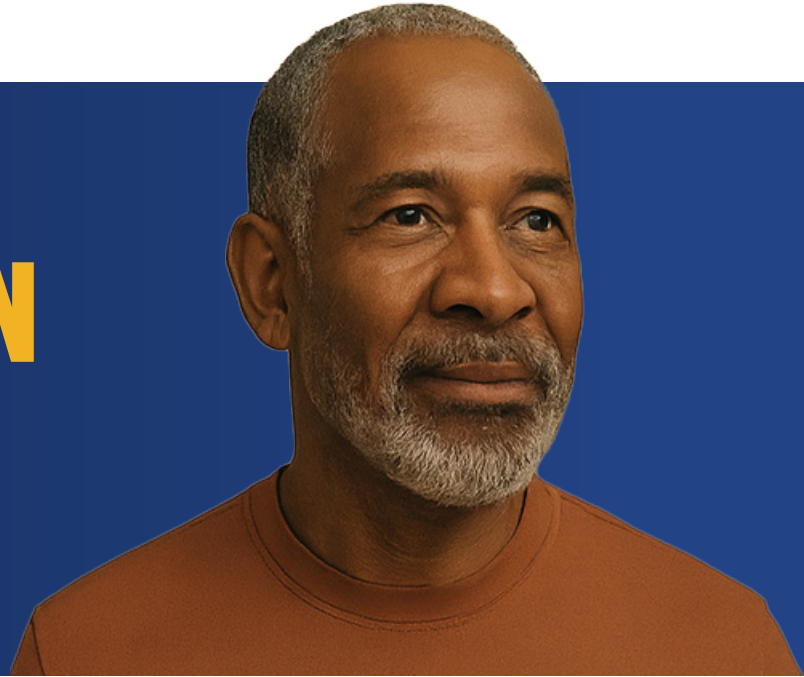


## Screening

# CONVERSATION GUIDE

**PURPOSE:** To guide a structured, empathetic conversation with patients about colorectal cancer screening, answer common questions, and provide resources.



### STEP 1: OPEN THE CONVERSATION

Hi, my name is \_\_\_\_\_ and I work with \_\_\_\_\_. I talk to people about ways to stay healthy and prevent diseases like colon cancer. Have you ever heard about colorectal cancer screening?

*Tip: Keep your tone friendly and conversational, not pushy.*

### STEP 2: EXPLORE THEIR EXPERIENCE

Have you ever had a colorectal cancer screening?

Yes  No

If not, what's stopped you from getting screened?

---

---

---

*Tip: Listen actively, show empathy and understanding, not judgment.*

### STEP 3: SHARE WHY SCREENING MATTERS



Colorectal cancer often has no symptoms early on.



Screening can prevent cancer or detect it early, when it's easiest to treat.



Most people should start screening at age 45, earlier if there's a family history.

## STEP 4: INTRODUCE SCREENING OPTIONS (CONVERSATIONALLY)

- There are a few ways to get screened. Some people do a colonoscopy, every 10 years or sooner if needed. Others do an at-home stool test, which you can do in the privacy of your own home.
- Your doctor or Community Health Worker can provide information help navigate the various options available.

## STEP 6: MOTIVATE ACTION

Would you like me to show you where you can get screened locally?

Yes  No

Would you like a home test kit you can do at your own time?

Yes  No

Who could support you in making an appointment?

---

---

---

## STEP 7: WRAP UP THE CONVERSATION

- Thank you for talking with me today. Taking this step can really protect your health.
- Here's some easy information to take home. (Hand them a flyer, card, or resource link)

## STEP 5: ADDRESS CONCERNS GENTLY

- **“I feel fine, I don’t need it.”**  
Most colon cancers start silently. Screening helps stop colorectal cancer early.
- **“I’m embarrassed / scared.”**  
This is a common concern. Rest assured, there are several different approaches to testing that may provide comfort.
- **“I can’t afford it.”**  
Most insurance covers it, and there may be programs to help people who are uninsured.
- **“I don’t have transportation”**  
Ask your provider or Community Health Worker about medical transport, ride-share programs, or volunteer driver services. Many options, including Medicaid-covered rides, are available to help you get to and from your appointment safely.

**Colorectal cancer is preventable, but only if you get screened.**