

("colorectal·cancer"·OR·"colon·cancer"·OR·"bowel·cancer"·OR·"rectal·cancer"·OR·"colorectal·neoplas*"·OR·"colorectal·carcinoma")·AND·("screening"·OR·"detection"·OR·"prevention"·OR·"colonoscopy"·OR·"fecal·occult·blood"·OR·"FOBT")·AND·("media"·OR·"mass·media"·OR·"electronic·media"·OR·"video")¶

Supplementary Figure S1. Search strategy or the medical subject heading (MeSH) keywords used.

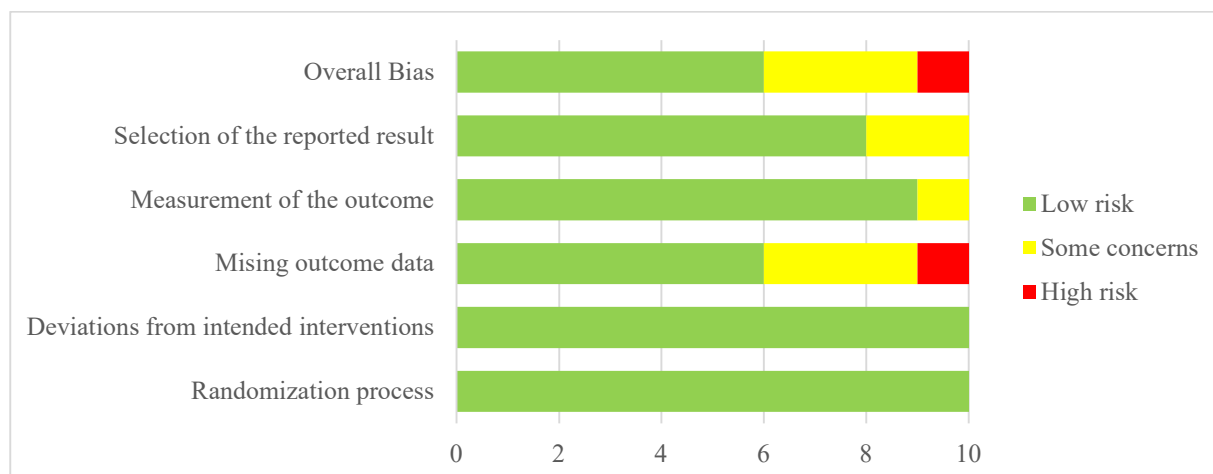
Supplementary Table S1. Risk of bias assessment according to the Cochrane's risk-of-bias tools for all articles in this review.

Article ID	Randomizati on process	Deviations from intended interventions	Missing outcome data	Measurement of the outcome	Selection of the reported result	Overall Bias
Article 1 ^a	Low	Low	Low	Low	Low	Low
Article 2 ^a	Low	Low	Low	Low	Low	Low
Article 3 ^a	Low	Low	Some concerns	Low	Some concerns	Some concerns
Article 4 ^b	Low	Low	High risk	Some concerns	Some concerns	High risk
Article 5 ^a	Low	Low	Low	Low	Low	Low
Article 6 ^a	Low	Low	Some concerns	Low	Low	Some concerns
Article 7 ^a	Low	Low	Some concerns	Low	Low	Some concerns
Article 8 ^a	Low	Low	Low	Low	Low	Low
Article 9 ^a	Low	Low	Low	Low	Low	Low
Article 10 ^a	Low	Low	Low	Low	Low	Low

^aAccording to the risk-of-bias tool for randomized trials (RoB 2). ^bAccording to the risk-of-bias tool for cluster-randomized trials (RoB 2 CRT).

Supplementary Table S2. Risk of bias assessment according to domains using the Cochrane's risk-of-bias tool for randomized trials (RoB 2), and risk-of-bias tool for cluster-randomized trials (RoB 2 CRT).

Adhering to intervention (the 'per-protocol' effect)	Randomizatio n process	Deviations from intended interventions	Missing outcome data	Measurement of the outcome	Selection of the reported result	Overall Bias
Low risk	10	10	6	9	8	6
Some concerns	0	0	3	1	2	3
High risk	0	0	1	0	0	1



Supplementary Figure S2. Risk of bias assessment according to domains using the Cochrane’s risk-of-bias tool for randomized trials (RoB 2), and risk-of-bias tool for cluster-randomized trials (RoB 2 CRT). Total number of study, N = 10.

Supplementary Table S3. Sources of funding for all articles in this review.

Article ID	Source of Funding
Article 1	Grant from the National Cancer Institute, USA (NIH-R01-CA-158027).
Article 2	The New Zealand Ministry of Health with in-kind contributions from Waitematā District Health Board (12/NTA/91).
Article 3	The Florida Department of Health’s Biomedical Research Branch, Bankhead Coley (4BB09).
Article 4	The vice-chancellor for Research and Technology, Hamadan University of Medical Sciences (No. 9309184585).
Article 5	The American Cancer Society (RSG-13-165-01–CPPB).
Article 6	Not stated.
Article 7	Not stated.
Article 8	The National Institutes of Health and National Cancer Institute, USA (R01CA115869).
Article 9	The American Cancer Society (CCFDA-05-162-01).
Article 10	The Centers for Disease Control and Prevention (CDC), USA (T01 CD000146).