

## STUDY SUMMARY

### **Telling Your Story: The Bowel Cancer Screening Experience**

Many thanks for taking part in this study. Hearing your story has been of great value to us.

#### **Background to study:**

The NHS Bowel Cancer Screening programme (BCSP) began in 2006 to promote the early detection of bowel cancer and help reduce the number of people dying from the disease. However, the success of the BCSP depends upon those invited to take part agreeing to do so. Research has shown that just under 60% of all those invited complete the screening test kit sent to them.

The number of people who complete the test differs by social group status, i.e. people in socially disadvantaged groups are less likely to take part in the screening programme compared to people in more socially advantaged groups.

This study is part of a bigger project that aims to find ways to reduce this difference across social groups and encourage more people to benefit from the early detection offered by screening.

A lot of health information is presented as facts and figures, with advice for what the public should or should not do. However, research suggests that, for some people, learning the story of a person's experience with a health behaviour can have a strong influence on their own health related actions.

The focus of this study was to collect the bowel cancer screening stories from people who have already taken part in the NHS BCSP. Such stories will now be used to offer a more personal account of the bowel cancer screening process. We hope to encourage others to seriously consider participation in the programme.

#### **What happens now?**

- All stories (and photographs, if agreed) will be stored at University College London (UCL) for future research and teaching purposes within the Health Behaviour Research Centre. You will be contacted each time your data is requested from the store for research purposes.
- About 4 stories will be chosen for use in a leaflet. This leaflet will be designed with the intention of adding it to the current NHS BCSP invitation pack. The leaflet will be tried and tested for suitability before a decision is made on its use in the NHS BCSP.
- The results will be written up for publication in academic journals. Your full name and address, and those of others who have provided their story, will not be included in these publications.
- If you agreed to Beating Bowel Cancer (BBC) having a copy of your contact details, story and photograph, these will be sent, on separate files, to BBC. BBC will contact you regarding the use of your information.

If you would like more information please contact the researchers at UCL:

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Kind regards,

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