Communicating the importance of breast cancer re-screening via counterfactual thinking messages

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Chief Investigators: Sandra Jones & Amy Chan

PROJECT OVERVIEW:

Early detection and treatment is the major strategy for reducing death and illness from breast cancer. Unfortunately, large numbers of women fail to return for screening within the recommended 2 year time frame after initially engaging in the screening program.

This project investigated the use of a counterfactual thinking intervention (where people are encouraged to imagine how things could have been different) to encourage compliance with breast screening recommendations. While participants did generate appropriate counterfactual thoughts, it appears that the additional use of counterfactual message scenarios did not have a significant impact on the number of women who presented for mammography. However, the formative results suggest that the use of counterfactual messages in encouraging women to present for mammography is worthy of further consideration.

REFERENCES:


Centre for Health Initiatives
Building 41, Room G04
University of Wollongong
Northfields Avenue, Wollongong, 2522
www.uow.edu.au/healthy/chi