

# Increasing Cancer Screening: Small Media Targeting Clients

---

## Task Force Finding

### Intervention Definition

Small media include videos and printed materials such as letters, brochures, pamphlets, flyers, or newsletters, which convey educational or motivational information. The messages contained in these materials may or may not be tailored to specific people based on information derived from individual assessments. These materials can be distributed through community settings or healthcare systems.

### Task Force Finding (December 2005)\*

The Task Force recommends the use of small media to increase screening for breast cancer, cervical cancer, and colorectal cancer (by FOBT) on the basis of strong evidence of effectiveness. Evidence is insufficient, however, to determine whether small media are effective in increasing colorectal cancer screening by flexible sigmoidoscopy, colonoscopy, or double contrast barium enema because no studies evaluating these screening procedures were identified.

\*From the following publication:

Task Force on Community Preventive Services. Recommendations for client- and provider-directed interventions to increase breast, cervical, and colorectal cancer screening. *Am J Prev Med* 2008;35(1S):S21-5.

### Publications

Baron RC, Rimer BK, Breslow RA, et al. Client-directed interventions to increase community demand for breast, cervical, and colorectal cancer screening: a systematic review. *Am J Prev Med* 2008;35(1S): S34-55.

Task Force on Community Preventive Services. Recommendations for client- and provider-directed interventions to increase breast, cervical, and colorectal cancer screening. *Am J Prev Med* 2008;35(1S): S21-5.

---

### Disclaimer

The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

Document last updated December 23, 2013