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Abstract	<p>Background: Colorectal cancer screening rate in rural Appalachian area is lower than the national average. The overall incidence of colorectal cancer is higher in Appalachia. The purpose of this study was to explore potential barriers to colorectal cancer screening in West Virginia Appalachian area.</p> <p>Methods/Design: A cross-sectional survey was designed to identify patient-reported barriers to colorectal cancer screening using health belief model to assess their attitudes and behaviors. Paper-based surveys containing 50 questions were randomly handed to individuals over the age of 50 at various locations including healthcare and non-healthcare facilities. All responses were then categorized into 2 groups: the screened group and the unscreened group. Differences among both groups were statistically analyzed using Stata 15 software.</p> <p>Results: Of the 758 adults initially queried, 713 people consented to participate in the study, resulting in a response rate of 94.1%. The participants who had not been screened were significantly less likely to have seen a primary care physician within the last 6 months and were more likely to worry about the discomfort of the screening colonoscopy. A family history of colorectal cancer was higher in the screening group. Embarrassment, rather live without knowing and fear of diagnosis were all statistically significant in the unscreened group. Interestingly, if colonoscopy was available on the weekend was agreeable to significantly more patients who already were screened. Neither group saw transportation or fear of being a burden as a significant barrier to colonoscopy.</p> <p>Conclusion: Lack of colorectal cancer screening awareness and knowledge might have been responsible for negative views of colorectal cancer, fatalism and of aversion toward screening participation. The importance of having a primary care physician seems to be emphasized by this data. Getting more people from Appalachia to see primary care physicians should increase the rate of screening colonoscopies.</p>
Learning Objectives	<p>Understand some of the reasons for the low screening rate of colonoscopies in Appalachia</p> <p>Understand the role of primary care physicians in guiding patients toward screening colonoscopies</p>
References and Resources	<p>Barriers to Colorectal Cancer Screening Among Medicare Consumers - American Journal of Preventive Medicine [Internet]. [cited 2019 Feb 24]. Available from: https://www.ajpmonline.org/article/S0749-3797%2805%2900502-7/abstract</p> <p>Tessaro I, Mangone C, Parkar I, Pawar V. Knowledge, barriers, and predictors of colorectal cancer screening in an Appalachian church population. <i>Prev Chronic Dis</i>. 2006 Oct;3(4):A123.</p> <p>Brawarsky P, Brooks DR, Mucci LA, Wood PA. Effect of physician recommendation and patient adherence on rates of colorectal cancer testing. <i>Cancer Detect Prev</i>. 2004;28(4):260–8.</p>
Disclosures	<p>All authors and coauthors have no relevant financial relationships to disclose.</p> <p>The author does not intend to discuss an off-label/investigative use of a commercial product/device.</p>