

Guidelines for Reminder Letter Proforma

Dear Helpline Assistant,

Participation in the BCSP is up to 25% lower in socially disadvantaged groups, e.g. people from more deprived areas are less likely to take part than those in socially advantaged groups. The ASCEND project aims to find ways in which to reduce this difference in participation rates. Previous research has found that reminder letters can increase participation in socially disadvantaged groups. Therefore, the ASCEND project aims to enhance the current reminder letter.

To find out more about the role of the current reminder letter in the programme, we would like to find out more about the reasons why people call the helpline following the receipt of a reminder letter, and how many calls to the helpline the reminder letter generates.

For 1 month only, please complete the proforma attached for every call you take **relating to a reminder letter**, as soon as the call has ended. We are particularly interested in **reminder-related calls** which feature:

1. **Reasons why people did not respond to the original invitation**, e.g. they did not have time to do the test/ they thought the BCSP letters were 'junk mail'.
2. **Reasons for opting out or opting back in to screening**, i.e. you have to close or re-open the callers' episode, e.g. they thought they were not at risk from bowel cancer
3. **Queries about the content of the letter**, e.g. they were unclear about the message in reminder letter/ the reminder letter too long.

It would be very helpful if you could elaborate as much as possible when recording these types of calls.

To help you get started, please see the example below. We have tried to make the form simple and easy to complete; it should only take a few moments to fill in after each call:

Reminder Letter Proforma						Helpline Assistant Name: A.SMITH		Week beginning: 10		
Code							Other reason/s		Additional Comments	
DATE	1 Did not receive invitation/ test kit	2 Away when the test kit arrived	3 Wanted to know how long they had to complete their test	4 Have already returned completed test	5 Mislaid test kit	6 Had a query about the content of the letter (please record additional comments)	7 Worried they would be discharged from screening	E.g. s: Thought letters were 'junk mail'... Did not think they were at risk from bowel cancer... Did not have time to do the test...		E.g. s: Were unclear about the message in reminder letter... The reminder letter was too long...
10.10.10	✓					✓				Did not know what discharged from screening round meant. Thought they could not take part in the future.
11.10.10			✓							Wasn't keen on taking part, but a friend had to have a colostomy recently and the reminder letter prompted them to call
12.10.10		✓	✓						Wanted translated version of 'The Facts'	
12.10.10										

3) If the caller has a query about the content of the letter, e.g. wording, please specify in the 'Additional comments' column

1) Please tick the appropriate code for each call.

2) Sometimes the caller may mention more than one reason for calling about the reminder letter. If so, please tick each appropriate code.

4) If the call cannot be coded and/ or you want to add further comments, please enter details in these columns as shown.

If you should have any questions about how to complete the proforma, please ask your supervisor. Thank you in advance for your help with this research, ASCEND project team