

# A blended knowledge translation initiative to improve colorectal cancer staging

<b>Submission date</b> 13/09/2005	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
<b>Registration date</b> 28/09/2005	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 17/12/2008	<b>Condition category</b> Cancer	<input type="checkbox"/> Individual participant data

**Plain English summary of protocol**  
Not provided at time of registration

## Contact information

**Type(s)**  
Scientific

**Contact name**  
Dr Andy Smith

**Contact details**  
Sunnybrook & Women's College Health Sciences Centre  
TSRCC  
2075 Bayview Ave.  
Room T2-057  
Toronto  
Canada  
M4N 3M5  
+1 416 480 4027  
andy.smith@sw.ca

## Additional identifiers

**Protocol serial number**  
N/A

## Study information

**Scientific Title**

**Study objectives**

We hypothesise that practice change can be induced among surgeons and pathologists using an adapted social marketing model that utilised the influence of both expert and local opinion leaders (OLs) for colorectal cancer (CRC) in a large geographic area with diverse practice settings.

**Ethics approval required**

Old ethics approval format

**Ethics approval(s)**

Not provided at time of registration

**Study design**

Randomised controlled trial

**Primary study design**

Interventional

**Study type(s)**

Quality of life

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

Colorectal cancer

**Interventions**

There are three arms in the trial:

Arm 1: Presentations only

Arm 2: Presentations plus opinion leader activation (posters, pocket cards, etc.). There are opinion leaders in all sites visited however, only 42 had opinion leader activation.

Arm 3: The third arm had no opinion leaders identified and no presentations

**Intervention Type**

Other

**Phase**

Not Applicable

**Primary outcome(s)**

Change in practice patterns in that an appropriate number of lymph nodes is retrieved and assessed in order to refer patients appropriately for further treatment

**Key secondary outcome(s))**

No secondary outcome measures

**Completion date**

01/04/2006

**Eligibility****Key inclusion criteria**

Surgeons and pathologists involved in the care of colorectal cancer that are practising in the province of Ontario, Canada.

**Participant type(s)**

Patient

**Healthy volunteers allowed**

No

**Age group**

Adult

**Sex**

All

**Key exclusion criteria**

Retired or semi-retired surgeons and pathologists or physicians who do not care for colorectal cancer patients

**Date of first enrolment**

01/04/2002

**Date of final enrolment**

01/04/2006

**Locations****Countries of recruitment**

Canada

**Study participating centre**

Sunnybrook & Women's College Health Sciences Centre

Toronto

Canada

M4N 3M5

**Sponsor information****Organisation**

Sunnybrook and Women's College Health Sciences Centre (Canada)

**ROR**

<https://ror.org/03wefcv03>

# Funder(s)

## Funder type

Charity

## Funder Name

The Change Foundation (Canada) (ref: 02064)

## Funder Name

Ontario Cancer Research Network (Canada) (ref: 02-NOV-0236)

# Results and Publications

## Individual participant data (IPD) sharing plan

## IPD sharing plan summary

Not provided at time of registration

## Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Results article</a>	results:	16/01/2006		Yes	No
<a href="#">Results article</a>	results:	01/11/2008		Yes	No