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**Adult/Gerontology Acute
Care**

A Comprehensive Community Awareness Website to Increase Screening Colonoscopy Rates Among Adults in Flower Mound, TX

PURPOSE

Colorectal cancer is the second leading cause of cancer-related deaths in both men and women. The purpose of this scholarly project was to implement a website and flyer to increase screening colonoscopy rates in adults ages 45 to 75.

BACKGROUND

There are no formal models or guidelines for increasing screening colonoscopies in the United States. The literature search also revealed that many Americans do not have a good general knowledge of colorectal cancer and colonoscopies.

The project was implemented at an ambulatory gastrointestinal endoscopy center in Flower Mound, Texas.

METHODOLOGY

The website was created using Wix and a flyer using Canva. The number of screening colonoscopies pre- and post-intervention were used to assess project success. Wix website analytics/behaviors were also analyzed. Changes to the project were implemented according to the Agile quality improvement method. The limitation of this

project was the time constraint for implementation.

RESULTS

The results showed that there was not an increase in screening colonoscopy rates at the endoscopy center, with 142 less in the post-intervention group. The social media posts did receive many views, with a total of 2809 across all platforms used.

IMPLICATIONS

A comprehensive community awareness website and flyer does not increase screening colonoscopy rates among adults in Flower Mound, TX.

Healthcare teams should be aware of the problems and dangers colorectal cancer poses in every community in the country. DNP-prepared nurse practitioners should use this project as a template, improve it, and implement it to increase screening colonoscopy rates in their communities.