

Entry: **Dartmouth Health**

You have probably heard that colonoscopies suck. Colorectal cancer sucks more. People avoid colorectal cancer screening because it's perceived as a bad experience -- particularly the prep work -- and their fear of colorectal cancer is not strong enough to overpower their fear of getting a colonoscopy. So how do you motivate the target audience to get screened for colorectal cancer? By appealing to emotion through clever humor, playing on peoples' fear of missing out on a socially acceptable and even "fashionable" activity. Your friends, neighbors and even JLo and Brad Pitt are doing it.