

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

Submission date 27/02/2018	Recruitment status No longer recruiting	☐ Prospectively registered ☐ Protocol
Registration date 05/03/2018	Overall study status Completed	☐ Statistical analysis plan ☒ Results
Last Edited 16/10/2018	Condition category Cancer	☐ 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?
Results article	results	01/06/2018		Yes	No