



"Communication Strategies to Improve Colorectal Cancer Screening Rates" is a one-hour virtual training session focused on how to effectively communicate the importance of colorectal cancer (CRC) screening. The training aims to enhance how CRC screening messages are framed and to promote shared decision-making, ultimately increasing patient adherence to screening recommendations based on clinical guidelines. While geared toward primary care physicians, the training is valuable for all healthcare professionals, such as nurses, patient navigators, community health workers, and others who engage patients in conversations about screening.

The training includes four key learning objectives:

1. Explain the impact of CRC on high-risk populations and communities.
2. Identify key cognitive barriers that prevent patients from undergoing screening.
3. Evaluate communication strategies that support patient acceptance of guideline-based CRC screening.
4. Apply effective techniques to motivate patients to take action toward getting screened.

We are pleased to provide continuing education (CE) credit for this activity. To learn more about this, please visit the activity page [here](#).

Participants will need to create an account which they can do using the above link. Once an account is created participants need to acknowledge the CE Info even if they are not seeking credit for the training. The training will begin after the acknowledgment.

If you have any questions about the training or need assistance, please contact:
canserv@health.ny.gov