ISRCTN14801566 https://doi.org/10.1186/ISRCTN14801566

Targeted intensive community-based campaign to optimise cancer awareness

Submission date
27/05/2021

Recruitment status
No longer recruiting

Registration date
03/06/2021

Overall study status
Completed

Last Edited
03/07/2025

Condition category
Cancer

[X] Prospectively registered
[X] Protocol
[_] Statistical analysis plan
[_] Results
[_] Individual participant data
[_] Record updated in last year

Plain English summary of protocol

Background and study aims

A public awareness campaign has been developed to help people living in deprived communities recognise vague cancer symptoms (e.g. persistent tiredness) and get advice from their GP. The 6-month campaign will spread positive messages on local media including buses, radio and Facebook, and with trained cancer champions who will encourage people living in deprived communities to go to the GP with vague symptoms. This study will test whether the campaign can be delivered, whether the public thought the campaign was acceptable, and whether the campaign reached people in the local community. The researchers also need to find out whether they can collect the data needed for a future trial to test if the campaign works. This will include: how many patients agree to complete a questionnaire to measure how long they took from spotting a symptom to visiting the GP; whether the researchers can access hospital data such as the number of patients referred for suspected cancer, and whether they can estimate the costs of the awareness campaign. Finally, the researchers will bring together a group of experts to help them decide whether they should do a larger trial to test whether the campaign can encourage people to seek help sooner with vague symptoms. The findings will be used to improve cancer services in Wales and the UK.

Who can participate?

Adults 18 and over who are referred to the M/RDC clinic in the intervention or control area in July – Dec 2021.

What does the study involve?

Participants are allocated to the two groups depending on where they live. In the intervention group, a targeted public awareness campaign designed to help people living in deprived communities recognise and act on vague cancer symptoms will spread positive messages on local media including buses, radio and Facebook, and trained cancer champions will encourage people living in deprived communities to go to the GP with vague symptoms. The control group does not receive any intervention. The total duration of the intervention is 6 months and there is no follow-up data collection.

What are the possible benefits and risks of participating?

Participants' valuable input will allow the researchers to understand if they can deliver a public

awareness campaign to help people recognise vague cancer symptoms and get advice from their GP. This may benefit others in the future. It is possible that some people may find it upsetting answering questions about being referred to the Multidisciplinary/Rapid Diagnostic Centre (M /RDC) clinic and their symptoms. Another possible disadvantage is that the researchers will be asking participants to give up their time.

Where is the study run from?
Cardiff University (UK)

When is the study starting and how long is it expected to run for?
November 2020 to May 2023

Who is funding the study?
Cancer Research Wales (UK)

Who is the main contact?
1. Gwenllian Moody
moodyg@cardiff.ac.uk

Contact information

Type(s)
Scientific

Contact name
Prof Katherine Brain

ORCID ID
https://orcid.org/0000-0001-9296-9748

Contact details
Neuadd Meirionnydd
Heath Park
Cardiff
United Kingdom
CF14 4YS
+44 (0)2920 687 164
brainke@cardiff.ac.uk

Type(s)
Scientific

Contact name
Dr Grace McCutchan

ORCID ID
https://orcid.org/0000-0002-8079-2540

Contact details
Neuadd Meirionnydd
Heath Park

Cardiff
United Kingdom
CF14 4YS
+44 (0)29 2068 7639
mccutchangm@cardiff.ac.uk

Type(s)
Public

Contact name
Dr Gwenllian Moody

ORCID ID
https://orcid.org/0000-0002-2000-4944

Contact details
Neuadd Meirionnydd
Heath Park
Cardiff
United Kingdom
CF14 4YS
+44 (0)2920687257
moodyg@cardiff.ac.uk

Additional identifiers

Integrated Research Application System (IRAS)
297568

Study information

Scientific Title
TIC-TOC (Targeted Intensive Community-based campaign To Optimise Cancer awareness): feasibility of a symptom awareness campaign to support the Multidisciplinary/Rapid Diagnostic Centre referral pathway in a socioeconomically deprived area

Acronym
TIC-TOC

Study objectives
In the proposed research, the researchers will conduct a feasibility study to determine the acceptability and feasibility of delivering and evaluating an intensive, multi-faceted community-based symptom awareness campaign alongside the Multidisciplinary/Rapid Diagnostic Centre (M /RDC) pathway in an area of high socioeconomic deprivation. If the SMG concludes that it will be feasible to conduct a later definitive trial, they will make this recommendation to the SSC who will then decide on whether this should be conducted. The information gathered for the feasibility study will be used to inform a protocol for that trial.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Approved 29/06/2021, London - West London & GTAC Research Ethics Committee (The Old Chapel Royal Standard Place Nottingham NG1 6FS; +44 (0)207 1048 007; westlondon.rec@hra.nhs.uk), ref: 21/LO/0402

Primary study design
Interventional

Study design
Mixed-methods feasibility and acceptability study

Study type(s)
Other

Health condition(s) or problem(s) studied
Public awareness campaign to recognise and act on vague cancer symptoms

Interventions
Participants are allocated to the two groups depending on where they live (i.e. to which M-RDC clinic they are referred, if they live in Cwm Taf Morgannwg University Health Board then they are in the intervention, if they live in Swansea Bay University Health Board then they are in the control).

In the intervention group, a targeted public awareness campaign designed to help people living in deprived communities recognise and act on vague cancer symptoms will spread positive messages on local media including buses, radio and Facebook, and trained cancer champions will encourage people living in deprived communities to go to the GP with vague symptoms. The control group does not receive any intervention.

The total duration of the intervention is 6 months and there is no follow-up data collection.

Intervention Type
Behavioural

Primary outcome(s)
The proportion of completed self-report patient interval data questionnaires, collected at a single timepoint

Key secondary outcome(s)
To assess the feasibility of data collection in relation to:
1. Self-reported patient interval measured using the Cancer Symptom Interval measure (C-SIM) during the questionnaire (one timepoint)
2. Patient quality of life measured using the EQ-5D-5L during the questionnaire (one timepoint)
3. Implementation costs and healthcare resource use measured using the Client Service Receipt inventory (CSRI) during the questionnaire (one timepoint)
4. Demographic information collected during the questionnaire (one timepoint)
5. Individual and area-level deprivation measured using education and postcode during the questionnaire (one timepoint)
6. Smoking and comorbidities including personal experience of cancer measured during the questionnaire (one timepoint)

7. Awareness of campaign messages and contamination in the comparator area measured during the questionnaire (one timepoint)
8. Acceptability of routine data collection measured during the questionnaire (one timepoint)
9. Symptom recognition and help-seeking barriers measured using the Cancer Awareness Measure (CAM) during the questionnaire (one timepoint)

Completion date
31/05/2023

Eligibility

Key inclusion criteria
Participants will be eligible to take part in the questionnaire if they are:
1. Aged 18 years or over
2. Live in the intervention or comparator sites
3. Have been referred to the M/RDC in the intervention or comparator sites

Participants will be eligible to take part in the patient qualitative interviews if they are:
1. Aged 18 years or over
2. Live in the intervention or comparator sites
3. Have been referred to the M/RDC in the intervention or comparator sites

Participants will be eligible to take part in the cancer champion qualitative interviews if they are:
1. Aged 18 years or over
2. A cancer champion for the TIC-TOC study

Participants will be eligible to take part in the primary care interviews if they are:
1. Aged 18 years or over
2. A primary care practitioner working in the intervention area

Participants will be eligible to take part in the public or healthcare professional focus groups /interviews if they are:
1. Aged 18 years or over
2. Live in the intervention area if a member of the public or work in the intervention area if a healthcare professional

Participant type(s)
Mixed

Healthy volunteers allowed
No

Age group
Adult

Lower age limit
18 Years

Sex
All

Total final enrolment
106

Key exclusion criteria
1. Non-English speakers
2. Unable to provide informed consent

Date of first enrolment
23/09/2021

Date of final enrolment
31/12/2021

Locations

Countries of recruitment
United Kingdom

Wales

Study participating centre
Cwm Taf Morgannwg University Health Board
Dewi Sant Hospital
Albert Road
Pontypridd
United Kingdom
CF37 1LB

Study participating centre
Swansea Bay University Local Health Board
One Talbot Gateway
Seaway Drive
Seaway Parade Industrial Estate
Baglan
Port Talbot
United Kingdom
SA12 7BR

Sponsor information

Organisation
Cardiff University

ROR
https://ror.org/03kk7td41

Funder(s)

Funder type
Charity

Funder Name
Cancer Research Wales

Alternative Name(s)
Ymchwil Canser Cymru, CRW

Funding Body Type
Government organisation

Funding Body Subtype
Trusts, charities, foundations (both public and private)

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan
The datasets generated during and/or analysed during the current study are/will be available upon request from Gwenllian Moody (moodyg@cardiff.ac.uk). All data requests will be considered on an individual basis.

IPD sharing plan summary
Available on request

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Protocol article		12/10/2022	30/05/2023	Yes	No
HRA research summary			28/06/2023	No	No
Study website	Study website	11/11/2025	11/11/2025	No	Yes