

# Preparing the Public for Equitable and Informed Implementation of Multi-Cancer Early Detection (MCED) Blood Tests



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## MCED BLOOD TESTS

- Look for **signals of multiple cancers** in the blood
- Potential to **detect cancer earlier** pending further evidence of clinical utility in screening and symptomatic contexts
- **Lacking evidence of the information & communication needs of underrepresented members of the public**
- Person-centered strategies are critical for **health equity**



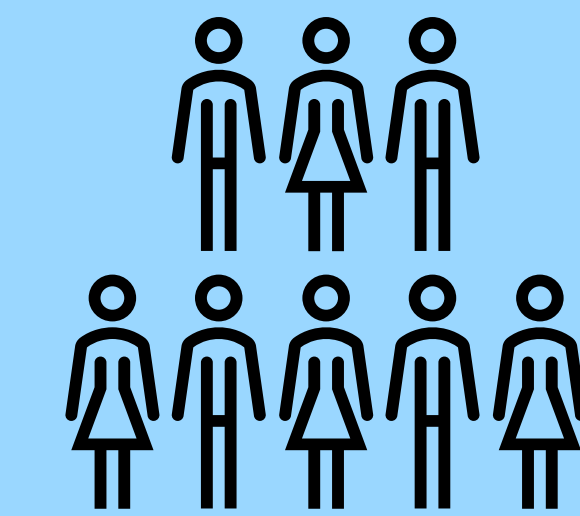
## AIM & METHODS

**Aim:** Understand the information & communication needs of **diverse** members of the **public** for MCED blood tests.

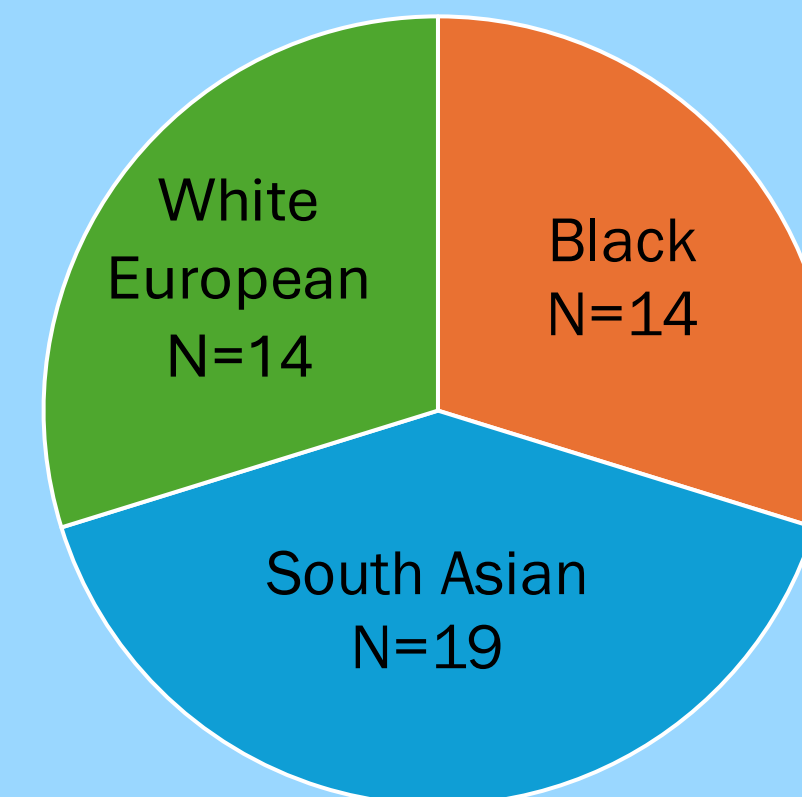


**Method:** Focus groups with diverse members of the public from across the UK, with a focus on including those from **minority ethnic groups** and **low socio-economic status**. Underpinned by **Socio-Ecological Model**.

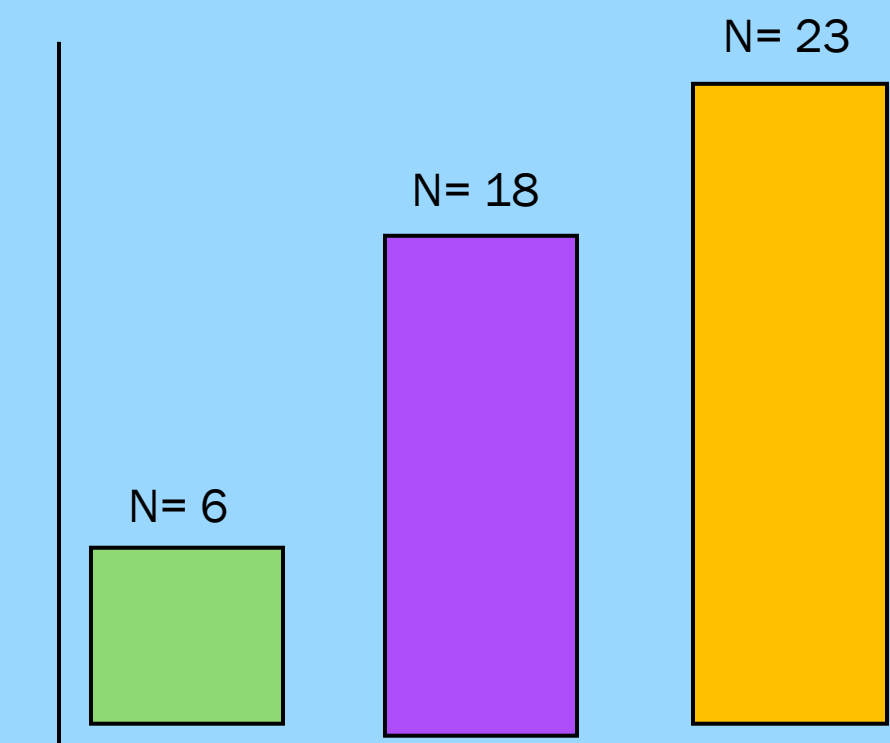
## PARTICIPANT DIVERSITY & PRELIMINARY RESULTS



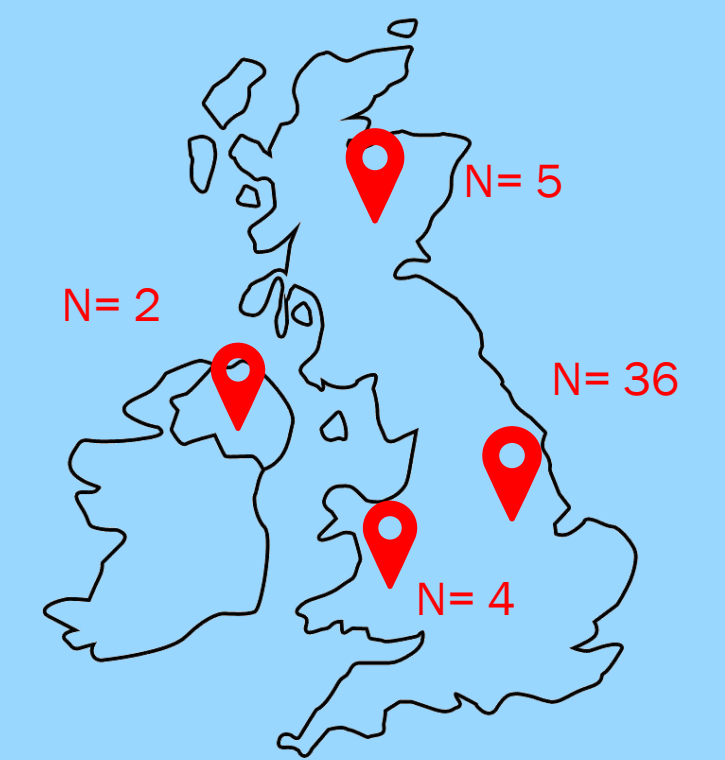
47 participants  
51% male  
Mean age 50



Ethnicity



Socio-economic Status



Country of Residency

## Information Needs

Considerations of NHS capacity

Test accuracy & trust

Patient pathway, practicalities & onward steps

Data privacy

Eligibility

Social & Psychological impact of results

## Communication Needs

Desire for information to aid advocacy & enable informed decisions & health equity

Trusted sources: NHS, community, family

Overwhelm of information

Multi-pronged approach to reinforce messages

Diversity & personal stories embedded within campaigns

Tailored communication strategies for different cultural, religious & ethnic groups

Community engagement & Social Diffusion

**IMPACT:** Co-create recommendations to inform future interventions and communication strategies if implemented; evaluation of interventions addressing equitable and informed MCED delivery