

Title of Intervention: A Patient Information Leaflet (PIL) Oral Health Intervention

Intervention Strategies: Individual Education

Purpose of the Intervention: To improve perceptions and knowledge of oral cancer

Population: Smokers receiving regular oral hygiene care

Setting: General practice dental clinics in Northern Ireland; health care facility-based

Partners: Southern Health and Social Service Board in Northern Ireland

Intervention Description:

- Individual Education: The PIL was presented on a glossy card printed in full color divided into three folded sections. Information included signs and symptoms of oral cancer, risk factors, prevalence and mortality rates and behaviors to reduce risk and promote early detection. A checklist entitled, "Are you at risk from mouth cancer?" was included on the back page of the leaflet.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Brochures
- Evaluation: Survey, interview protocol

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Medical Information Design Assessment Scale to assess the design quality of the PIL
 - Interview to assess perceived risk of mouth cancer in participants who smoked

Outcomes:

- Short Term Impact: The PIL increased participants' awareness of the risk of mouth cancer. Smokers had a higher perceived risk of developing mouth cancer than did others.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: The PIL improved oral cancer knowledge, especially for smokers and those with a history of smoking. The findings indicate that public awareness of smokers can be raised with written information.

Citation(s):

Humphris GM, Freeman R, Clarke HM. Risk perception of oral cancer in smokers attending primary care: a randomised controlled trial. *Oral Oncol.* Oct 2004;40(9):916-924.