The Screen Saver: An Educational Tool to Improve Colorectal Cancer Screening Rates

Dr. Kimberly Wintemute, MD CCFP FCFP
Department of Family and Community Medicine
Medical Director, North York Family Health Team
Lecturer, University of Toronto

Dr. Marla Ash, MD CCFP
Department of Family and Community Medicine
Regional Primary Care Lead for Central LHIN, Cancer Care Ontario
Lecturer, University of Toronto

North York General Hospital & University of Toronto; Toronto, Canada

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

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 continued:

<table>
<thead>
<tr>
<th>Qualitative Survey Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Content cycles too slowly</td>
</tr>
<tr>
<td>• English version should appear more frequently</td>
</tr>
<tr>
<td>• Cultural interpretation of hand signals may vary</td>
</tr>
</tbody>
</table>

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

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

Results (n=23):

- Willing to be contacted: 9 yes, 13 no
- Have suggestions for improvement: 4 yes, 19 no
- Message understandable: 1 yes, 22 no
- Noticed screensaver: 0 no, 23 yes
- Effect on cancer screening rates to be determined after six months

Languages understood:
- English 82%
- Russian 7%
- Urdu 11%
- Persian 0%