

# A comparison of pictures vs. text for the explanation of cancer statistics to the general public

<b>Submission date</b> 27/02/2018	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
<b>Registration date</b> 05/03/2018	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 16/10/2018	<b>Condition category</b> Cancer	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

### Background and study aims

Public awareness of the link between cancer risk and getting older is low. In the United Kingdom, Canada, and Australia, less than 1 in every 7 people asked knew that cancer was most common in those over the age of 70 compared to those younger. This lack of awareness may be linked to poorer cancer survival in these countries due to delay in presentation to a doctor and delay in diagnosis. This study aims to address low awareness of cancer by developing and testing picture-based information resources called 'infographics' that are easier to understand by the public to help make information about cancer more accessible and allow people to make more informed decisions about cancer.

### Who can participate?

Adult males aged 50 years or older

### What does the study involve?

Participants are randomly allocated into one of three groups.

All participants attend a single supervised appointment that lasts approximately one hour. They complete a short paper-based questionnaire to test awareness of cancer risk. Those in the first group receive an A4 page containing information about cancer risk in different age groups in purely text format (words and numbers only).

Participants in the second group receive this information in purely picture format (an icon array infographic with no text explanation).

Those in the third group receive this information in a mix of text and picture format (a combination of the information found within the other two groups).

All participants have two minutes to view their information then are followed up immediately with the same question from the first questionnaire designed to test awareness of cancer risk in different age groups.

### What are the possible benefits and risks of participating?

Benefits of taking part in this study include getting the chance to learn something new about cancer risk and helping in the design of a new evidence-based cancer information resource.

Whilst there are no immediate risks to participants taking part in this research study, any participant who is affected by issues brought up by the subject matter is encouraged to speak to researchers at the end of each visit and a General Practitioner is a named contact on participant information leaflets given out prior to each visit.

Where is the study run from?

1. Men's Shed Steeple Antrim (UK)
2. Men's Shed fermanagh (UK)
3. Men's Shed Downpatrick (UK)

When is the study starting and how long is it expected to run for?

April 2017 to November 2017

Who is funding the study?

Queen's University Belfast (UK)

Who is the main contact?

Dr Alan McCrorie (Scientific)

## Contact information

**Type(s)**

Scientific

**Contact name**

Dr Alan David McCrorie

**ORCID ID**

<https://orcid.org/0000-0002-7422-2154>

**Contact details**

School of Medicine, Dentistry & Biomedical Sciences,  
Queen's University Belfast  
Whitla Medical Building  
97 Lisburn Road  
Belfast  
United Kingdom  
BT9 7BL

## Additional identifiers

**Protocol serial number**

17.27V3

## Study information

**Scientific Title**

Trial of Infographics in Northern Ireland

**Acronym**

TINI

### **Study objectives**

Pictures (infographics) are superior to text based information for the communication of cancer statistics information

### **Ethics approval required**

Old ethics approval format

### **Ethics approval(s)**

Queen's University Belfast Medical School Ethics committee, 19/07/2017, ref: 17.27V3

### **Study design**

Single blinded three-armed randomised controlled trial

### **Primary study design**

Interventional

### **Study type(s)**

Other

### **Health condition(s) or problem(s) studied**

Healthcare knowledge (specifically, knowledge of association between cancer and old age)

### **Interventions**

Participants are randomly allocated to a control group, or one of two intervention groups using block randomisation software.

All participants attend a single supervised appointment that lasts approximately one hour. They receive an A4 size printed black and white paper containing information about cancer risk in different age groups, given to them after answering a short paper-based questionnaire with a validated question embedded within designed to test awareness of cancer risk in different age groups.

Those in the control intervention receive this information in purely text format (words and numbers only).

Intervention group A receive this information in purely picture format (an icon array infographic with no text explanation).

Intervention group B receive this information in a hybrid text and picture format (a combination of the information found within control and intervention A groups).

All participants have two minutes to view their randomly assigned information. Participants are followed up immediately after viewing information with the same question from the questionnaire phase designed to test awareness of cancer risk in different age groups.

### **Intervention Type**

Behavioural

### **Primary outcome(s)**

Knowledge of association between cancer risk and old age is measured using a question ('over the next year, which of these groups of people, if any, do you think is most likely to be diagnosed with cancer? 30 year olds? 50 year olds? 70 year olds? people of any age are equally likely to be diagnosed with cancer?') from the internationally validated awareness and beliefs about cancer (ABC) questionnaire at baseline and immediately after viewing the information.

### **Key secondary outcome(s)**

Metrics such as education, numerical literacy, age, and personal experience of cancer are measured using a 16 item questionnaire containing non-calculator numeracy questions from the internationally validated statistical numeracy for health questionnaire and questions from the internationally validated awareness and beliefs about cancer (ABC) questionnaire at baseline.

### **Completion date**

30/11/2017

## **Eligibility**

### **Key inclusion criteria**

1. Males
2. Aged 50 years or above
3. Live in Northern Ireland
4. Consent to participate
5. Speak/read English

### **Participant type(s)**

Other

### **Healthy volunteers allowed**

No

### **Age group**

Adult

### **Sex**

Male

### **Key exclusion criteria**

1. Females
2. Males under the age of 50
3. People who do not speak or read English

### **Date of first enrolment**

19/07/2017

### **Date of final enrolment**

31/07/2017

## **Locations**

### **Countries of recruitment**

United Kingdom

Northern Ireland

**Study participating centre**  
**Men's Shed Steeple Antrim**  
4a Steeple Road  
Antrim  
United Kingdom  
BT41 1AF

**Study participating centre**  
**Men's Shed Fermanagh**  
Drumcoo  
Enniskillen  
United Kingdom  
BT74 4FY

**Study participating centre**  
**Men's Shed Downpatrick**  
3 Ballydugan Industrial Estate  
Downpatrick  
United Kingdom  
BT74 4FY

**Study participating centre**  
**Strabane and Lifford Men's Shed**  
29 Patrick Street  
Strabane  
United Kingdom  
BT82 8DQ

## **Sponsor information**

**Organisation**  
Queen's University Belfast

**ROR**  
<https://ror.org/00hswnk62>

## **Funder(s)**

**Funder type**

University/education

**Funder Name**

Queen's University Belfast

**Alternative Name(s)**

QUB

**Funding Body Type**

Private sector organisation

**Funding Body Subtype**

Universities (academic only)

**Location**

United Kingdom

## Results and Publications

**Individual participant data (IPD) sharing plan**

The datasets generated during and/or analysed during the current study and other documentation associated with this trial are/will be available upon request from Dr Alan McCrorie.

**IPD sharing plan summary**

Available on request

**Study outputs**

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>	results	01/06/2018		Yes	No