

NHS Wolverhampton, Shropshire County and Telford & Wrekin Early Detection of Lung Cancer Evaluation

BACKGROUND

M·E·L was commissioned by the Wolverhampton, Shropshire County and Telford and Wrekin Primary Care Trusts to evaluate local interventions designed to increase awareness of the signs and symptoms of lung cancer.

Field research is being conducted through face to face interviews during two distinct time periods, both before and after a communication campaign. In particular, the evaluation will:

- ◆ Measure change in awareness of a persistent cough as a potential symptom of lung cancer
- ◆ Measure change in reported intentions to visit the GP in response to a potential lung cancer symptom
- ◆ Measure recall and recognition of social marketing activities carried out to raise awareness and early presentation of lung cancer.



METHODOLOGY

The methodology is consistent, and enhances, that set out in the **Cancer Awareness Measure (CAM)** toolkit. Target populations and specific residential locations were pre-selected according to known lung cancer mortality intelligence. This was focused on postcode areas where the predominant MOSAIC group was in scope. Using our diverse interviewer workforce, we have been able to appropriately allocate fieldworkers according to age, ethnicity and gender, dealing with any language issues in parallel too.

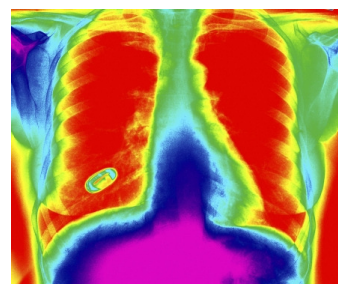


We recommended using a Computer Assisted Personal interviewing (CAPI) approach. A CAPI approach offers numerous advantages over traditional Paper and Pen Interviewing (PAPI) including a higher level of data quality and a greater sense of data privacy in the mind of respondents. This is especially important when dealing with sensitive, personal health issues.

The CAM Toolkit opens us the possibility of self completion approaches, such as online surveys. We have therefore set up a supplementary online version for residents who are particularly uncomfortable talking about cancer to a stranger (perhaps they have been personally affected) and would prefer total privacy.

OUTCOMES

We conducted a pilot study which enabled us to tweak our field instruments to gain maximum response rates amongst the target populations. The pre-campaign stage is providing information which will provide a robust baseline from which to measure the impact of changes in awareness. Through the use of stimulus material we are also getting feedback from residents about the design and communication messages of materials that are being considered for the intervention stage.



For further information about this project, please contact
Dave Ruston at dave.ruston@m-e-l.co.uk or call 0121 604 4664