Reviewer's report

Title: Factors Associated with Use and Non-use of the Fecal Immunochemical Test (FIT) Kit for Colorectal Cancer Screening in Response to a 2012 Outreach Screening Program: a Survey Study

Version: 2 Date: 30 March 2015

Reviewer: Harvey Murff

Reviewer's report:

Overall this is a well written paper which addresses an important public health problem. The approach is novel in focusing on patients stratified by adherence to CRC screening. Major limitations of the study are 1) the very poor response rate for nonusers and converts and 2) the lack of information on prior screening. The poor response rate limits the generalizability of the findings to other groups of nonresponders.

Major Compulsory Revisions

The paper notes that individuals where targeted based on their being due for CRC screening yet almost 40% of nonusers reported a prior CRC screening. This would suggest the algorithm to identify individuals who needed CRC was not very successful. Was any other attempt made to validate how well the algorithm developed to identify individuals due for CRC screening worked? How was this determined?

Where responses different in the nonusers based on those who responded to the mailings and those who were contacted by phone? Where the same questions used in both instruments?

Minor Essential Revisions

Please comment on whether the strategic enhancements to encourage the use of the kits was similar in all three study years.

Discretionary Revisions

Page 4, Line 59. An enema is not the usual bowel prep for colonoscopy and would recommend changing "an enema" to "a colonoscopy bowel preparation".

Level of interest: An article whose findings are important to those with closely related research interests.

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:
I declare I have no competing interests