

The KoloPrev study: A randomized controlled trial of a personalized digital diet and lifestyle intervention at colorectal cancer screening

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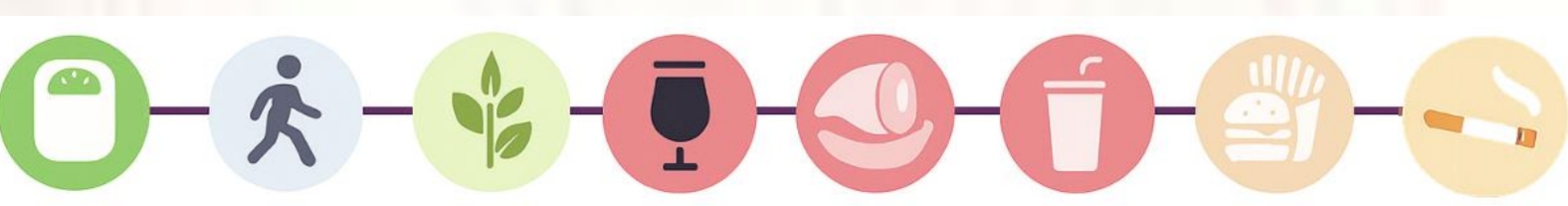
BACKGROUND & OBJECTIVES

Background

- Colorectal cancer (CRC) screening offers a unique platform to promote cancer-preventive behaviors, as emphasized in the latest edition of the European Code Against Cancer (ECAC5).
- However, achieving this at the population level requires the development of cost-effective, scalable interventions that can be seamlessly integrated into existing screening practices.

Objectives

The **main objective** of KoloPrev is to examine the effect of a personalized digital diet and lifestyle intervention, embedded within CRC screening, on cancer-preventive behaviors over a two-year period.



In the **long-term** (through 2040), we will monitor potential lasting effects of the intervention on cancer incidence and mortality.

Subgoals

- What is the overall and sociodemographic reach?
- How do participants *perceive* the intervention?
- Does the intervention affect screening participation rate?

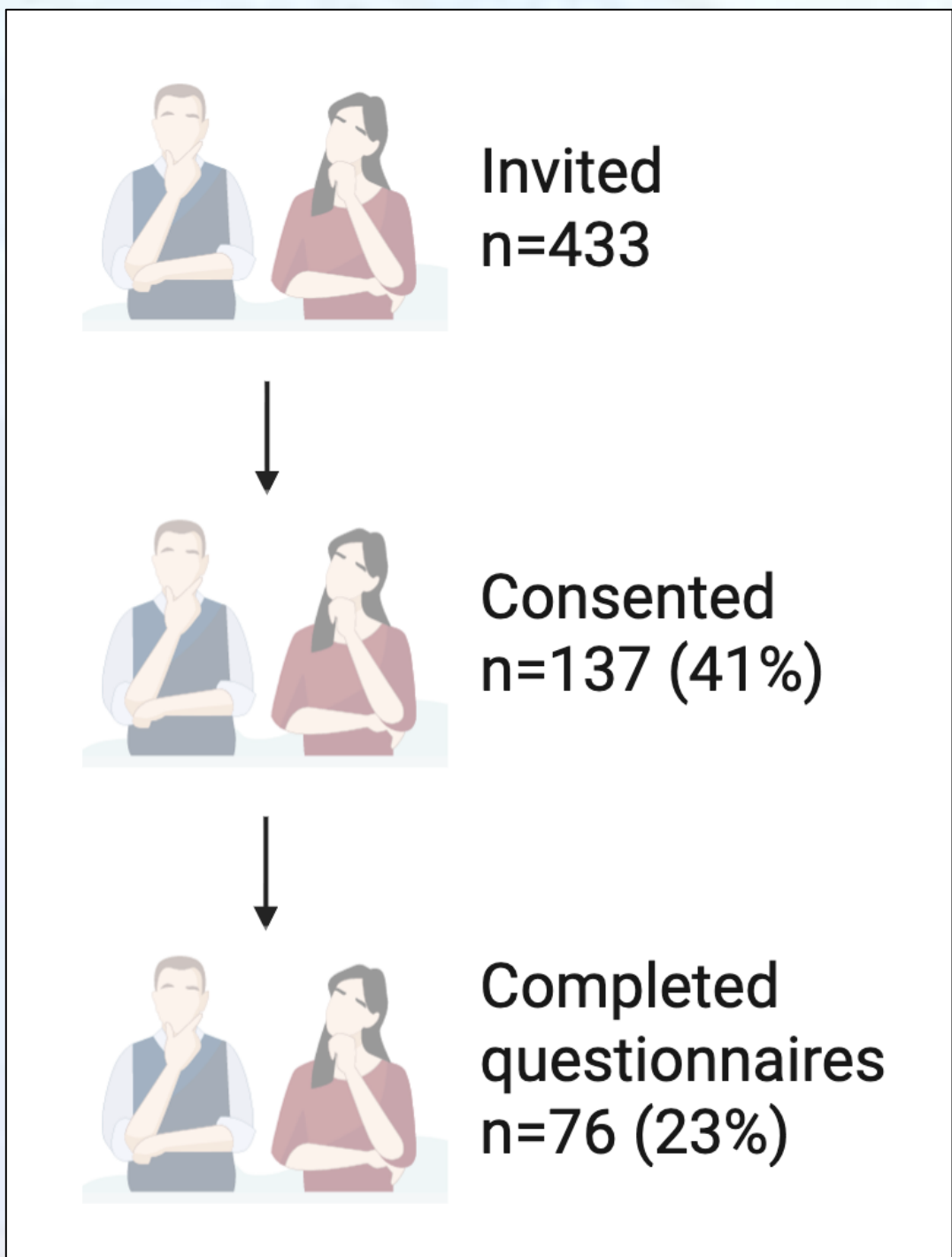
RESULTS

Status

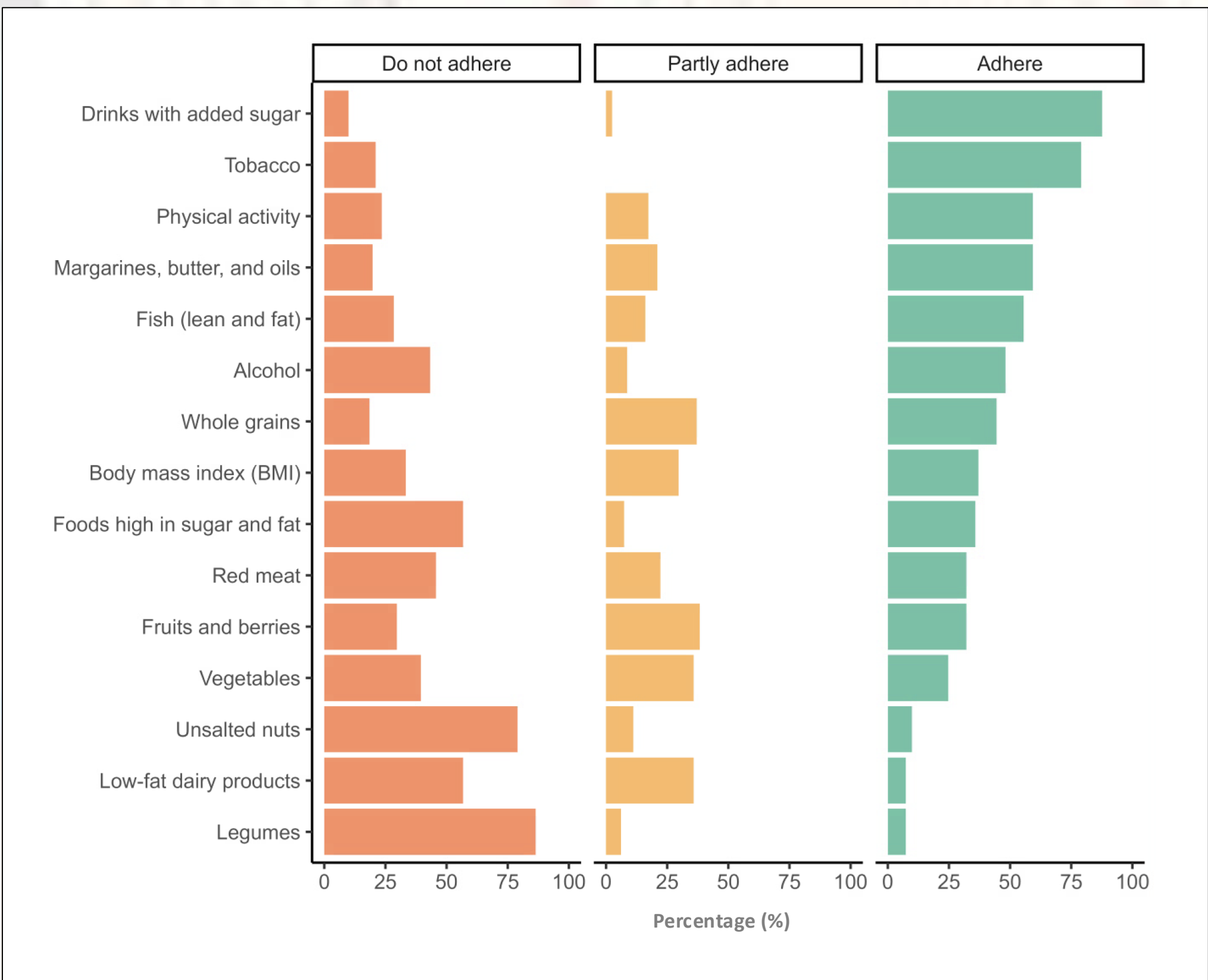
- Recruitment to study pilot completed (n=443)
- Main study rollout planned for August 2026, allowing time to optimize study protocols and technical solutions

Initial results

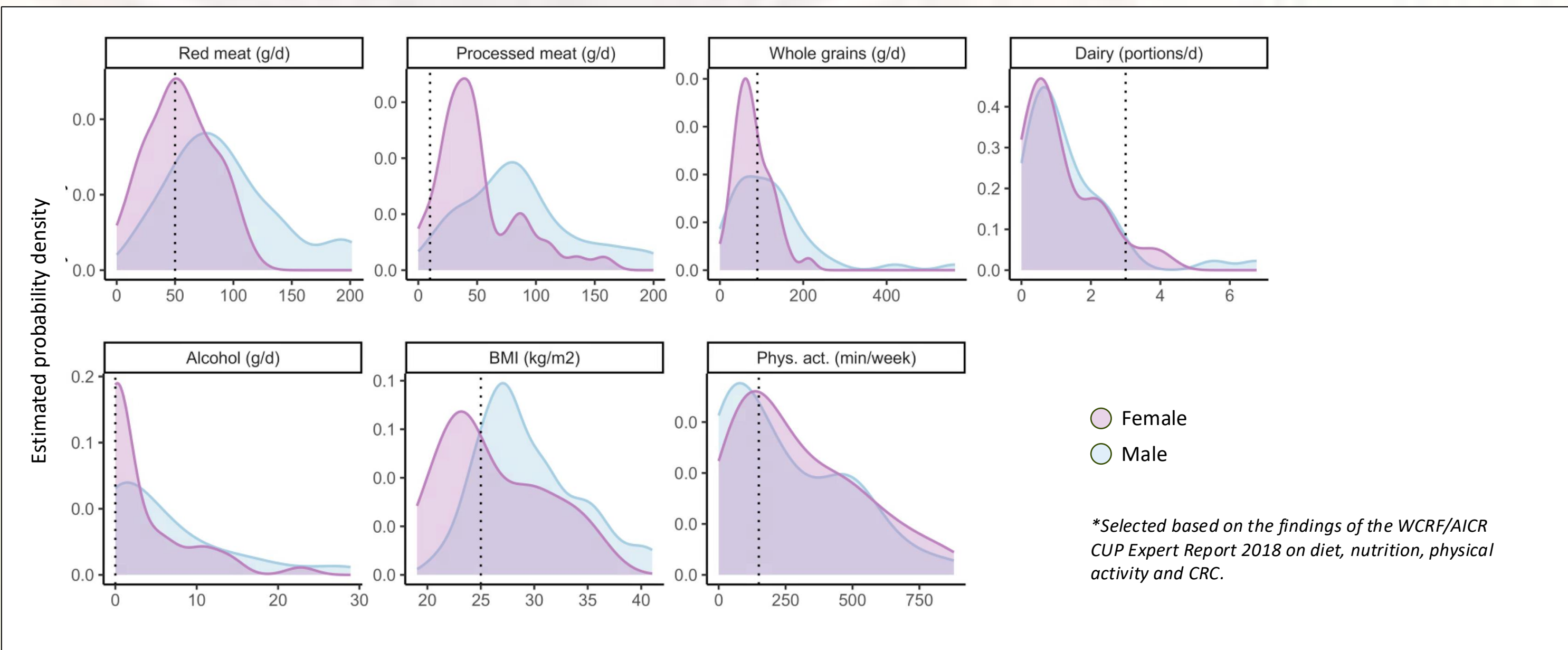
1 Study participation



2 Adherence to general diet and lifestyle recommendations (n=81)



3 CRC-relevant risk and protective factors* (n=81)



4 Participant experiences

- Mostly positive attitudes towards personalized feedback
- The digital format poses some challenges

Conclusion

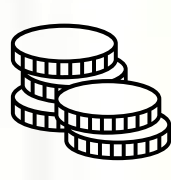
- In KoloPrev, we evaluate the **behavior change potential** of a **low threshold digital intervention targeting diet and lifestyle** within CRC screening
- Combined with data on acceptability, uptake, and participant characteristics, the results will inform whether this approach could be one way of effectively operationalizing the ECAC5 recommendation of **using CRC screening programs** (and screening programs more broadly) **as a platform to promote healthy living**

METHODS

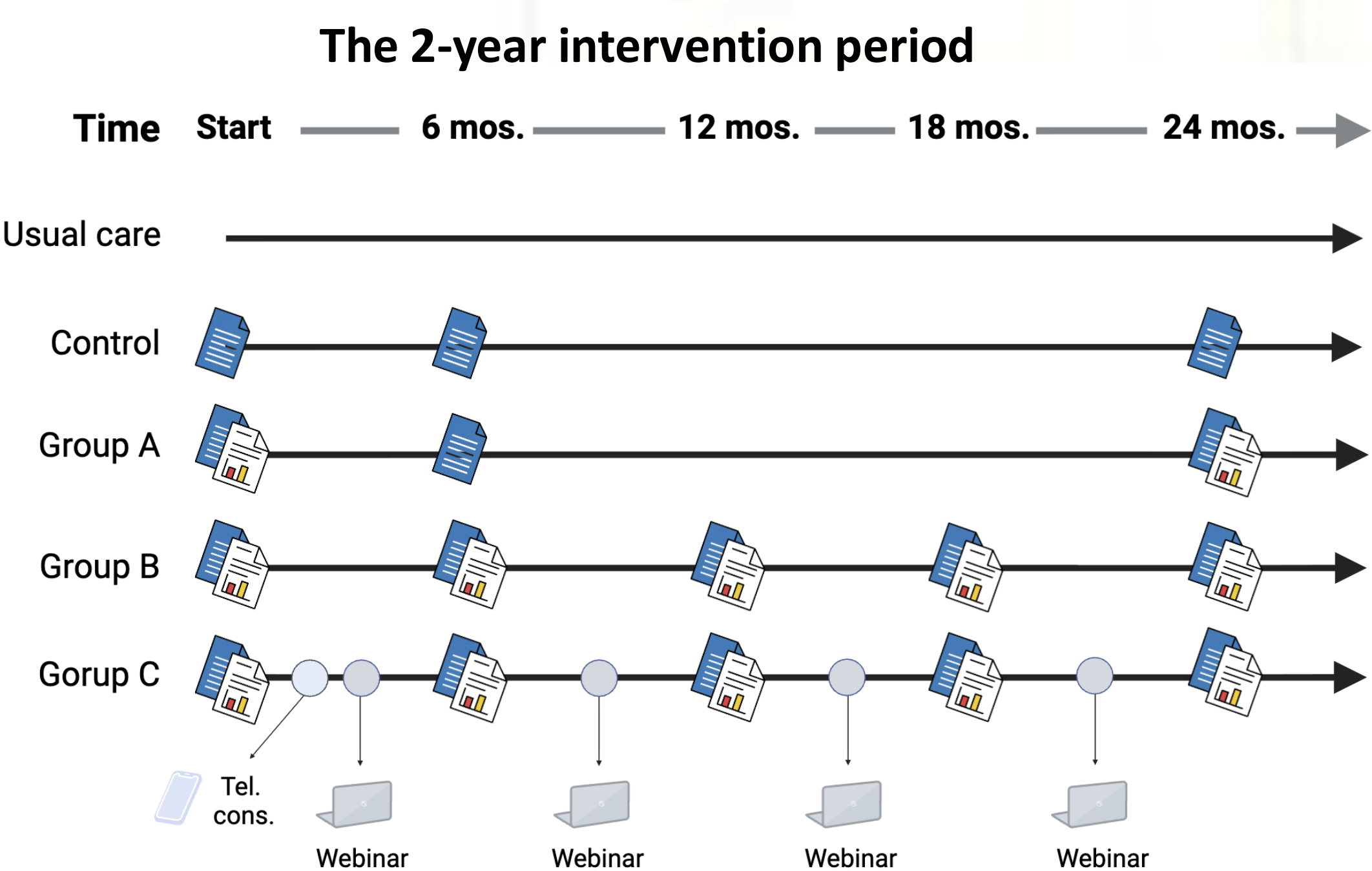
Study population and design



Women and men aged 55 invited to the Norwegian CRC screening program (n=16,000)



Randomized to a multiarm, parallel-group RCT (ClinicalTrials.gov Id: NCT07135115)



The Digikost tool – “the core” of the intervention

- Short FFQ assessing adherence to national diet and lifestyle recommendations (15 in total)
- Personalized report with targeted feedback on each recommendation



Other data collected

Short-term (≤2 years)

- Family history of CRC
- Sociodemographics
- Acceptability of the intervention
- Participation in the screening program

Long-term (2+ years)

- Screening relevant outcome measures
- Cancer incidence and mortality

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