Introduction:

• Targeted public awareness interventions are needed to improve earlier cancer diagnosis and reduce socioeconomic inequalities in cancer outcomes.
• The health check (intervention) is an interactive touchscreen questionnaire delivered by trained lay advisors, developed in partnership with Tenovus Cancer Care.
• It aims to raise awareness of cancer symptoms and risk factors, and encourage timely help seeking among adults living in deprived communities using theory derived behaviour change techniques (Smits et al 2016).
• Findings from Phase 2a pre/post evaluation are presented.

Methods:

Recruitment was feasible across community and health care settings in socioeconomically deprived areas
• Follow up via telephone questionnaire was feasible
• The intervention is acceptable and has the potential for improved recognition of non-specific, vague symptoms

Results:

• 34 (35%) participants were male, 64 (65%) were female
• 55 (56%) participants were in the lowest deprivation quartile and 20 (20%) were in the second lowest deprivation quartile

Conclusions

• Recruitment was feasible across community and health care settings in socioeconomically deprived areas
• Follow up via telephone questionnaire was feasible
• The intervention is acceptable and has the potential for improved recognition of non-specific, vague symptoms

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