

Acceptability of a digital diet- and lifestyle intervention in the Norwegian colorectal cancer screening program – A qualitative interview study

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BACKGROUND

The **European Code Against Cancer (5th edition, ECAC5)** recommends using screening programs **to promote healthy living** to reduce the incidence of colorectal cancer (CRC) and other non-communicable diseases.

Diet- and lifestyle interventions within routine cancer screening offers an important arena to **improve health behaviour**.

THE KoloPrev-RCT

KoloPrev-RCT is a randomized controlled trial (RCT) investigating whether a low-threshold, digital intervention that delivers **personalized feedback on diet and lifestyle** can improve **cancer-preventive behaviours** over a two-year period within the Norwegian **CRC screening program**.

BUT HOW IS THIS PERCEIVED BY THE PARTICIPANTS?

RESEARCH QUESTIONS

How is the lifestyle assessment with tailored feedback **perceived** by the CRC screening program participants?

What is the **acceptability** and **why**?

What is the **motivation**?

METHODS

- **Qualitative interview study**
- Semi-structured interview guide
- Participants from the **intervention groups in KoloPrev**
- Number of participants → Based on information power
- Transcribed verbatim
- Data will be analyzed using **reflexive thematic analysis**



Participation in KoloPrev-RCT



First interview

1 month



Second interview

WHY ACCEPTABILITY?

Gives insight into **WHY** the intervention may be **acceptable**, or why not.

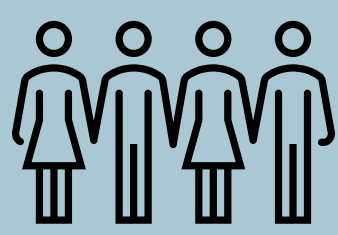
May affect the **overall success** of the intervention.

RELEVANCE OF THE STUDY

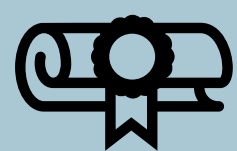
Finding will give important knowledge on the **acceptability** of including a personalized digital diet- and lifestyle intervention in the national CRC screening program and may guide optimization and potential future implementation.

STATUS

First round of interviews conducted in April 2026.



13 interviews conducted
8 male, 5 female



54% higher education



85% working



100% European background

PRELIMINARY FINDINGS

NB! Data not yet analyzed

Interest seems to be particularly evident in participants with a **history of illness/health challenges** and in those experiencing major life changes/phases, such as menopause.

Some participants emphasize that there are **barriers** to following the recommendations that are linked to how their **work and life** is structured.

Going through the process of **completing the diet- and lifestyle questionnaire**, even without the final report, was **motivational** for some.



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