

Making Contact

- Community partner referrals and Community Health Worker (CHW) contacts
 - In person site recruitment- visiting barbershops and community-based organizations
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Spreading Information

- In person meeting with barbers and other community leaders
 - Flyers circulated throughout neighborhoods
 - Marketing through culturally-relevant media sources (radio and print)
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Recruitment / Screening & Baseline Visit

- Free blood pressure screenings at the site. Men over 50 are screened for project
 - Baseline data collected from eligible participants - including barriers to CRC screening
 - All participants given educational pamphlets on CRC screening and BP control
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Intervention Delivery

- Community Health Workers and MI interventionists call men for intervention
 - First session delivered in person when possible
 - Subsequent sessions occur over the phone
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Retention/ Follow-up

- Community Health Workers continue to call and mail letters to participants throughout duration of the project (6 months)
- Participants come for in-person 6 M follow-up visit