

Cancer Research UK

Cancer Awareness Measure (CAM)

Coding sheet (for use with SPSS or EXCEL)

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

Below is a format for recording the data of the CAM so that it is suitable for depositing in the data archive. We are currently making arrangements to deposit the data at the UK Data Archive and will provide instructions on how to do this at a later date.

You can see that as well as numbers for coding the data, we are also providing a set of correct 'variable names' (e.g. Lumpc). Please use these 'variable names' when recording your data.

For every question it is possible to code data as 'refused'. Use this code when the participant actively chooses not to respond. Where appropriate there is a code for 'don't know', please see relevant questions below. For all other missing data just leave a blank.

Please store the data in either EXCEL or SPSS for transfer to the archive. There is a template EXCEL and SPSS data file available, if you require it.

If you have any queries, please contact Dr Alice Simon: alice.simon@ucl.ac.uk

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

Variable names: SymptomO1 to SymptomO18

- Please create 18 variables labelled 1, 2, 3' etc up to 18. Each symptom must be recorded as a new variable using the coding frame below. For example if the first response is 'weight loss' code as '9' in SymptomO1. If the second response is 'bleeding' code as '3' in SymptomO2 etc
- To code a variable that is not on the list code as 'Other' (code 17) and write the variable verbatim in: SymptomO17 or SymptomO18. This can be done for 2 'other' variables.

Warning sign	Code
Lump/swelling	1
Pain	2
Bleeding	3
Cough/hoarseness	4
Change in bowel/bladder habits	5
Difficulty swallowing	6
Change in appearance of a mole	7
Sore that does not heal	8
Weight loss	9
Tiredness/fatigue	10
Nausea/sickness	11
Generally unwell	12
Bruising	13
Loss of appetite	14
Blurred vision	15
Feeling weak	16
Other	17
Nothing	18
Refusal	98
Don't know	99

The following may or may not be warning signs for cancer. We are interested in <u>your</u> opinion:										
Question followed by corresponding		Scoring	_							
SPSS/Excel Variable Name	Yes	No	Don't know							
De ven think on manulained lunes on	3	2	_							
Do you think an unexplained lump or swelling could be a sign of cancer? LumpC	3	۷	1							
Do you think persistent unexplained pain could be a sign of cancer? PainC	3	2	1							
Do you think unexplained bleeding could be a sign of cancer? BleedingC	3	2	1							
Do you think a persistent cough or hoarseness could be a sign of cancer? CoughC	3	2	1							
	3	2	_							
Do you think a persistent change in bowel or bladder habits could be a sign of cancer? BowelC	3	۷	1							
Do you think persistent difficulty swallowing could be a sign of cancer? SwallowingC	3	2	1							
Do you think a change in the appearance of a mole could be a sign of cancer? MoleC	3	2	1							
Do you think a sore that does not heal could be a sign of cancer? SoreC	3	2	1							
Do you think unexplained weight loss could be a sign of cancer? WeightC	3	2	1							

If you noticed an unexplained lump or swelling how soon would you contact your doctor to make an appointment to discuss it? **Variable name: LumpTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you had unexplained pain how soon would you contact your doctor to make an appointment to discuss it? **Variable name: PainTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you had unexplained bleeding how soon would you contact your doctor to make an appointment to discuss it? **Variable name: BleedingTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you had a cough or hoarseness how soon would you contact your doctor to make an appointment to discuss it? **Variable name: CoughTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you noticed a change in bowel or bladder habits how soon would you contact your doctor to make an appointment to discuss it? **Variable name: BowelTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you had difficulty swallowing how soon would you contact your doctor to make an appointment to discuss it? **Variable name: SwallowingTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

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? **Variable name: MoleTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you had a sore that did not heal how soon would you contact your doctor to make an appointment to discuss it? **Variable name: SoreTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

If you had unexplained weight loss how soon would you contact your doctor to make an appointment to discuss it? **Variable name: WeightTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

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? **Variable name: CancerSignTime**

1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
1	2	3	4	5	6	7	8	9	10

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?

		Scori	ng	
Question followed by SPSS/Excel variable name	Yes often	Yes sometimes	No	Don't know
I would be too embarrassed Embarrassed	4	3	2	1
I would be too scared Scared	4	3	2	1
I would be worried about wasting the doctor's time WorryTime	4	3	2	1
My doctor would be difficult to talk to DifficultTalk	4	3	2	1
It would be difficult to make an appointment with my doctor Appointment	4	3	2	1
I would be too busy to make time to go to the doctor Busy	4	3	2	1
I have too many other things to worry about WorryMany	4	3	2	1
It would be difficult for me to arrange transport to the doctor's surgery Transport	4	3	2	1
I would be worried about what the doctor might find WorryFind	4	3	2	1
I wouldn't feel confident talking about my symptom with the doctor Confident	4	3	2	1
Other (please specify) Other		Type in ve	erbatim	

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

Variable names: RiskO1 to RiskO26

Please create 26 variables labelled 1, 2, 3 etc, up to 26. Each risk factor must be recorded as a new variable using the coding frame below. For example if the first response is 'being overweight' code as '6' in RiskO1. If the second response is 'pollution' code as '22' in RiskO2 etc.

To code a variable that is not on the list code as 'Other' (code 25) and write the variable verbatim in: RiskO25 or RiskO26. This can be done for 2 'other' variables.

Risk Factor	Code
Smoking	1
Exposure to another person's cigarette smoke (passive smoking)	2
Drinking alcohol	3
Not eating enough fruit and vegetables	4
Eating red or processed meat	5
Being overweight	6
Getting sunburnt/exposure to the sun	7
Older age	8
Family history/having a close relative with cancer/Hereditary	9
Infection with HPV (human papillomavirus)	10
Not doing enough exercise/physical activity	11
Diet (unspecified)	12
A high fat diet	13
A low fibre diet	14
Food additives	15
Being underweight	16
Genes/genetics	17
Infection with viruses (Unspecified/Other)	18
Having many sexual partners	19
Taking HRT/the (contraceptive) pill	20
Living near power lines	21
Pollution	22
Radiation	23
Stress	24
Other	25
Nothing	26
Refusal	98
Don't know	99

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?

Question followed by SPSS/Excel variable name	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
Smoking any cigarettes at all SmokingC	1	2	3	4	5
Exposure to another person's cigarette smoke PassiveC	1	2	3	4	5
Drinking more than 1 unit of alcohol a day AlcoholC	1	2	3	4	5
Eating less than 5 portions of fruit and vegetables a day FruitC	1	2	3	4	5
Eating red or processed meat once a day or more MeatC	1	2	3	4	5
Being overweight (BMI over 25) OverweightC	1	2	3	4	5
Getting sunburnt more than once as a child SunburnC	1	2	3	4	5
Being over 70 years old OlderC	1	2	3	4	5
Having a close relative with cancer FamilyC	1	2	3	4	5
Infection with HPV (Human Papillomavirus) HPVC	1	2	3	4	5
Doing less than 30 mins of moderate physical activity 5 times a week ExerciseC	1	2	3	4	5

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?



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

Record the actual number (0-100) that the respondent gave as the answer in the variable name: **Incidence**

Below are the variable names used in Q9, please turn to the next page for the appropriate coding frame that accompanies these variable names.

What do you think is the **most** common cancer in women?

Variable name: Cancer1F

NB To code a variable that is not on the list, code as 'Other' (code '19') and then write the variable verbatim in: 'Cancer1otherF' or in the appropriate 'other' variable field. Further explanation on next page.

(Cancer1otherF)

What do you think is the **second** most common cancer in women?

Variable name: Cancer2F

(Cancer2otherF)

What do you think is the **third** most common cancer in women?

Variable name Cancer3F

(Cancer3otherF)

What do you think is the **most** common cancer in men?

Variable name: Cancer1M

(Cancer1otherM)

What do you think is the **second** most common cancer in men?

Variable name: Cancer2M

(Cancer2otherM)

What do you think is the **third** most common cancer in men?

Variable name: Cancer3M

(Cancer3otherM)

CODING FRAME ON NEXT PAGE

Data archive: Please use the coding frame for men and women below for transfer to the data archive. Example: If the response for the 'most' common cancer in women is 'lung cancer' place code '9' under variable name **Cancer1F.**

Code a response that is not on the list code as 'Other' (code '25') and write the variable verbatim in: Cancer1otherF or in the appropriate 'other' variable field.

Cancer type	Code
Bladder	1
Bowel/colorectal/rectal	2
Brain	3
Breast	4
Cervical/cervix	5
Kidney	6
Leukaemia	7
Liver	8
Lung	9
Lymphoma	10
Melanoma	11
Mesothelioma (protective lining of the lung, stomach, heart)	12
Multiple myeloma	13
Non-Hodgkin's lymphoma	14
Oesophagus/gullet/food pipe	15
Oral/mouth/oropharynx/lips/tongue	16
Ovarian	17
Pancreatic	18
Prostate	19
Skin	20
Stomach	21
Testicular	22
Throat	23
Uterus/endometrial/womb	24
Other	25
Refusal	98
Don't know	99

Yes	No	Don't know
3	2	1
Age in years	Refused	Don't know
	988	999
Yes	No	Don't know
3	2	1
Age in years	Refused	Don't know
	988	999
Yes	No	Don't know
3	2	1
Age in years	Refused	Don't know
	988	999
	3 Age in years Yes 3 Age in years Yes 3 Age in years	Age in years Refused 988 Yes No 3 2 Age in years Refused 988 Yes No 3 2 Age in years No 3 2 Age in Refused Refused

Please put the following things in ord UK:	der of how much you think they contribute to cancer in the								
Lifestyle (e.g. smoking, diet, physical activity)									
Chance									
Aging									
Environmental factors (e.g. pollution,	radiation)								
Genetic inheritance (e.g. runs in the fa	amily)								
1	(Most important)								
2									
3									
4									
5	(Least important)								

Data archive: Please use the following coding frame for transfer to the data archive –

Contributing	Corresponding variable name	Code						
factor	in EXCEL/SPSS data file	Most	Second	Third	Fourth	Least		
11i. Lifestyle	Lifestyle	1	2	3	4	5		
11ii. Chance	Chance	1	2	3	4	5		
11iii. Aging	Aging	1	2	3	4	5		
11iv. Environment	Environment	1	2	3	4	5		
11v. Genetic inheritance	Genetic	1	2	3	4	5		

Demographic Questions - Coding

1. What is your age? Variable name: Age

2. What is your gender? Variable name: Gender Male Female 1 2

3. Which of these best describes your ethnic group?

Variable name: EthnicGroup

To code an ethnic group that is not on the list code as 'Other' (code 16) and write the variable

verbatim in: OtherEthnic

White		Mixed		Asian or Asian British		Black or Black British		Chinese/other	
White British	1	White and Black Caribbean	4	Indian	8	Black Caribbean	12	Chinese	15
White Irish	2	White and Black African	5	Pakistani	9	Black African	13	Other	16
Any other White background	3	White and Asian	6	Bangladeshi	10	Any other Black background	14		
		Any other Mixed background	7	Any other Asian background	11				

4. What is your marital status? Variable name: MaritalStatus										
Single/never married	Married/living with partner	Married separated from spouse	Divorced	Widowed	Civil partnership					
1	2	3	4	5	6					

5. What is the highest level of education qualification you have obtained?

Variable name: HighestEducation

To code an ethnic group that is not on the list code as 'Other' (code 7) and write the variable verbatim in: OtherEducation

1	Degree or higher degree	5	O Level or GCSE equivalent (Grade A - C)
2	Higher education qualification below degree level	6	O Level or GCSE (Grade D - G)
3	A-levels or highers	7	Other
4	ONC/BTEC	8	No formal qualifications

6. Please tick the box which best describes your living arrangement: Own Own Squatting Other (e.g. living with Rent from Local Rent family/friends) outright Authority/Housing privately mortgage Association 1 3 2 5 4 6

7. What is your Postcode?

Variable name: Postcode

Please record the respondents postcode by writing it in the variable field labelled Postcode

•	8. Are you currently: Variable name: Employed							
1	Employed full-time	5	Full-time homemaker					
2	Employed part-time	6	Retired					
3	Unemployed	7	Student					
4	Self-employed	8	Disabled or too ill to work					

9. Does your household own a car or van? Variable name: Car No Yes, one Yes, more than one 1 2 3

10. Have you, your family or close friends had cancer? (please tick all that apply)										
You CancerYou	Yes	1	No	2	Close Friend CancerCloseFriend	Yes	1	No	2	
Partner CancerPartner	Yes	1	No	2	Other Friend CancerOtherFriend	Yes	1	No	2	
Close family member CancerCloseFamily	Yes	1	No	2	Not sure CancerNotSure	99				
Other family member CancerOtherFamily	Yes	1	No	2	Do not wish to answer CancerRefusal	98				

11. How many years have you been living in the UK?

Variable name: YearsUK

12. What is the main language spoken at home?

Variable name: Language

To code an ethnic group that is not on the list code as 'Other' (code 7) and write the variable verbatim in: OtherLanguage

1	English	5	Sylheti
2	Urdu	6	Cantonese
3	Punjabi	7	Other
4	Gujarati		



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.

How many participants did you recruit?	
989	

Please record all of the methods you used (e.g. electoral registry, door – to – door, shopping centre, GP practice, hospitals) to recruit your participants in the space below:

Respondents were primarily recruited using face-to-face interviews in high footfall areas such as town centres which is the most cost effective way of collecting face-to-face data. The table below shows the required and achieved interviews in each area specified.

NHS area	Specific area	Interviews required	Interviews achieved
NHS Coventry	Coventry	270	296
NHS Warwickshire	Nuneaton	96	120
	Bedworth	48	66
	Lemington Spa	80	67
	Rugby	64	62
	Stratford	80	76
	Kenilworth	48	50
	Warwick	64	70
NHS Worcestershire	Bromsgrove	80	82
	Redditch	80	100
	Total	910	989

In order to ensure that respondents in deprived and ethnic areas were included, a proportion of the data was collected using a door knocking methodology. Specifically, three days door-knocking was undertaken, one in each of the following areas: Foleshill in Coventry (12 completes), Camphill in Nuneton (12 completes) and Barpool in Bedworth (12 completes).

How many people did you approach to complete the CAM? 1618				
How many people agr	reed to complete the CAM?			
989 (61% of those app	proached)			
How many participants started to complete the CAM but did not complete it? None				
Were the interviews co	ompleted over the telephone, face to face, or on the internet?			
Over the telephone	Number of interviews			
Face to face	Number of interviews…989			
Internet	Number of interviews			
Over what time period were the interviews carried out? From: _11/11/09(dd/mm/yyyy) to:8/12/09(dd/mm/yy)				

If the interviews were conducted face to face where did you conduct the interviews? Please record all of the places that were used in the space below:
As discussed above the majority of interviews were conducted in busy town centres with a smaller proportion of interviews collected using a door-knocking methodology that would thus has been collected on people's door-steps.
If the interviews were conducted face to face how many other people were in the room while the interview was being carried out?
0- 1 ⊠
More than 1

Cancer Awareness Measure: Review of use

GUIDANCE

We would like to find out about the current or completed CAM surveys that have been or are planned to take place in England in order to:

- a) understand how the CAM has been used across England
- b) get feedback about our guidance and support of the CAM work
- c) enable us to improve our guidance and support of the CAM work

We have devised a simple template which we would like you to use to explain how the CAM has been used in your organisation. Please use one template for each CAM project.

When you have finished filling in the template please return them to: Kathy.elliott@dh.gsi.gov.uk by x date

Thank you

Name of person completing form:
Email:
Telephone:
Organisation:
Position in organisation:
Locality:
Name of project:
Project timelines - start and end date or expected completion date:
PURPOSE AND BACKGROUND TO THE PROJECT
Please outline the purpose of the CAM survey
(e.g. to explore awareness of cancer risk factors and signs and symptoms in x PCT area, or to
evaluate the impact of an initiative designed to increase awareness).
Who carried out the CAM survey?
In house
Commissioned
Other Please specify:
If the project was commissioned, please provide more details (e.g name of the company, what
they did (field work, data input, analysis, reporting), costs):
Did you change or add questions to the CAM survey?
Yes
No
If yes, how? (please can also you attach the questionnaire you used)
SAMPLING METHODS
What was the sampling frame(s)?
(e.g. electoral registers, postal address file, GP lists, telephone directory, all men over 50 years
living in Derby).
Who were the target population(s)?
(e.g. men/women, age groups, geographical area)

Please describe the methods used to recruit participants				
(e.g. flyers, leaflets, post	(e.g. flyers, leaflets, posters, newspaper adverts, letter, face-to-face)			
Please describe the meth	od(s) used to administer the CAM as well as the number of surveys that			
were carried out in this w				
Face to face	Number of surveys:			
Over the telephone	Number of surveys:			
Internet	Number of surveys:			
Other	<u>=</u>			
	<u> </u>			
IF THE SURVEYS WERE AD	MINISTERED FACE-TO-FACE:			
	onment(s) in which the surveys were completed			
	ne interviewer, communal coffee area, a busy street)			
(e.g. closed office with off	e interviewer, communar conce area, a busy street,			
· — · ·	were present while the interview was being carried out?			
0-1				
More than 1				
IF THE SURVEYS WERE AD	MINISTERED IN ANOTHER WAY:			
Please describe how the s	surveys were distributed (e.g. by post, left on a counter, by email)			
	, , , , , , , , , , , , , , , , , , , ,			
Place describe the apvir	onment(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?				
English	Sylheti			
Urdu	Cantonese			
Punjabi	Punjabi Other			
Gujarati				

CHARACTERISTICS OF THE SAMPLE

How many participants did you recruit?
Were any power or sample size calculations carried out? Yes
If yes, please provide details:
How many people were approached/contacted and asked to complete the CAM?
How many people agreed to complete the CAM? Don't know
How many people refused to complete the CAM? Don't know
How many participants started to complete the CAM but did not complete it? Don't know
Over what time period were the interviews carried out?
From:(dd/mm/yyyy) to:(dd/mm/yy)
RESULTS
Please provide a summary of the key results from your CAM survey
(e.g. gaps in awareness, differences between demographic groups)
Were the results useful?
Yes No
Please explain why/why not:
How will the results be used to inform future activities in your organisation?

FEEDBACK ON THE GUIDANCE

Did you receive the CAM toolkit?
Yes No
<u>If γes,</u>
Did you read it?
Yes No
Did you find it useful?
Yes No
Please explain why/why not:
Were you aware that you could have CAM training about how to administer and code data from
the CAM?
Yes No 🖂
If yes, did you have CAM training?
Yes No
If no, would you have liked/ or would you still like to have training?
Yes No 🖂
If you would like training, what type of training would you like? (e.g. guidance about
commissioning, administering the CAM, training volunteers, coding the data, uploading the data)
NO – Because Public Knowledge have now completed 2 CAM research projects, with 2 underway,
and are happy that we know what we're doing.
Was the coding framework used to code the data from the CAM survey?
Yes No Don't know
Please explain why/why not:
Are you aware of your responsibility to upload your CAM data into the UK Data Archive?
Yes No
Public Knowledge are expecting the Arden Cancer Network to upload this data which we have
supplied in a suitable format.
Would you like guidance about how to upload your data and/or access the national or other
regional CAM survey data?
Yes No
Public Knowledge are currently unaware of the specific with regard to the uploading of data.
If yes, please provide an email address:

Please tell us how we can we improve our guidance or support about using the CAM survey		
THANK VOILED CRENDING TIME TO COMPLETE THESE OLIECTIONS		
THANK YOU FOR SPENDING TIME TO COMPLETE THESE QUESTIONS.		