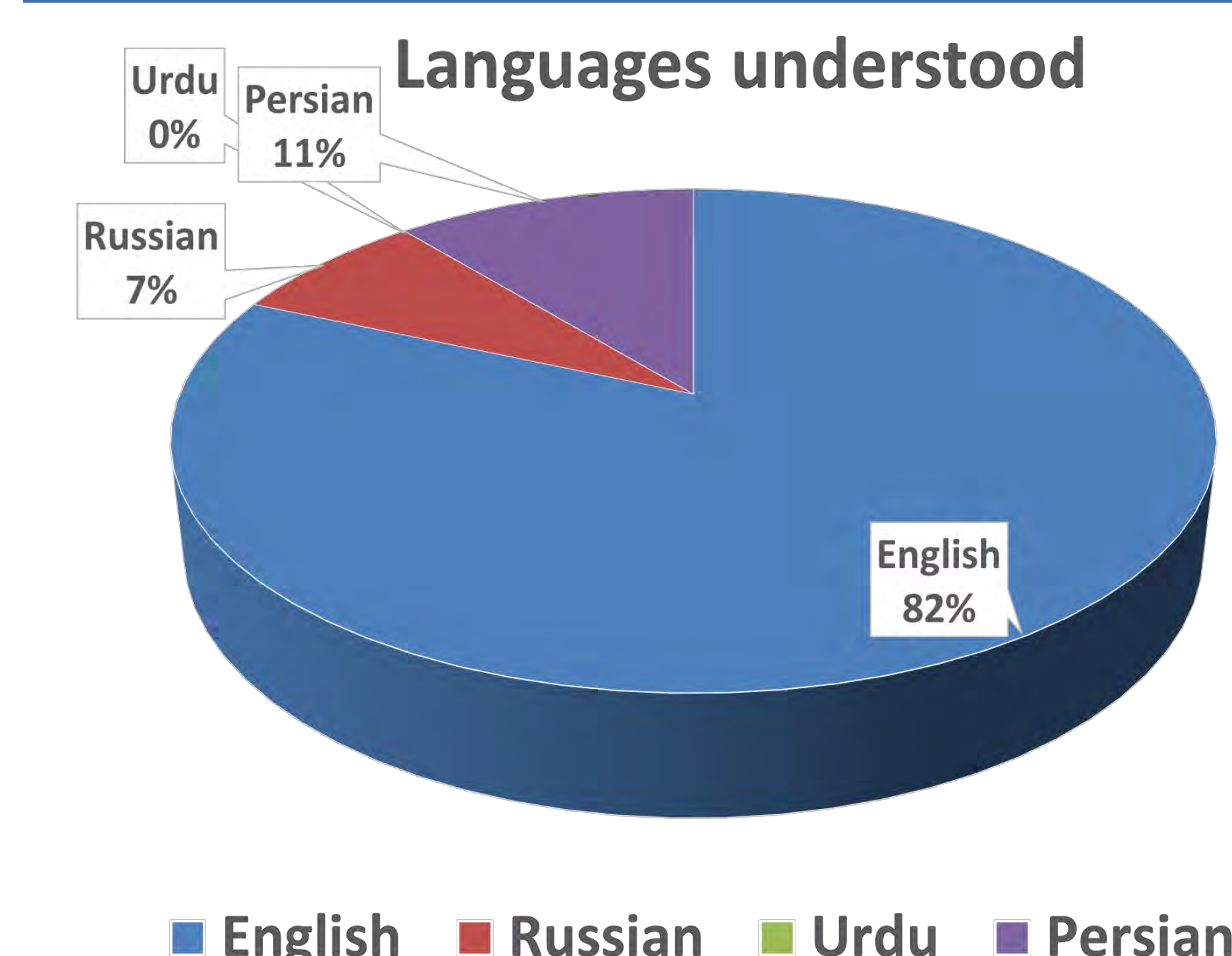
- Patient feedback demonstrates screen saver:
 - ✓ Captures patient's attention
 - ✓ Successfully communicates health teaching in other languages

Results (n=23)



- Effect on cancer screening rates to be determined after six months

Results continued:



Qualitative Survey Comments:

- Content cycles too slowly
- English version should appear more frequently
- Cultural interpretation of hand signals may vary

Conclusion:

- Screen saver is a useful education tool
- It is a reasonable method of outreach for patients whose primary language is not English
- If screening rates increase, we will disseminate throughout North York community