## Increasing Cancer Screening: Small Media Targeting Clients - Colorectal Cancer

### Summary Evidence Table - Economic Review

<table>
<thead>
<tr>
<th>Study</th>
<th>Population</th>
<th>Comparison</th>
<th>Cost Components</th>
<th>Summary Measure</th>
</tr>
</thead>
</table>
| **Author (Year):** Lairson et al. (2008) | **Location:** Philadelphia, PA  
 **Study Population:** Men and women 50-74 years of age  
 **Sample Size:** n=386 | N/A | Component  
 Staff Salary  
 Overhead  
 Materials  
 Equipment | $150 per person |
| **Author (Year):** Shankaran et al. (2007) | **Location:** Denver, Colorado  
 **Study Population:** Women and men 50+ years old | Usual Care | Component  
 Staff Salary  
 Overhead  
 Materials  
 Equipment | $44.49/additional person screened (colonoscopy) |