Figure 5: Communication tools in FOBT-CRC screening

- Advanced notification
- Mailed invitation letter (with GP endorsement or not)
- FOBT kit direct mailing
- Written instructions, sent with the kit, on how to use the kit
- Other strategies: leaflet, video, verbal face-to-face etc.

- Reminder(s)

- Letter
- Verbal face-to-face
- Telephone call

- Letter
- Telephone call
- Leaflet
- Instructions for the colonoscopy procedure
- Video etc.

- Reminder(s)

- Letter
- Verbal face-to-face
- Telephone call