

# Video intervention persuasive for screening recommendations

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(HealthDay)—A novel video intervention can alter the screening

intentions of a target audience, in line with evidence-based recommendations, according to a study published in the January/February issue of the *Annals of Family Medicine*.

Barry G. Saver, M.D., M.P.H., from the University of Massachusetts Medical School in Worcester, and colleagues evaluated novel decision aids designed to help patients trust and accept controversial, evidence-based U.S. Preventive Services Task Force recommendations about prostate cancer and [mammography screening](#). The authors created recorded vignettes of physician-patient discussions about [screening](#), accompanied by illustrative slides. Twenty-seven men aged 50 to 74 years and 35 women aged 40 to 49 years saw a video intervention and a paper-based decision aid intervention in a randomized crossover study.

The researchers found that 69 percent of men and 86 percent of women reported wanting screening at baseline, with 31 and 6 percent, respectively, unsure. On a 3-point yes, unsure, no scale, the mean change was  $-0.93$  and  $-0.50$  (both P

"Our approach needs further testing but may provide a model for helping patients to consider and accept evidence-based, counterintuitive recommendations," the authors write.

**More information:** [Full Text](#)

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