Figure 2: Study Procedures

- Community partner referrals and Community Health Worker (CHW) contacts
- In person site recruitment- visiting barbershops and community-based organizations

- In person meeting with barbers and other community leaders
- Flyers circulated throughout neighborhoods
- Marketing through culturally-relevant media sources (radio and print)

- Free blood pressure screenings at the site. Men over 50 are screened for project
- Baseline data collected from eligible participants - including barriers to CRC screening
- All participants given educational pamphlets on CRC screening and BP control

- Community Health Workers and MI interventionists call men for intervention
- First session delivered in person when possible
- Subsequent sessions occur over the phone

- Community Health Workers continue to call and mail letters to participants throughout duration of the project (6 months)
- Participants come for in-person 6 M follow-up visit