

Let's Talk: Guts & Butts



Event Summary

Guts and Butts was held on March 10, 2019 at the Danville YMCA in collaboration with the UVA Cancer Center, VCU Massey Cancer Center and Hitting Cancer Below the Belt. The event aimed to increase awareness and intentions around colorectal cancer screening in the Danville community. To achieve this, local community based organizations set up booths to cover specific colorectal cancer risk reduction topics including nutrition, physical activity, screening options, and insurance coverage. Participants were encouraged to visit all booths, complete a passport of completion, and complete a pre post survey on the event.

In total over 75 community members participated in the event. From those 75 participants, 19 completed both the pre and post evaluation survey. Below is a snapshot of the results.

Demographics

84% female

16% male

53% Black/African American

42% White

5% Other

84% reported completing at least some college

Screening

95% of participants were of screening age (50+)

Of the 16 who answered if they had ever been screened:

75% had been screened

25% had never been screened

Intentions

After the event participants reported on their CRC intentions:

74% were more likely to talk to their health care provider about CRC screening

79% were more likely to get screened for colorectal cancer

89% were more likely to eat healthier

89% were more likely to increase their physical activity