

HEALTHCARE | PREVENTIVE SCREENING

Colorectal screening kit returns ran 32% higher when the message focused on family

"Life Starts at 50": a bilingual colon cancer screening campaign for Hispanic and African American men.

Snapshot

Client	A national healthcare organization
Industry	Healthcare
Goal	Motivate Hispanic and African American men to complete at-home FIT colon cancer screening tests
Campaign	"Life Starts at 50"
Languages	English, Spanish

Results at a glance

32% Higher

AT-HOME FIT KIT RETURN RATE

Compared with the National Colon Cancer Screening Program

Positive Results

"AN OVERWHELMING SUCCESS"

Client feedback on the campaign relayed positive outcomes

Moved to Act

MESSAGES THAT CONNECT

Culturally relevant messages in English and Spanish

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The impact of Cultural Intelligence (CQ):

01

THE CHALLENGE

Colorectal cancer is the second leading cause of cancer deaths in the US, and most cases can be prevented when detected early. Hispanic and African American men are less likely to get screened, so they're more often diagnosed at later stages. Only 42% of Hispanic men are up to date with screening, compared with 60% of non-Hispanic whites.

Language barriers, fewer doctor visits when there are no symptoms, insurance status, lifestyle, and reluctance about the procedure all play a part.

02

WHAT WE DID

We built the message around what matters most to these men: their families.

- Cultural insights into the barriers that keep Hispanic and African American men from getting screened.
- Family as the universal connector, with a message focused on family and community instead of the individual.
- "Life Starts at 50": messages built around life milestones and moments made possible by good health.
- Culturally relevant messages in English and Spanish.

03

THE RESULTS

Resonated

Moved to act

Higher return rate

During the campaign, the at-home FIT kit return rate was 32% higher than the National Colon Cancer Screening Program.

The client called the campaign an "overwhelming success." The family and community message resonated more with these men than an individual one, and it moved them to act.

Want your screening campaigns to move people to act?

Talk to us → cqfluency.com

CQ Fluency

About CQ Fluency

CQ Fluency helps healthcare organizations deliver critical communications that are accurate, accessible, and compliant. We combine AI-enabled workflows with human expertise and cultural intelligence, so the people they serve understand what they receive and act on it.

Understanding Changes Everything.

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