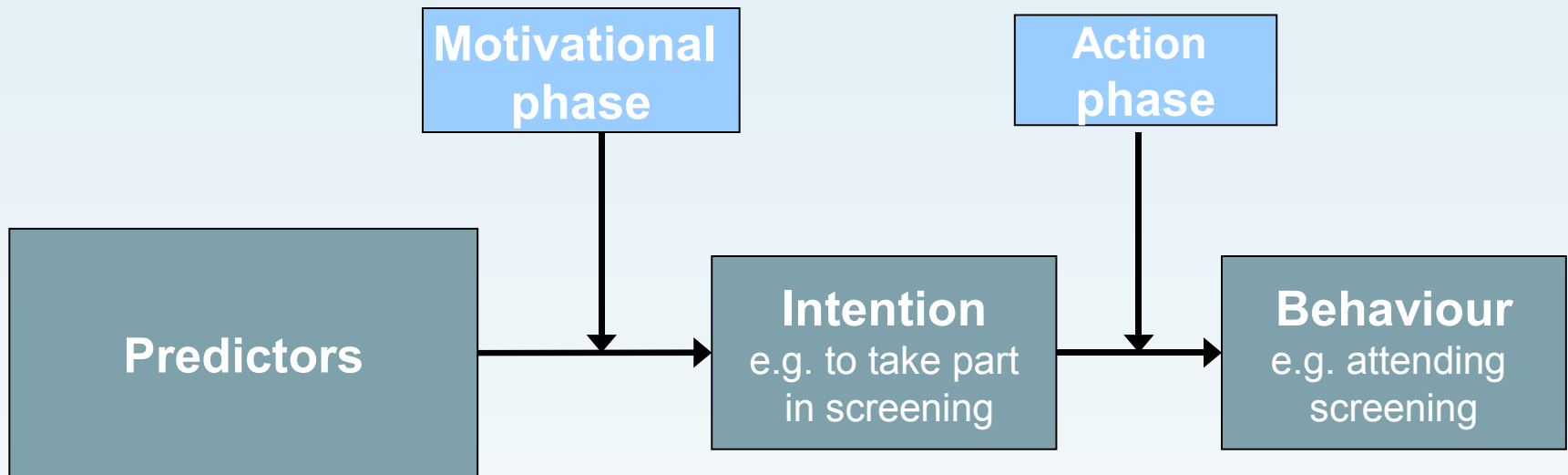


# **INTENTION TRANSLATION IN COLORECTAL SCREENING BEHAVIOUR**

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# Understanding screening behaviour



## Previous research

- Factors associated with intention and action are different  
e.g. Cervical screening (Orbell & Sheeran, 1998),  
Colorectal cancer screening (Power et al, 2008)

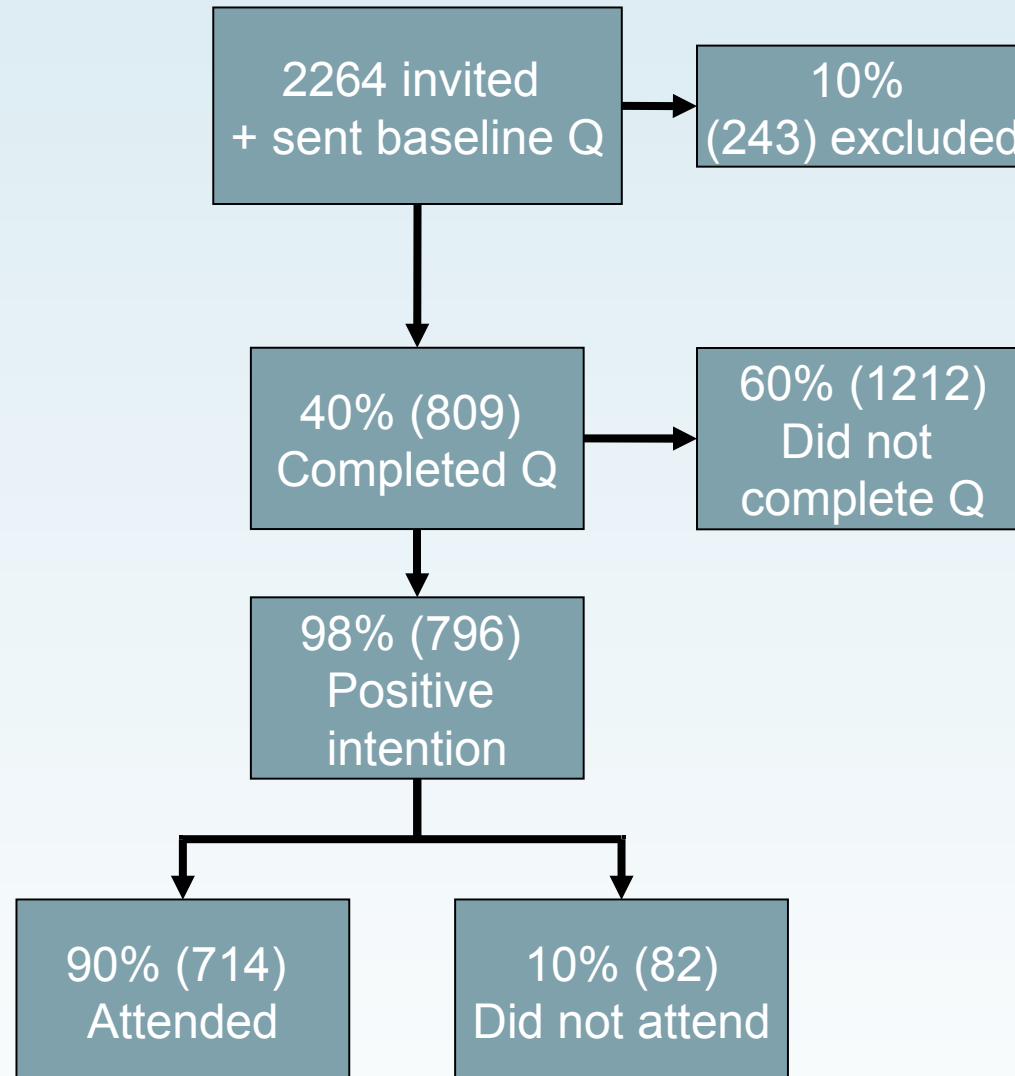
# The present study

- Replicate previous findings
- Explore additional predictors of intention translation in FS screening
  - competing priorities
  - planning & conscientiousness
  - self-efficacy
  - ethnicity
  - religion
  - family history of CRC

## Context

- CRC screening in the UK
- Pilot demonstration project – feasibility of nurse-led FS screening programme
- Community sample aged 58-59yrs
- Sent invite 6 weeks prior to appt + baseline Q

# Response



## Results

- **Married** vs single 2.26 (1.18-4.33)\*
- **White British** vs other 2.54 (1.47-4.38)\*\*
- **Christian** vs Muslim 2.47 (1.15-5.33)\*
- **Lived in UK all life** vs <all life 1.70 (1.06-2.72)\*
- **Pos family history of CRC** vs neg 3.99 (1.24-12.90)\*
- **Deprived** vs affluent 0.37 (0.19-0.70)\*\*
- **Less affluent area** vs affluent area 0.93 (0.89-0.96)\*\*\*
- **More daily hassles** 0.49 (0.34-0.71)\*\*\*
- **Higher self efficacy (bowel prep)** 1.65 (1.19-2.28)\*\*

\*  $p < 0.05$

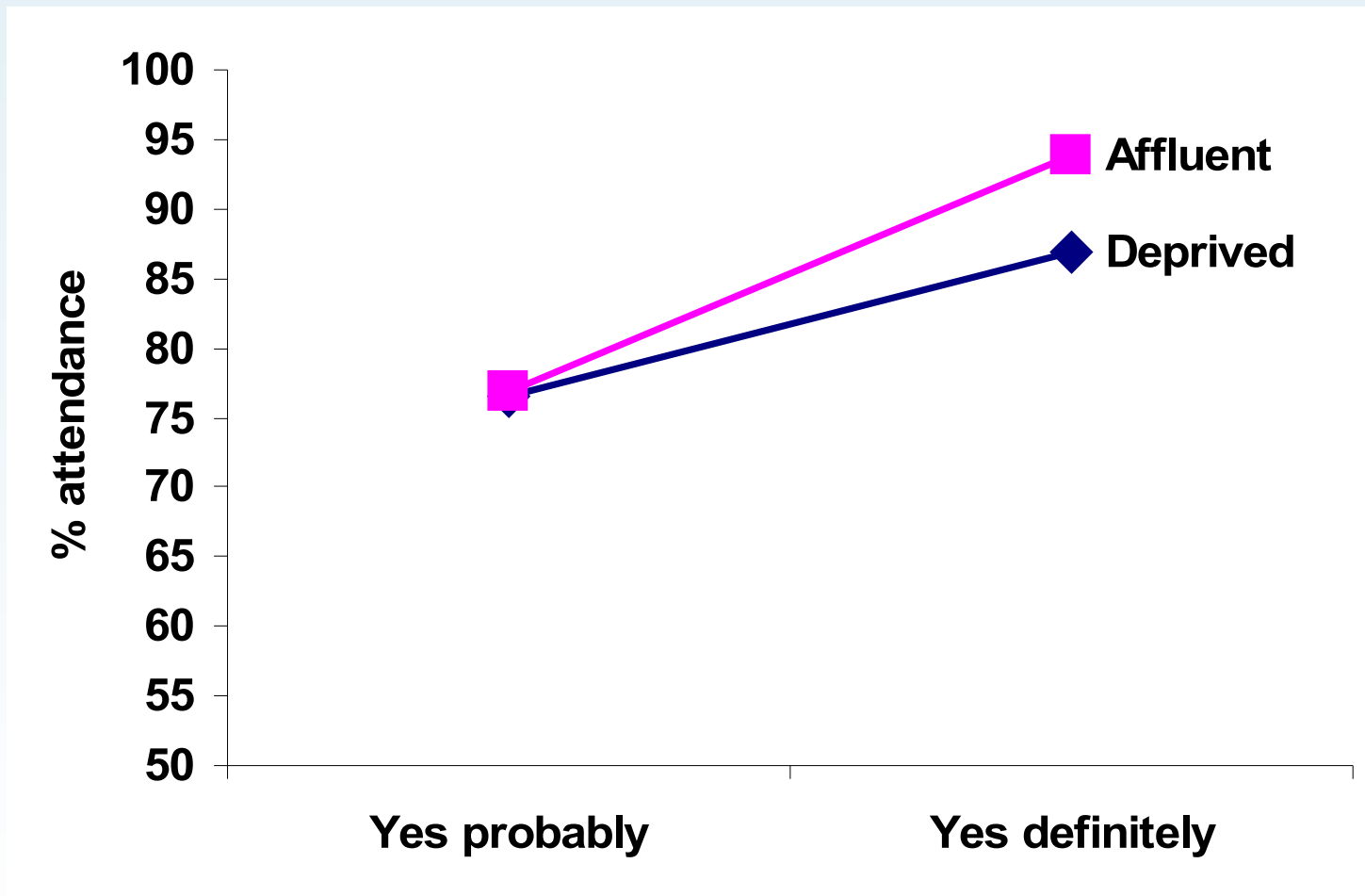
\*\*  $p < 0.01$

\*\*\*  $p < 0.001$

## Intention strength

- Do you intend to go for the Flexi-Scope Test' (definitely not, probably not, yes probably, yes definitely).

# Figure 1: Interaction between individual deprivation and intention strength



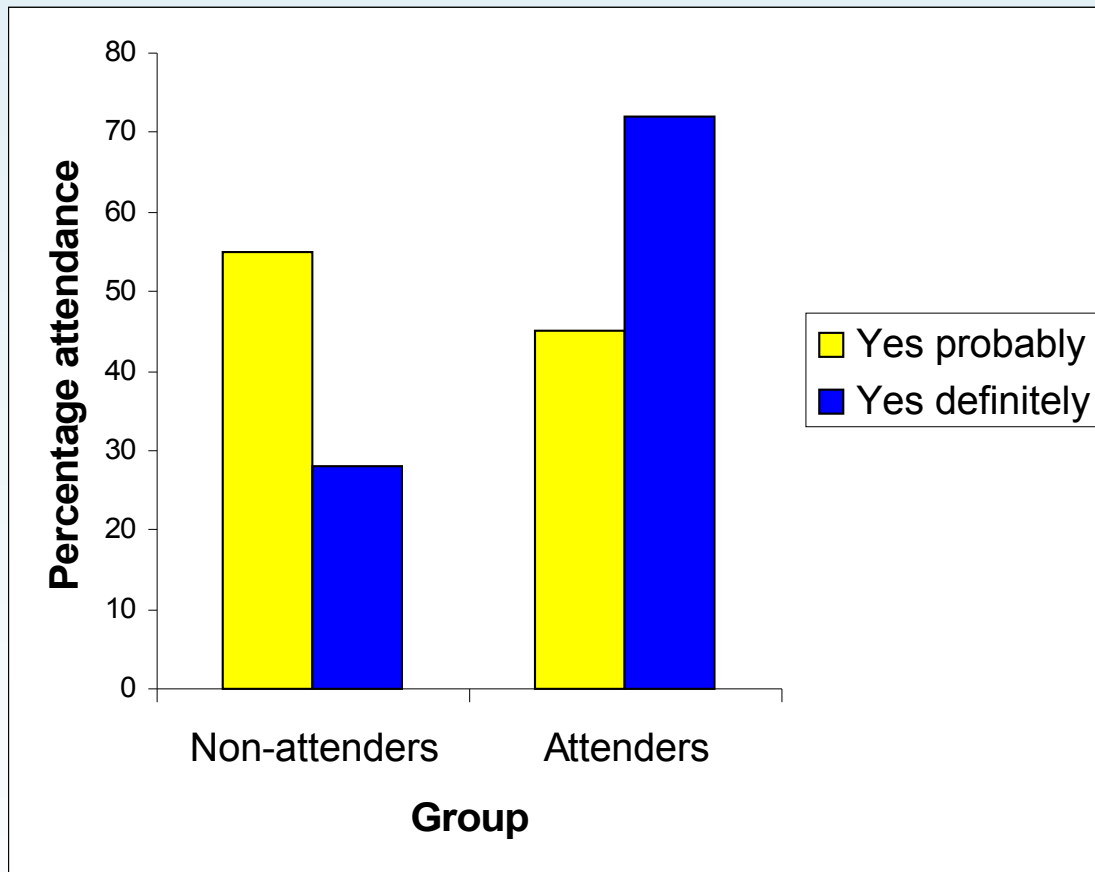
## Conclusions

- Participation in intenders is associated with married, White-British, Christian
- Deprivation, daily hassles reduced intention translation
- Higher perceived capability improved intention translation
- No role for subjective health, intention priority, conscientiousness or planning

# Thank you!

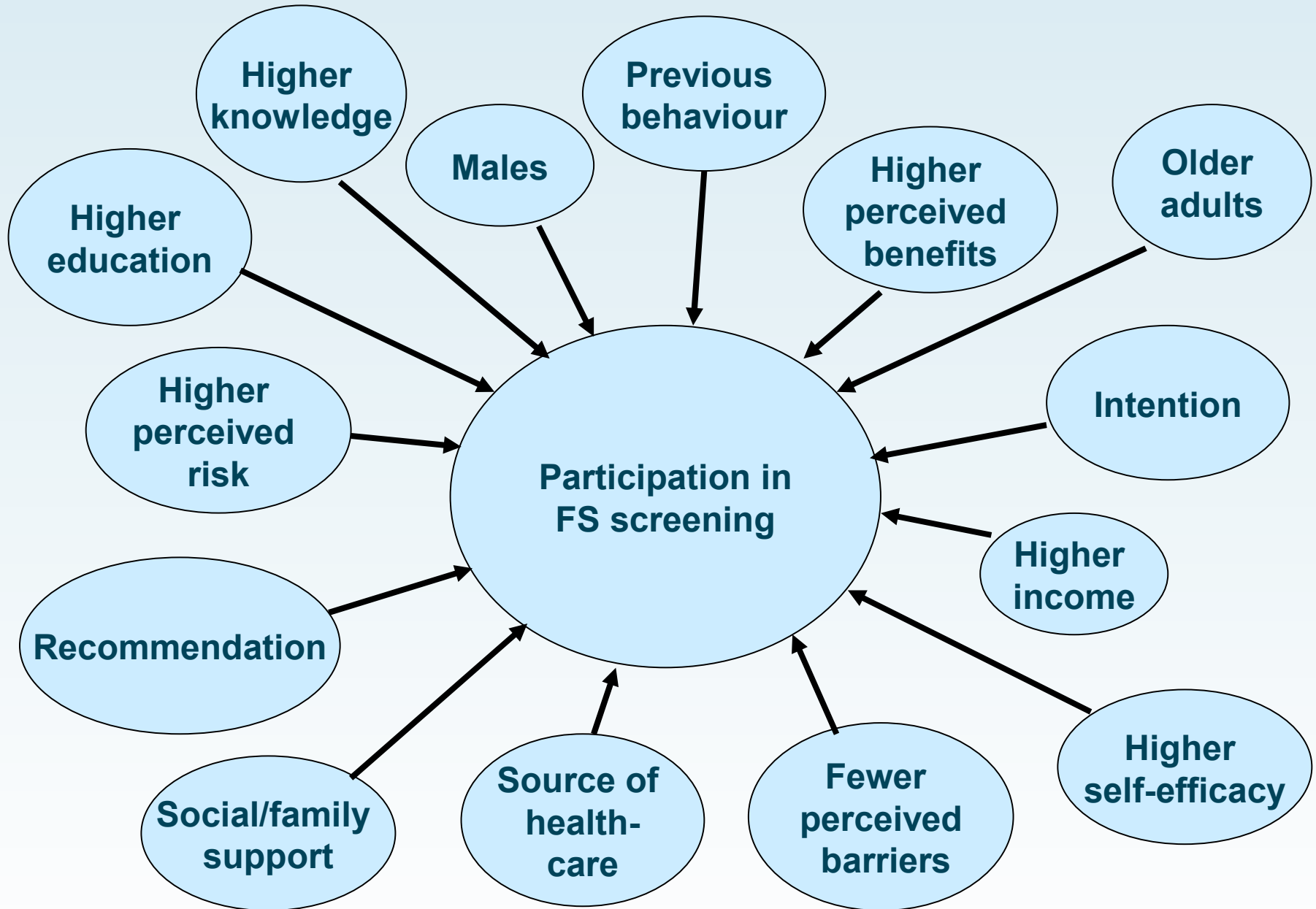
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# Intention strength?



# Harrow & Brent

<b>Sociodemographics (%)</b>	<b>Harrow (n=206,814)</b>	<b>Brent (n=263,464)</b>	<b>London (n=7,172,09)</b>	<b>England (n=49,138,8)</b>
Ethnicity	58.8	45.3	71.2	87.0
White	21.9	18.5	6.1	2.1
Indian	3.0	10.5	4.8	1.1
Black Caribbean				
Born in England	66.9	53.4	72.9	87.4
Employed	62.4	56.9	60.2	60.9
Home owner	75.2	55.9	56.5	68.9
No qualifications	20.7	24.6	23.7	29.1



## Measures

- Socio-demographics
- Health
- SES
- Intentions
- Stress
- Planning
- Intention priority
- Self-efficacy

**Figure 2: Interaction between area-based deprivation and intention strength**

