



Cancer Research UK

Cancer Awareness Measure (CAM)

This survey instrument (CAM) was developed by Cancer Research UK, University College London, Kings College London, and University of Oxford in 2007-2008.

	Q_7772_V2
INTERVIEWER NAME (FULL NAME)	INT. I.D. NUMBER
INT. TIME: (USE 24 HOUR CLOCK)	INT. DATE:
HRSMINS	
DATABASE REFERENCE NUMBER:	WARD NAME:
	SOA:

Good morning/afternoon. My name is xxxx and I am from BMG Research. We are carrying out research on behalf of Lambeth PCT.

This set of questions is about cancer awareness and should take around 15 minutes to complete. This is not a test, we are interested in your thoughts and beliefs so please answer the questions as honestly as you can. All your answers are confidential. Please be aware that I am unable to answer questions during the interview, but there will be time to address any queries at the end. Please also be aware that I can not go back to a question that has already been asked.

Q1. This first set of questions is about warning signs of cancer. There are many warning signs and symptoms of cancer. Please name as many as you can think of:

Instructions: prompt "*anything else*" until respondent can think of no more warning signs or symptoms. If a respondent states that they do not know or can not think of any signs or symptoms for cancer please prompt with *"are you sure"* and if necessary *"take a minute to think about it"*.

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Q2. The following may or may not be warning opinion:	signs for cancer.	We are interested in <u>yo</u>	<u>our</u>							
Read out and code one box per row	Read out and code one box per row									
DO NOT give "don't know" as an option but recor	d it if the responder	nt says it spontaneously.								
If the respondent asks for clarification about certa the 'Point of clarification' written with the items. P		· · · · · · · · · · · · · · · · · · ·	refer to							
	Yes	No	Don't know							
Do you think an unexplained lump or swelling could be a sign of cancer?										
Do you think persistent unexplained pain could be a sign of cancer?										
Do you think unexplained bleeding could be a sign of cancer?										
Do you think a persistent cough or hoarseness could be a sign of cancer?										
Do you think a persistent change in bowel or bladder habits could be a sign of cancer?										
Do you think persistent difficulty swallowing could be a sign of cancer?										
Do you think a change in the appearance of a mole could be a sign of cancer?										
Do you think a sore that does not heal could be a sign of cancer?										
Do you think unexplained weight loss could be a sign of cancer?										

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Q3.If you noticed an unexplained lump or swelling how soon would you contact your doctor to make an appointment to discuss it? SHOWCARD 1											
Read out and code one only.											
	DO NOT give "don't know" or "Prefer not to say" as an option but record it if the respondent says it spontaneously.										
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say
discuss Read ou	 Q3a. If you had unexplained pain how soon would you contact your doctor to make an appointment to discuss it? SHOWCARD 1 Read out and code one only. DO NOT give "don't know" as an option but record it if the respondent says it spontaneously. 										nent to
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say
appointr Read ou	ment to o ut and co	unexplair discuss it? ode one o on't know	? SHOW nly.	CARD 1		Ţ	ŗ				
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say

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Q3c. If you had a cough or hoarseness how soon would you contact your doctor to make an appointment to discuss it? SHOWCARD 1											
Read out and code one only. DO NOT give "don't know" as an option but record it if the respondent says it spontaneously.											
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say
make an Read ou	Q3d. If you noticed a change in bowel or bladder habits how soon would you contact your doctor to make an appointment to discuss it? SHOWCARD 1 Read out and code one only. DO NOT give "don't know" as an option but record it if the respondent says it spontaneously.										
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say
to discu	ss it? SI	difficulty s	D 1	ng how so	oon woul	ld you co	ntact you	Ir doctor t	to make	an appoi	ntment
		ode one o Ion't know	-	option bu	t record i	it if the re	sponden	t says it s	spontane	ously.	
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say
Q3f. If you noticed a change in the appearance of a mole how soon would you contact your doctor to make an appointment to discuss it? SHOWCARD 1Read out and code one only.DO NOT give "don't know" as an option but record it if the respondent says it spontaneously.											
							sponden			ousiy.	Prefer
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	not to say

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		a sore tha discuss it			w soon w	ould you	contact	your doct	or to ma	ke an	
Read o	ut and co	ode one o	nly.								
DO NO	T give "d	lon't know	ı" as an o	ption bu	t record i	t if the re	sponden	t says it s	pontane	ously.	
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say
		unexplair discuss it ʻ			ow soon v	would yo	u contact	your doo	ctor to ma	ake an	
Read o	ut and co	ode one o	nly.								
DO NO	T give "d	lon't know	ı" as an o	ption bu	t record i	t if the re	sponden	t says it s	pontane	ously.	
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never	Prefer not to say

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doctor to	Q4. If you had a symptom that you thought might be a sign of cancer how soon would you contact your doctor to make an appointment to discuss it? SHOWCARD 1									
		e one only i't know" a		on but rec	ord it if th	e respond	ent says i	t spontane	eously.	
1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Don't know	Never

Q5. Sometimes people put off going to see the doctor, even when they have a symptom that 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?

Read out and code one per row. SHOWCARD 2

DO NOT give "don't know" as an option but record it if the respondent says it spontaneously.

Only ask about the barriers that are listed.

	Yes often	Yes sometimes	No	Don't know
I would be too embarrassed				
I would be too scared				
I would be worried about wasting the doctor's time				
My doctor would be difficult to talk to				
It would be difficult to make an appointment with my doctor				
I would be too busy to make time to go to the doctor				
I have too many other things to worry about				
It would be difficult for me to arrange transport to the doctor's surgery				
I would be worried about what the doctor might find				
I wouldn't feel confident talking about my symptom with the doctor				
Other (please specify)				

Q6. What things do you think affect a person's chance of getting cancer?

Please write in below.

Prompt "*anything else*" until respondent can think of no more warning signs or symptoms. If a respondent states that they do not know or can not think of any risk factors for cancer please prompt with *"are you sure"* and if necessary *"take a minute to think about it"*.

Q7. Medical scientists suggest that these are some of the things that can increase the chance of getting cancer. How much do you agree that each of these can increase the chance of getting cancer? SHOWCARD 3

Read out and code one per row. DO NOT PROMPT

DO NOT give "don't know" as an option but record it if the respondent says it spontaneously.

If the respondent asks for clarification about certain items within this set of questions, please refer to the 'Point of clarification' written with the items. Please only read these out if necessary.

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
Smoking any cigarettes at all					
Exposure to another person's cigarette smoke					
Drinking more than 1 unit of alcohol a day					
Eating less than 5 portions of fruit and vegetables a day					
Eating red or processed meat once a day or more					
Being overweight (BMI over 25)					
Getting sunburnt more than once as a child					
Being over 70 years old					
Having a close relative with cancer					
Infection with HPV (Human Papillomavirus)					
Doing less than 30 mins of moderate physical activity 5 times a week					

Q8. Here is a picture of 100 people. Out of 100 people, how many do you think will develop cancer at some point in their life? SHOWCARD 4

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Please write in below on the dotted line.

DO NOT PROMPT



people out of 100 will develop cancer at some point in their life

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Q9. What do you think is the most common cancer in women? DO NOT PROMPT Please write in below
Q9a. What do you think is the second most common cancer in women? DO NOT PROMPT Please write in below
Q9b. What do you think is the third most common cancer in women? DO NOT PROMPT Please write in below
Q9c. What do you think is the most common cancer in men? DO NOT PROMPT Please write in below
Q9d. What do you think is the second most common cancer in men? DO NOT PROMPT Please write in below
Q9e. What do you think is the third most common cancer in men? DO NOT PROMPT Please write in below

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DO NOT PROMPT Read out and code one box per row			
	Yes	No	Don't know
Q10a1 . Is there an NHS breast cancer screening programme?			
Q10a2. If yes, at what age are women first invited for breas	st cancer scre	eening?	
Q10b1 .Is there an NHS cervical cancer screening programme (smear tests)?			
Q10b2.If yes, at what age are women first invited for cervic	cal cancer sci	reening?	
Q10c1 .Is there an NHS bowel cancer screening programme?			
Q10c2. If yes, at what age are people first invited for bowe	l cancer scre	ening?	

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Q11. Please put the following things in order of how much you think they contribute to cancer in the UK:
Read out and put in order of importance with 1 being most important and 5 being least important.
Only ask about the factors listed.
Lifestyle (e.g. smoking, diet, physical activity)
Chance
Aging
Environmental factors (e.g. pollution, radiation)
Genetic inheritance (e.g. runs in the family)
1 (Most important)
2
3
4
5 (Least important)
Q18. What is your age?
Q19. What is your gender?
Male Female

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Q20. Which of the	se best describes y	our ethnic group?	Code one only SHC	WCARD 8
White	Mixed	Asian or Asian British	Black or Black British	Chinese/other
White British	White and Black Caribbean	lndian	Black Caribbean	Chinese
White Irish	White and Black African	Pakistani	Black African	Other
Any other White background	White and Asian	Bangladeshi	Any other Black background	
	Any other Mixed background	Any other Asian background		Prefer not to say
Q21. What is your	marital status? Co	ode one only SHOV	VCARD 9	
-	ried/living Married n partner separate			ivil Prefer not to ership say
Q22. What is the h SHOWCARD 10	ighest level of educ	cation qualification	you have obtained	? Code one only
Degree or h	igher degree		O Level or GCSE e	quivalent (Grade A - C)
Higher educ	ation qualification belo	w degree level	O Level or GCSE (C	Grade D - G)
A-levels or l	nighers		No formal qualificati	ons
ONC/BTEC			Other	
Prefer not to	o say			
Q23. Please tick the SHOWCARD 11	ne box which best c	lescribes your livir	ig arrangement: Coo	le one only
Own Own outright mortgag	Rent from Lo e Authority/Hou Associatio	ising privately	/ liv	ther (e.g. Prefer not /ing with to say ily/friends)
Q24. What is your	Postcode? Please	write in below		

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Q25. Are you currently: Code	one only S	HOWCAR	0 12				
Employed full-time				Full-tim	e homemaker		
Employed part-time				Retired			
Unemployed				Studen			
Self-employed					ed or too ill to work		
				Disable			
Prefer not to say							
Q26. Does your household ow	n a car or	van? Code	one only				
No	Yes, one		Yes, more that	an one	Prefer not to	say	
Q27. Have you, your family or close friends had cancer? Code one per row							
You	Yes	No 🗌	Not sure		Prefer not to say		
Partner	Yes	No 🗌	Not sure		Prefer not to say		
Close family member	Yes	No 🗌	Not sure		Prefer not to say		
Other family member	Yes	No	Not sure		Prefer not to say		
Close Friend	Yes	No 🗌	Not sure		Prefer not to say		
Other Friend	Yes	No 🗌	Not sure		Prefer not to say		
Q28. How many years have yo	ou been livi	ng in the U	K? Please w	rite in			
Q29. What is the main language	ge spoken a	at home?					
English		Sylh	eti				
Urdu		Can	tonese				
 Punjabi		Othe	er (please spec	;ify)			
 Gujarati		Pref	er not to say				

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Thank respondent and close – give information sheet and letter to respondent.

RESPONDENT'S NAME :	
ADDRESS : (Address Line 1)	
(Address Line 2)	
(Address Line 3)	
(Postal Town)	
(County)	
POSTCODE : (ESSENTIAL)	
TELEPHONE : (INCLUDING STD) (ESSENTIAL)	

Interviewer: Someone from BMG Research may call you, as part of our quality control processes to ensure I have completed this interview with you.

RESPONDENT TO COMPLETE:

I CONFIRM THAT THIS INTERVIEW WAS CONDUCTED WITH MYSELF IN A PROPER MANNER AND THAT THE DETAILS HAVE BEEN RECORDED ACCURATELY.

SIGNATURE: _____

PRINT NAME:_____

Interviewer's signature: