

Focus group findings on beliefs, barriers, and facilitators of colorectal cancer screening among Latino men

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TOPIC/TARGET AUDIENCE: Colorectal cancer screening

ABSTRACT: Cancer has surpassed heart disease as the leading cause of death among Latinos in the United States. Screening rates for colorectal cancer (CRC) remain low, especially for Latinos whose screening rates fall below Healthy People 2020 benchmarks and non-Hispanic Whites. Latino men specifically have an 18% lower screening rate compared to non-Latino White men. Although a handful of studies have conducted focus groups and interviews to explore attitudes and beliefs towards CRC, the majority of participants in those studies have been female. We found only one study that included all men (both Latinos and African-Americans) in their discussions of colorectal cancer. This study conducted focus groups with Latino men ages 50-75 to discuss cultural barriers and enablers to CRC screening and to identify best health dissemination methods.

We conducted six focus groups (with 45 Latino men) stratified by CRC screening history (never screened vs. up-to-date). Men received a \$25 gift card for their participation.

Preliminary data reveal that fear of finding out one has cancer and equating cancer with death are major barriers to screening for Latino men. Final results will be discussed as well as implications for developing culturally relevant CRC interventions to increase screening among Latino men.

OBJECTIVE(S):

- Describe attitudes and beliefs toward colorectal cancer screening held by Latino men.
- Identify cultural barriers for colorectal cancer screening among Latino men.
- Identify enabling factors for adhering with colorectal cancer screening guidelines.
- Identify culturally relevant colorectal cancer interventions.

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