







ties are less susceptible to upper respiratory infections (Cohen et al, 1997). In our study, we found that such persons were more likely to pursue screening for colorectal cancer. Colorectal cancer screening is viewed with distaste even by many people who are quite aware of the disease and the fact that screening can detect it early or even prevent it altogether. Neither of the two most common screening methods – colonoscopy and fecal occult blood testing – is appealing. But it appears that the encouragement and support of others in an individual's social network can help counteract the distaste for screening.

## CONCLUSIONS

This analysis provided evidence to confirm our hypothesis that participants who experienced the small group educational intervention – and subsequently had a higher CRC screening rate than members of the other three cohorts – would have a higher overall SNI score. This suggests that social interaction and support is at least partially responsible for the relatively high post-intervention screening rate in the small group intervention participants.

## Acknowledgement

Grants 5R01CA166785 (Efficacy-to-Effectiveness of an Intervention) from the National Cancer Institute (NCI). U57CCU42068 (Community Cancer Control) from the Centers for Disease Control and Prevention (CDC). 5U48DP000049 (Prevention Research Center) from the Centers for Disease Control and Prevention (CDC).

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