Cancer Research UK

Cancer Awareness Measure (CAM)

Recruitment Record

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

Introduction

It is important to make your sampling and recruitment methods transparent because it gives people an idea of how representative your sample is and how many factors could have been influencing the respondent's answers, such as noise levels or confidentiality. This information will influence how the data are analysed and interpreted.

It is also important that you provide us with all the data you receive, so even if people miss out some of the questions, we would like any information they provide.

Purpose and sampling methods

Please outline the purpose of the survey (e.g. to explore awareness of cancer risk factors and signs and symptoms in men aged over 50 years living in Derby).

Aim: to provide a baseline assessment of cancer awareness amongst adults living in the areas served by Doncaster, Bassetlaw, Sheffield and Barnsley PCTs. To highlight differences in awareness by age, gender and socio-economic factors.

Sampling frame(s) (e.g. electoral registers, postal address file, GP lists, telephone directory, all men over 50 years living in Derby).

All households with a telephone landline within the area served by Doncaster, Sheffield, Barnsley and Bassetlaw PCTs. Sample was generated using a Random Digit Dialling (RDD) methodology.

Target population(s) (e.g. gender, age, geographical area)

Doncaster PCT

All adults living in the area served by Doncaster PCT: split between those in the most deprived quintile (80%) and those from the remaining quintiles (20%).

Bassetlaw PCT

All adults living in the area served by Bassetlaw PCT.

Sheffield PCT

All adults living in the area served by Sheffield PCT: split between those in the most deprived quintile (75%) and those from the remaining quintiles (25%).

Barnsley PCT

All adults living in the area served by Barnsley PCT: 20% from the most deprived quintile and 80% from the others.

Please describe the methods you used to recruit participants (e.g. flyers, leaflets , posters, newspaper adverts, letter, face-to-face) Potential participants were selected at random using RDD.	

Please describe the method(s) of administration of the CAM (e.g. face-to-face, telephone, internet, other) and complete the number of surveys completed using each method below:		
Face to face	☐	Number of surveys………….
Over the telephone	x☐	Number of surveys…1213/ 814/ 3007/ 801
Internet	☐	Number of surveys………….
Other	☐	Number of surveys………….

If the surveys were administered face-to-face:

Please describe the environment(s) in which the surveys were completed (e.g. closed office with one interviewer, communal coffee area, a busy street)
How many other people were present while the interview was being carried out? 0- 1 ☐ More than 1   ☐

If the surveys were administered in another way:

Please describe how the surveys were distributed (e.g. by post, left on a counter, by email)
Please describe the environment(s) in which the surveys were completed (e.g. closed office with one interviewer, communal coffee area, a busy street)

In what language were the interviews carried out?

x☐	English	☐	Sylheti
☐	Urdu	☐	Cantonese
☐	Punjabi	☐	Other……………………………………………
☐	Gujarati		

Sample characteristics

How many participants were recruited?
Doncaster: 1213
Bassetlaw: 814
Sheffield: 3007
Barnsley: 801

Did you carry out any power or sample size calculations? (If so, please provide details)
Details provided for Doncaster PCT. Each PCT determined their own sample size.
The sample size was selected to give a robust sample that would provide sufficient numbers with which to analyse the data at an age, gender and socio-economic level. The likelihood that this project would form part of a tracking study also influenced the sample size - 1200 interviews per year would provide sufficient sensitivity with which to compare data year on year. 1200 interviews would provide a confidence interval around proportions, no wider than +/- 2.9% (using the 95% significance level).

How many people were approached/contacted to complete the CAM?
Doncaster: 2173
Bassetlaw: 1312
Sheffield: 4850
Barnsley: 1441

How many people agreed to complete the CAM?
Doncaster: 1213
Bassetlaw: 813
Sheffield: 3007
Barnsley: 801

How many people refused to complete the CAM?
Doncaster: 960
Bassetlaw: 499
Sheffield: 1843
Barnsley: 640

How many participants started to complete the CAM but did not complete it?

Doncaster: 0

Bassetlaw: 0

Sheffield: 0

Barnsley: 0

Over what time period were the interviews carried out?

From: 24/02/09 to: 24/03/09