

# Bowel cancer screening information: your response

<b>Submission date</b> 05/07/2012	<b>Recruitment status</b> No longer recruiting	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
<b>Registration date</b> 05/07/2012	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 15/06/2016	<b>Condition category</b> Cancer	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

### Background and study aims

In England, the NHS Bowel Cancer Screening Programme (BCSP) offers screening to over 60 year olds. This involves completing a stool sample test at home. Recent data suggests that only 1 in 2 people who are offered the test, go on to complete it. However, this figure varies from more than 60% in the most socially advantaged groups to less than 35% in the most disadvantaged groups. The aim of this study is to reduce this difference in uptake rates between social groups. This study aims to test the effect of a leaflet by assessing its impact on participants intentions to use the test in a group of adults approaching the age of screening.

### Who can participate?

Men and women aged between 45 to 59 and half years, who can read and write English.

### What does the study involve?

The study involves sending all potential participants a study pack. The pack contains a covering letter from the participants GP practice, an 8-page questionnaire, a freepost return envelope, and an NHS envelope containing an example of the NHS BCSP invitation letter and a facts booklet about bowel cancer screening. For half of the participants, a narrative leaflet will also be included in the NHS envelope. Participants will be asked to read the contents of the NHS envelope before completing and returning the questionnaire in the freepost envelope to the research team.

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

Participants will benefit by learning about an important public health initiative and by contributing to the development of enhanced information materials about the NHS BCSP. There are no known risks of participating in this study.

### Where is the study run from?

University College London, UK

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

June to October 2012

Who is funding the study?  
National Institute of Health Research and Cancer Research UK

Who is the main contact?  
Dr Lesley McGregor  
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## Contact information

**Type(s)**  
Scientific

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## Additional identifiers

**Protocol serial number**  
11935

## Study information

### Scientific Title

Assessing the impact of additional patient narrative information on attitudes, beliefs and future intentions to complete the Faecal Occult Blood (FOB) test in adults approaching the age for bowel cancer screening

### Study objectives

Bowel cancer is the second most common cause of cancer death in the UK. Finding cancer early can save lives; therefore, in 2006, the NHS launched a Bowel Cancer Screening Programme (BCSP). In England, the BCSP offers screening to 60-69 year olds (up to 74 years in some areas). Screening involves completing a stool sample test kit (the faecal occult blood test, FOB test) at home. Recent data suggests that only 54% of those offered the FOB test complete it. However, this figure varies from more than 60% in the most socially advantaged groups to less than 35% in the most disadvantaged groups. The current study is part of a larger research programme (the ASCEND Project) funded by the National Institute of Health Research (NIHR) that aims to reduce this difference in uptake rates between social groups. This study specifically aims to assess the influence of a narrative leaflet on future intentions to use the FOB test. The narrative leaflet includes quotes from people who have completed the FOB test. Research has shown that people respond positively to stories of personal experiences when making health related decisions. Participants, aged 45-59 (and who, therefore, have not yet taken part in the BCSP), will be

recruited through GP practices. All participants will be sent an example of the usual BCSP invitation pack containing an invitation letter and a facts booklet, with 50% also receiving the narrative leaflet. A questionnaire accompanying the invitation pack will ask about the participant's views on bowel cancer and bowel cancer screening. Participants will be asked to read all the information in the invitation pack before completing the questionnaire. The impact of the narrative leaflet will be assessed by comparing questionnaire responses between the group receiving the usual materials and those receiving the usual materials plus the narrative leaflet.

**Ethics approval required**

Old ethics approval format

**Ethics approval(s)**

NRES Committee North East - Northern and Yorkshire , 15/02/2012, ref: 12/NE/0058

**Study design**

Randomised interventional trial

**Primary study design**

Interventional

**Study type(s)**

Screening

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

Bowel cancer

**Interventions**

All participants will receive the usual invitation pack sent by the NHS BCSP. Half of the participants will receive an additional narrative leaflet.

**Intervention Type**

Other

**Phase**

Not Applicable

**Primary outcome(s)**

Intention to be screened

**Key secondary outcome(s)**

No secondary outcome measures

**Completion date**

21/11/2012

**Eligibility**

**Key inclusion criteria**

1. Men and women registered with one of the GP practices supporting this study
2. Aged between 45-59.5 years

**Participant type(s)**

Patient

**Healthy volunteers allowed**

No

**Age group**

Adult

**Sex**

All

**Key exclusion criteria**

1. Patients who have had bowel cancer, a recent diagnosis of cancer or other significant illness, are terminally ill, have a learning disability, already receives regular colonoscopies, or are experiencing cognitive decline
2. GPs will be asked to exclude any patients they believe may become distressed by receiving the questionnaire
3. Patients who are not able to read English. The study involves completing a questionnaire which elicits responses to written materials, and so competency in English is essential

**Date of first enrolment**

25/07/2012

**Date of final enrolment**

21/11/2012

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

United Kingdom

**Study participating centre****West Hampstead Medical Centre**

London

United Kingdom

-

**Study participating centre****Morris House Group Practice**

London

United Kingdom

-

**Study participating centre**  
**Brunswick House Medical Group**  
Carlisle  
United Kingdom  
-

## Sponsor information

**Organisation**  
University College London (UK)

**ROR**  
<https://ror.org/02jx3x895>

## Funder(s)

**Funder type**  
Charity

**Funder Name**  
Cancer Research UK ref: 148000

**Alternative Name(s)**  
CR\_UK, Cancer Research UK - London, Cancer Research UK (CRUK), CRUK

**Funding Body Type**  
Private sector organisation

**Funding Body Subtype**  
Other non-profit organizations

**Location**  
United Kingdom

**Funder Name**  
National Institute for Health Research Grant Programme (UK)

**Alternative Name(s)**

National Institute for Health Research, NIHR Research, NIHRresearch, NIHR - National Institute for Health Research, NIHR (The National Institute for Health and Care Research), NIHR

### **Funding Body Type**

Government organisation

### **Funding Body Subtype**

National government

### **Location**

United Kingdom

## **Results and Publications**

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

#### **IPD sharing plan summary**

Not expected to be made available

#### **Study outputs**

<b>Output type</b>	<b>Details</b>	<b>Date created</b>	<b>Date added</b>	<b>Peer reviewed?</b>	<b>Patient-facing?</b>
<a href="#">Results article</a>	results	21/03/2015		Yes	No