

Abstract

Background. Colorectal cancer ranks third among all cancers in incidence and mortality in North Dakota and second in late-stage diagnosis. Despite availability of several screening tests, screening rates remain low.

Purpose. To understand the participants perceptions on the barriers of fear, awareness, and financial concern and how discussion with a healthcare provider affects them.

Sample. A sample of 7,068 individuals were identified who were aged 50-75, insured with Blue Cross Blue Shield of North Dakota through the North Dakota Public Employees Retirement system, and were not in compliance with United States Preventive Services Task Force colorectal cancer screening guidelines.

Method. Participants were surveyed on the constructs of fear, awareness, and financial concern using a six-point Likert-type scale. Comparisons were made using the independent variable of having had a discussion with a healthcare provider.

Results. Having a discussion with a healthcare provider was associated with statistically significant lower levels for each barrier. Those who had a discussion about screening were also found to more likely have had a screening.

Implications. Provider-level education and policy, systems, and environmental interventions can be developed that help to mitigate barriers and increase screening rates.

Keywords: cancer, colorectal, screening, barriers, North Dakota, health belief model