



Colon Cancer Prevention Program Design Report

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Design Studio 3 DSGN-3021

INTRODUCTION

The Problem

900 Nova Scotians are diagnosed with colon cancer every year, making it the third most common cancer in Nova Scotia. Colon cancer develops slowly through precancerous growths known as polyps. Regular testing can catch and prevent those polyps from turning into cancer.

The Colon Cancer Prevention Program (CCPP) operates under Nova Scotia Health (NSH). The program sends fecal immunochemical tests (FIT) to Nova Scotia residents between ages 50 and 74 for free at-home testing. However, less than half of potential participants return their samples to the lab.

The goal of this report is to determine why the return rate is low and offer informed solutions to increase it. This document will identify problem areas with the CCPP’s current materials and provide designs to tackle these issues.

183,000

FIT kits mailed each year

76,000

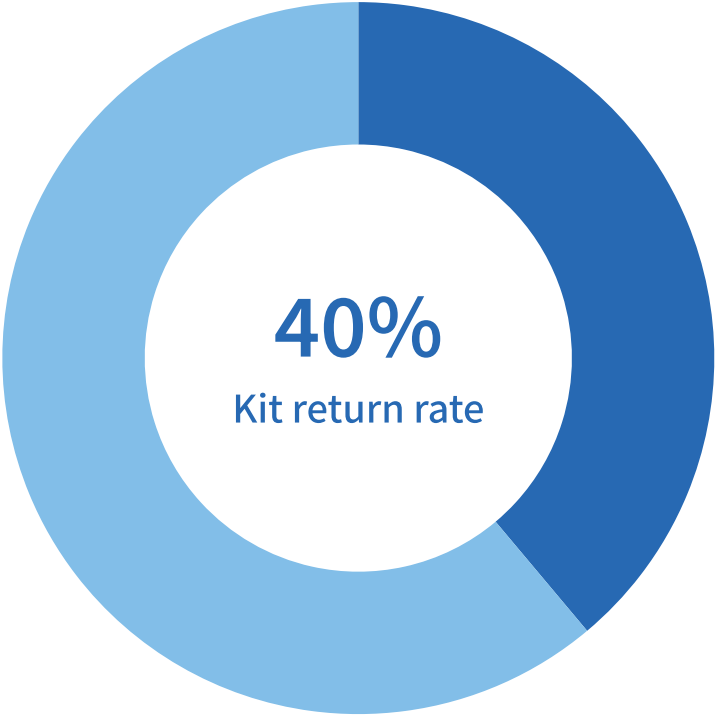
FIT kits returned

6,000

positives requiring colonoscopy

900

Nova Scotians diagnosed each year



CORE CONCEPT

A Nova Scotian Embrace

The core concept for the CCPP is: “A Nova Scotian Embrace.” This concept transforms colon cancer screening from a clinical task into a heartfelt expression of care, encouraging participation through trust, warmth and shared purpose.

During research, it was determined that recipients talk to loved ones when receiving the kit. The cornerstones of the concept help encourage these discussions by:

- Creating a sense of belonging by making users feel like part of a family or community.
- Making them feel that the CCPP is extending a helping hand.
- Building trust between users and Nova Scotia Health through transparent communication.



TACTICS

Tone of Voice

The plan for the tone of voice is for the content to sound like it is coming from a loved one.

Warmth and Reassurance

The tone of voice should embody the caring nature of a family member who wants to support the user. Explanations should always end with kind, reassuring comments reinforcing their decision to take the next step.

Encouraging and Positive

Each message should be phrased with positivity and remind users of the benefits of their participation. Their decision to take control of their health is worth celebrating!

Simple and Clear

Straightforward, easy-to-understand language is vital. Avoid medical jargon unless it’s explained in simple terms to ensure the information feels accessible to everyone.



Testimonials

Testimonials are crucial to the core concept. Incorporating stories from previous users creates a personal connection for readers that will motivate them to take action.

Relatability

Hearing from someone who has been through the same experience builds trust, as users can relate to their challenges and successes.

Shared Purpose

Highlighting community members, such as cancer survivors or those who have used the kit, reinforces the idea that this program is a collective effort to protect the health of all Nova Scotians.

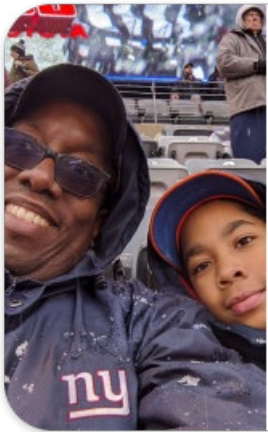
Care and Empowerment

Stories empower users to feel confident about participating, knowing that others have navigated the process successfully.



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Name Here
Teacher from Windsor



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Name Here
Teacher from Windsor



TACTICS

Photography

The goal is to avoid a clinical or impersonal feeling and instead highlight the warmth, care, and connection that make Nova Scotia feel like home.

Photography should showcase real users, their families, and their friends to foster a sense of community.

Primary Photography

The primary photography should evoke warmth and truth by capturing moments of care and togetherness.

Key Interactions

- Hands from different people to symbolize support.
- Two hands from the same person show that they are taking matters into their own hands.
- Two people embracing to express warmth and family.

Testimonial Photography

Images for the testimonials should be user-submitted. Avoid staged or professionally shot photos. Instead, encourage relatable and genuine photos.

Key Interactions

- Empowering selfies
- Pictures with loved ones
- Engaging with the colon cancer community events



PRIMARY PHOTOGRAPHY
Multiple Hands



PRIMARY PHOTOGRAPHY
Two Hands from the Same Person



PRIMARY PHOTOGRAPHY
Two People Embracing



TESTIMONIAL PHOTOGRAPHY
Selfies



TESTIMONIAL PHOTOGRAPHY
Family Moments



TESTIMONIAL PHOTOGRAPHY
Participation in Events

DESIGN GUIDELINES

Colour Palette

The colour palette was chosen based on the warmth and inclusive spirit we want to communicate through the products. Each colour represents qualities that we see in Nova Scotians. Together, these colours create an inviting and trustworthy visual identity.

Primary Colours

Navy blue reflects the ocean and provincial flag, symbolizing trust and professionalism while aligning with colon cancer awareness ribbons.

Green represents Nova Scotia’s landscapes and embodies health, inclusivity, and care.

White ensures clarity and simplicity for straightforward communication in the design.

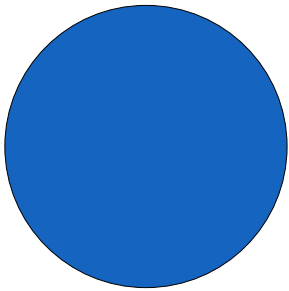
Secondary Colours

Teal symbolizes balance and harmony while reflecting Nova Scotia’s coastal charm.

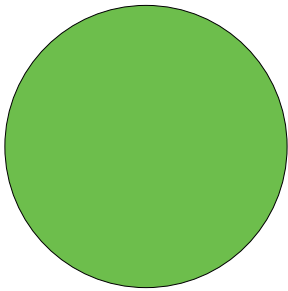
Orange brings energy, optimism, and warmth, encouraging proactive health steps.

Purple adds compassion and a personal touch, fostering a sense of belonging and recognizing cancer awareness.

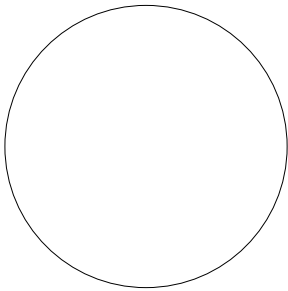
Together, the palette draws inspiration from Nova Scotia’s natural beauty and community but is more than an aesthetic design choice; it represents the CCPP’s values of making healthcare accessible and approachable for everyone and treating each individual as a part of our Nova Scotian Family.



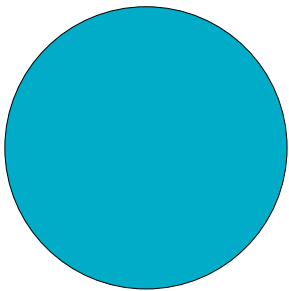
#1564C0
Ribbon Blue



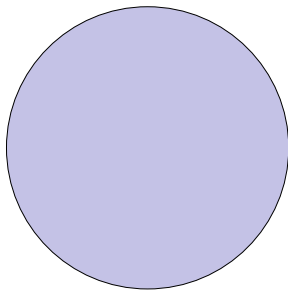
#6DBE4C
Grass Green



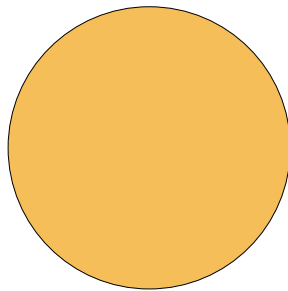
#FFFFFF
Simple White



#00ACC8
Atlantic Cyan



#C4C2E6
Periwinkle



#F5BD58
Fresh Orange

Typeface

Source Sans was chosen to align with Nova Scotia Health’s brand guidelines, ensuring consistency as the CCPP operates as a sub-brand. This modern humanist sans-serif typeface features open counters, enhancing readability, particularly at smaller sizes.

Name	Pt Size	Weight	Example
Header One	96	Light	Aa
Header Two	60	Light	Aa
Header Three	34	Regular	Aa
Subtitle One	24	Medium	Aa
Body One	16	Regular	Aa
Body Two	16	Medium	Aa
Body Three	14	Regular	Aa
Button	14	Medium	Aa

BRANDING COMPONENT

Logo

The CCPP would benefit from having its own logo as it is a sub-brand of Nova Scotia Health. There is a need for a consistent, clear visual symbol for users. This would help create a specific brand image in our communications.

The logo embodies the warmth, trust, and community spirit of Nova Scotia aligns perfectly with our mission to support the health of Maritimers.

The design integrates the letters of the Colon Cancer Prevention Program, ensuring a clear connection to the program while maintaining a sleek and modern look.



The infinity symbol reflects the continuous cycle of screening every two years, while drawing inspiration from the iconic cancer ribbon. The design incorporates circular, flowing lines to evoke the feel of a warm and caring embrace.

This logo is more than a visual identity; it represents connection, care, and the shared commitment to health that defines the Colon Cancer Prevention Program while still being a sub-brand of Nova Scotia Health.

Imagine the distinct visual identity participants encounter upon receiving the kit, visiting the website or entering a CCPP office.



KIT COMPONENT

Current Kit Materials

An initial review of the kit materials revealed two primary areas for improvement.

Cognitive Overload

The first is the redundancy and repetition of information across an unnecessary volume of paper, resulting in cognitive overload and confusion.

Inconsistency

The second issue is the lack of consistency in paper sizes, typefaces, and layouts, which creates a disjointed and uncoordinated user experience.

Plan

- remove unnecessary content
- consolidate information into a pamphlet
- enhance Visual Hierarchy
- ensure Consistency

COLON CANCER PREVENTION PROGRAM

PO BOX 6000
HALIFAX NS B3H 0A3

F_NAME L_NAME
Aline1
Aline2
A_city A_PROV POSTAL

Sep 03, 2024

Dear F_NAME L_NAME,

You have been invited to be part of Nova Scotia's Colon Cancer Prevention Program. This package contains your home screening test.

We urge you to take part in this screening. This test could save your life.

Cancer screening is an important part of your health care. Regular screening can prevent colon cancer if you do it before you have any warning signs or symptoms. By doing this test every two years, you are taking steps to keep yourself healthy.

If you have questions:

- Read the brochure "Everything you need to know about colon cancer screening." There's a copy included with this letter.
- Call us toll-free: 1-866-599-2267
- Visit our website: www.nscancercare.ca
- Talk with your doctor or health care provider.

If you do not want to be part of this screening, please call us at 1-866-599-2267. We will take your name off our mailing list.

Thank you for your attention. We wish you the best of health!

Sincerely,


Michael Stewart, MD FRCP
Medical Director
Colon Cancer Prevention Program


Eileen Kilfoil
Manager, Cancer Screening Programs

Pour recevoir de l'information en français, veuillez composer le 1-866-599-2267 (sans frais) ou visiter notre site Web à l'adresse: www.nscancercare.ca



Home Screening Kit Instructions

Using the FIT (Fecal Immunochemical Test):

- Eat and drink normally. No dietary restrictions or preparation are needed.
- This is your kit. Do not give this test to someone else.
- Check that your name and your health card number are correct on the tube.
- Check the expiry date (yyyy/mm/dd) on the back of the tube. Do not use if the kit has expired.

Important – DO NOT take this test if:

- You have hemorrhoids that are bleeding or you have strained during bowel movement.
- It is during or within 3 days of your menstrual period.
- You have any bleeding cuts or wounds on your hands.
- You have blood in your urine, or if you see blood in the toilet bowl. In this case, contact your doctor.

1

Check that your name and your health card number on the tube are correct.

Write the date you collect the sample on the tube.

Empty your bladder before you do the test.

2

Collect a small amount of your stool (poop) in a clean, dry container or plate or use the tissue paper provided.

Do not let your stool touch the water.

3

Open the cap of the tube by twisting and pulling.

The green stick is attached to the cap.

4

Use the end of the stick to scrape a small amount of stool.

Important: Only scrape enough stool to cover the grooved part at the end of the stick.

Just enough

5

Put the stick back in the tube & twist the cap closed.

Do not re-open the tube.

Some stool may move up the stick or into the liquid. That is ok.

6

Make sure the collection date is on the tube.

Put the tube in the zip-lock bag and seal.

Do not put anything else in the zip-lock bag.

7

Complete the participant form.

Put the zip-lock bag and the completed form in the return envelope.

Mail it to the lab promptly (within a few days).

The lab cannot test your sample if:

- there is no date on the tube
- the sample is too old
- too much stool is collected
- the kit has expired

If you have any questions about how to complete the kit, call 1-866-599-2267 or visit our website at www.nscancercare.ca. If you do not receive your result in 6 weeks please call us.

Prepared by the N.S. Colon Cancer Prevention Program (Feb. 2023)

Instructions sur l'utilisation de la trousse de dépistage à domicile

Comment faire le test immunochimique fécal (TIF)

- Mangez et buvez normalement. Aucune restriction alimentaire ni aucune préparation spéciale n'est requise.
- Il s'agit de votre trousse. Ne donnez pas cette trousse à quelqu'un d'autre.
- Vérifiez que votre nom et votre numéro de carte santé indiqués sur le tube sont exacts.
- Vérifiez la date (aaaa/mm/jj) de péremption au dos du tube. N'utilisez pas la trousse si la date de péremption est passée.

Important – NE FAITES PAS ce test dans les cas suivants :

- Vous avez des hémorroïdes qui saignent ou vous avez forcé pendant vos selles.
- Pendant vos menstruations ou trois jours avant ou après vos menstruations.
- Vous avez des blessures ou des plaies qui saignent sur vos mains.
- Vous avez du sang dans votre urine. Si vous remarquez du sang dans la toilette, communiquez avec votre médecin.

1

Vérifiez que votre nom et le numéro de votre carte santé indiqués sur le tube sont exacts.

Inscrivez la date du test sur le tube.

Videz votre vessie avant de faire le test.

2

Prélevez vos selles dans une assiette ou un contenant propre et sec ou placez la feuille de papier fournie au-dessus de l'eau dans la cuvette.

Les selles ne doivent pas toucher l'eau.

3

Retirez le capuchon du tube en tournant et en tirant.

Le bâtonnet de prélèvement est attaché au capuchon.

4

Prélevez un échantillon de selles en passant le bâtonnet sur les selles et en prenant soin de ne couvrir que la partie rayée au bout du bâtonnet.

Juste assez

5

Glissez le bâtonnet dans le tube et tournez le capuchon.

N'ouvrez pas le tube de nouveau.

Il est possible que les selles se répandent sur le bâtonnet ou dans le liquide. Ne vous en faites pas.

6

Assurez-vous que la date est bien indiquée sur le tube.

Mettez le tube dans le sac en plastique à fermeture par pression et glissez-le.

Ne mettez rien d'autre dans le sac en plastique.

7

Remplissez le formulaire du participant.

Glissez le sac et le formulaire dûment rempli dans l'enveloppe de retour.

Envoyez l'enveloppe par la poste sans tarder (dans un délai de quelques jours).


Le laboratoire ne pourra pas analyser votre échantillon

- si la date n'est pas indiquée sur le tube;
- si l'échantillon est trop vieux;
- si trop de selles ont été prélevées;
- si la date de péremption de la trousse est passée.

Si vous avez des questions au sujet de la trousse de dépistage, composez le 1-866-599-2267 ou consultez notre site Web à l'adresse www.nscancercare.ca. Si vous ne recevez pas vos résultats d'ici six semaines, communiquez avec nous.

Teste préparé par le Programme de prévention du cancer du côlon de N.-É. (février 2023)

Colon Cancer Prevention Program Participant Form

 Nova Scotia Cancer Care Program

Name: F_NAME L_NAME

HCN: HCN

Address: A_line1
A_city A_PROV POSTAL

DOB: BIRTH_DT

Check the information above and make sure it is correct. If your mailing address has changed, please print the correct address information below. Also, please let MSI know of any changes. You can call them toll-free at 1-800-563-8880.

Note: This is your kit. Do not give this kit to someone else. The collection tube is labeled with your personal information and will not be processed at the lab if your personal information has been changed.

If any of the information below is wrong, please print the correct information in the boxes on the right.

Current information on file (Print changes here)

Daytime Phone # PHO-NE_NO

Alternative Phone # APH-ONE_NO

Mailing Address A_line1
A_line2
A_city A_PROV POSTAL

Doctor / NP Last Name DLASTNAME

Doctor / NP First Name DFIRSTNAME

Doctor / NP Mailing Address D_line1
D_line2
DALINE3

When answering the questions below, please fill in the circle completely. (Correct: ●)

If you do not have a Family Doctor/Nurse Practitioner, please fill in this circle: ○ (You may still do the test)

To help us learn how colon cancer affects people in Nova Scotia, please answer the questions below:

1. Do you have/had you had:

	Yes	No	Unknown
a) Colon (colorectal) cancer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Inflammatory Bowel Disease (Crohn's disease or ulcerative colitis) for more than 8 years?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) A hereditary disease that causes colorectal cancer (such as HNPCC or FAP)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) A history of polyps in the colon or rectum that needs checking with colonoscopy?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) A first degree relative (mom/dad, sister/brother, child) who has/had colon cancer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Have you ever been tested for colon cancer?

	Yes	No	Unknown
a) A stool test	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) A colonoscopy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Other test	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. I am a member of the following diverse communities (choose as many as apply):

☐ Acadian ☐ First Nations ☐ Middle Eastern

☐ African Canadian ☐ Inuit

☐ Asian ☐ Métis ☐ Other - please list: _____

4. We want to know how we are doing. Can we get in touch with you in the future to ask you about the program?

☐ Yes ☐ No

I have:

- Read the information ("Everything you need to know about colon cancer screening") sent with the invitation or someone has read it to me.

I understand:

- The Colon Cancer Prevention Program will keep my information private.
- I may stop taking part in the program at any time by calling the program toll-free at 1-866-599-2267 or by filling in the circle at the bottom of this page.
- If blood is found, I will be contacted by a screening nurse to discuss colonoscopy.
- The Colon Cancer Prevention Program will collect the results of any added tests that are done.
- The screening test (FIT) is not perfect. (This is why it is important you do the test every time we send it to you.)
- The Colon Cancer Prevention Program will send the results of my screening test (FIT) to me and the doctor or nurse I named on this form. (If you do not have a family doctor or nurse, you will still receive any follow up tests you need.)

Signature: _____ Date: Day (dd) Month (mm) Year (yyyy)

Comments:


Questions? Call us toll free at 1-866-599-2267 or visit www.nscancercare.ca

Please return this filled out form with your screening test in the postage paid envelope.

If you DO NOT want to be part of this program, fill in this circle. ○ We will stop sending you kits.

PH-13-0001

EVERYTHING YOU NEED TO KNOW ABOUT COLON CANCER SCREENING



When found early, colon cancer can be cured.

This is important information about colon cancer and colon cancer screening. It will help you understand the home screening test.

How does colon cancer develop?

Colon cancer develops from abnormal growths in the colon (also called polyps). There are several kinds of polyps in the colon. The polyps that cause cancer are adenomas or adenomatous polyps. These are the polyps we are talking about in this information sheet.

How quickly do polyps grow?

It takes at least 10 years for a small polyp to change into cancer. There is time to find and remove those polyps before they become cancers.

How does the home screening test find polyps before they become cancers?

Small polyps do not bleed, but as they grow they are more likely to bleed. The screening kit can find tiny amounts of blood that are invisible. The test is easy to do. There is no need to change your diet and you can do the test in your own home. You use the kit to collect a small sample of stool. You mail the sample to the lab where it is checked for blood. You and your health care provider will both receive the result of your test by mail.

What does a normal test result mean?

It means that no traces of blood were found in your stool.

Does a normal test mean that I have no abnormal growths in my colon?

No. You may have a polyp that is too small to bleed right now, but it can grow, begin to bleed, and eventually turn into a cancer. It is very important to repeat the test the next time you get a kit in the mail. We will send you a kit every 2 years until you reach the age of 75. The kit will arrive in the mail shortly after you have an even birthday (for example, at ages 56 or 64 or 72).

What does an abnormal test result mean?

An abnormal test means that traces of blood were found in your stool sample, but it does NOT mean you have cancer. In Nova Scotia, 60% of people with an abnormal test have the kind of polyps we are looking for, but very few are found to have cancer. Others with abnormal tests are found to have different causes of bleeding that are likely to require some form of treatment. If blood is found, we will contact you to book a colonoscopy. During this test the lining of the colon is looked at to find the cause of the bleeding. If the screening test finds a colon cancer before it causes symptoms, treatment is much more effective.

Do all polyps become cancers?

No. Some kinds of polyps do not become cancers. Not even all adenomas will become a cancer. If we find and remove all the polyps that have a chance of becoming cancer, we can stop cancer before it starts!

Is there anything I can do to prevent colon cancer or to find it at an early stage?

Eat a healthy diet. Don't drink too much alcohol. Limit the amount of red and processed meat you eat. Be physically active. If you don't smoke, remain smoke-free. If you currently smoke, quitting tobacco is advised. Tobacco-free N.S. provides free telephone and on-line cessation support. Call 811 and ask to speak with a counsellor. Unfortunately, even the healthiest life style does not provide complete protection.

The most effective way to prevent colon cancer, or to find it at an early stage, is the home screening test every 2 years.

What if I do not have any symptoms and no one in my family has colon cancer?

Most Nova Scotians who get colon cancer do not have a family history of the disease. Most people do not have symptoms when the disease is in the early stages. So, if you have no symptoms and no family history, **now is the time to take the test!**

What if I already have symptoms?

If you have any of the following symptoms, you should see your health care provider.

- Often see blood mixed with your stool.
- Have a change in your bowel habit that lasts for more than a few weeks.
- Have any other worrying symptoms.

How was I chosen to take the test?

We send the test to all Nova Scotians between the ages of 50-74 who are registered with Medical Services Insurance (MSI). Research shows that people in this age group are helped most by screening for colon cancer.


Does the program work?

Yes. Our goal is to find and remove polyps in the colon before they turn into cancer. Nova Scotia's home screening program has achieved this goal by finding and removing pre-cancerous growths from about 11,000 program participants. Nova Scotia's home screening program has also found cancer in over 1,100 other Nova Scotians who then received treatment much earlier than if they had waited until they had symptoms.

It's quite clear: the simple home screening test takes only a few minutes, but it can save lives. It could save yours, too! Do the test, and repeat it every 2 years.

How can I find out more?

The home screening test is designed to be an easy, private and comfortable way to screen for colon cancer. To learn more about the Colon Cancer Prevention Program and the home screening test call us toll-free at 1-866-599-2267

 Cancer Care Program

Page 001

9

KIT COMPONENT

Pamphlet

Combining the welcome letter, screening information, and instructions into a single pamphlet dramatically reduces the amount of paper in the kit, helping to minimize users’ cognitive overload.

Formatting

Introducing clear hierarchy and consistent formatting makes the content easier to scan and feels cohesive, making navigation intuitive and the messaging more impactful.

Testimonial

A testimonial has been included to encourage users to take the test by sharing a relatable and inspiring story.

Front Page

The front page features the new logo, designed to feel like an embrace. It is a warm and welcoming symbol that reflects our core concept of care and connection.

Instructions

The test instructions were redesigned to include more colourful illustrations than the previous version, making it easier for participants to understand each step.

A Healthier Tomorrow Starts with Testing Today

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your diet and you can do the test in your own home. You use the kit to collect a small sample of stool. You mail the sample to the lab where it is checked for blood. You and your health care provider will both receive the result of your test by mail.

Does a normal test mean that I have no abnormal growths in my colon?

No. You may have a polyp that is too small to bleed right now, but it can grow, begin to bleed, and eventually turn into a cancer. It is very important to repeat the test the next time you get a kit in the mail. We will send you a kit every 2 years until you reach the age of 75.



Things to know about the Colon Cancer Prevention Program

- You'll get your home screening test in a few weeks.
- Not everyone will get the home screening test at the same time. We send out home screening tests every two years shortly after birthdays when a person turns an even age: 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74.
- Talk with your doctor or a health care provider if:
 - You have concerns about colon cancer.
 - You are having long lasting changes in your bowel habits.
- Screening works best when you do it regularly. We'll be inviting you to do a screening test every two years until you reach age 75.

If you have questions about the home screening test:

Call us toll-free: 1-866-599-2267

Visit our website: www.nscancercare.ca



You care for your family. we care for you. Early screen can make a big difference. Let's work together to prevent colon cancer for a healthier and brighter future.

You have been invited to be part of Nova Scotia's Colon Cancer Prevention Program.



Why should I screen?

Every year in Nova Scotia, over 800 people find out they have colon cancer. Most of these people are over age 50. Because colon cancer has few warning signs, less than half of these cancers are found at an early stage when they are more likely to be cured.

Regular screening is the best way to find growths before they turn into cancer. Screening can also find cancer early when it can be more easily treated.

Because of this, the Nova Scotia Department of Health and Wellness started a screening program to find colon cancer early. Through this program, the Nova Scotia

Cancer Care Program sends a home screening kit to Nova Scotians between the ages of 50 and 74. Research shows that screening for colon cancer is most helpful for people in this age group.

You should get your screening kit in the mail in the next few weeks. The kit includes step-by-step instructions and a postage-paid envelope for you to return your completed test to the lab. You do the screening test yourself your own home every two years.



As the wife of a hardworking truck driver, the colon cancer prevention program has been a life-changing experience for my family. It opened our eyes to the importance of early screening and gave us practical tools to stay proactive about colon health. I'm so grateful for the support and education we've received. Every Maritimer deserves this knowledge and care."

—Victoria. W @Dartmouth, Nova Scotia

Step-by-step instructions for your Fecal Immunochemical Test (FIT)

1: Fill in the label

Check personal information on the tube, write the date you collect the sample.

2: Read and Check

Complete the participant form.

3: Pee and Flush

Empty your bladder.

4: Get ready

Place flushable paper on the center of the toilet.

5: Poop

6: Collect

Scrape surface of poop. Cover only the grooved part.

7: Flush poop

8: Store

Put the tube in the zip-lock bag and seal. Put the zip-lock bag and the completed form in the return envelope.

9: Mail

Mail back to the lab promptly. (within a few days)

The lab cannot test your sample if:

- there is no date on the tube
- too much stool is collected
- the sample is too old
- the kit has expired

If you have any questions about how to complete the kit, call 1-866-599-2267 or visit our website at www.nscancercare.ca. If you do not receive your result in 6 weeks please call us.

WEBSITE COMPONENT

Current Website

Photography

The original website greets you with a clinical photo that does not engage the user.

Lengthy Video

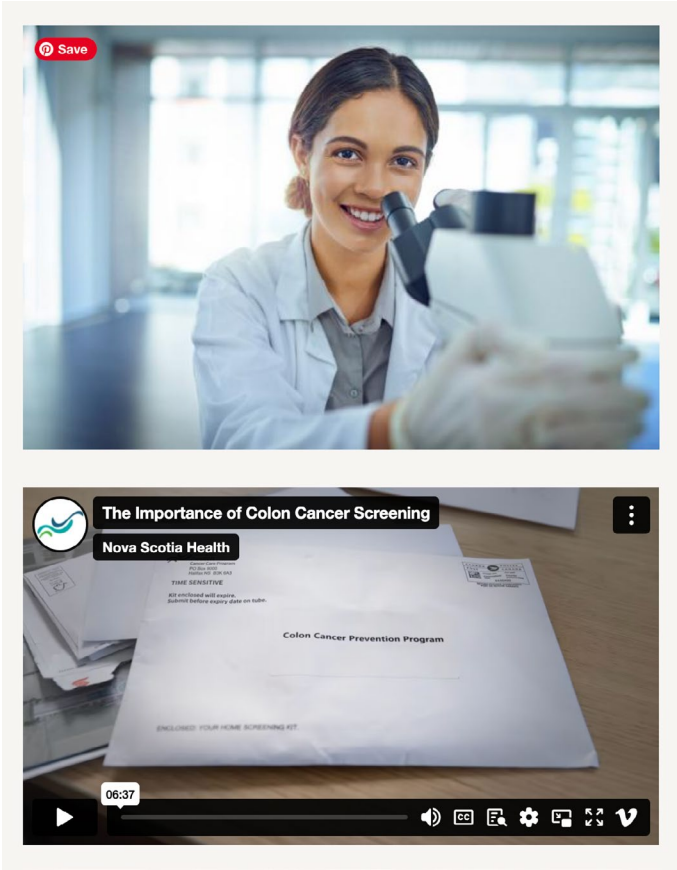
It is followed by a video that is packed full of great content, but not everyone will want to watch a six-minute video.

Unpredictability

Additionally, there is a section that provides links with difficult-to-distinguish headings. These links lead to a PDF instead of a different page on the website.

Plan

- Reorganize the information architecture
- Write intuitive headings
- Integrate user focused images
- Create web pages for information



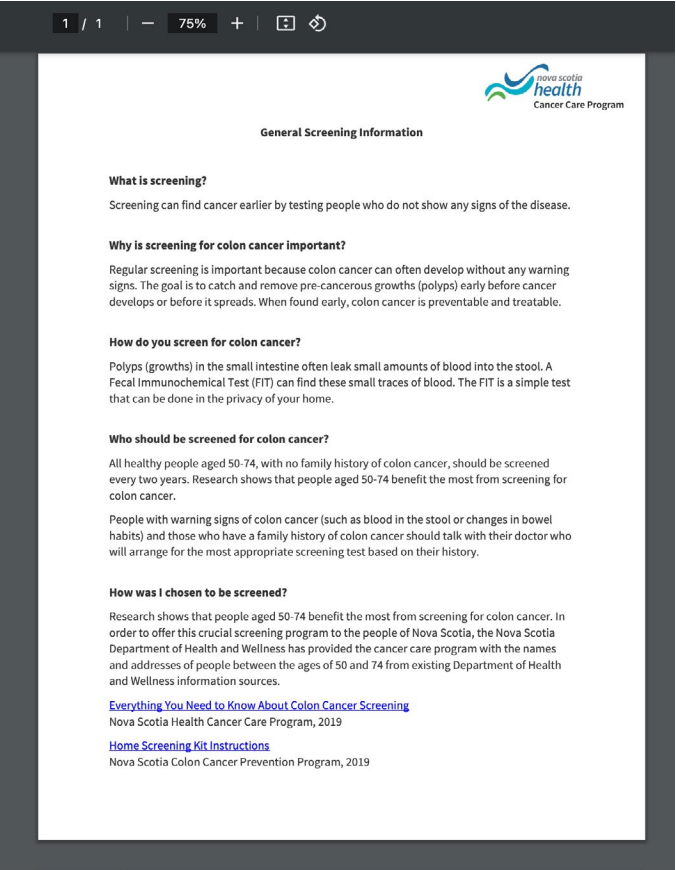
goal of preventing cancer, or finding it early when treatment is most effective. This ultimately decreases the number of Nova Scotians being diagnosed with and dying from colon cancer.

Information for Colon Cancer Prevention Program participants

- General Screening Information
- Colon Cancer Prevention Program Information
- FIT Kit Information
- Colonoscopy Information

Contact

Tel: 1-866-599-2267 (Choose option 1 to speak to a representative about your test during regular business hours. Health card numbers are required for processing colon cancer screening replacement kits.)
email: cancercareinfo@nshealth.ca



WEBSITE COMPONENT

Wireframes

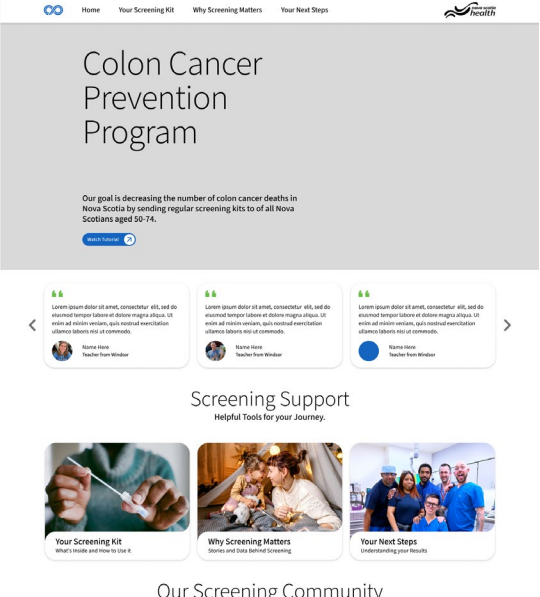
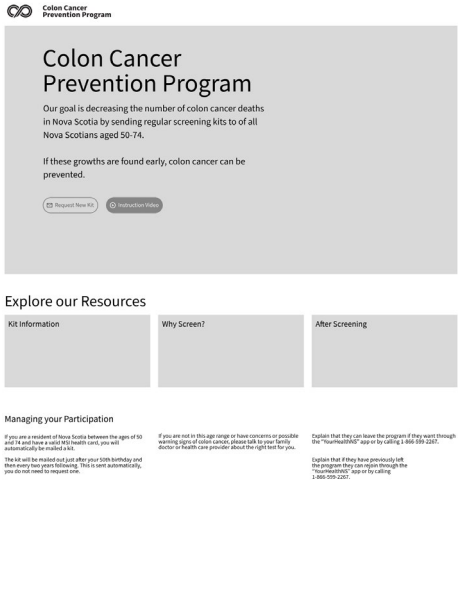
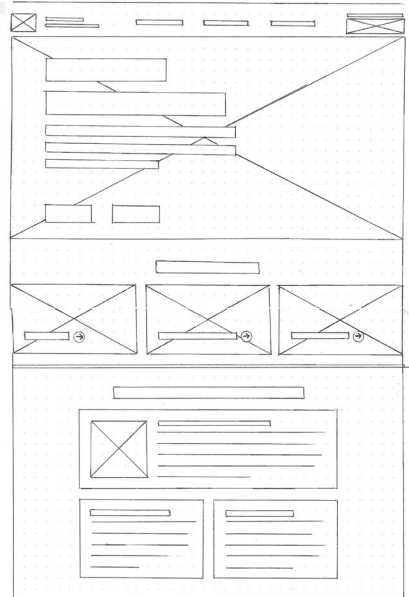
The wireframes were developed by identifying potential reasons people might visit the CCPP website. This process involved reviewing the existing website to extract key information and rephrasing it into question form. Additional questions were generated based on user insights and initial impressions of the kit. The resulting list of questions was then organized into three categories to establish the information architecture:

- General Information
- Kit Information
- Screening Information

These categories formed the foundation for the website’s three main pages. The next step involved determining the most effective way to present this information using text, photography, videos, and testimonials.

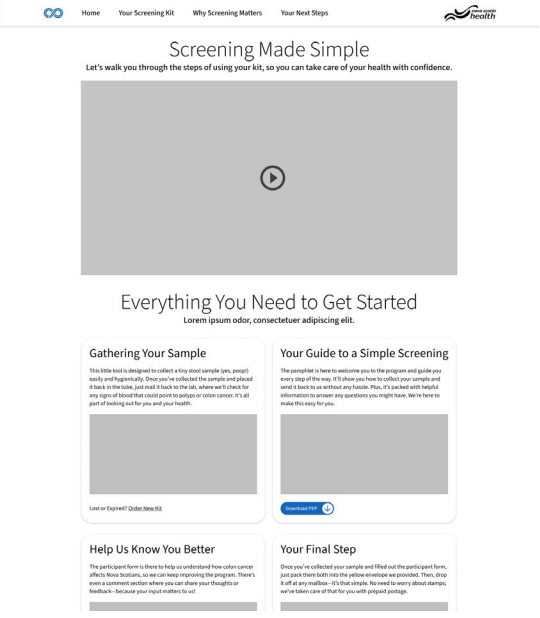
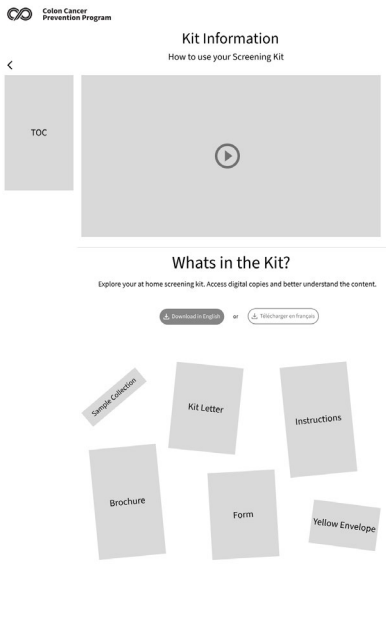
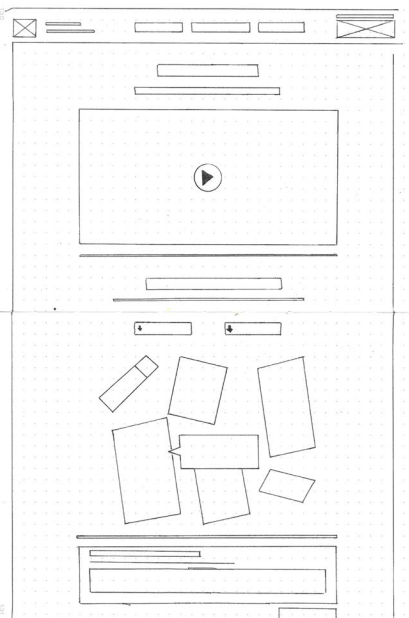
General Information

- What is the CCPP?
- Do people actually do this?
- What is on this website?
- How do I join the program?
- Can I rejoin after leaving?
- How do I leave the program?
- Who can I talk to?



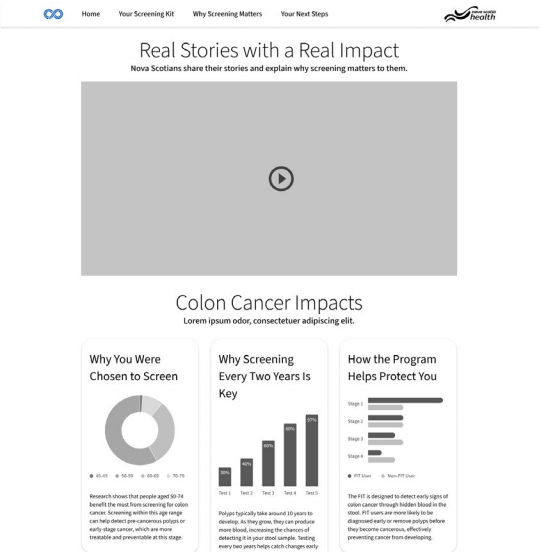
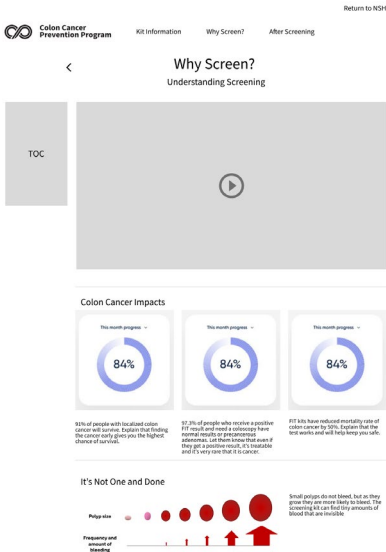
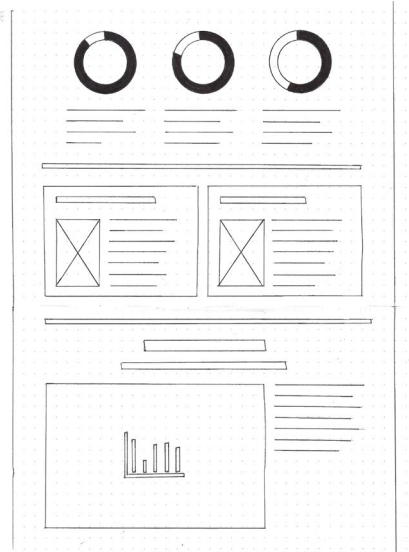
Kit Information

- How do I perform the test?
- Can I download the kit contents?
- What is inside of the kit?
- What do I do if my kit expires?
- What do I do if I lost my kit?



Screening Information

- What is screening?
- Why should I screen?
- What are polyps?
- Why test every two years?
- Does the program work?



Home


The hero section of a website is often the first element visitors encounter. It features the program's name, a concise description of the company's goal, a clear call to action (CTA), and a visually impactful element that reflects the core concept.


Testimonials

Navigation Cards

Screening Community

To connect users with the colon cancer community, the photos highlight locals participating in colon cancer runs and provide links to social media platforms. This approach encourages users to share their stories, join meaningful conversations, and participate in community events.

 Home Your Screening Kit Why Screening Matters Your Next Steps



Colon Cancer Prevention Program

Our goal is decreasing the number of colon cancer deaths in Nova Scotia by sending regular screening kits to of all Nova Scotians aged 50-74.

Watch Tutorial

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Name Here
Teacher from Windsor

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Name Here
Teacher from Windsor

Screening Support

Helpful Tools for your Journey.

Your Screening Kit

What's Inside and How to Use it

Why Screening Matters

Stories and Data Behind Screening

Your Next Steps

Understanding your Results

Our Screening Community

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Who Receives a Kit?

If you are a resident of Nova Scotia between the ages of 50 and 74 and have a valid MSI health card, you will automatically be mailed a kit.

The kit will be mailed out just after your 50th birthday and then every two years following. This is sent automatically, you do not need to request one.

If you are not in this age range or have concerns or possible warning signs of colon cancer, please talk to your family doctor or health care provider about the right test for you.

Our Community in Action

Encourage users to participate in runs, share their stories, or join discussions on your official social media pages.

Reconnect or Take a Break

If you ever decide to leave or rejoin our program, we're here to make it easy for you.

Manage your participation on [YourHealthNS](#) or by giving us a call at our toll-free number, 1-866-599-2267.

Your Screening Kit

The current website features a brief glimpse of the kit in its video but lacks detailed identification of the items or instructions on their use. New users visiting the website, especially those who may not yet have their kits, are likely to wonder, “What does it look like, and how do I use it?”


Testing one’s stool can feel daunting, so providing clear visuals through photography and videos, paired with comforting, empathetic language, can simplify understanding of the FIT and ease potential apprehension.

Tutorial


The video would be a short tutorial on using the kit, guided by a doctor or a previous user.

Kit Components

Visuals for the components of the kit are included. Ordering a new kit is available when discussing the sample collection. Download options in multiple languages are available when discussing the pamphlet and participant form.




HomeYour Screening KitWhy Screening MattersYour Next Steps



Screening Made Simple

So you can take care of your health with confidence.




Everything You Need to Get Started

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Gathering Your Sample


This little tool is designed to collect a tiny stool sample (yes, poop!) easily and hygienically. Once you've collected the sample and placed it back in the tube, just mail it back to the lab, where we'll check for any signs of blood that could point to polyps or colon cancer. It's all part of looking out for you and your health.




Lost or Expired? [Order New Kit](#)

Your Guide to a Simple Screening


The pamphlet is here to welcome you to the program and guide you every step of the way. It'll show you how to collect your sample and send it back to us without any hassle. Plus, it's packed with helpful information to answer any questions you might have. We're here to make this easy for you.




Download PDF 

Help Us Know You Better


The participant form there to help us understand how colon cancer affects Nova Scotians, so we can keep improving the program. There's even a comment section where you can share your thoughts or feedback—because your input matters to us!



Download PDF 

Your Final Step

Once you've collected your sample and filled out the participant form, just pack them both into the yellow envelope we provided. Then, drop it off at any mailbox—it's that simple. No need to worry about stamps; we've taken care of that for you with prepaid postage.



Lost Envelope? [Receive New Envelope](#)

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Why Screening Matters


Video Testimonial

The video would be a testimonial from a previous user sharing their story to emphasize the importance of screening to all potential users.


Data

The data on colon cancer impacts will help users understand the purpose of screening.

The first visual explains why screening starts at 50, followed by why screening every two years is important. The last graph depicts colon cancer diagnoses by stage while comparing users and non-users of the CCPP. It is obvious that for program participants, the chances of being diagnosed early are far greater.




HomeYour Screening KitWhy Screening MattersYour Next Steps



Real Stories with a Real Impact


Nova Scotians share their stories and explain why screening matters to them.



The Impact of Colon Cancer

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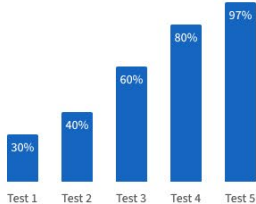
Why You Were Chosen to Screen



● 40-49 ● 50-59 ● 60-69 ● 70-79

Research shows that people aged 50-74 benefit the most from screening for colon cancer. Screening within this age range can help detect pre-cancerous polyps or early-stage cancer, which are more treatable and preventable at this stage.

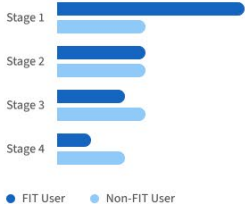
Screening Every Two Years Is Key



Test 1Test 2Test 3Test 4Test 5

Polyps typically take around 10 years to develop. As they grow, they can produce more blood, increasing the chances of detecting it in your stool sample. Testing every two years helps catch changes early and keeps you safe.

How the Program Helps Protect You



● FIT User ● Non-FIT User

The FIT is designed to detect early signs of colon cancer through hidden blood in the stool. FIT users are more likely to be diagnosed early or remove polyps before they become cancerous, effectively preventing cancer from developing.

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SOCIAL MEDIA COMPONENT

Instagram Posts

The CCPP currently targets Nova Scotians aged 50 to 74 through Facebook, sharing clips from the video featured on its website. However, user insights revealed that many individuals are unaware of the program until they receive their welcome letter. Expanding the program’s presence to the Nova Scotia Health Authority’s Instagram page would help provide information and resources to a broader audience.

This would make colon cancer screening a more natural and expected choice when aging into the program.

Providing Information

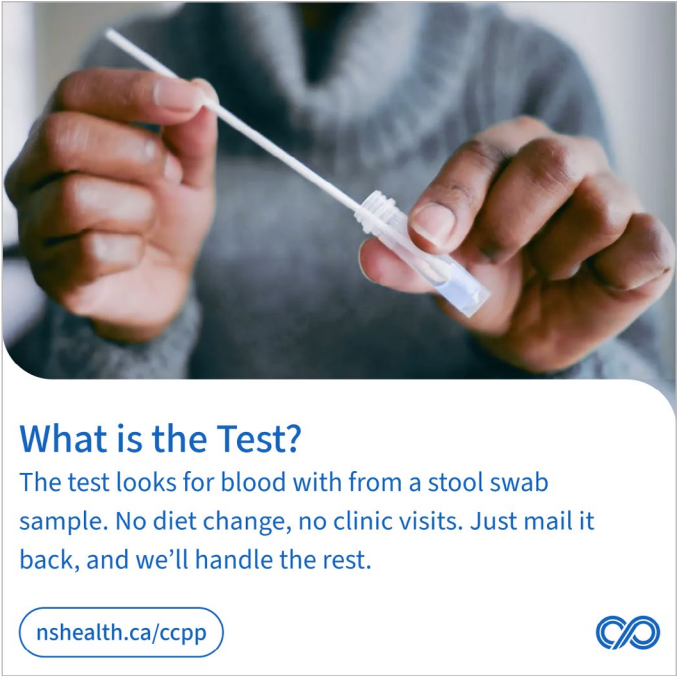
Instagram posts can communicate information through visuals and text that align with the CCPP’s core concept. Posts can address common questions to educate individuals unfamiliar with the program, such as “What is the test?” and “Why should I screen for colon cancer?” Maintaining a warm and encouraging tone of voice is critical, as these posts may serve as a first impression or motivate someone to begin using the kit.

Providing Resources

Posts should direct users to the website for further exploration, offering access to resources and up-to-date information. This approach encourages curiosity and helps address questions that may not be fully answered within the post itself.

Testimonials

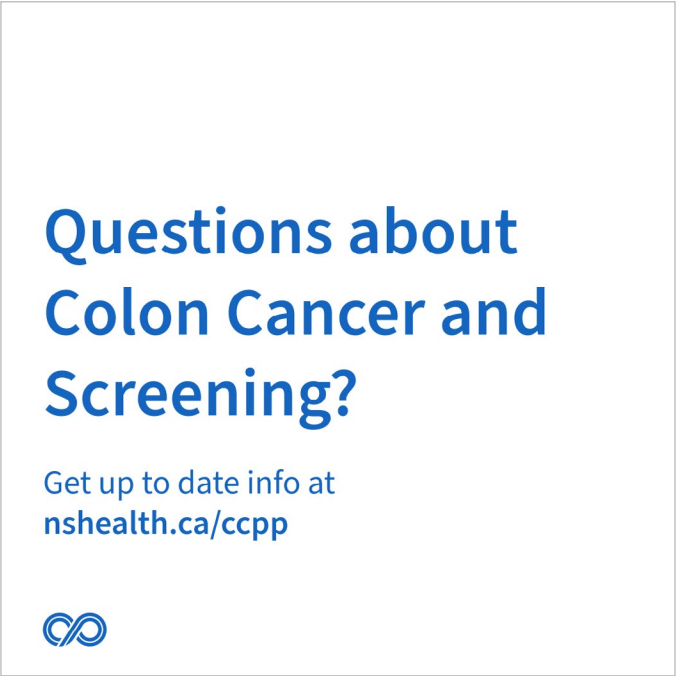
Testimonials from previous kit users can create a connection with potential users. Testimonials provide opportunities to visually integrate the logo with imagery, reinforcing the idea of a caring embrace. Text-only options are available for anonymous testimonials, ensuring individuals can share their stories while maintaining privacy.



PROVINDING INFORMATION
What is the Test?



PROVINDING INFORMATION
Why Should I Screen for Colon Cancer?



PROMOTING THE WEBSITE
More Questions?



INTEGRATED LOGO WITH PHOTOGRAPHY
Testimonial in Caption



TEXT-ONLY POST
Anonymous Testimonial

CONCLUSION

The Nova Scotian Embrace

The “Nova Scotian Embrace” concept transforms colon cancer screening from a clinical task into a heartfelt expression of care. It encourages participation through warmth, trust, and a sense of shared purpose.

Implementing this design will remove obstacles and alleviate stress, improving user experience.





Colon Cancer Prevention Program

[Home](#)[Your Screening Kit](#)[Why Screening Matters](#)[Your Next Steps](#)

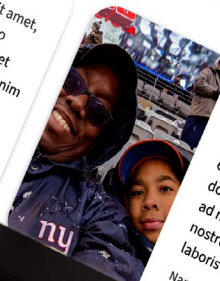
Colon Cancer Prevention Program

Our goal is decreasing the number of colon cancer deaths in Nova Scotia by sending regular screening kits to all Nova Scotians aged 50-74.

[Watch Tutorial](#)

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Name Here
Teacher from Windsor



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