

Research Plus+

Social Research, Consultancy and Training

clued up on
cancer

Evaluation of the 'Clued up on Cancer' Campaign Report on the 2003 campaign

Report prepared for the
Campaign Steering Group

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Executive Summary

1. Introduction

1.1 The campaign

The 'Clued Up on Cancer' campaign was aimed at the population living in the area covered by the Anglia Television region. The core aim of the campaign was to deliver positive, realistic messages about the early detection and prevention of cancer, and about cancer diagnosis, treatment and services. The campaign in 2003 consisted of publicising the campaign messages through word of mouth and promotional materials at roadshows across the region.

1.2 The evaluation

The campaign evaluated in this report ran from March to April 2003. The main aim of the evaluation was to find out if the core aim of the campaign had been achieved – i.e. are the key messages reaching the public?

The evaluation methodology and materials were based on the evaluation of the 2002 campaign. It consisted of a number of interlinked elements including: analysis of the roadshow database, direct observation of and vox pop interviews at two roadshows, analysis of data on the prize draw forms, telephone interviews with members of the public who attended a roadshow and questionnaires completed by people helping to run the roadshows.

2. The Findings

2.1. The Roadshows

There were 13 roadshows, which covered five of the eight counties in the Anglia Television region.

- Essex had the most roadshows, followed by Norfolk and Suffolk.
- 4,666 Information Packs were handed out at the roadshows, an average of 359 per roadshow.
- 1,716 other leaflets and booklets were given out, an average of 132 per roadshow.
- Information on testicular and bowel cancer were handed out most often.
- People also picked up a range of promotional items.

2.2. The Prize Draw

At the roadshows there was a prize draw, this had a number of purposes. The primary purpose of the prize draw was to provide a sampling frame for the telephone interviews. It also provided some simple feedback on the roadshow and reinforced the campaign messages.

- A total of 142 forms were completed and they provided an adequate sampling frame for the telephone interviews.
- When asked their views on the roadshow, using six negative and six positive adjectives, all but 8 of the 376 responses were positive.
- 68% to 90% of people recognised the key campaign messages.
- 75% recognised how many portions of fruit and vegetables you should eat every day.

2.3. The Vox Pop Interviews

At two roadshows vox pop interviews were conducted with forty people to obtain their immediate views on the roadshow. Men and women of a variety of ages were interviewed.

The main findings were:

- Very few people were aware of the roadshow before they saw it.
- Most people thought it was a good idea to have the roadshow.
- Most people's views of the roadshow were positive.
- People felt that the entertainment attracted people, especially children.
- Many people were interested in the materials and felt it was important to know more about cancer.
- Others were not so interested in the materials.
- People made a number of suggestions for future roadshows.

2.4. The Telephone Interviews

Forty people, who had completed the prize draw, were interviewed by telephone. Men and women from a range of age groups, areas and socio-economic backgrounds were interviewed.

The main findings were:

- Nearly everyone (95%) thought the roadshow was a good idea
- Everyone, who had an opinion, thought it was 'very good' or 'good'.
- Over three quarters (78%) had picked up some materials as well as completing the prize draw.
- Some weeks after the roadshow, 71% of them still had the materials.

The interviewees were also asked some questions to explore their awareness of the campaign messages and related action:

- 78% of people were aware of two or more campaign messages.
- 45% of people were aware of three or more campaign messages.
- Not smoking was mentioned most often (by 88% of people), followed by diet (78% of people).
- Most people said you should 'seek medical advice' if you suspect you have a cancer.
- 40% of people had taken some extra action which they attributed to the roadshow and associated materials.

Fifteen percent of the interviewees were currently smokers.

2.5. Feedback from the Roadshow Support Staff

Fifty one forms were completed by roadshow support staff at eleven roadshows. The main findings were:

- 67% of support staff said the roadshow had fully lived up to their expectations.
- 86% said people were interested in the roadshow.
- 90% said people were interested in talking.
- 86% of support staff thought the roadshow was 'good' or 'very good'.
- 41% of support staff said they had learnt something that would help them with their work.

- The support staff also had a range of suggestions to improve the roadshow. This included having more local helpers and targeting young men.

3. Conclusions and Recommendations

3.1 Effectiveness of the Campaign

Outputs

- In terms of outputs the campaign achieved positive results.

Outcomes

- The effectiveness of the campaign in terms of outcomes is more difficult to assess, but they appear to be very positive.

Process

- The roadshows and associated materials were viewed positively by both the public and the support staff.
- There were a number of suggestions to improve the roadshow.

3.2. Recommendations

- Ensure that advance briefing for support staff is continued.
- Ensure attendance of NHS and voluntary organisation support staff at roadshows.
- Target young people for some of the roadshows.
- Select venues for roadshows that will target the less well off population and thus contribute to a reduction in inequalities in health.
- Select venues for roadshows that will include people of minority ethnic origin.

3.3 Overall conclusions

The roadshows worked well and were successful in reaching many sections of the population. More action is needed to reach people of minority ethnic origin and young people. The roadshows provided both a health promotion function and met the needs of those looking for information about cancer treatment and support.

Section One

Introduction

1.1 The 'Clued Up on Cancer' campaign

The 'Clued Up on Cancer' campaign was organised by a partnership of Anglia Television, Anglia Action, CSV Media, the NHS and other sponsors. The campaign was aimed at the population living in the area covered by the Anglia Television region – this covers the counties of Norfolk, Suffolk, Essex, Cambridgeshire, Bedfordshire, Buckinghamshire, Hertfordshire and Northamptonshire.

The core aim of the campaign was to deliver positive, realistic messages about the early detection and prevention of cancer, and about cancer diagnosis, treatment and services. The campaign evaluated in this report ran from March to April 2003. This was the second phase of the campaign. The first campaign was in summer 2002 and was evaluated separately. The campaign in 2003 consisted of publicising the campaign messages through:

- Roadshows across the region
- Free Information Packs and other publicity materials.

1.2. The aim of the evaluation

The main aim of the evaluation was to find out if the core aim of the campaign had been achieved – i.e. are the key messages reaching the public?

It was also expressed as 'Are the right messages reaching the right people?'

1.3. The evaluation design

The evaluation methodology and materials were based on the evaluation of the 2002 campaign (see separate report, Research Plus+, November 2002, 'Evaluation of the Clued up on Cancer Campaign. Report on the 2003 Campaign'). The evaluation had a number of interlinked elements. It consisted of:

- Analysis of the information from the database on the roadshows – looking at the number of Information Packs and other information given out, location and conditions at each roadshow.
- Observation of two roadshows to identify key aspects of the roadshows.
- Analysis of information from the Prize draw form – looking at the public's immediate views of the roadshow and their recognition of some of the campaign messages.
- Vox pop interviews with 40 people at two roadshows – obtaining the public's immediate response to the roadshows by chatting to people on the day and recording their comments on a tape recorder.
- Telephone interviews with forty people who completed the Prize draw form – seeking their views on the roadshows and the Information Pack (if applicable), any subsequent action taken and their understanding of the key messages of the campaign.
- Brief self completion questionnaires for helpers involved in the roadshows – these were designed to be completed on the day of the roadshow before they left the venue.

1.4 The data analysis

The evaluation included both quantitative and qualitative elements. The database from Anglia Action was provided in Access, some of the information was transferred into Excel to aid the analysis. Quantitative data from the prize draw forms, the telephone interviews and the roadshow crew questionnaires were analysed using SPSS, a computer software package for the analysis of statistical data. Written comments from the vox pop interviews, telephone interviews and the staff questionnaires were analysed manually.

1.5 The format of the report

Section Two provides information on the roadshows.

Section Three provides the findings from the prize draw.

Section Four presents people's views from the vox pop interviews conducted at the roadshows

Section Five presents the findings from the telephone interviews some weeks later.

Section Six presents the findings from the staff questionnaire.

Each section provides further information on the methodology for that element of the evaluation and, where relevant, provides a profile of the people who provided the information. The relevant tables and maps are at the end of each section.

Section Seven draws all these together and presents some conclusions and recommendations.

Appendices 1 to 4 contain the research instruments.

Section Two

The Roadshows

2.1 Introduction

This section presents information about the roadshows. It is based on information provided by Anglia Action in an Access database. It includes information on the number of roadshows by location and the number of materials distributed.

2.2 Location of the roadshows

There were 13 roadshows covering five of the eight counties in the Anglia Television region, see Table 2.1 and Map 2.1. Essex hosted over half of the roadshows (7). Norfolk hosted three and Bedford, Cambridgeshire and Suffolk each hosted one. There were none in Buckinghamshire, Northamptonshire and Hertfordshire.

From the database supplied by the Anglia Action team it seems that some of the venues offered more of a challenge than others. For example at Great Yarmouth the roadshow 'worked well at both sites' but in Great Dunmow 'venue not good - stuck at bottom of car park.' The roadshow staff found a solution to this: the clowns took 'packs out into the High Street'.

2.3 Distribution of information at the roadshows

A total of 4,666 Information Packs were handed out at the roadshows, see Table 2.2. The average number of Information Packs handed out in each county that had a roadshow was 933. Over 2,300 Information Packs were given out in Essex, and over 1000 in Norfolk.

Looking at individual roadshows, the average number handed out per roadshow was 359. Over 800 Information Packs were handed out in Colchester and over 600 in Great Yarmouth and Huntingdon, see Table 2.3.

It might be thought that the weather at the roadshows would have affected the number of Information Packs given out. However this is not borne out by the information on the database. The people supporting the roadshow on the day seems to make more of an impact, not only in their numbers but also their enthusiasm. At some there was 'lots of help from different organisations' at another venue there was 'No local help till a phone call brought the Chief Exec of the PCT out for an hour'. Obviously the number of people passing by affected the success of the roadshow and how many Information Packs were distributed. For example at one roadshow there was 'lots of support, some highly qualified, but sadly few punters'.

Information on specific topics was handed out on over 1,716 occasions, see Table 2.4. The average number of leaflets distributed per roadshow was 132. The highest number given out was information on testicular cancer, handed out on over 400 occasions. Over half of these were handed out in Colchester as one person specifically approached young men with this leaflet. The other

leaflets given out most frequently were leaflets on bowel cancer (given out on 170 occasions), prostate cancer (given out on over 140 occasions) and gynaecology (given out on 115 occasions). The average number of leaflets handed out per topic was 66.

A range of promotional items were also available. These included balloons, fridge magnets, bookmarks and T shirts.

The roadshows were evaluated, using a number of approaches. The findings are presented in the next four sections.

2.4 Summary

There were 13 roadshows, which covered five of the eight counties in the Anglia Television region.

- Essex had the most roadshows, followed by Norfolk and Suffolk.
- 4,666 Information Packs were handed out at the roadshows, an average of 359 per roadshow.
- 1,716 other leaflets and booklets were given out, an average of 132 per roadshow.
- Information on testicular and bowel cancer were handed out most often.
- People also picked up a range of promotional items.

Tables for Section Two The Roadshows

Table 2.1 Number of roadshows by county

	Number	%
Essex Basildon, Colchester , Epping, Grays, Great Dunmow, Southend x 2	7	53
Norfolk Great Yarmouth, Norwich, Thetford	3	23
Suffolk Haverhill	1	8
Cambridgeshire Huntingdon	1	8
Bedfordshire Bedford	1	8
Hertfordshire	0	0
Northamptonshire	0	0
Buckinghamshire	0	0
Total	13	100

Table 2.2 Number of Information Packs given out by county

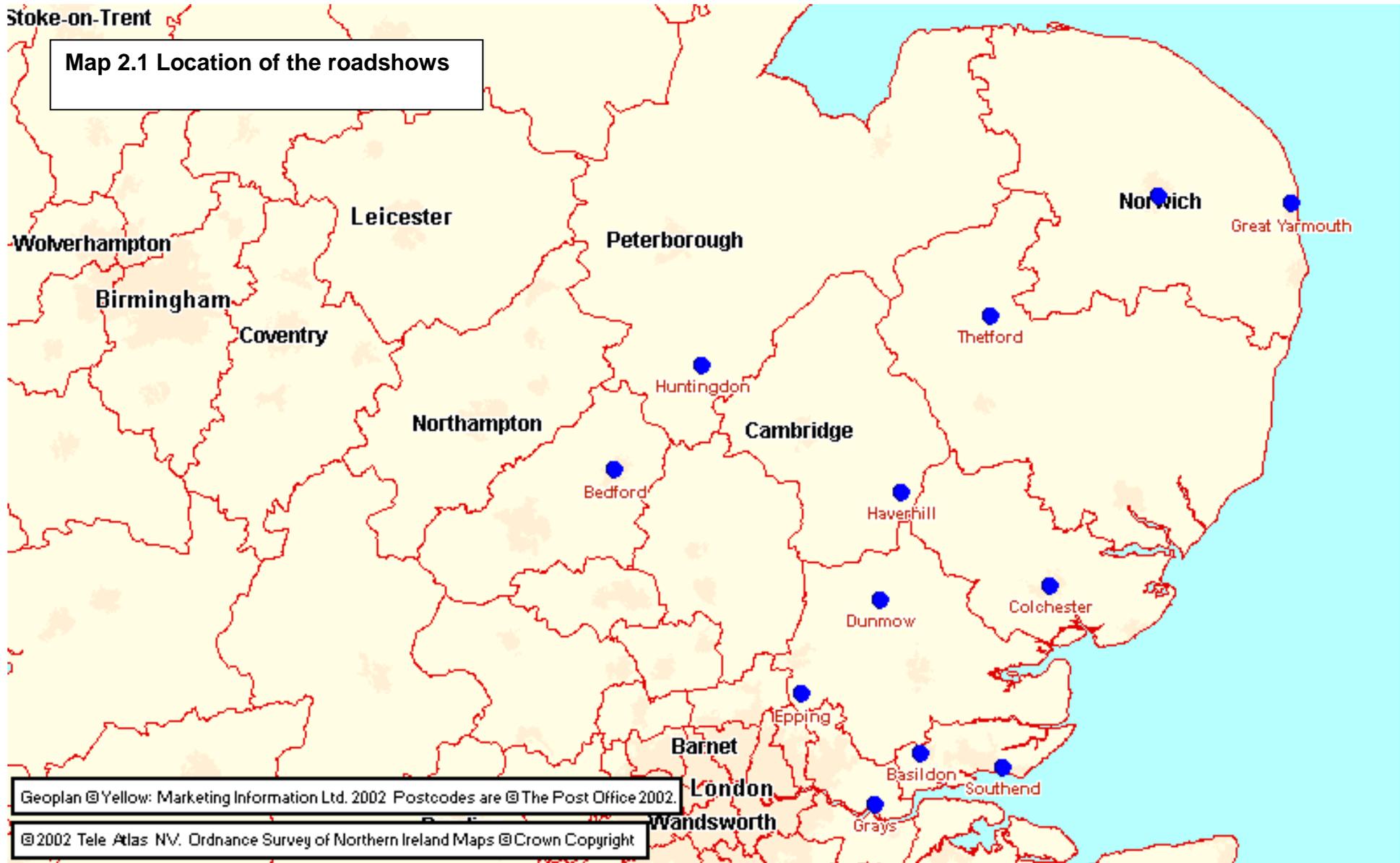
	Number	%
Essex Basildon, Colchester , Epping, Grays, Great Dunmow, Southend x 2	2,391	51
Norfolk Great Yarmouth, Norwich, Thetford	1,070	23
Suffolk Haverhill	355	8
Cambridgeshire Huntingdon	603	13
Bedfordshire Bedford	247	5
Northamptonshire	0	0
Hertfordshire	0	0
Buckinghamshire	0	0
Total	4,666	100

Table 2.3 Number of Information Packs given out by roadshow

	Number	%
Colchester	877	18
Great Yarmouth	665	14
Huntingdon	603	13
Southend 2	373	8
Haverhill	355	8
Basildon	319	7
Epping	309	7
Bedford	247	5
Thetford	225	5
Great Dunmow	212	5
Norwich	180	4
Grays	156	3
Southend 1	145	3
Total	4,666	100

Table 2.4 Information on specific topics given out at the roadshows

	Number	%
Testicular	400	23
Bowel	170	10
Prostate	146	8
Gynaecology	115	7
Breast	114	7
Skin	98	6
Waterworks	87	5
Stomach	61	4
Draw Breath	49	3
Liver	49	3
Malignant melanoma	49	3
Oesophagus	46	3
Leukaemia	39	2
Tiredness (Women)	34	2
Tiredness (Men)	33	2
Pancreas	32	2
Brain	29	2
Lifestyle	29	2
Kidney	27	2
Lymphoma	26	2
Smoking help	24	1
Ovarian	23	1
Hodgkin's Disease	19	1
Non-Hodgkin's Lymphoma	9	1
Leukaemia (and related)	4	-
Macmillan Nurses	4	-
Total	1,716	100



Section Three

The Prize Draw

3.1 The prize draw – purpose and methodology

At the roadshows, there was a prize draw, (see Appendix 1). The prize draw had three purposes:

- The primary purpose was to provide a sampling frame for the more detailed telephone interviews several weeks later.
- For the evaluation it also provided some simple feedback on people's immediate views of the roadshow on the day.
- For the campaign it had an educational purpose. It reinforced the messages on the display and encouraged people, who did not already know the answers, to look at the information to find them.

People were asked three questions relating to the roadshow and for their age group, name and contact telephone number. They were also asked to indicate, by ticking a box, if they were not willing to be contacted to find out their views about the campaign. This was to ensure that only those who were willing to be contacted for the telephone interviews would be included in the sample, in line with telephone preference legislation.

There were four age groups. The age group of 'under 18 years' was used to ensure that only those aged 18 years and over were included in the sample for the telephone interviews. The age group of '18 – 24 years' was used to see if the roadshow was reaching younger adults.

The prize for the winner of the prize draw was a DVD player.

3.2 Response to the prize draw

A total of 142 prize draw forms were completed. Thirty percent of the forms were filled in by people under 18 years, 11% by people between 18 and 24 years, and 8% by those aged 65 years and over. The rest were adults between the ages of 25 and 64 (see Table 3.1). The low numbers for those aged 65 years and over may be because they were not interested in the prize.

3.3 Effectiveness of the prize draw in providing a sample for the telephone interviews

The original purpose of the prize draw was to provide a sampling frame for the telephone interviews. Forty two of the respondents were under 18 years and therefore excluded from the sample as it was considered inappropriate to phone them. This left 100 people, of whom 61 indicated that they were willing to be contacted.

From most people's names it was possible to identify their gender. Sixty percent of people entering the prize draw were women, see Table 3.2. From the telephone numbers provided, it was possible to identify the areas where most people lived, see Table 3.3. Twenty seven people (18%) provided a mobile phone number. The largest number of people came from Southend and Colchester.

The prize draw did provide a large enough sample to obtain 40 interviews but the number available in the 18 to 24 year age group, those over 65 years and men was limited (see Section Five). It appears that there was an uneven distribution of prize draw forms across the roadshows.

3.4 Views on the roadshow

The first question asked people what they thought of the roadshow and provided a list of adjectives: six positive (interesting, enjoyable, cool, informative, fun, brilliant) and six negative (pointless, depressing, tacky, uninspiring, boring, poor). The respondents were invited to circle up to three responses. The positive adjectives were circled 368 times and the negative adjectives were circled only 8 times, see Table 3.4.

The two positive adjectives that attracted the most number of mentions were:

- Interesting – circled by 74% of the respondents.
- Informative – circled by 73% of the respondents.

The two negative adjectives that attracted the most number of mentions were:

- Depressing – circled by 2% of the respondents.
- Tacky – circled by 2% of respondents.

3.5 Awareness of the campaign messages

As part of the prize draw people were asked to answer some questions related to the campaign messages. For the reasons mentioned above, these should not be considered a thoroughly sound measure of people's awareness. They were first asked which of the following could help protect against cancer:

- Eating fruit and vegetables
- Not smoking
- Taking regular exercise
- Covering up in the sun.

Over 60% of people circled all of the answers, see Table 3.5. 'Not smoking' was circled by the most people (90%) and 'taking regular exercise' by the least (68%). The next question asked how many portions of fruit and vegetables you should eat every day, see Table 3.6. This was answered correctly by 75% of the people.

3.6 Summary

At the roadshows there was a prize draw, this had a number of purposes. The primary purpose of the prize draw was to provide a sampling frame for the telephone interviews. It also provided some simple feedback on the roadshow and reinforced the campaign messages.

- A total of 142 forms were completed and they provided an adequate sampling frame for the telephone interviews.
- When asked their views on the roadshow, using six negative and six positive adjectives, all but 8 of the 376 responses were positive.
- 68% to 90% of people recognised the key campaign messages.
- 75% recognised how many portions of fruit and vegetables you should eat every day.

Tables for Section Three

The Prize Draw

Table 3.1 Age of people entering the prize draw

	Number	%
Under 18	42	30
18 - 24	15	11
25 - 44	41	29
45 - 64	30	21
65 +	12	8
No response	2	1
Total	142	100

Table 3.2 Apparent gender of people entering the prize draw

	Number	%
Male	45	32
Female	85	60
Not clear	12	8
Total	142	100

Table 3.3 Home location of the roadshow attendees
(based on phone std codes)

	Number	%
Southend	24	17
Colchester	17	12
Epping	15	11
Haverhill	14	10
Norwich	9	7
Grays and Tilbury	7	5
Newmarket	6	4
Clacton	4	3
Ipswich area	4	3
Other Essex	3	2
Bedford	2	1
Basildon area	2	1
Other Norfolk	2	1
Outside East Anglia	2	1
Mobile	27	19
Missing	4	3
Total	142	100

Table 3.4 Views of the roadshow

	Number	%
Interesting	105	74
Informative	103	73
Enjoyable	53	37
Brilliant	49	35
Fun	34	24
Cool	24	17
Depressing	3	2
Tacky	3	2
Boring	1	1
Uninspiring	1	1
Poor	0	0
Pointless	0	0
n = 142		

Note: people may have been inclined to circle the positive adjectives in the belief that they would have a better chance of winning the prize draw.

Table 3.5 Recognition of the key campaign messages

	Number	%
Not Smoking	128	90
Covering up in the sun	120	85
Eating fruit and veg.	110	78
Taking regular exercise	97	68
n = 142		

Note: these responses were obtained from answers that were provided on the form.

Table 3.6 Recognition of how many portions of fruit and vegetables you should eat every day

	Number	%
At least five	107	75
Three	23	16
Two	6	4
One	2	2
No answer	4	3
Total	142	100

Note: these responses were obtained from answers that were provided on the form.

Section Four

The Vox Pop Interviews

4.1 Introduction and methodology

There were two roadshows where Research Plus+ conducted interviews with members of the public in order to obtain their immediate views of the roadshow. People who attended the roadshow and those who just walked past were contacted. They were asked questions about the roadshow and their age group, ethnic origin and where they lived. Due to the location of the roadshow it was harder to speak to people in Haverhill. The Great Yarmouth roadshow was on two sites, one outside and one in a shopping centre adjacent to the external location. The date of the Great Yarmouth roadshow co-incided with 'No Smoking Day'. The interviews took up to four minutes each.

4.2 Characteristics of the interviewees

Half of the interviewees were women, 28% were men and 22% answered the questions as a couple, see Table 4.1. Nearly half (45%) were aged 25 to 44 years, about a fifth were aged 19 to 24 years (18%) and a further fifth were aged 45 to 64 years (20%), see Table 4.2. All of the interviewees were White, two of them were from outside the UK, see Table 4.3. Research Plus+ was unable to find any people of minority ethnic origin to interview (both Great Yarmouth and Haverhill have a minority ethnic population of under 2%). About three quarters of the interviewees lived in the local area, see Table 4.4.

4.3 Views on the roadshow

A couple of people knew that the roadshow was going to be in the area. The rest were not aware of the roadshow's presence before coming across it. When asked about the idea of having a roadshow to promote cancer awareness, most people thought that it was a good idea:

'Yes it is a good idea to have a roadshow like this.'

'It is a good idea people should be more aware'

'Yes it is an excellent idea to have it here. It is more acceptable than to go into a shop.'

'Anything to do with cancer is a good idea.'

A health professional added:

'It is an excellent idea to have this. You could have this more frequently especially in the holiday season and get the holiday makers.'

People in Haverhill specifically commented on the roadshow being there on a Saturday:

'Yes it is a good idea to be here on a Saturday as it is when the town is at its busiest.'

'It is a good idea to have it on a market on Saturday. Not many things come to Haverhill, we often seem to missed out. Things go to Cambridge or Bury so it is not often that things come here.'

The logo for Anglia Television as well as the cameras at Great Yarmouth provided a draw for at least one person.

'We saw the TV company logo.'

Comments specifically about the clowns were:

'We talked to someone and the clowns kept him [child] amused because sometimes it is hard to concentrate if you have to keep your eye on them as well.'

'Talked to the clowns. The clowns were chatty and friendly.'

'I saw the clowns – they certainly pull your eyes to it.'

'Saw the clowns they were good.'

People were asked if they knew about the Clued Up on Cancer campaign. No one specifically recalled the campaign, but two men in Great Yarmouth did recall the roadshow:

'We have no interest in the roadshow, we have just been sitting here. We saw it last year anyway. We read the pack we got last year.'

Several people when prompted did recall various other television campaigns on cancer.

There were two comments offering suggestions as to better locations for the roadshows:

'It is a shame that it isn't in the middle of the market. You would get more people looking at it. [Haverhill]'

'Yes, but it is not in the right place. It should be at a supermarket. You get more people there. More people have to be there. [Yarmouth]'

4.4 Views on the Materials

People were asked what materials they had picked up:

'I did not talk to any one, I just grabbed a pamphlet'

'I have just picked up the campaign pack.'

'We just went for the free banana. We picked up some leaflets not the pack.'

'[Child] picked up a banana and a badge.'

Some people were more engaged with the roadshow and its materials:

'I have picked up lots of materials – the general pack, information on fruit and veg, and then skin cancer and bowel cancers.'

'I have picked up no smoking leaflets as I have some friends who smoke like trains.'

'I picked up some of the materials. We got a mug and an umbrella as well.'

'I picked up the pack so that I can have a good read.'

There were those who were not interested in the materials:

'I have just walked past but the children wanted the balloons.'

People valued the information that was available:

'Yes it is a good idea to have the information here.'

'It is good to have it here, I have learned some stuff.'

There was praise specifically for the Information Pack:

'The pack is not something that would go in the bin – you are more likely to read it.'

As the Information Pack was not something to be read in full on the street there were quite a few people who took it with the intention of taking it home to read later.

'I will read the pack.'

'Got some balloons and a pack. I will go and read it. I am interested in finding out more about it.'

'We will read it.'

Some people in Great Yarmouth showed that they had picked up on the messages that were being put forward:

'Knowing about fruit and veg is important as regards to staying with a balanced diet. It is very interesting in educating people in how to do different types of menus and variations of food and what are the best types of food.'

'A lot of people don't realise that what they eat is what happens to them.'

'I have looked at all the information I am very aware of it anyway I do my checks and that sort of thing.'

People had some comments about the content of the roadshow:

'Could have been better laid out. Make a bit more of the no smoking on No Smoking Day.'

'It seems to be female cancers, breast screening and the like. The men are pushed out of the way. More on testicular cancer and other cancers that you never hear about. Not seen anything on the TV about testing yourself for men. There is nothing in the men's magazines - FHM and GQ.'

'It is OK but it doesn't really attract me, it is colourful, but doesn't attract me.'

There were a few suggestions for future campaigns:

'How do you let people know it would be here? We had not planned on coming here today.'

'People see the TV logo and that attracts people. You need something to attract the kids.'

'The stands should be everywhere you need all the help you can get. There is a lot more publicity now.'

There were some specific comments on smoking. some people were against smoking:

'I would like to see them stop the smoking in all public places that would be better. He stopped 30 years. I've been stopped 20 years yet when we go out at night we have to put up with that – why? It's No Smoking Day with me everyday. I can't stand the bloody things. I know I'm a poacher turned gamekeeper – I know.'

There were others who were struggling to stop smoking:

'My wife died from it. Even though I smoke, I know one in three get cancer but it is the lot of the draw. I wish I could pack it up.'

Other people offered some interesting perspectives. Two older interviewees said:

'I am old enough not to worry about preventing cancer and looking after my self. If I was 15 years younger then maybe.'

'As you get a certain age you get like a car – everything either goes wrong or falls off or something. Everything that I like I am not allowed. I think like I did when I was a young fellow and it can get me into trouble.'

Whilst a young person said:

'I am not interested – it freaks me out. It is a good way to let people know. But it scares you.'

One person passing the roadshow said:

'I am a pharmacist so I will get some of these materials for my pharmacy.'

One of the roadshow staff in Great Yarmouth spoke to someone who saw the roadshow last year. Unfortunately the original speaker had left before Research Plus+ staff were able to get the comments first hand. The staff member said:

'There was a chap who came up and he had been to the stand last year and gone through the men's health check list for prostate cancer to see if you had got it or not. He had 4 out of the 5 so he went to his GP and this started off the investigation process. It confirmed that he had prostate cancer and it was a slow cancer as opposed to the aggressive one. It is being treated now as opposed to it being a mystery to him.'

4.5 Summary

At two roadshows vox pop interviews were conducted with forty people to obtain their immediate views on the roadshow. Men and women of a variety of ages were interviewed.

The main findings were:

- Very few people were aware of the roadshow before they saw it.
- Most people thought it was a good idea to have the roadshow.
- Most people's views of the roadshow were positive.
- People felt that the entertainment attracted people, especially children.
- Many people were interested in the materials and felt it was important to know more about cancer.
- Others were not so interested in the materials.
- People made a number of suggestions for future roadshows.

Tables for Section Four The Vox Pop Interviews

Table 4.1 Gender

	Number	%
Female	20	50
Male	11	28
Couples *	9	22
Total	40	100

* Couples are recorded when both people answered the questions.

Table 4.2 Age group

	Number	%
Under 18 years	1	2
19 – 24 years	7	18
25 – 44 years	18	45
45 – 64 years	8	20
65+ years	6	15
Total	40	100

* Only one person per couple gave their age group.

Table 4.3 Ethnic background

	Number	%
White, UK	38	95
White, non UK	2	5
Total	40	100

Table 4.4 Where lived by roadshow

	Great Yarmouth	Haverhill	Total	
	Number	Number	Number	%
Great Yarmouth	15	-	15	38
Other Norfolk	1	-	1	2
Haverhill	-	14	14	35
Other in Anglia TV region	2	2	4	10
Other UK	1	1	2	5
Outside UK	1	-	1	2
Not stated	-	3	3	8
Total	20	20	40	100

Section Five

The Telephone Interviews

5.1 Introduction and methodology

This section presents the findings from the telephone interviews. Forty people were interviewed by telephone in June and July 2003. The purpose of the interviews was to gain a more retrospective view of the roadshows and some indication of their medium term impact.

The sample was obtained from the prize draw forms from the roadshows. Only those who were 18 years or more and had indicated that they would be willing to be contacted were included in the sampling frame. Out of a total of 142 prize draw forms 100 were over 18 years old and 61 of these were willing to be contacted. The selection of people to be telephoned was a weighted rather than a random sample. It was based on their age (to ensure that a variety of age groups were included) and apparent gender (to ensure that the views of both men and women were obtained). However it was not possible to cover an even number of men and women or an even number in each age group due to the lower number of men and the lower number of people in the younger and older age groups who responded to the prize draw, (for detailed figures see Tables 3.1 and 3.2 in Section Three). As many interviews as possible were conducted with men and with people in the younger and older age groups. The location of the roadshows was not included on the prize draw form and therefore this could not be included in the sample selection process. The telephone calls were made at different times of the day and evening.

The interview schedule included both open and closed questions (see Appendix 3). The interviews were fairly short as people were being called without prior warning. They took between three and fifteen minutes each and the average time was eight minutes. One interviewee was not able to answer all the questions due to his time constraints. It was not possible to contact all the people who said they were willing to be contacted. The reasons for this included problems with the telephone number (the number was unobtainable, out of order or a fax number) or the person was unavailable (the person was in hospital, was working irregular hours or did not answer the telephone).

5.2 Characteristics of the interviewees

Sixty percent (24 people) were female and 40% (16 people) were male, see Table 5.1. A quarter were aged 35 to 44 years and a further quarter were aged 45 to 54 years. The remaining half covered the two lower and two higher age groups, see Table 5.2. All but two people were White, see Table 5.3.

The interviewees were asked about the occupation of the main income earner in the household to obtain some indication of their socio-economic background. These were then put into seven broad categories, see Table 5.4. Almost a third (30%) of the main income earners in the household were white collar workers and a quarter were manual workers,. Thirteen percent worked in jobs that involved caring for people and a further 13% were unemployed. Ten percent were retired.

Almost three quarters (73%) of the interviewees lived in Essex, see Table 5.5. This reflects the fact that seven of the thirteen roadshows were in Essex. One person lived outside East Anglia. Most of the interviewees (83%) lived in a town, see Table 5.6. The location of the interviewees is also shown in Map 5.1.

Almost a third had attended the Colchester roadshow, 15% had attended the Grays roadshow, another 15% had attended the Norwich roadshow and 13% had attended the Epping roadshow, see Table 5.7. All except twelve people lived in the area where the roadshow was held.

5.3 Prior knowledge of the roadshow

Six people were expecting to see the roadshow, three of them had heard about it through the local newspaper, see Tables 5.8 and 5.9:

'I think we heard about it in the local press. We went specially as we were interested in skin cancer.'

'I saw something and then forgot about it, but then saw it on the day.'

One person, who worked in a Primary Care Trust, had heard about it:

'Through the cancer network, a couple of days beforehand.'

Most people were not expecting to see the roadshow:

'I had no idea, I was in the town for about four minutes, I was visiting a shop nearby and stumbled across it.'

'I had not seen it advertised, but it must have been, I was just walking by with my granddaughter when I saw it.'

'Just doing the shopping, thought I'd get autographs of Clare Weller etc.'

Five people thought they had heard about the Clued Up on Cancer Campaign before seeing the roadshow, see Table 5.10. However their comments indicated that, for some people, this might have referred to other cancer publicity not the 'Clued Up on Cancer' campaign:

'Yes, know about fruit and veg etc. Seen CUOC on the TV and in newspapers.'

'Yes, I'd heard of it on local radio – Radio Essex is my favourite programme. I am in and out so I don't hear things in full or contact numbers.'

'Yes, probably the 'Big C' appeal.'

No-one remembered seeing the roadshow the previous year, see Table 5.11.

5.4 Views on the roadshow

People were asked what they could remember about the roadshow. Leaflets and booklets were mentioned most often (by 58% of people), followed by the staff and helpers (33%), the display / trailer (30%) and the prize draw (25%), see Table 5.12. Seven people said that they could not remember anything in particular:

'Not a lot. Clare Weller was there and I talked to her.'

'Nothing as it was quite a while back.'

'Not a thing, I lead a busy life!'

A number of people commented on what they could remember. Some people commented on the overall look of the roadshow:

'Nice size, nice and bright, not over imposing. Leaflets and information and stuff for the kids.'

'How nicely it was set out, easy to follow.'

'Saw the displays that were there. There were leaflets. There were do's and don'ts. There were a lot of people who were on the stand.'

'It was opposite the town hall in the morning and there were the Anglia TV people there.'

'It was on the second floor of Castle Mall, lots of different bits and pieces.'

'There did not seem to be a lot going on when I was there, it might just have been the time I went there.'

Some people commented on the information that was available:

'It was "preventative" that stuck in my mind, there was information on the causes of cancer.'

'Display boards – eating healthily etc.'

'There was a lot of information, it was very informative, we got a pack to take away, it was very interesting.'

'Lots of brochures and information.'

Some people mainly remembered the prize draw:

'Not really, just filling out a questionnaire.'

'Ask questions and got them all right. Still got the 5 fruit and veg thing in the car.'

Everyone, who had an opinion, thought that the roadshow was very good (48%) or good (38%), see Table 5.13. People comments included:

'It looked good. A good thing to raise awareness about – cancer and support services available.'

'It opened my eyes out to smoking. There was quite a lot of information, not too bad, not bad at all.'

'Making people aware, it can strike anywhere at any time. Cancer is still a word that breeds fear for people.'

'It was very colourful, very attractive, that was why I went over to it.'

There were some positive comments about the roadshow staff:

'Very good and friendly people. It's the sort of thing I tend to walk past normally but the staff were very friendly.'

'Very good and well presented. The people were enthusiastic and it was well put together.'

'It was very good, people were very approachable.'

A number of people, who had family or friends with cancer, thought it was a good idea:

'It's really helpful to have things like that, sometimes you don't know where to get information. I have a friend who has cancer I just grabbed an Information Pack for her. I was about to post something to my friend so I popped the Information Pack in as well.'

'Good idea. I know someone who died of cancer and I picked up some information.'

'I thought it was good, brilliant, my husband had skin cancer.'
'It was brilliant, very upbeat. I had to go back and have another look and get another Information Pack for my sister because of my niece [who has cancer].'

Others were not quite so enthusiastic:

'Depends on whether you are seeing other roadshows'

'Quite good.'

'OK, it got people's attention.'

'Quite informative, raises awareness. It is not something you want to think about really but ... I am not sure if it a good thing to be reminded about it. It is a serious topic, they were giving information.'

'I was just passing through, I just got the autographs to be honest.'

'I did not stay long. There were lots of people there, stopping and talking to the staff. All the staff were talking to someone.'

A couple of people had expectations that were not fulfilled:

'It was very good. Better if it had had more – a talk about cancer in a hall, not a seminar.'

'We were quite impressed. We thought the people there would be qualified but they made it clear immediately that they were not medical people, I was a little disappointed as I wanted to speak to a skin cancer specialist. However I realise you can't have specialists for all types of cancer there and anyway they are busy treating sick people.'

One person commented on how the balloons attracted children:

'Lots of children were there because of the balloons being handed out. It brings in the parents – the balloons attract the children, which brings in the adults, who see the leaflets and read the information.'

One person suggested:

'Make sure a follow up, especially for older people, it helps to increase their confidence.'

Thirty three people (83%) said they talked to someone at the roadshow, see Table 5.14. They all said that the roadshow staff were either 'very helpful' (76%) or 'quite helpful' (24%), see Table 5.15. All the comments about the staff were positive:

'She was very friendly, we did not have a long conversation as I was on my lunch hour and busy doing other things.'

'She was very informative and, in my case, very sympathetic. My own experience was not very good at first, from both the GP and the hospital. I think the service is better now than 4½ years ago.'

*'Very pleasant person. The 'Big C' seems to be in everybody's life. A morbid world but the lady was pleasant and bright. It can't be all doom and gloom for the people who are suffering, in fact **they** help you along. They make **you** feel not so bad about them and what they are suffering.'*

'I recognised people from the television. Talked about the 5 fruit and veg.'

'As much as they could be in their capacity as they were not medical people.'

One person raised a concern:

'Very helpful. I spoke to an elderly gentleman but I did not feel comfortable talking about breast cancer to a man. The lady was speaking to another person.'

Many people said that they just had a brief chat and / or took an Information Pack:

'They asked me if I wanted an Information Pack. They were very busy at the time therefore I did not have a chat with them. It was not very confidential to talk about things.'

'It was market day therefore they were busy. I did not spend long there but I was given a pack.'

Some people just filled out the prize draw form:

'One man who handed me the prize draw form.'

'Just to fill out the form.'

Others had a more in depth conversation:

'Mainly about skin cancer as we were going abroad for a holiday, also had someone pass away recently, so talked about that.'

'Eating habits and suchlike.'

'They were very knowledgeable - the treatments, care for terminal patients - they were very, very good, they know what they are talking about.'

'Smoking and different types of cancer, I have had Leukaemia since 1994, the lady also asked me some questions.'

'He went through what we know about it and told us what we did not know.'

'She said to give up smoking and watch your diet.'

One person had a slightly different conversation:

'Talked to Clare Weller about her role at Anglia.'

Nearly everyone (95%) thought that the roadshow was a good idea, see Table 5.16. People thought that the roadshow reached the public:

'It was there and quite visible, not a bad location in the High Street.'

'Yes, especially in the town centre as you find lots of people there, people like me who weren't expecting to see it.'

'Yes, there were quite a lot of people stopping, it is not like selling insurance.'

'It gets into local communities.'

'It got the right audience.'

Some people saw it as a useful way for people to get information that they already wanted:

'Very good. You don't normally get the information, if you're only worried, you don't go to the doctor.'

'Yes, absolutely, very, very good idea. For instance a lady had lost her husband and they were giving her helpline numbers, something she would not have known about otherwise.'

'I thought it was all exceptional, brilliant. I know of a cancer help line, my brother in law rang it and the information they gave him, it frightened the life out of him. The roadshow people were much better, they knew how to put things.'

Other people saw the roadshow as a useful method of health promotion for those who were not actively seeking information:

'People, if they are going out shopping, if they see something big like that, everyone is nosey, they want to take a look. It encourages people who might not look otherwise. If you get a leaflet posted through your door you will probably just throw it away.'

'Yes, especially on a Saturday and a market day. You sometimes have to go out to raise awareness, when it is in your face you maybe stop and give it more thought.'

'Yes of course, anything that is brought to people's notice is a good idea. Adverts on TV and in the paper, with a number to ring, are all very well but to have "hands on" information is quite nice.'

'Personally I don't like people who are pushy, I liked the way it was done, where you could approach people if you wished.'

'Good to make people alert. Many years ago it was a dark secret.'

'Yes, definitely, we need health promotion all the time.'

Others simply said:

'Oh God yes!'

'Yes, very good.'

One person seemed to have missed the point about the 'prevention' messages:

'Very much so, it's OK for me as I haven't got cancer. My friends and mum have had cancer so I've taken information for my friend.'

The one person who did not think it was a good idea said:

'No, I can't think that anyone doesn't already know about it. I can't see how you can not know about it. We're in our 70's and know all about it. Perhaps younger people need to know more, I suppose it would catch the office people walking by at lunch time.'

5.5. Suggestions for improving the roadshow

Nearly a third (32%) had some suggestions for improving the roadshow, see Table 5.17. There were comments about the location and frequency of the roadshows:

'Yes, it needs to be where people can mingle round it, the High Street [in Colchester] is very busy, could for example use Lime Walk instead, church is used for various events.'

'It would be nice if there was a place to sit and talk to someone, not on the street. I needed more information because of cancer in the family.'

'Needs to be places regularly and in different places in each town and city.'

'A bit more frequent. First one I've seen, I live in Clacton and I've never seen one before.'

'Do it on a bigger scale. There could be higher profile people doing it. Sports people or TV personalities not just volunteers.'

A desire for more specialist medical information and advice was expressed:
'Could be more people around who can talk about cancer, to remove the fear, maybe a doctor could be there.'
'Maybe if they had someone medical there, someone medically trained to give advice e.g. on moles and things.'

It was suggested that information from people who have had cancer themselves would be useful:
'Possibly people who have had cancer be there to speak to other people, having written statements from cancer patients.'

The need to cater for children's needs re cancer prevention was commented on:
'Was there anything about children, getting children's diet right from early on?'

It was pointed out that:
'Families need support, not just the cancer sufferers, my younger sister died of cancer and it affected all of us.'

One person, who did not see the clowns, suggested:
'Perhaps do funny things to get more people's attention, e.g. dress up as cigarettes or something stupid to get people's attention. Give out free stop smoking patches, people don't do things because they cost money. They do buy cigarettes because they are addicted to them.'

A number of people, who did not have any suggestions for improving the roadshow, nevertheless made some comments:
'No, don't see how you could. It was very bright and very attractive, it was very well done, excellent.'
'No, keep it going as it is, getting the awareness going is the important thing.'
'No, it did the job of making people aware. You get so much information about it nowadays, you just need reminders about it.'
'No, I thought it was very good. The man we spoke to was friendly and informative.'
'No, there were men as well as women there, it covered all age groups.'
'No, it was the right place as there were lots of people. The Anglia TV people were there.'

5.6 Views on the materials

Over three quarters (78%) of the interviewees said that they picked up some materials from the roadshow, see Table 5.18. There were three reasons for not picking up any materials. Some people did not have time:
'I was in a hurry.'

One person was already knowledgeable:
'Have had cancer myself, so I and my family are aware.'

For another person it was not appropriate timing:
'We weren't in the right frame of mind as we had heard two day's before that my wife's nan had cancer.'

Nearly three quarters of the people (71%) had had an Information Pack, a third (33%) had picked up promotional items (balloons, fridge magnets, pens etc.) and a quarter (26%) had picked up other leaflets / booklets, see Table 5.19. Typical comments were:

'Information Pack. I did read it and learnt quite a lot. I had a scare a couple of years ago, but as I was OK. The doctors did not tell me much, I wanted more information and the Information Pack told me what I wanted to know.'

'Leaflets on breast cancer, different cancers, exercise. Fridge magnets.'

'Leaflets. Was there a coin too? I put it in my purse, I've still got that, it's about saving money from not smoking.'

'Leaflets on breast, cervical and testicular cancer and cancer from smoking. Not the magnets, I know how expensive they are and there is not room on my fridge anyway!'

Information Pack and a balloon to take to my daughter who was in the car.

'Leaflets – most of them. Fridge magnets – two of them to stop my husband smoking – one for me and one for my daughter so he sees the stop smoking sign at hers too!'

When asked what they thought think of the materials, the comments were nearly all positive:

'Interesting, I have read it.'

'Good, very informative.'

'Very interesting.'

'Quite good plenty to read.'

'Very, very good, very good information.'

'The information pack was nice and bright and easy to follow.'

'Quite informative.'

Some people reported that they had gained new information:

'The Information Pack was very interesting. It told you things you did not already know.'

'Interesting. My wife works for the NHS and so we knew some of it.'

'I did read it, there were things I did not realise in it.'

'Very informative and to the point. Picked up on things.'

One person commented that the Information Pack presented the information in an appropriate manner:

'Looking through it I thought it was extremely good. It outlined the fact there is no answer to cancer, you cannot give people a definite answer that it will be cured. It addressed it in as honest a way as it could. It gave percentages for cure, some will be cured, some won't.'

A number of people described how they had used the information:

'I picked them up for our parents we work with, also read the breast cancer one myself. The information does not stop there as it had phone numbers to get more information.'

'I had a quick read. I left it around for a while because of the smoking information and my husband.'

'Very good actually. The fridge magnet was excellent it said "Don't smoke in my house" or something like that. The Information Pack was very, very good. I passed the extra one onto my sister because of my niece [who has cancer].'

Some people admitted that they had not read it in detail or could not really remember the contents now:

'I read some of it, it was pretty straight forward, quite informative.'

'I had a quick flick through. I didn't read it thoroughly.'

'I looked at it at the time, I don't remember much about it now, I took in the key points, it was very good.'

'Read through it, almost forgotten it now.'

One person felt that the Information Pack was more female than male orientated:

'I must admit I thought it was very female orientated – cervical and breast cancer – there was nothing on testicular cancer, only two out of ten or so leaflets felt relevant to me.'

One person missed the health prevention purpose of the Information Pack:

'A colour booklet, I glanced through it. It was not relevant thank goodness and so I moved on.'

People reported what they had done with the materials since they had picked them up, nearly three quarters (71%) of the 31 people, who had picked up materials, said they still had them, see Table 5.20. Some people knew exactly where the materials were:

'Yes, I put it [Information Pack] where the books are.'

'It is in the kitchen drawer and will stay there, I have shown it to various people who I thought might be interested.'

'Inside the cabinet by my bed, I know exactly where it is.'

'It is with the medicine cupboard.'

'Yes, they are with other medical leaflets.'

'I have still got the Information Pack, the magnet is on my fridge.'

Others knew they still had them, but were less specific:

'It is in a drawer somewhere.'

'It's in the house somewhere.'

Some people had not got the materials anymore as they had passed them on to friends or family:

'At present the girl next door is reading the Information Pack and I will want it back. The other Information Pack I gave to my sister.'

'Yes, I dish them out around the family for them to have a read of them, so either I've got them or they have.'

'No, I looked at it briefly then passed it onto my mum.'

'No I passed it to my friend.'

'Passed on to sister.'

A few people had thrown the information away:

'I read them and have thrown them away.'

'Now in the bin – principally because I have moved house – I remember what I need to know and then throw things away, that is how I work, it does not mean I don't think it was useful.'

Six people had suggestions to improve the materials, see Table 5.21:

'Include more information on male cancers, blokes are the worst for looking for cancers. Is there a website, could you use email to contact people or pass out information? Leaflets often just get left.'

'Just information for children on diet, getting it right from an early age.'

'Do a few experiments – have a glass of water and leave a fag you have smoked in it for a few days. When you actually see things and how it smells then it affects you. My neighbour was hypnotised to stop smoking. A video that shows you things, if you see things in pictures or know someone – seeing is believing.'

'Contact details to talk to someone who has had the experience themselves.'

'Statements from cancer patients.'

'No way to get a request for advice. If you had a problem there was no way to feedback.'

Some people commented on why the materials did not need improving:

'No, it is in there in black and white. It does not make mega promises, it can't, it says what your chances are.'

'No, it all seemed quite clear to me, a lot on smoking but I and my husband have never smoked.'

'Easy to understand and it is not patronising.'

'No, it was pretty informative, pretty good.'

5.7 Awareness of the campaign messages and related action

The not smoking message appears to have reached most people. When asked what are some of things that people can do to prevent cancer, 'not smoking' was mentioned most often (88%) by of the interviewees, see Table 5.22. General 'healthy eating/diet' was mentioned by over three quarters (78%) of the interviewees. Although fruit and vegetables were mentioned by a number of people, only two people (5%) specifically mentioned eating five portions of fruit and vegetables a day. 'Exercise' was mentioned by just under a third (30%) of the interviewees and 'covering up in the sun' by a quarter of them. 'Self examination' was mentioned by 10% of people. Two people could not think of anything that people can do to help prevent cancer. Overall 45% could think of three or more key preventative messages and a further 33% could think of two, see Table 5.23. Typical comments were:

'Not smoking, eating fruit and veg, being careful in the sun.'

'Not smoking, don't sunbathe for long periods of time. I check myself. If you know someone in the family you take more action.'

'Not smoking, eat healthily, be aware of your body. Don't be afraid to go to your GP.'

'Increase fruit in your diet. Exercise, drink less, not smoking, regular checks, beware of any changes.'

'Five fruit and veg, not smoking, keep out of the sun, have more fibre.'

Other comments included:

'Not smoking, I do tell my husband not to smoke. Protect yourself from the sun.'

'I'm not that clued up on it! Healthy eating, not smoking, check yourself regularly.'

'Self checking. You apparently lower the risk of cancer if you eat tomatoes, I don't know if this is true.'

Other suggestions were reducing alcohol intake, taking advantage of tests and avoiding food poisoning. One person suggested:

'Stop using anti-perspirants, use a deodorant because of the risk of cancer, because anti-perspirants block the sweat glands.'

It was pointed out that: *'Industrial things can cause cancer.'*

A number of people commented on the confusion generated by what they perceived as mixed messages about cancer prevention.

'Different messages are given, it disorientates people. There is no clear consensus on how it is caused, you see all these programmes, it is endless. People say "let it be". If people were sure, then they would change, but they keep changing what they say [on how to prevent cancer].'

'Every time you do one thing they say you should do another thing. I'm not sure if food really helps. They tell you to do one thing and the next minute they tell you something else. I believe if you are going to get it you will.'

Some people, despite being aware of some preventative action, had a somewhat fatalistic attitude:

'Eat and live healthily, cover up in the sun, not smoking. I'm very aware of skin cancer because I have marks on my skin. I'm cynical I believe you can't avoid it.'

'Eat a lot of garlic, drink lots of water, not smoking. I believe when your time is up you will go no matter what.'

'Fruit, exercise and not smoking. But then there are cancers that will appear whatever you do. I believe it is in the genes in the family, even if you eat well or if you eat junk food it will still appear, I think. It is in my family anyway, so I would not be surprised if I got it.'

When asked what people need to do if they suspect they have a cancer nearly everyone (95%) mentioned seeking medical advice, usually going to the doctors, Table 5.24:

'Go straight to your doctors and get it checked out. If you can't see the doctor, see the nurse, you can always see somebody.'

'Seek medical advice straight away.'

'Take action do not ignore it. You can go to specialist nurses or clinics.'

'Go to the doctor straight away, don't hang about because it will grow bigger.'

Some people described what had happened to them personally or their relatives:

'Go to GP straight away, don't sit and ponder about it, some years ago I had a lump on my breast and left it, it was benign.'

'Go and have it checked out, which I am doing at the moment, I had a lump on my breast and they are now checking my bowel.'

'Get it sorted straight away, don't be afraid to go. I had it [leukaemia] from Christmas 1993 but I did not go to the doctors until June 1994, I went because of my cough and because I was losing weight.'

'Get it checked out, don't just leave it, my aunt did that because she was too frightened and she died. Need to encourage people, especially men.'

Three people identified challenges with going to the doctors:

'Go to the doctors and hope you can get an appointment! Getting an appointment needs to be addressed.'

'Get to the doctor straight away. I went to the doctor four times over 12 months and they said not to worry!! I went to the hospital and they could find nothing wrong and gave me a mammogram appointment in three months. Therefore I went private and had action straight away, I had to control my anger about it all.'

Sixteen people (40%) said that they had taken some action as a result of seeing the roadshow / receiving the materials, Table 5.25. Many people reported changing their diet and / or increasing their exercise:

'Wife and I tried eating more fruit and vegetables, we are trying anyway, we don't always succeed.'

'Eat more fruit and veg. I put dried fruit on my porridge.'

'I've increased on taking my 5 fruit and veg. Useful to know that I can have orange juice as part of that.'

'Don't eat as much sweets – eat fruit, do more exercise – walking mainly, I don't get time for other things because of the baby.'

'I'm on a diet, I've lost 1½ stones, also I'm walking more instead of driving now.'

Some people had had a medical check:

'Went for a test and it was ok.'

'Had an extra smear done, I was not due for one for a while. They also gave me a "well women clinic" check over at the same time.'

Three people changed their smoking habits, one of them had given up smoking and another was planning to:

'Cut down on my smoking,

'Given up smoking.'

'I've been to the doctors and got a prescription for non smoking patches. I've not started them yet as I have torn ligaments in my foot; the doctor says to deal with one thing at a time.'

One person mentioned avoiding the sunshine and another referred to sun beds:

'Yes, I eat more fruit now and I keep out of the sun more than I did.'

'I don't go on sunbeds any more, this is possibly because of the roadshow. My sister loves sunbeds and her skin is definitely older looking than mine and she is three years younger than me.'

A number of people explained why they had not taken any action:

'Our diet is ok. We eat sensibly, don't smoke and we have some exercise.'

'No, generally healthy lifestyle already.'

'No, already given up smoking after 33 years, I gave up 12 years ago.'

'No, we were already pretty good on our diet, we were not naïve to start with.'

'I'm a diabetic anyway so I'm quite good at looking after myself and I am careful in the sun.'

5.8 Smoking history

The Clued up on Cancer Campaign Steering Committee were interested to know whether people smoked. Fifteen percent of the interviewees were currently smokers, see table 5.26. A further 25% used to smoke.

5.9 Summary

Forty people, who had completed the prize draw, were interviewed by telephone. Men and women from a range of age groups, areas and socio-economic backgrounds were interviewed.

The main findings were:

- Nearly everyone (95%) thought the roadshow was a good idea
- Everyone, who had an opinion, thought it was 'very good' or 'good'.
- Over three quarters (78%) had picked up some materials as well as completing the prize draw.
- Some weeks after the roadshow, 71% of them still had the materials.

The interviewees were also asked some questions to explore their awareness of the campaign messages and related action:

- 78% of people were aware of two or more campaign messages.
- 45% of people were aware of three or more campaign messages.
- Not smoking was mentioned most often (by 88% of people), followed by diet (78% of people).
- Most people said you should 'seek medical advice' if you suspect you have a cancer.
- 40% of people had taken some extra action which they attributed to the roadshow and associated materials.

Fifteen percent of the interviewees were currently smokers.

Tables for Section Five The Telephone Interviews

Table 5.1 Gender

	Number	%
Male	16	40
Female	24	60
Total	40	100

Table 5.2 Age Group

	Number	%
18 – 24 years	3	7
25 – 34 years	7	18
35 – 44 years	10	25
45 – 54 years	10	25
55 – 64 years	6	15
65 years and over	4	10
Total	40	100

Table 5.3 Ethnic background

	Number	%
White	38	95
Afro Caribbean	0	0
African	1	2.5
Asian	0	0
Chinese	0	0
Mixed heritage	1	2.5
Other	0	0
Total	40	100

Table 5.4 Type of work of the main income earner

	Number	%
Manual work	10	25
White collar work	12	30
Caring for people	5	13
Unemployed	5	13
Student	1	2
Retired	4	10
Not classified	2	5
Not asked / no response	1	2
Total	40	100

Table 5.5 Where live – county

	Number	%
Essex	29	73
Norfolk	5	13
Cambridgeshire	3	8
Bedfordshire	1	2
Suffolk	1	2
Other, outside East Anglia	1	2
Total	40	100

Table 5.6 Where live – city / town / village

	Number	%
Town	33	83
City	4	10
Village	3	7
Total	40	100

Table 5.7 Which roadshow did you attend?

	Number	%
Colchester	12	30
Grays	6	15
Norwich	6	15
Epping	5	13
Haverhill	3	8
Basildon	3	8
Southend	3	8
Bedford	1	2
Not Known	1	2
Total	40	100

Table 5.8 Did you know it was going to be there?

	Number	%
Yes	6	15
No	34	85
Total	40	100

Table 5.9 If yes, where did you find out?

	Number	%
Local Press	3	50
Other /not known	3	50
Total	6	100

Table 5.10 Had you heard about the 'Clued Up on Cancer' Campaign before the roadshow?

	Number	%
Yes	5	13
No	34	85
Not asked	1	2
Total	40	100

Table 5.11 Did you see the 'Clued Up on Cancer' roadshow last year?

	Number	%
Yes	0	0
No	38	95
Not asked / don't know	2	5
Total	40	100

Table 5.12 What can you remember about the roadshow?

	Number	%
Leaflets + booklets	23	58
People	13	33
Display / trailer	12	30
Prize Draw form	10	25
Clowns	5	13
Balloons	5	13
Fridge magnets	1	3
Free fruit	1	3
T shirts	0	0
Pens	0	0
Other	5	13
Nothing remembered	7	18
n = 40		

Table 5.13 What did you think of the roadshow?

	Number	%
Very good	19	48
Good	15	38
Acceptable	1	2
Poor	0	0
Very poor	0	0
Not asked /Don't know	5	12
Total	40	100

Table 5.14 Did you talk to anyone at the roadshow?

	Number	%
Yes	33	83
No	6	15
Not asked / Don't know	1	2
Total	40	100

Table 5.15 Were they helpful?

	Number	%
Very helpful	25	76
Quite helpful	8	24
Not really helpful	0	0
Not at all helpful	0	0
Total	33	100

Table 5.16 Do you think that a roadshow is a good idea?

	Number	%
Yes	38	95
No	1	2.5
Not asked / no response	1	2.5
Total	40	100

Table 5.17 Do you have any suggestions for improving it?

	Number	%
Yes	13	32
No	25	63
Not asked / no response	2	5
Total	40	100

Table 5.18 Did you pick up any materials?

	Number	%
Yes	31	78
No	8	20
Not asked / no response	1	2
Total	40	100

Table 5.19 Materials picked up at roadshow

	Number	%
Information Pack	22	71
Promotional items	10	33
Leaflets	8	26
n = 31		

Table 5.20 Have you still got the materials?

	Number	%
Yes	22	71
No	6	19
Possibly	2	7
Not asked / no response	1	3
Total	31	100

Table 5.21 Is there anything that would improve the materials / Information Pack?

	Number	%
Yes	6	15
No	23	58
Not asked / no response	11	27
Total	40	100

Table 5.22 What are some of things that people can do to prevent cancer?

	Number	%
Not smoking	35	88
Healthy eating / diet	31	78
Exercise	12	30
Covering up in the sun	10	25
Self examination	4	10
Healthy lifestyle	3	8
Eat five fruit + veg. a day	2	5
Other	8	20
Don't know	2	5
n = 40		

Table 5.23 Number of preventative messages mentioned

	Number	%
Three or more	18	45
Two	13	33
One	6	15
None	1	3
Not asked	2	5
Total	40	100

Table 5.24 What do people need to do if they suspect they have a cancer?

	Number	%
Seek medical advice	38	95
Don't know	2	3
Total	40	100

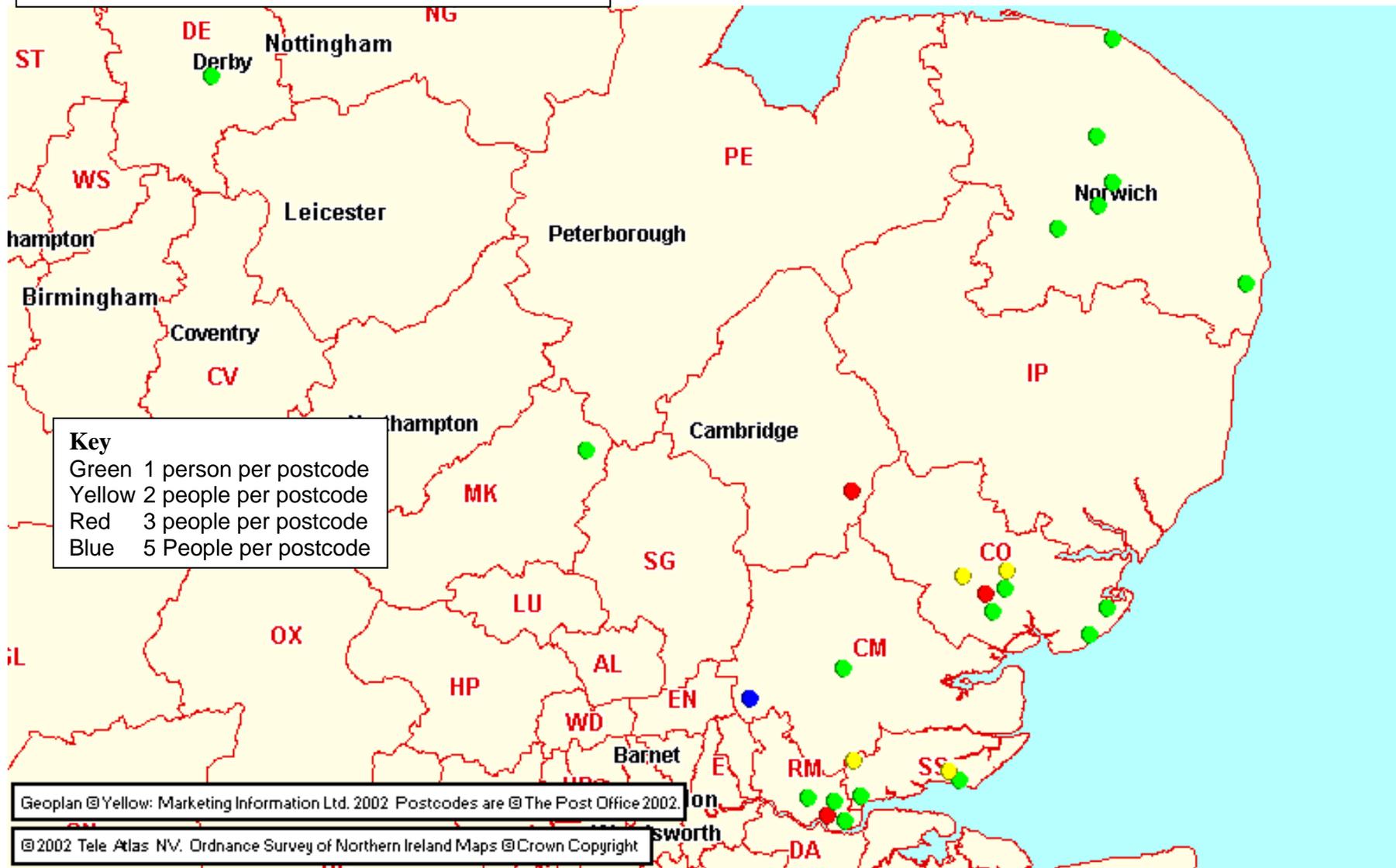
Table 5.25 Have you taken any action as a result of seeing the roadshow and/or receiving the materials / Information Pack?

	Number	%
Yes	16	40
No	20	50
Possibly	1	2
Not asked / no response	3	8
Total	40	100

Table 5.26 Smoking history

	Number	%
Never smoked	22	55
Used to smoke	10	25
Still smoke	6	15
Not asked / no response	2	5
Total	40	100

Map 5.1 Location of Telephone Interviewees



Section Six

Feedback from the Roadshow Support Staff

6.1 Introduction and methodology

A self completion questionnaire, or feedback form, was used for all those who attended the roadshow in a working capacity. It was designed to be completed at the end of the person's session at the roadshow. The feedback form included both open and closed questions (see Appendix 4). It was agreed that Anglia Action staff should not fill out a form every time they were on a roadshow. They should fill one out on their first and last roadshow and any other, which they thought that there was something of note worth commenting on.

6.2 The respondents

A total of 51 forms were returned from the roadshows. There were forms from all but two roadshows, see Table 6.1. The largest number of people (33%) were there for the morning. Under a third (29%) of the people who filled in the form were there all day. A few people also went to the roadshow to provide lunchtime cover, see Table 6.2. The respondents also recorded what type of organisation they worked for, see Table 6.3. The largest number of forms were completed by people from PCT's (Primary Care Trusts).

6.3 Views on the roadshow

The respondents were asked if they had received a briefing about the roadshow. Nearly 70% of those who filled in a form said that they had received a written briefing before the day, see Table 6.4. Comments included:
'I was sent a pack prior to attending and also saw more information on arrival.'
'Yes, written and email.'
'Yes, three weeks ago.'

They were asked if the roadshow lived up to their expectations, 96% said that it did either fully (67%) or partly (29%), see Table 6.5. Positive comments included:

'Plenty of support and information to handout.'
'Well organised friendly staff.'
'Good atmosphere.'
'I am surprised by how many packs were given out and how many of my leaflets / booklets were taken.'
'Clare Weller superb at handing stuff out.'

Not all the responses were positive though:

'Thought people would have been more interested.'
'It wasn't as busy as I thought it would be.'
'Not as busy as last year, seemed very downbeat.'

There were some comments on the location not all of which were within the control of the roadshow organisers:

'Position in High Street was disappointing because of road works.'

'Thought it would be a bigger event and in a better position in the [Castle] Mall i.e. centrally.'

But as the same person pointed out later on their form:

'Castle Mall management are very restrictive.'

6.4 People's interest in the roadshow

Over three quarters (78%) said that the people were 'quite interested' in the roadshow, and a few were 'very interested' (8%), see Table 6.6. Positive comments included:

'Good visual position, follows on nicely with other cancer information.'

'Mostly interested with literature regarding what makes a portion of fruit and veg. Children were interested with the colourful display and stickers etc.'

Some respondents saw a mixed interest:

'Either very interested or didn't want to know.'

One person said of the weather:

'A bitterly cold, windy day – people not willing to stand and chat.'

Three quarters of the respondents said the public were 'quite interested' in talking, with a further 15% who were 'very interested', see Table 6.7. Positive comments about this were:

'Generally when people were approached they were keen to talk.'

'People were happy to talk about their dietary intake.'

Several people commented that some members of the public were very keen to tell their story:

'Yes particularly about their experiences of cancer.'

'Often telling their own or their families story of cancer journey.'

'More people telling their story than asking about cancer prevention or screening.'

One person said that some people were not interested in the subject of the stand at all:

'Some wanted to talk about Anglia TV drama.'

When asked how easy they found it to talk about cancer, just over half (53%) said it was 'quite easy', and 29% said it was 'very easy', see Table 6.8. Again people's need to tell their story was highlighted:

'I am a nurse and was in uniform and was approached by several people who wanted to tell their story.'

'Lots of people needed or seemed to need the opportunity to talk to someone about cancer and its effects on their friends and family.'

Sometimes the members of the public were quite distressed:

'A few people were distressed and worried about friends and relatives suffering from cancer.'

'Some members of the public quite distressed about own health and family members with cancer.'

Some roadshow support staff found it difficult to talk about cancer to some members of the public:

'Except for those who have lost loved ones.'

'Some were very difficult others much easier.'

The presence of colleagues was a benefit:

'Glad to have other professionals around.'

The roadshow support staff reported that the public were most interested in breast, prostate / testicular and lung cancers, see Table 6.9.

6.5 Benefits of the roadshow to the respondents

The respondents were asked if they had learned anything that would help them in their work, see Table 6.10. Forty percent said that they had. They had become aware of new literature, worked in partnership with other agencies and found out more about methods for health promotion:

'Discovered new leaflets that we can order to display.'

'Contact numbers of other support agencies.'

'Good to liase with other services.'

'I have learned how best to approach health education events like this in future.'

'Different ways of approaching people.'

'Useful discussion with young people on smoking.'

'People are quite keen to find out means of prevention.'

6.6 Overall view of the roadshow

Overall 86% thought that the roadshow was 'good' (49%) or 'very good' (37%), see Table 6.11. Positive comments included:

'Well supported by both the public and by professionals.'

'The presentation was very good, and everyone involved was very helpful.'

'We did well to distribute 212 packs in a small town, particularly given the roadshow site.'

6.7 Suggestions to improve the roadshows

The support staff were asked for suggestions to improve the roadshows. The responses are included in some detail so that they can all be discussed to inform the next phase of the campaign.

There were a number of comments on the venue of the roadshow:

'More prominent position would benefit.'

'Wrong location – Tesco's or market day on Tuesdays.'

There were also comments on the advertising and staffing of the roadshow:
'Better advertising prior to date.'
'More novelty attractions to focus attention. More positive advance publicity (TV etc). Attendance of local TV / radio personalities.'
'Needed to have more local staff – suggest minimum of four local staff on rota.'
'There also needs to be more notice of the events so more professionals can be encouraged to attend.'
'More support from the PCT's needed.'

There were some suggestions on the content of the roadshow:
'Something to attract people. Louder music possibly.'
'Perhaps more to attract younger people.'
'I believe we should target young men, many avoided us today!'
'More separate leaflets on testicular and prostate cancer.'
'When promoting five portions of fruit and veg per day ensure you have plenty of stickers / freebies.'
'Separate leaflets to target smokers.'

Some of the other comments were:
'People who have cancer always think this is a good idea. They expect it to be a regular long term thing.'
'Hot drinks on site.'
'Book well written and well received.'
'Keep up the good work.'
'Keep it going! It will grow each year.'
'Thanks for including us.'

6.8 Summary

Fifty one forms were completed by roadshow support staff at eleven roadshows. The main findings were:

- 67% of support staff said the roadshow had fully lived up to their expectations.
- 86% said people were interested in the roadshow.
- 90% said people were interested in talking.
- 86% of support staff thought the roadshow was 'good' or 'very good'.
- 41% of support staff said they had learnt something that would help them with their work.
- The support staff also had a range of suggestions to improve the roadshow. This included having more local helpers and targeting young men.

Tables for Section Six

Feedback from the Roadshow Support Staff

Table 6.1 Which roadshow did you attend today?

	Number	%
Colchester	9	17
Southend x 2	8	15
Epping	6	12
Norwich	6	12
Great Yarmouth	6	12
Basildon	4	8
Huntingdon	4	8
Great Dunmow	3	6
Bedford	3	6
Grays	1	2
Not stated	1	2
Thetford	0	0
Haverhill	0	0
	51	100

Table 6.2 How long were you at the roadshow?

	Number	%
Morning only	17	33
All day	15	29
Afternoon only	9	18
Lunchtime	5	10
No response	5	10
Total	51	100

Table 6.3 What type of organisation do you work for?

	Number	%
PCT	20	39
Other NHS	15	29
Core campaign staff	6	12
Voluntary Organisation	4	8
Entertainers	4	8
Not stated	2	4
Total	51	100

Table 6.4 Did you receive a briefing about this roadshow?

	Number	%
Yes written before today	35	69
Yes verbal today	9	17
Yes written today	2	4
No	2	4
Other	1	2
No response	2	4
Total	51	100

Table 6.5 Did the roadshow live up to your expectations?

	Number	%
Fully	34	67
Partly	15	29
Not at all	1	2
No response	1	2
Total	51	100

Table 6.6 Were people interested in the stand?

	Number	%
Very Interested	4	8
Quite Interested	40	78
Not much interested	6	12
No response	1	2
Total	51	100

Table 6.7 Were people interested in talking to you?

	Number	%
Very Interested	8	15
Quite Interested	38	75
Not much interested	4	8
No response	1	2
Total	51	100

Table 6.8 Was it easy to talk to people about cancer?

	Number	%
Very easy	15	29
Quite easy	27	53
Quite difficult	7	14
Very difficult	1	2
No response	1	2
Total	51	100

Table 6.9 Which cancers were people most interested in today?

	Number	%
Breast	13	18
Prostate / Testicle	11	15
Lung	10	14
Bowel / Colon	8	11
Skin	8	11
Ovarian / cervical / vulval	7	10
General	5	7
Leukemia	2	3
Prevention	1	1
Other	8	11
Total	73	100

Table 6.10 Did you learn anything today that will help you with your work?

	Number	%
Yes	21	41
No	22	43
No response	8	16
Total	51	100

Table 6.11 What was your overall view of the roadshow today?

	Number	%
Very Good	19	37
Good	25	49
Acceptable	4	8
Poor	1	2
No response	2	4
Total	51	100

Section Seven

Conclusions and Recommendations

7.1 Introduction

This section considers the effectiveness of the campaign in terms of outputs, outcomes and process and makes five recommendations for future campaigns.

7.2 Effectiveness of the campaign – outputs

There were thirteen roadshows in five of the eight counties in the Anglia television region with a concentration in Essex.

In terms of outputs the campaign achieved some good results:

- Over 4,500 Information Packs were distributed. This is an average of 359 packs per roadshow. However, this is not as high as the 613 average for the roadshows in 2002.
- There were also 1,716 pieces of additional material on specific topics provided to the public.

Publicity in local newspapers did not appear to have much impact - few people had heard about the roadshow in advance.

7.3 Effectiveness of the campaign – outcomes

The effectiveness of the campaign in terms of outcomes is more difficult to assess, but they appear to be very positive.

- The prize draw form indicated that members of the public recognised the key campaign messages. However, the limitations of this data have been noted.
- The telephone interviews revealed that members of the public were aware of some preventative messages, particularly those related to smoking and diet:
 - 78% of the telephone interviewees recalled two or more preventative messages.
 - 45% recalled three or more preventative messages.
- Nearly all the telephone interviewees said that you should seek medical advice if you suspect that you have a cancer.
- 40% had taken some extra action as a result of the campaign. Some people, who did not take extra action, said they had already adopted preventative measures.
- 71% of people who had picked up information still had it, some of the other people had passed it on.

7.4 Effectiveness of the campaign – process

Nearly everyone who attended the roadshows thought that they were a good idea and identified a number of positive features of them. They had few suggestions for improving them. Most of the telephone interviewees thought that the campaign materials were 'good' or 'very good'. There were few suggestions for improving them.

Those who had a specific cancer themselves, or had a relative or friend with cancer, welcomed the opportunity to talk about it and obtain additional information. For others the campaign was more relevant in terms of health promotion.

The roadshow support staff were also mainly positive about the roadshows. Eighty six percent of them thought that the roadshow was 'good' or 'very good'. They had a range of suggestions for improving the roadshows. These could be incorporated into future campaigns.

7.5 Recommendations

7.5.1 Ensure attendance of NHS and voluntary organisation support staff

Support staff from the NHS and voluntary organisations, working alongside the Anglia Action staff, were an integral part of the roadshows. In some cases there was a low attendance of the extra support staff. This reduced the effectiveness of the roadshow as both the number of staff and variety of expertise available on the day was reduced. The steering group might wish to consider ways to ensure attendance of support staff at roadshows.

7.5.2 Continue the advance briefing for support staff

Advance briefing for support staff was introduced following on from recommendations made in the evaluation of the 2002 campaign. The comments on this showed that people found it helpful. The steering group may wish to ensure that this continues.

7.5.3 Target young people

Based on the completed prize draw forms, people aged between 18 and 24 years were not particularly attracted to the roadshow. This was backed up by comments by some of the roadshow helpers. The steering group might wish to consider how the campaign can reach more 18 to 24 year olds.

7.5.4 Tackle inequalities in health

The report by Sir Donald Acheson on health inequalities (1998), and other more recent reports, have highlighted the need to reduce inequalities in health. If the campaign messages are mainly taken on board by a more affluent population this will increase inequalities in health. The telephone interviews suggested that the roadshows attracted people from a range of socio economic backgrounds. The selection of sites for the roadshows did take some account of the need to target less well off areas but the selection was done on a town or citywide basis.

In order to ensure that the campaign helps to address inequalities in health, the steering group might wish to consider whether some of the roadshows in future campaigns should be more specifically targeted at the less well off population by locating some of the roadshows in particular local neighbourhoods. This may result in the roadshow reaching fewer people but the benefit would be that people in more disadvantaged areas could benefit from the campaign. They could be linked to other events in the area.

7.5.5 Target people of minority ethnic origin

Similarly government guidance has highlighted the need to include people of minority ethnic origin in health promotion campaigns. The researchers noted that there were very few people of minority ethnic origin engaging with the roadshow in Great Yarmouth and Haverhill. There were also very few people of minority ethnic origin contacted in the telephone interviews. This suggests that the roadshows were not reaching the minority ethnic populations.

The researchers were informed that the selection of sites for the roadshows did take some account of the need to target the minority ethnic population. However, this selection was done on a town or citywide basis and all but one of the roadshows were in a district council area with a minority ethnic population of less than 5%. The exception to this was Bedford, which has a minority ethnic population of 13%. When deciding on locations for future campaigns, the steering group might wish to consider specifically targeting areas with the highest minority ethnic populations and locating some of the roadshows in specific local neighbourhoods with a significant minority ethnic population. Information on this is available from the 2001 census data.

7.6 Overall conclusions

The roadshows worked well and were successful in reaching many sections of the population. More action is needed to reach people of minority ethnic origin and young people. The roadshows provided both a health promotion function and met the needs of those looking for information about cancer treatment and support.

References

- 'The Independent Inquiry into Inequalities in Health' chaired by Sir Donald Acheson (1998). The Stationery Office.
- 'Saving Lives: Our Healthier Nation' Secretary of State for Health (1999) The Stationery Office.

[Appendices to be included later.]