

Concurrent Session A5–4

**Participation and Retention in the Web-based
Cancer Prevention MENU Choices Study: Preliminary Results**

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Background: This study describes participation in a web-based behavior change intervention that encourages consumption of fruit and vegetables. We also examine retention rates for two online follow-up surveys with minimal contact other than email reminders.

Methods: Enrollees across 5 HMO locations (n=2540) were invited to view four web-based educational sessions during a four-month period following enrollment and were notified only by automated email reminders when each session was available. For the online follow-up surveys at 3 and 6 months, we mailed all participants a reminder letter prior to each survey and then sent a series of automated email reminders until the survey was completed or the assessment window closed (28 days). For the 3-month survey only, phone calls were made to encourage survey completion during the final five days of the completion window. In each contact, participants were reminded of the \$20 incentive for completing each survey.

Results: Completion rates for follow up surveys were 86.4% (2194/2540) for the closed 3-month survey, and 79.6% (2023/2540) for the 6-month follow-up survey. Phone intervention at 3 months improved the completion rate by less than 5%. Web education session access rates overall were 87% for Session 1, 86% for Session 2, 67% for Session 3 and 74% for Session 4. Session access was statistically different by site ($p < .05$) but not by study arm. Consistently, men accessed fewer sessions compared to women.

Conclusions: Engagement in this online behavior change intervention persisted over time, using little or no direct contact. Participants in this HMO sample completed web-based assessments at a high rate, relying on no or minimal “real person” contact.