

An international measure of awareness and beliefs about cancer: development and testing of the ABC

Alice E Simon,¹ Lindsay J L Forbes,² David Boniface,¹ Fiona Warburton,² Kate E Brain,³ Anita Dessaix,⁴ Michael Donnelly,⁵ Kerry Haynes,⁶ Line Hvidberg,⁷ Magdalena Lagerlund,⁸ Lisa Petermann,⁹ Carol Tishelman,⁸ Peter Vedsted,⁷ Maria Nyre Vigmostad,¹⁰ Jane Wardle,¹ Amanda J Ramirez,^{†2} the ICBP Module 2 Working Group, ICBP Programme Board and Academic Reference Group

To cite: Simon AE, Forbes LJJ, Boniface D, *et al*. An international measure of awareness and beliefs about cancer: development and testing of the ABC. *BMJ Open* 2012;**2**:e001758. doi:10.1136/bmjopen-2012-001758

► Prepublication history for this paper are available online. To view these files please visit the journal online (<http://dx.doi.org/10.1136/bmjopen-2012-001758>).

AES and LJJF are joint first authors and JW and AJR are joint last authors.

Received 2 July 2012
Revised 17 October 2012
Accepted 15 November 2012

This final article is available for use under the terms of the Creative Commons Attribution Non-Commercial 2.0 Licence; see <http://bmjopen.bmj.com>

For numbered affiliations see end of article.

Correspondence to

Dr Alice E Simon;
Alice.Simon.1@city.ac.uk

ABSTRACT

Objectives: To develop an internationally validated measure of cancer awareness and beliefs; the awareness and beliefs about cancer (ABC) measure.

Design and setting: Items modified from existing measures were assessed by a working group in six countries (Australia, Canada, Denmark, Norway, Sweden and the UK). Validation studies were completed in the UK, and cross-sectional surveys of the general population were carried out in the six participating countries.

Participants: Testing in UK English included cognitive interviewing for face validity (N=10), calculation of content validity indexes (six assessors), and assessment of test–retest reliability (N=97). Conceptual and cultural equivalence of modified (Canadian and Australian) and translated (Danish, Norwegian, Swedish and Canadian French) ABC versions were tested quantitatively for equivalence of meaning (≥ 4 assessors per country) and in bilingual cognitive interviews (three interviews per translation). Response patterns were assessed in surveys of adults aged 50+ years (N ≥ 2000) in each country.

Main outcomes: Psychometric properties were evaluated through tests of validity and reliability, conceptual and cultural equivalence and systematic item analysis. Test–retest reliability used weighted- κ and intraclass correlations. Construction and validation of aggregate scores was by factor analysis for (1) beliefs about cancer outcomes, (2) beliefs about barriers to symptomatic presentation, and item summation for (3) awareness of cancer symptoms and (4) awareness of cancer risk factors.

Results: The English ABC had acceptable test–retest reliability and content validity. International assessments of equivalence identified a small number of items where wording needed adjustment. Survey response patterns showed that items performed well in terms of difficulty and discrimination across countries except for awareness of cancer outcomes in Australia. Aggregate scores had consistent factor structures across countries.

Conclusions: The ABC is a reliable and valid international measure of cancer awareness and beliefs. The methods used to validate and harmonise the ABC

ARTICLE SUMMARY

Article focus

- Knowledge and beliefs about cancer have been implicated in delay in symptomatic presentation which can reduce the proportion of cancers diagnosed at an early stage and lead to lower survival rates.
- Existing studies of knowledge and beliefs have focused on individual countries, but international differences may also contribute to international differences in cancer survival.
- This paper describes the development of an internationally validated measure of cancer knowledge and beliefs; the awareness and beliefs about cancer (ABC) measure.

Key messages

- The ABC is a reliable, validated instrument for measuring knowledge and beliefs about cancer.
- Validated versions have been developed for six countries (the UK, Australia, Canada, Sweden, Denmark and Norway) and in five languages (English, Canadian French, Swedish, Danish and Norwegian).
- The development of the ABC provides a blueprint for other countries that wish to examine their citizens' ABC.

Strengths and limitations of this study

- The approach used to validate this international measure, which has evolved from current guidelines, should be useful to other researchers carrying out international surveys.
- Improvements could still be made to the measures as a small number of items did not perform well in one or the other of the reliability or validity tests.
- Initial item selection for the ABC measure was hampered by a lack of pre-existing validated measures of cancer beliefs.

may serve as a methodological guide in international survey research.

INTRODUCTION

Internationally, there are variations in cultural attitudes to cancer, provision of public education about cancer and delivery of healthcare. These may shape awareness or beliefs about cancer, and ultimately lead to differences in early detection behaviours that could partly explain international differences in the proportion of cancers diagnosed at an early stage.^{1 2}

An internationally valid measure of awareness and beliefs about cancer (ABC) is essential to take forward this research. There are challenges associated with using measures developed in one language and culture in international surveys,^{3 4} but guidelines are available to support the development of internationally reliable and valid measures.^{3 5} One key issue is that direct, word-for-word translations are not always appropriate where the aim is to be culturally sensitive and yet assess the same constructs. Psychometric properties also need to be checked in each country where it is used to ensure that any observed international differences are not due to measurement error.⁶

In the cancer field, a variety of human and system factors have been identified as potential determinants of patient delay in the presentation of cancer symptoms. Lack of awareness of possible early cancer symptoms can influence attributions and interpretation,⁷ and reduce the chance of rapid help-seeking.⁸ Research in the UK has shown that lower symptom awareness is associated with a lower likelihood of attributing symptoms to cancer, and longer intended delay in help-seeking.^{7 9 10} Fatalistic attitudes about survival have also been linked with lower screening uptake and greater delay in symptomatic presentation.^{11 12} Perceived or actual barriers to accessing medical care may also play a deterrent role.^{7 9} We have only found one validated measure of cancer awareness,¹³ and it did not include items on beliefs or attitudes, and has not been assessed internationally.

This paper describes the development and validation of an international measure: ABC measure. The ABC was developed systematically to maximise equivalence across the countries of the International Cancer Benchmarking Partnership (ICBP; Australia, Canada, Denmark, Norway, Sweden and the UK) to identify differences in awareness and beliefs that could explain established differences in cancer survival.

METHODS

Item selection

Item selection for the ABC was informed by theoretical frameworks outlining processes of patient delay,^{14 15} the English Department of Health's National Awareness and Early Diagnosis pathway¹⁶ and existing surveys.^{13 17-19} An initial item pool was assessed by the ICBP Working Group with representatives from all participating countries. This resulted in selection of 32 'core' items, plus modules on cancer screening (8 items) and risk factors (13 items). The ABC was designed to be administered

by telephone interview in order to be practical for data collection across diverse geographic areas.

The core measure included (1) awareness of cancer symptoms (1 open 'symptom recall' item, 11 closed 'symptom recognition' items), (2) awareness of cancer outcomes (4 items), (3) help-seeking intentions (4 items), (4) beliefs about cancer; including beliefs about outcomes and the value of early presentation (6 items), (5) beliefs about barriers to symptomatic presentation (5 items) and (6) estimated age at which people are most likely to develop cancer (1 item). The optional modules were awareness of risk factors for cancer (13 'risk factor recognition' items) and beliefs and behaviour in relation to breast and colorectal screening (8 items). One module assessing ovarian cancer awareness was administered only in Wales (Brain KE, personal communication, 2012). The full and final version (postvalidation) of the UK ABC measure, including response categories, can be viewed in the online supplementary file.

Four aggregate scores were developed during testing. Symptom awareness and risk factor awareness aggregate scores were calculated by adding the total number of items endorsed from the recognition lists. 'Barriers to symptomatic presentation' and 'beliefs about cancer outcomes' aggregate scores were created using weights derived from factor analyses (see section on International validity for a full description of the above).

Pilot testing

The draft ABC was piloted in UK English before translation and testing in Australian English, Canadian English, Canadian French, Danish, Swedish and Norwegian. Data collection for the validated studies took place in January–May 2011 and was carried out by a market research company (Ipsos MORI, London, UK) and members of the ICBP Working Group. Statistical analyses used the IBM SPSS V.19 and Stata V.12 computer software packages.

UK testing: reliability and validity

Cognitive interviews were carried out by telephone with 10 people aged ≥ 50 years; this age group was selected because it was the primary target group for the international survey. A trained interviewer asked participants to read each item and answer it while 'thinking aloud'.²⁰ This process identified items where the participant's understanding differed from the interviewer's, or where the items caused confusion or distress.

Test-retest reliability was assessed in 97 adults aged ≥ 50 years (55% women, 45% ≥ 65 years), who completed the ABC on the telephone twice, 2 weeks apart. Agreement over time was assessed with a combination of linear weighted-k for individual (ordinal) items, and intraclass correlations (ICC consistency) for aggregate (continuous) scores (total number of symptoms/risk factors recognised, barriers to symptomatic presentation and beliefs about cancer outcomes).²¹ The magnitude of the associations was judged according to

classifications proposed by Landis and Koch²² and Cicchetti.²³ Internal consistency of aggregate scores was assessed with Cronbach's α .

A content validity assessment was carried out by six independent academic researchers with expertise in psychometrics or cancer awareness, to assess both the clarity and the relevance of the items against the predefined constructs.²⁴ Each item was scored (1=poor to 4=excellent) on clarity and on relevance to the construct. Raters were asked for comments on any items scoring less than 3. For each item, and each set of items measuring any one construct, we calculated a Content Validity Index (CVI) (number of raters giving rating of 3–4/total number of raters). There is no universal agreement on the definition of an adequate CVI score; we used the criterion of >78%²⁵ because with six raters, this allows only one rater to score below '3' on any item, following the recommendation by Lynn.²⁶

International testing: quality and validity of translated measures

The ABC was then translated into Danish, Swedish, Norwegian and Canadian French. Minor amendments to UK English version were also made for the Australian and Canadian English versions. Translations were done by native speakers who also spoke good English and were familiar with medical terminology, and were checked by bilingual members of the ICBP Working Group. Items were rephrased as needed to reflect differences in healthcare systems or other cultural contexts.

We aimed for conceptual and cultural equivalence rather than a verbatim translation. The process used to achieve this was informed by the WHO guidelines,⁴ the International Workshop on Comparative Survey Design and Implementation (<http://www.csdiworkshop.org/>), as well as other guidelines for cross-cultural adaptation.⁵ We also drew on processes followed in other international studies^{27–28} to develop a method appropriate to the current project.

Up to 10 (range=8–10) cognitive interviews using the final versions were carried out with people aged 50+ in each country except for Canada, which carried out 10 each in French and English. Interviews took place over the telephone except in Denmark, where they were face-to-face. The interviews led to minor changes which were discussed collaboratively with members of the ICBP Working Group in each country to reach consensus.

Quantitative assessment of equivalence of meaning

Quantitative assessment of equivalence and relevance was carried out for the French, Swedish, Danish and Norwegian versions of the ABC.²⁹ The process was analogous to the UK content validity testing, but focused on conceptual and cultural equivalence. Each country assembled 4–8 experts in the field who were fluent in both the relevant target language and English and who were not members of the ICBP Working Group.^{25–30} They scored the items (and introductory sentences and

response options) from 1 (poor) to 4 (excellent) on equivalence of meaning comparing the local translation to the UK ABC, and relevance to the constructs as understood within each cultural setting. A CVI score was calculated in the same way as for the UK (see above) with a cut-off of 78% representing adequate agreement.

Bilingual cognitive interviewing

Three further telephone cognitive interviews were carried out with non-expert bilingual translators (the target language plus English) for each version of the ABC. This checked that changes made throughout the adaptation process had not led to divergence of meaning. At this stage, members of the ICBP Working Group from the three Scandinavian countries also carried out a check to ensure equivalence in Danish, Norwegian and Swedish because of their close linguistic links.

International validity of items and constructs

As part of the validation process, we explored the equivalence of the data collected across participating countries. After completing a tendering process, ABC surveys were carried out by a market research company (Ipsos MORI) between May and September 2011 using computer-assisted telephone interviews. The aim was to draw population-representative samples with a minimum of 2000 people aged 50+ completing the core ABC measure in each country. The method is described briefly here and further details can be found elsewhere.³¹ In the UK, Canada and Australia, random samples of telephone numbers were drawn from commercial listings. The final two digits of each selected telephone number were replaced with two random numbers, which brought unlisted numbers into the sampling frame. Where there was more than one eligible person living in the household, one person was selected using the 'Rizzo' method to ensure an equal chance of selection for interview.³² In the Scandinavian countries random samples of eligible people were drawn from complete population registers and linked to commercial telephone listings. Additional age ranges and extra modules were completed in some countries (see [table 1](#)). Ethical approval for the survey was secured via local ethics boards in each participating jurisdiction, with the exception of Norway where ethical approval was not required. Interviewers took part in survey-specific training to ensure consistency and sensitivity. In total, 19 079 people completed the interview. The response rate (American Association for Public Opinion Research response rate formula³; <http://www.aapor.org>) ranged from 23% in Norway to 47% in Australia. Samples were roughly population-representative for age, but women were over-represented (59% vs 53% in the population aged 50+). Weights were calculated and applied, where appropriate, to adjust for recruitment method, population size and non-response bias.

We assessed how 'well' the items performed (discrimination and difficulty) by examining the consistency of response patterns across countries using the full

Table 1 Participation in the international survey of cancer awareness and beliefs

	England	Northern Ireland	Wales	Australia NSW	Australia Victoria	Canada	Denmark	Sweden	Norway
Core ABC (2000 aged 50+)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Module 1—screening (2000 aged 50+)	✓	—	—	✓	—	—	✓	✓	✓
Module 2—risk awareness (2000 aged 50+)	—	✓	—	—	—	—	✓	✓	✓
Module 3—ovarian cancer awareness (women aged 50+)	—	—	✓	—	—	—	—	—	—
ABC—younger sample (1000 aged 30–49)	—	—	—	—	—	—	✓	✓	✓

ABC, awareness and beliefs about cancer; NSW, New South Wales.

international dataset. For each country, we identified items with very low variation ($\geq 95\%$ of participants answering in the same category). In a second analysis we examined the proportions of ‘invalid’ responses. In the main, we considered ‘don’t know’, ‘refused’ or a blank (no answer recorded) as ‘invalid’.¹ We judged that where $>10\%$ of responses were ‘invalid’, the item was too difficult. Large variations between countries in this analysis were taken as an indication that items might not be equivalent, and therefore that good functional translation might not have been achieved.

We explored the performance of the two variables derived as aggregated combinations of items weighted to align with latent constructs. Items selected for inclusion in the aggregate scores had adequate mutual intercorrelations. ‘Barriers to symptomatic presentation’ combined four items (too embarrassed, too busy, worried about wasting the doctor’s time and worried about what the doctor might find). ‘Beliefs about cancer outcomes’ combined three items (‘cancer can(not) often be cured’, ‘a diagnosis of cancer is a death sentence’ and ‘people with cancer can(not) expect to continue with normal activities and responsibilities’). Having checked that the Cronbach’s α for the items in each score were above 0.45, factor analysis was applied to the mutual item intercorrelations to identify the latent factor that maximally accounted for common variation.³³ Means of the six country-specific factor-based weighting coefficients were used as the coefficients for the overall aggregate scores to be applied across all countries. Validity was defined in two ways: (1) a unipolar, general factor should account for a proportion of the communality exceeding the baseline level by 40% in each country and (2) the resultant weighting coefficients should be consistent across countries. This was checked by examining the correlations of the overall aggregate score with the local equivalents derived in each country.

¹For items on symptom awareness (q09–q19), ‘don’t know’ was offered as a response and considered a ‘valid’ answer, following previous analyses.

RESULTS

UK testing

As a result of the UK cognitive interviews, minor adjustments were made to the wording of 12 items and five response options and some of the introductory text was modified to improve clarity and accessibility.

The internal consistency for the aggregate symptom and risk factor scores was good (Cronbach’s $\alpha > 0.70$), but internal consistency was lower for the aggregate scores for barriers to symptomatic presentation (0.52) and beliefs about cancer outcomes (0.49). The relatively low α values follow from the relatively low correlations among the constituent questions (range 0.2–0.4). While the communality variance of the constituent questions is lower than ideal for definition of a latent factor, a balance is evident in that each constituent question contains substantial unique information.

In test–retest reliability analyses, the aggregate scores all reached ‘substantial’ ($\geq 60\%$) agreement between administrations. ICC were also good (total symptoms $r=0.70$, total risk factors $r=0.67$, barriers to symptomatic presentation $r=0.62$, beliefs about cancer outcomes $r=0.61$).

The majority of individual items had a good agreement between the two administrations, but three fell below 20%. These were one item in the ‘screening’ module (‘breast cancer screening could reduce my chances of dying from breast cancer’, $k=0.11$), and two items in the ‘risk factor module’ (smoking, $k=-0.02$; sun bed use, $k=-0.04$). The breast screening item was tested only in women ($N=53$), 10 changed their response between test and retest, of whom 7 changed more than two points on the response scale. Clearly this belief is not temporally stable, possibly reflecting the public’s confusion about the primary purpose of screening and this is likely to vary between countries. For the risk factor items, the κ -coefficient was affected by the very small numbers who ‘disagreed’ with these items at the first administration (two and seven, respectively) who all ‘agreed’ at the second administration. In fact the overwhelming majority of participants ‘agreed’ at both time points and as these items are well-established risk factors for cancer they were retained.

Table 2 Results of the quantitative assessment of equivalence of meaning—number of items with agreement index <78%

Module	Canadian French (N=4 raters)	Danish (N=6 raters)	Swedish (N=8 raters)	Norwegian (N=6 raters)
Core module (32 items)				
Equivalence	6	4	6	5
Relevance	5	2	0	3
Risk factors module (13 items)				
Equivalence	–	0	0	0
Relevance	–	0	0	0
Screening module (8 items)				
Equivalence	–	0	4	2
Relevance	–	2	0	2

Content validity assessment showed good (>78%) agreement for all individual items for clarity and relevance. Raters also made a content validity assessment of groups of items representing the different areas (constructs described in ‘item selection’ section). The overall clarity rating for the ‘barriers’ construct was 67%, which the raters’ noted was because of lack of clarity in the introductory sentences.

International testing: conceptual and cultural equivalence

A number of translation issues were highlighted by the cognitive interviews. The verbal interviewer script was shortened and changes made to item ordering to enhance the ‘flow’ of the interview. Additional explanations for some terms (eg, ‘persistent’, ‘HPV’ and ‘processed meat’) were either added or made available to interviewers for respondents who needed further explanation.

Quantitative assessment of equivalence of meaning

In general, the items achieved high ratings of equivalence and relevance in the quantitative assessment of the quality of translation. Table 2 shows the number of items that performed less well. Overall, more problems in the translations were identified by the ‘equivalence’ than the ‘relevance’ test. The common issues included: the translation and coding of the ‘help-seeking

intentions’ items, the wording of the item about ‘difficulty getting an appointment with a doctor’, the translation of ‘embarrassment’ as a barrier to seeking medical help and the wording of the screening module items because of the local characteristics of screening programmes. Discussion of the intended meaning of the items took place between the ICBP Working Group and the research company team to enable translators to reword these items to ensure equivalence of meaning. These adjustments were checked during the bilingual cognitive interviews, where a few further minor adjustments were made.

International validity of items and constructs

Table 3 shows the items that performed less well in terms of either difficulty or discrimination in the international surveys. Very few items were non-discriminatory; the exceptions were awareness of ‘change in the appearance of a mole’ and ‘unexplained lump or swelling’, which were recognised as symptoms of cancer by over 95% of participants in most countries. This indicates that they are well-known symptoms and analyses using them as single-item variables would have limited usefulness; however, they were included on the grounds of face validity. The items with the highest number of ‘invalid’ responses were those asking: “Out of 10 people

Table 3 Items that performed less well in terms of either difficulty or discrimination

Item (category)*	The UK	Australia	Canada	Denmark	Sweden	Norway
Non-discrimination (>95% in any single category) (%)						
Knowledge of unexplained lump or swelling as a symptom of cancer (Yes)	96.6	95.7	–	–	–	–
Q15—change in the appearance of a mole (Yes)	96.7	98.2	95.4	97.0	96.5	98.3
High % ‘invalid’ (>10%)						
Q29—cancer treatment is worse than cancer itself (tend to agree)	15.9	–	–	11.1	10.6	–
Q34—how many out of 10 survive bowel cancer (5 people)	–	12.1	–	–	–	–
Q35—how many out of 10 survive breast cancer (8 people)	–	10.3	–	–	–	–
Q36—how many out of 10 survive ovarian cancer (5 people)	14.9	21.1	10.1	–	–	–
Q37—how many out of 10 survive lung cancer (5 people)	–	12.9	–	–	–	–

*The full range of response options for each item can be seen in the online supplementary file containing the UK ABC measure. ABC, awareness and beliefs about cancer.

Table 4 Development and validation of the aggregate score: barriers to symptomatic presentation

Country	Factor score coefficients				Community explained (%) [*]	Correlation with aggregate score
	Q24 'too embarrassed'	Q25 'time wasting'	Q26 'what the dr might find'	Q27 'too busy'		
Canada	1.1330	0.3925	0.4860	0.3626	41.4	0.989
The UK	0.9129	0.4206	0.3709	0.3561	42.4	0.996
Australia	1.2711	0.4797	0.4356	0.3695	39.8	0.997
Denmark	1.5537	0.7108	0.2863	0.3098	39.7	0.992
Norway	1.3142	0.6716	0.3616	0.3147	39.6	0.999
Sweden	1.0438	0.8786	0.3046	0.3002	34.7	0.984
†Mean	1.2048	0.5935	0.3742	0.3355		

*The target is $\geq 35\%$ (a 40% excess above the baseline of 25%).

†The mean factor score coefficients become the weights for the aggregate score.

diagnosed with X cancer, how many do you think would be alive 5 years later." In particular, the ovarian cancer outcomes item performed poorly in both women and men. Participants in Australia tended to find all of the items about cancer outcomes difficult to answer.

Results of analyses exploring the comparability of the factor structure of aggregate scores across countries are shown in tables 4 and 5 which show the percentage of communality accounted for by the first factor and the factor score coefficients for each country. Also shown are the correlations of the overall aggregate score with each country's factor score variable, and the means that were used to generate the overall aggregate scores. The percentage of communality explained by the first factor was consistently at least 40% above the baseline level for the number of factors extracted, which is considered satisfactory. Correlations between the overall measure and the factor scales in each country were >0.99 except for one instance of 0.98. This was considered satisfactory.

DISCUSSION

This paper describes the methods used to develop an international measure of cancer awareness and beliefs administered by telephone interview. Good test-retest reliability and internal and content validity were established in a UK sample prior to translation into other

languages. The process of adaptation targeted conceptual and cultural equivalence rather than verbatim translation. To determine where changes to a direct translation were needed to reflect this goal, we used a process comparable to a quantitative content validity exercise with expert raters assessing items in terms of equivalence and relevance. This highlighted items needing revision in order to achieve equivalence of meaning across cultures.

Overall, the ABC measure showed good international validity as assessed by consistency in item performance and the factor structure of aggregate scores. Although the Cronbach's α for the aggregate scores were somewhat low, factor analysis results and stability across countries demonstrated that the latent variable was well defined. A small number of items did not perform well in the reliability or validity tests. Some of these were retained for face validity; in other cases they were retained because of the disproportionate time investment needed to repeat the validation process in all the languages for a small number of items. Improvements could still therefore be made to the measure in the future.

Another limitation was that the selection of the initial items to include in the ABC measure was hampered by lack of preexisting validated measures of cancer beliefs. Although there are validated measures for some areas, for

Table 5 Development and validation of the aggregate score: negative beliefs about cancer outcomes

Country	Factor score coefficients			Community explained (%) [*]	Correlation with aggregate score
	Q28 'normal activities'	Q31 'cure'	Q33 'death sentence'		
Canada	0.4319	0.5327	0.2724	50.0	0.991
The UK	0.3776	0.6330	0.2895	50.0	0.998
Australia	0.4185	0.6664	0.2385	50.2	0.999
Denmark	0.3242	0.7554	0.2367	50.2	0.998
Norway	0.3462	0.8330	0.2182	46.1	0.996
Sweden	0.3549	0.7936	0.2453	47.0	0.998
†Mean	0.3756	0.7024	0.2501		

*The target is $\geq 47\%$ (a 40% excess above the baseline of 33%).

†The mean factor score coefficients become the weights for the aggregate score.

example for breast cancer fear³⁴ and cancer fatalism,³⁵ these did not encompass the variety of beliefs potentially associated with help-seeking behaviour. The field would be enhanced by research into the full range of beliefs about cancer. The two belief constructs validated in the ABC (barriers to symptomatic presentation and beliefs about cancer outcomes) are a start on this process.

The ABC is a reliable and valid measure of cancer awareness and beliefs available in five languages (English, Danish, Swedish, Norwegian and Canadian French), and with demonstrable international validity. The development provides a blueprint for other countries who wish to compare their citizens' ABC with those of the ICBP partners. This approach to validating international measures, which has evolved from the guidelines on the topic, should also be useful for other international survey research.

Author affiliations

¹Department of Epidemiology and Public Health, Cancer Research UK Health Behaviour Research Centre, University College London, London, UK

²King's College London Promoting Early Presentation Group, King's College, London, UK

³Cochrane Institute of Primary Care and Public Health, School of Medicine, Cardiff University, Cardiff, UK

⁴Department of Cancer Prevention, Cancer Institute New South Wales, Sydney, New South Wales, Australia

⁵Centre for Public Health, Queen's University Belfast, Belfast, Northern Ireland

⁶Centre for Behavioural Research in Cancer, Cancer Council Victoria, Victoria, Australia

⁷Danish Research Centre for Cancer Diagnosis in Primary Care, Aarhus University, Aarhus, Denmark

⁸Department of Learning, Informatics, Management and Ethics, Karolinska Institutet, Stockholm, Sweden

⁹Canadian Partnership against Cancer, Toronto, Canada

¹⁰Department of Cancer Research and Molecular Medicine, Norwegian University of Science & Technology, Trondheim, Norway

Acknowledgments Anna Carluccio, Colin Gardiner, Julia Pye, Laura Thomas and Chris Marshall of IPSOS Mori for coordinating the fieldwork. Kate Aldersey, Martine Bomb, Catherine Foot, and Donia Sadik of Cancer Research UK for managing the programme.

ICBP Programme Board Ole Andersen, Søren Brostrøm, Heather Bryant, David Currow, Anna Gavin, Gunilla Gunnarsson, Jane Hanson, Todd Harper, Stein Kaasa, Nicola Quin, Linda Rabeneck, Michael A Richards, Michael Sherar, Bob Thomas.

Academic Reference Group Neil Aaronson, David Cella, Henrik Møller, Keith Petrie, Liesbeth Van Osch.

Contributors All authors contributed to the conception and design of the studies. AES, LJLF, JW and AJR drafted the initial paper. AES, FW and DB were responsible for the initial data analyses. All the authors made contributions to developing the analysing plan and interpreting the data at subsequent stages. Successive drafts of the paper were circulated among all of the authors for critical revision. All authors have seen and approved the final version of this paper.

Funding Australia: Cancer Council Victoria, Department of Health Victoria, Cancer Institute New South Wales; Canada: Canadian Partnership against Cancer; Denmark: Danish Cancer Society and Novo Nordic Foundation; Norway: Helsedirektoratet—The Norwegian Directorate of Health; Sweden: Swedish Social Ministry and the Association of Local Authorities and Regions; UK: Department of Health/National Cancer Action Team, Northern Ireland Public Health Agency, Tenovus and the Welsh Government.

Competing interests None.

Ethics approval Australia: New South Wales Population and Health Services Research Ethics Committee, Anti-Cancer Council of Victoria's Human Research Ethics Committee; Canada: Conjoint Health Research Ethics Board of the University of Calgary; Denmark: Danish Protection Agency; Norway: Norway Social Science Data Services; Sweden: Regionala etikprövningsnämnden i Stockholm; UK: University College London Research Ethics Committee, Research Ethics Committee for the Queen's University School of Medicine, Dentistry, and Biomedical Science, Cardiff University School of Medicine.

Provenance and peer review Not commissioned; externally peer reviewed.

Data sharing statement No additional data are available.

REFERENCES

- Coleman M, Forman D, Bryant H, *et al.* Cancer survival in Australia, Canada, Denmark, Norway, Sweden, and the UK, 1995–2007 (the International Cancer Benchmarking Partnership): an analysis of population-based cancer registry data. *Lancet* 2010;377:127–38.
- Richards MA. The size of the prize for earlier diagnosis of cancer in England. *Br J Cancer* 2009;101(Suppl 2):s125–9.
- Survey Research Center. Guidelines for best practice in cross-cultural surveys. 1-8-2010. Ann Arbor, MI, Survey Research Center, Institute for Social Research, University of Michigan. 4-4-2012. <http://ccsg.isr.umich.edu/pdf/00FullGuidelines3.pdf> (accessed 29 May 2012).
- de Bruin A, Picavet HSJ, Nossikov A, eds. *Health interview surveys: towards international harmonisation of methods and instruments*. WHO Regional Publications. European series 1996: No. 58. <http://www.euro.who.int/data/assets/pdf/0017/111149/E72841.pdf> (accessed 29 May 2012).
- Wild D, Grove A, Martin M, *et al.* Principles of good practice for the translation and cultural adaptation process for patient-reported outcomes (PRO) measures: report of the ISPOR task force for translation and cultural adaptation. *Value Health* 2005;8:94–104.
- Mullen M. Diagnosing measurement equivalence in cross-national research. *J Int Bus Stud* 1995;26:573–96.
- Simon AE, Waller J, Robb K, *et al.* Patient delay in presentation of possible cancer symptoms: the contribution of knowledge and attitudes in a population sample from the United Kingdom. *Cancer Epidemiol Biomarkers Prev* 2010;19:2272–7.
- Macleod U, Mitchell ED, Burgess C, *et al.* Risk factors for delayed presentation and referral of symptomatic cancer: evidence for common cancers. *Br J Cancer* 2009;101(Suppl 2):s92–101.
- Robb K, Stubbings S, Ramirez A, *et al.* Public awareness of cancer in Britain: a population-based survey of adults. *Br J Cancer* 2009;101(Suppl 2):s18–23.
- Ramirez AJ, Westcombe AM, Burgess CC, *et al.* Factors predicting delayed presentation of symptomatic breast cancer: a systematic review. *Lancet* 1999;353:1127–31.
- Niederdeppe J, Levy AG. Fatalistic beliefs about cancer prevention and three prevention behaviors. *Cancer Epidemiol Biomarkers Prev* 2007;16:998–1003.
- Powe BD, Finnie R. Cancer fatalism: the state of the science. *Cancer Nurs* 2003;26:454–65.
- Stubbings S, Robb K, Waller J, *et al.* Development of a measurement tool to assess public awareness of cancer. *Br J Cancer* 2009;101(Suppl 2):s13–17.
- Bish A, Ramirez A, Burgess C, *et al.* Understanding why women delay in seeking help for breast cancer symptoms. *J Psychosom Res* 2005;58:321–6.
- Andersen BL, Cacioppo JT. Delay in seeking a cancer diagnosis: delay stages and psychophysiological comparison processes. *Br J Soc Psychol* 1995;34:33–52.
- Richards MA. The National Awareness and Early Diagnosis Initiative in England: assembling the evidence. *Br J Cancer* 2009;101(Suppl 2):s1–4.
- Park A, Clery E. British Social Attitudes, 27th Report 2010. <http://www.natcen.ac.uk/study/british-social-attitudes-27th-report> (accessed 29 May 2012).
- Environics Research Group. *Cancer prevention—attitudes, awareness and behaviours—a national survey of Canadians*. Ontario, Canada: Environics Research Group Limited, 2008.
- Paul C, Girgis A, Wakefield M, *et al.* *Cancer-related knowledge and practices: recommended survey items. Version 1*. Newcastle, NSW, Australia: The Public Health Committee of the Cancer Council Australia, 2006.

20. Campanelli P. Testing survey questions: new directions in cognitive interviewing. *Bull Methodol Sociol* 1997;55:5–17.
21. Rousson V, Gasser T, Seifert B. Assessing intrarater, interrater and test-retest reliability of continuous measurements. *Statist Med* 2002;21:3431–46.
22. Landis JR, Koch GG. The measurement of observer agreement for categorical data. *Biometrics* 1977;33:159–74.
23. Cicchetti DV. Guidelines, criteria, and rules of thumb for evaluating normed and standardized assessment instruments in psychology. *Psychol Assess* 1994;6:284–90.
24. Haynes SN, Richard DCS, Kubany ES. Content validity in psychological assessment: a functional approach to concepts and methods. *Psychol Assess* 1995;7:238–47.
25. Polit DF, Beck CT, Owen SV. Is the CVI an acceptable indicator of content validity? Appraisal and recommendations. *Res Nurs Health* 2007;30:459–67.
26. Lynn MR. Determination and quantification of content validity. *Nurs Res* 1986;35:382–5.
27. Squires A, Aiken LH, van den Heede K, *et al*. A systematic survey instrument translation process for multi-country, comparative health workforce studies. *Int J Nurs Stud*. Published Online First 23 Mar 2012. doi.org/10.1016/j.ijnurstu.2012.02.015.
28. McGeevey J, Orrevall Y, Petterson K, *et al*. Reflections on the process of translation and cultural adaption of an instrument to investigate taste and smell changes in adults with cancer. *Scand J Car Sci* 2012. In press.
29. Hyrkas K, Appelqvist-Schmidlechner K, Oksa L. Validating an instrument for clinical supervision using an expert panel. *Int J Nurs Stud* 2003;40:619–25.
30. Grant JS, Davis LL. Selection and use of content experts for instrument development. *Res Nurs Health* 1997;20:269–74.
31. Forbes LJL, Simon AE, Warburton F, *et al*. Differences in cancer awareness and beliefs between Australia, Canada, Denmark, Norway, Sweden and the UK (the International Cancer Benchmarking Partnership): do they contribute to differences in cancer survival? *BJC* 2012; in press.
32. Rizzo L, Brick JM, Park I. A minimally intrusive method for sampling persons in random digit dial surveys. *Public Opin Q* 2004;68:267–74.
33. Kim J-O, Mueller CW. *Construction of factor scales. Factor analysis—statistical methods and practical issues*. Newbury Park: Sage Publications Inc, 1978.
34. Champion VL, Skinner CS, Menon U, *et al*. A breast cancer fear scale: psychometric development. *J Health Psychol* 2004;9:753–62.
35. Powe BD. Cancer fatalism among elderly Caucasians and African Americans. *Oncol Nurs Forum* 1995;22:1355–9.

Awareness and Beliefs about Cancer (ABC) measure

Final version in UK English

COUNTRY OF ORIGIN AUTOMATICALLY SET BY CATI SCRIPT

IF APPOINTMENT PREVIOUSLY MADE

Please can I speak to [INSERT NAME FROM APPOINTMENT LOG]?

INTRODUCTION

Good morning / afternoon / evening, my name is <<(INSERT)>> and I work for the independent research agency Ipsos MORI. We are carrying out a health research survey on behalf of Cancer Research UK and would like to invite you, or a member of your household, to take part.

This is a national survey of people from across England who are aged 50 or over and the survey is also being carried out in 7 other countries.

READ OUT ONLY IF ASKED: The participating countries are England, Northern Ireland, Wales, Norway, Sweden, Denmark, Australia and Canada.

READ OUT TO ALL: The results of the survey will be used to explore differences in people's views about cancer across different countries and to help improve cancer information for the general public. It will also help doctors to diagnose cancer earlier.

ASK ALL

SINGLE CODE

ALLOW "REFUSED" OR "DON'T KNOW" BUT THANK AND CLOSE IF THEY DO REFUSE OR DON'T KNOW

QS1. This survey only covers people aged 50 or older. Could you please tell me how many people aged 50 or over currently live in your household, including yourself?

01	One	CONTINUE TO INFORMATION SECTION
02	Two	ASK QS2
03	Three	ASK QS3
04	Four	ASK QS3
05	Five	ASK QS3
06	Six	ASK QS3
07	Seven	ASK QS3
08	Eight	ASK QS3
09	Nine	ASK QS3
10	Ten	ASK QS3
11	None	THANK AND CLOSE

Ipsos MORI

IF CODE 2 AT QS1: THE CATI SCRIPT WILL SELECT ONE ADULT RANDOMLY: CATI WILL SELECT THE CURRENT RESPONDENT ON 50% OF OCCASIONS, AND THE OTHER HOUSEHOLD MEMBER ON 50% OF OCCASIONS. IF THE CURRENT RESPONDENT IS SELECTED, CONTINUE TO INFORMATION SECTION. IF OTHER HOUSEHOLD MEMBER SELECTED ASK

SINGLE CODE

ALLOW "REFUSED" BUT THANK AND CLOSE IF THEY DO REFUSE

QS2. In households where there are two adults aged 50 or older, we are using a random method to select which one of these adults takes part in this survey. On this occasion, it is the other person that I would like to speak to. May I speak to that person please?

READ OUT ONLY IF ASKED: This is to ensure we achieve a nationally representative sample of adults in England.

- | | | |
|----|--------------------|--|
| 01 | Yes, available | REREAD INTRODUCTION AND CONTINUE TO INFORMATION SECTION |
| 02 | Yes, not available | MAKE APPOINTMENT, AND LOG NAME OF SELECTED HOUSEHOLD MEMBER |
| 03 | No | THANK AND CLOSE |

IF CODES 3-10 AT S1: THE CATI SCRIPT WILL SELECT ONE ADULT RANDOMLY – THE PROBABILITY OF SELECTION IS LINKED TO THE NUMBER OF HOUSEHOLD MEMBERS AT S1. CATI WILL SELECT THE CURRENT RESPONDENT IN $(1/S1)$ OCCASIONS. IT SHOULD SELECT THE OTHER HOUSEHOLD MEMBERS IN $((S1-1)/S1)$ OCCASIONS. IF THE CURRENT RESPONDENT IS SELECTED, CONTINUE TO INFORMATION SECTION. IF OTHER HOUSEHOLD MEMBER SELECTED ASK

SINGLE CODE

ALLOW "REFUSED" BUT THANK AND CLOSE IF THEY DO REFUSE

QS3. Where there are three or more adults aged 50 or older, we are using a random method to select one person to interview. Not including yourself, please could I speak to the person aged 50 or over who has the next birthday?

INTERVIEWER NOTE: THIS DOES NOT INCLUDE THE PERSON YOU ARE SPEAKING TO, IT MUST BE ANOTHER MEMBER OF THE HOUSEHOLD.

READ OUT ONLY IF ASKED: The person with the next birthday is selected to ensure we achieve a nationally representative sample of adults in England.

- | | | |
|----|--|--|
| 01 | Yes, available | REREAD INTRODUCTION AND CONTINUE |
| 02 | Yes, not available | MAKE APPOINTMENT, AND LOG NAME OF SELECTED HOUSEHOLD MEMBER |
| 03 | No | THANK AND CLOSE |
| 04 | I don't know who has the next birthday | THANK AND CLOSE |

Ipsos MORI

INFORMATION

If you do decide to take part, the survey would take around 15-20 minutes to complete. All information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party.

Your details will not be passed on to your GP or doctor. Whether or not you decide to take part, this will not affect your health care in any way.

READ OUT ONLY IF ASKED: Your telephone number has been randomly generated. These numbers are not obtained from any commercially available calling list. Using this process we do not know any details about the household we are calling.

READ OUT ONLY IF ASKED: Ipsos MORI is a member of the Market Research Society and your personal data will be held in accordance with the Data Protection Act

VOLUNTARY NATURE OF THE SURVEY

It is up to you to decide whether or not to take part. If you decide to take part you are still free to stop at any time and without giving a reason. If you prefer, you can also skip individual questions on the survey.

ASK ALL

SINGLE CODE

QS4. Now that I have told you about the survey, would you be willing to take part?

- | | | |
|----|--|-------------------------------|
| 01 | Yes | CONTINUE |
| 02 | No – not available right now
AND LOG NAME | MAKE APPOINTMENT TO CALL BACK |
| 03 | No – do not want to take part | GO TO QS5 |

ASK ALL WHO SAY 'NO' AT QS4

MULTICODE

ALLOW "REFUSED"

ENQUIRE GENTLY WITHOUT INSISTING ON AN ANSWER. DO NOT READ OUT

QS5. Please don't feel you have to say, but would you be willing to tell me why you don't want to be interviewed, just to help us get a general idea of why people aren't taking part?

- | | |
|----|--|
| 01 | It would be upsetting / uncomfortable / emotionally difficult to take part |
| 02 | I don't have time |
| 03 | Questionnaire is too long |
| 04 | I don't take part in surveys |
| 05 | I'm not interested |
| 06 | I don't know anything about cancer |
| 07 | Have personal experience of cancer so would be upsetting to take part |
| 08 | Other |

END SURVEY

FOR RESPONDENTS WHO APPEAR DISTRESSED AT ANY POINT OR WHO HAVE CONCERNS OR QUESTIONS ABOUT CANCER – OFFER TO END THE TELEPHONE CALL AND OFFER CONTACT DETAILS AS REQUIRED:

TO SPEAK TO A CANCER NURSE, PLEASE CALL CANCER RESEARCH UK'S FREEPHONE HELPLINE 0808 800 4040 (FREEPHONE NUMBER; MON-FRI 9am-5pm)

IF YOU HAVE BEEN AFFECTED BY CANCER, CALL THE MACMILLAN CANCER SUPPORT LINE: 0808 808 0000 (FREEPHONE NUMBER; MON-FRI 9am-8pm)

SAMARITANS: 08457 90 90 90 (NOT FREE BUT OPERATES 24 HOURS A DAY)

Awareness and Beliefs about Cancer (ABC) measure

Interview questionnaire

DEMOGRAPHIC / BACKGROUND INFORMATION 1

I would now like to ask you a couple of questions about yourself, which will help us to analyse the results of the survey.

ASK ALL

WRITE IN

ALLOW "REFUSED"

Q1. What was your age last birthday? RECORD EXACT AGE

IF REFUSED PROBE: Which age group applies to you?

SINGLE CODE. READ OUT

ALLOW "REFUSED"

- | | |
|----|-------|
| 01 | 50-54 |
| 02 | 55-59 |
| 03 | 60-64 |
| 04 | 65-69 |
| 05 | 70-74 |
| 06 | 75-79 |
| 07 | 80-84 |
| 08 | 85-89 |
| 09 | 90+ |

ASK ALL

SINGLE CODE

Q2. INTERVIEWER TO CODE GENDER

- | | |
|----|--------|
| 01 | Female |
| 02 | Male |

Ipsos MORI

ASK ALL

SINGLE CODE

ALLOW "REFUSED" OR "DON'T KNOW"

Q3. Have you, or any friends or family members that are close to you, ever been diagnosed with cancer?

IF 'YES', PROBE: *May I ask*, is that you, someone close to you or both you and someone close to you?

- 01 Yes, respondent (self)
- 02 Yes, someone close
- 03 Yes, both self and someone close
- 04 Yes, but would prefer not to say who
- 05 No

CANCER AWARENESS

This question is about your awareness of, and beliefs about, cancer; it is not assessing your personal risk of cancer. This is not a test, we are interested in your thoughts and beliefs so please answer the questions as honestly as you can.

READ OUT ONLY IF ASKED: I am sorry that I can't answer detailed questions during the interview but we can go back to these at the end if you like. But I won't be able to go back at the end to change any answers.

WARNING SIGNS/SYMPTOMS

ASK ALL

WRITE IN

ALLOW "DON'T KNOW" OR "REFUSED"

Q4. There are many warning signs and symptoms of cancer. Please name as many as you can think of.

READ OUT ONLY IF ASKED: Please think about all different types of cancer.

RECORD ALL OF THE WARNING SIGNS OR SYMPTOMS THAT THE PERSON MENTIONS EXACTLY AS THEY SAY IT AND PROMPT UNTIL THE RESPONDENT CANNOT THINK OF ANY MORE SIGNS: Can you think of any others?

01
02
03
04
05
06
07
08
09
10

ANTICIPATED DELAY IN SEEKING MEDICAL HELP

ASK ALL

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS Q5-Q8

ALLOW "DON'T KNOW" OR "REFUSED"

The next questions are about going to the doctor. I'm going to read you out a list of signs and symptoms. For each one please tell me how long it would take you to go to the doctors from the time you first noticed the symptom.

Q5. A persistent cough?

READ OUT ONLY IF ASKED: By persistent I mean that it has lasted for some time.

Q6. Rectal bleeding, that is bleeding from the back passage or blood in the bowel motions?

ASK WOMEN ONLY

Q7. Any breast changes?

ASK ALL

Q8. Abdominal bloating? By abdominal, I mean your tummy or belly.

IF WOULD NOT GO TO DOCTOR PROBE FULLY FOR REASON

- 01 Up to 1 week
- 02 Over 1 up to 2 weeks
- 03 Over 2 up to 3 weeks
- 04 Over 3 up to 4 weeks
- 05 More than a month
- 06 I would go as soon as I noticed
- 07 I would not contact my doctor
- 08 I would go to a pharmacist instead of a doctor:
- 09 I would go to a nurse (at my GP surgery) instead of a doctor:
- 10 I would go to a healthcare professional at an NHS Walk In Centre instead of a doctor
- 11 I would go to a healthcare professional at a hospital instead of a doctor

Ipsos MORI

I'm now going to list some symptoms that may or may not be warning signs for cancer. For each one, can you tell me whether you think that it could be a warning sign for cancer?

ASK ALL

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS Q9-Q19

ALLOW "REFUSED" AND "DON'T KNOW"

Q9-19. Do you think [INSERT WARNING SIGN] could be a sign of cancer?

READ OUT ONLY IF ASKED: By persistent I mean that it has lasted for 3-6 weeks.

READ OUT ONLY IF ASKED: By unexplained I mean that it is not due to an illness or injury that you already know about.

READ OUT ONLY IF ASKED: By a change in bowel and bladder habits I mean a change in pooing and weeing.

READ OUT ONLY IF ASKED: By night sweats I mean sweats that wake you and make your sheets damp

Q9. an unexplained lump or swelling^a

Q10. a persistent unexplained pain

Q11. unexplained bleeding

Q12. a persistent cough or hoarseness

Q13. a change in bowel or bladder habits

Q14. a persistent difficulty in swallowing

Q15. a change in the appearance of a mole^b

Q16. a sore that does not heal

Q17. unexplained night sweats

Q18. unexplained weight loss

Q19. unexplained tiredness

01 Yes

02 No

^a [This item had low discrimination \(>95% respond 'yes'\)](#)

^b [This item had low discrimination \(>95% respond 'yes'\)](#)

SELF-RATED HEALTH, ACCESS TO A DOCTOR AND SMOKING

I would just like to ask you a couple more questions about yourself.

ASK ALL

SINGLE CODE. READ OUT

ALLOW "DON'T KNOW" OR "REFUSED"

ROTATE RESPONSE OPTIONS FOR 50% OF RESPONDENTS

Q20. In general, would you say your health is...?

- 01 Very good
- 02 Good
- 03 Fair
- 04 Poor
- 05 Very poor

ASK ALL

SINGLE CODE. READ OUT

ALLOW "DON'T KNOW" OR "REFUSED"

ROTATE RESPONSE OPTIONS FOR 50% OF RESPONDENTS

Q21. How easy, or difficult, is it for you to get to see a doctor if you have a symptom that you think might be serious?

- 01 Very difficult
- 02 Somewhat difficult
- 03 Somewhat easy
- 04 Very easy

ASK ALL

SINGLE CODE

ALLOW "DON'T KNOW" OR "REFUSED"

Q22. Do you smoke at all these days, either cigarettes, including hand-rolled ones, pipes or cigars?

- 01 Yes
- 02 No

ASK ALL WHO SAY 'NO' AT Q22

SINGLE CODE

ALLOW "DON'T KNOW" OR "REFUSED"

Q23. Have you ever smoked either cigarettes, including hand-rolled ones, pipes or cigars?

- 01 Yes
- 02 No

ACCESS TO CARE: EARLY SYMPTOMATIC PRESENTATION

Sometimes people put off going to see the doctor even when they have a symptom they think might be serious. These are some of the reasons people give for delaying. Could you say if any of these might put you off going to the doctor?^c

For each one that I read out, please respond either 'Yes, often', 'Yes, sometimes', or 'No'.

ASK ALL

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS Q24-Q27

IF RESPONDENT REQUESTS, READ OUT RESPONSES AGAIN

ALLOW "DON'T KNOW" OR "REFUSED"

Q24. I would be too embarrassed.

Q25. I would be worried about wasting the doctor's time.

Q26. I would be worried about what the doctor might find.

Q27. I am too busy to make time to go to the doctor.

- 01 Yes, often
- 02 Yes, sometimes
- 03 No

^cBarriers to symptomatic presentation' aggregate variable uses Qs24-27

GENERAL CANCER BELIEFS AND BELIEFS ABOUT EARLY SYMPTOMATIC PRESENTATION AND EARLY DIAGNOSIS OF CANCER

I'm now going to read you some statements that are sometimes made about cancer.

For each of the statements can you tell me how much you agree or disagree with each item?^d

ASK ALL

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS Q28-Q32

ALLOW "DON'T KNOW" OR "REFUSED"

IF RESPONDENT SAYS AGREE / DISAGREE: Is that strongly or tend to agree / disagree?

Q28. These days, many people with cancer can expect to continue with normal activities and responsibilities.

Q29. Most cancer treatment is worse than the cancer itself.

Q30. I would NOT want to know if I have cancer.

Q31. Cancer can often be cured.

Q32. Going to the doctor as quickly as possible after noticing a symptom of cancer could increase the chances of surviving.

01 Strongly disagree

02 Tend to disagree

03 Tend to agree

04 Strongly agree

ASK ALL

SINGLE CODE

ALLOW "DON'T KNOW" OR "REFUSED"

Q33. Some people think that a diagnosis of cancer is a death sentence. To what extent do you agree or disagree that a diagnosis of cancer is a death sentence?

IF RESPONDENT SAYS AGREE / DISAGREE: Is that strongly or tend to agree / disagree?

01 Strongly disagree

02 Tend to disagree

03 Tend to agree

04 Strongly agree

^dBeliefs about cancer outcomes' aggregate variable using Q28, Q31 and Q33

Ipsos MORI

ASK ALL

WRITE IN NUMBER (FROM 0-10) FOR EACH PART. ROTATE QUESTIONS Q34-Q37
ALLOW "DON'T KNOW" OR "REFUSED"

I would now like you to think about people with different types of cancer and how long they may live after finding out they have cancer.^e

Q34. Out of 10 people diagnosed with bowel cancer, how many do you think would be alive 5 years later?

Q35. Out of 10 people diagnosed with breast cancer, how many do you think would be alive 5 years later?

Q36. Out of 10 people diagnosed with ovarian cancer, how many do you think would be alive 5 years later?

Q37. Out of 10 people diagnosed with lung cancer, how many do you think would be alive 5 years later?

01 Record number of people here

RISK

And I would now like you to think about the population in general.

ASK ALL

SINGLE CODE. READ OUT

ALLOW "DON'T KNOW" OR "REFUSED"

Q38. Over the next year, which of these groups of people do you think is most likely to be diagnosed with cancer?

01 30 year olds

02 50 year olds

03 70 year olds

04 People of any age are equally likely to be diagnosed with cancer

^e Qs 34-37 had a high number of 'invalid' responses indicating that participants found them difficult to answer.

Module 1 Cancer Screening beliefs and behaviour

CANCER SCREENING BEHAVIOUR

The next section is about cancer screening programmes that invite everyone in a particular age group to have tests to check whether they may have bowel or breast cancer.

Firstly I am interested in whether you have attended screening.

ASK ALL FEMALES

SINGLE CODE.

ALLOW "DON'T KNOW", "REFUSED" OR "NOT APPLICABLE"

QM1. Have you had a breast cancer screening test, mammogram, in the past 5 years?

01 Yes

02 No

ASK ALL

SINGLE CODE.

ALLOW "DON'T KNOW", "REFUSED" OR "NOT APPLICABLE"

QM2. Have you had a bowel cancer screening test in the past 5 years?

01 Yes

02 No

BELIEFS ABOUT CANCER SCREENING

ASK ALL FEMALES

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS QM3-QM5

ALLOW "DON'T KNOW" OR "REFUSED"

The next items are about breast cancer screening, mammograms. Can you tell me how much you agree or disagree with each item?

IF RESPONDENT SAYS AGREE / DISAGREE: Is that strongly or tend to agree / disagree

QM3. I would be so worried about what might be found at breast cancer screening that I would prefer not to have it

QM4 Breast cancer screening is only necessary if I have symptoms

QM5 Breast cancer screening could reduce my chance of dying from breast cancer.^f

01 Strongly disagree

02 Tend to disagree

03 Tend to agree

04 Strongly agree

Now I'm going to ask you some items about bowel cancer screening.

For each of the statements can you tell me how much you agree or disagree with each item?

^f [This item had low test-retest reliability, k=0.11](#)

Ipsos MORI

ASK ALL

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS QM6-QM8

ALLOW "DON'T KNOW" OR "REFUSED"

IF RESPONDENT SAYS AGREE / DISAGREE: Is that strongly or tend to agree / disagree?

QM6. I would be so worried about what might be found at bowel cancer screening, that I would prefer not to do it.

QM7 Bowel cancer screening is only necessary if I have symptoms

QM8 Bowel cancer screening could reduce my chances of dying from bowel cancer.

- 01 Strongly disagree
- 02 Tend to disagree
- 03 Tend to agree
- 04 Strongly agree

Module 2 Cancer risk factor awareness

I am now going to read out a list of things which may or may not increase your chances of getting cancer in general.

For each one can you tell me how much you agree or disagree that it may increase your chances of getting cancer?

ASK ALL

SINGLE CODE FOR EACH PART. ROTATE QUESTIONS QN1-QN13

ALLOW "DON'T KNOW" OR "REFUSED"

IF RESPONDENT SAYS AGREE / DISAGREE: Is that strongly or tend to agree / disagree?

QN1. Smoking?^g

QN2. Exposure to another person's smoke?

QN3. Drinking more than 1 unit of alcohol a day. One unit of alcohol is equivalent to a single measure of spirits, a third of a pint of normal strength lager or beer, or a small glass of wine?

QN4. Eating less than 5 portions of fruit and vegetables a day?

QN5. Eating red or processed meat once a day or more? By processed meat I mean meat which is smoked, salted or chemically preserved.

QN6. Being obese?

QN7. Getting sunburnt more than once as a child?

QN8. Being over 70 years old?

QN9. Having a close relative with cancer?

QN10. Infection with HPV, Human Papillomavirus?

QN11. Not doing much physical activity?

QN12. Using a sunbed?^h

QN13. Exposure to radiation such as radioactive materials, x-rays or radon

- 01 Strongly disagree
- 02 Tend to disagree
- 03 Tend to agree
- 04 Strongly agree
- 05 I don't know what this is (FOR QN10 ONLY)

^g This item had low test-retest reliability, $k=-0.02$

^h This item had low test-retest reliability, $k=-0.04$

DEMOGRAPHIC / BACKGROUND INFORMATION 2

I would now like to ask you a few more questions about yourself, to help us analyse the results of the survey.

ASK ALL

SINGLE CODE. READ OUT

ALLOW "REFUSED / PREFER NOT TO SAY"

Q39ENG Which of these best describes your ethnic group?

White

- 01 English / Welsh / Scottish / Northern Irish / British
- 02 Irish
- 03 Gypsy or Irish Traveller
- 04 Any other White background

Mixed / multiple ethnic groups

- 05 White and Black Caribbean
- 06 White and Black African
- 07 White and Asian
- 08 Any other Mixed / multiple ethnic background

Asian / Asian British

- 09 Indian
- 10 Pakistani
- 11 Bangladeshi
- 12 Chinese
- 13 Any other Asian background

Black / African / Caribbean / Black British

- 14 African
- 15 Caribbean
- 16 Any other Black/ African / Caribbean background

Other ethnic group

- 17 Arab
- 199 Any other ethnic group (SPECIFY)

ASK ALL WHO SAY 'OTHER' AT Q39ENG

WRITE IN

ALLOW "REFUSED"

Q39oENG. Could you please tell me what your other ethnic group is?

Ipsos MORI

ASK ALL

SINGLE CODE

ALLOW "REFUSED"

Q40. What is the main language spoken in your home?

01 English

50 Other (please specify)

ASK ALL WHO SAY 'OTHER' AT Q40

WRITE IN

ALLOW "REFUSED"

Q40o. Could you please tell me what that language is?

ASK ALL

SINGLE CODE. READ OUT

ALLOW "REFUSED / PREFER NOT TO SAY"

Q41. What is the highest level of education you have achieved?

01 Finished school at or before the age of fifteen

02 Completed CSEs, O-levels or equivalent

03 Completed A Levels or equivalent

04 Completed further education but not a degree

05 Completed a Bachelor's degree / Masters degree / PHD

99 Other (please specify)

ASK ALL WHO SAY 'OTHER' AT Q41

WRITE IN

ALLOW "REFUSED"

Q41o. Could you please tell me what this other education level is?

Ipsos MORI

ASK ALL

SINGLE CODE. READ OUT

ALLOW "REFUSED" OR "DON'T KNOW"

Q42. Which of these best describes your current marital status?

- 01 Married or in a civil partnership
- 02 Living with my partner
- 03 Single, that is never married and not living with a partner
- 04 Divorced or separated and not living with another partner
- 05 Widowed and not living with another partner

ASK ALL

WRITE IN

ALLOW "REFUSED" OR "DON'T KNOW"

QPC. Could you please tell me what your postcode is? The only reason we are collecting this information is so that we can analyse the results by area, it will not be used for any other purpose.

ASK IF REFUSED AT QPC

WRITE IN

ALLOW "REFUSED" OR "DON'T KNOW"

QPC2. Would you be willing to tell me the first part of your postcode please?

Ipsos MORI

AFTER THE INTERVIEW IS FINISHED

That is the end of the survey, thank you very much for your time.

ASK ALL

SINGLE CODE

QRC1. Would you be willing for Cancer Research UK to re-contact you for further research on this subject at some time in the next 12 months?

- 01 Yes, would be willing
- 02 No, would not be willing

ASK IF CODE 1 AT QRC1

WRITE IN

QRC2. Thank you very much. Please could I take your name for our records?

ASK IF CODE 1 AT QRC1

WRITE IN

QRC3. Is this the best telephone number to reach you on [INSERT NUMBER]?

- 01 Yes
- 02 No

ASK IF CODE 2 AT QRC3

WRITE IN

QRC4. Please could I take the best telephone number to call you on for our records?

Ipsos MORI

FOR RESPONDENTS WHO WOULD LIKE FURTHER INFORMATION ABOUT THE SURVEY

Please contact the research team using the following details:

Colin Gardiner – 0207 347 3024 or Laura Davies – 0207 347 3323

THANK RESPONDENT AND CLOSE

Thank you on behalf of Ipsos MORI.

If you have any queries regarding the survey or our company, I can give you the telephone number of the company or the Market Research Society Freephone number.

PROVIDE AS NECESSARY

Company number – 0131 561 4603

MRS Freephone number – 0500 39 69 99

Job number – 11-000902-02

INTERVIEWERS: MRS CAN ONLY PROVIDE CONFIRMATION THAT WE ARE A GENUINE MARKET RESEARCH COMPANY