

Prev Med. 2004 Jan;38(1):78-84.

Home-administered fecal occult blood test for colorectal cancer screening among worksites in Taiwan.

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**BACKGROUND:** This study assessed the perceived acceptance, difficulty level, and screening efficacy of home-administered fecal occult blood test (FOBT) among a Chinese population. **METHODS:** Participants (age 40 and above) were recruited at various worksites in Taiwan during the summer of 2002. A single group pretest and posttest design was used. **RESULTS:** The 1-month follow up rate was 81% (304/375). Screening result return rate (76%) and FOBT completion rate (74%) using the home-administered kit (HAK) were both high. Intention towards FOBT in the coming year significantly increased after the intervention ( $P<0.001$ ). At pretest, participants demonstrated higher perceived acceptance and screening completion efficacy of FOBT using home-administered kit (HAK) than the traditional method ( $P<0.001$ ). At posttest, the perceived difficulty of FOBT using HAK was significantly lower than the traditional stool-collecting method ( $P<0.001$ ). While the acceptance of HAK remained high both before and after the intervention, the acceptance and screening efficacy towards traditional FOBT decreased significantly ( $P<0.001$ ). **CONCLUSIONS:** This study showed the great potential of using home-administered FOBT to promote colorectal cancer (CRC) screening among a Chinese population. Future intervention using innovative screening strategies will need to consider the participant's stage of adoption and cultural beliefs related to screening and preventive behaviors.