

**Attachment F:
SEER Statistics
Initial Interviews with End Users
Interviewer's Guide - Media**

Note: The purpose of this document is to guide the interviewer. The questions and tasks contained herein may not be asked exactly as written. The facilitator often draws upon participant comments and the natural flow of the interview process. While the facilitator will try to follow the order of the guide, many times questions will come up ahead of time or in a different order. The facilitator may allow the order of the questions to change in order to let the process flow naturally.]

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PRIVACY ACT NOTIFICATION STATEMENT

The National Cancer Program—Sec. 411 [285a] provides authority for collection of information. (For details about the authority see <http://codes.lp.findlaw.com/uscode/42/6A/III/C/1>.) Personally identifying information (name, address, phone number, and email) are collected to contact participants and arrange a time of participation and to provide an incentive as a thank you for their time. This information will be shared only with those who need to contact participants about the time or with those who will compensate participants for their time. Providing this information is voluntary although without this information, the participant cannot be scheduled or receive an incentive to participate. This information is not shared further and it is destroyed after it has been used for these purposes.

NOTIFICATION TO RESPONDENT OF ESTIMATED BURDEN

Public reporting burden for this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including

Introduction:

Before we start, let me tell you about what we're going to be doing today. My colleagues and I are working on redesigning how certain cancer information is provided on the Internet to individuals such as you. But before we do that we need a better understanding of who the users are and what they need. I'll be asking you questions about what types of cancer information you would want, what you would be doing with that information, and how you would prefer to see it presented.

[Basic information:]

1. Why don't we start with you telling me a little bit about what your job is?
 - a. Who do you work for?
 - b. What is your job role? What do you do?
 - c. Do you use cancer statistics in the work you do? If so, how often?

Obtaining Cancer Statistics

1. What kind of cancer statistics have you looked for in the past?
2. What resources do you use to find cancer statistics?
(Look at samples if possible.)
 - i. What do you like about those tools?
 - ii. What would you change?
3. In what format was data presented to you?
[Probe on what data will be used for. Ask if there is a need for cancer statistics to be presented in a summary format, or if details are needed. Probe about the level of sophistication needed--is something needed that might be understandable to the general public? How would data shown in summary format first, before seeing the raw data, change the way you work with them?]
4. How do you find the appropriate data for your purpose?
[Probe: What was {hard/easy} to understand about data that made the process {difficult/simple}?]

Exploration:

1. Have you ever used any of the following SEER tools?
 - a. Cancer Facts Sheets
 - b. Cancer Statistics
 - c. Fast Stats
 - d. Cancer Query System
 - e. State Cancer Profiles

2. Let me show you some of the data you can get from these tools.

[SHOW SAMPLE SEER OUTPUTS AND A LIST OF TYPES OF DATA AVAILABLE FROM SEER]

Survival

One statistic estimates the probability that a person will still be alive a certain number of years after being diagnosed with cancer. For example, approximately 65.7% of men between ages 60 and 64 when diagnosed with colorectal cancer are still alive 5 years later.

How do you describe this type of statistic? Do you know a specific name for it? [Probe: Survival rate, prognosis, probability]

Are you interested in this type of statistic? [If no, show the next statistic type. If yes, continue.]

If you were looking for this type of statistic, what specifically would you look for? [Probe on options like age, gender, etc.]

[Show SEER options for Survival]

There is a system I know of that has this data and you can get it using these options:

- Age:

0-44	50 and Older	All Ages
0-49	65 and Older	
0-64	75 and Older	
45-54		
55-64		
65-74		

- Sex:

Male	Female	Both
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- Race:
 - White
 - Black
 - Asian/Pacific Islander
 - American Indian/Alaska Native
 - Hispanic
 - All

- Cancer stage:

Localized	Regional	Distant
Unstaged		

- Survival term:
 - 1-year
 - 2-year
 - 3-year
 - 4-year
 - 5-year
 - 10-year

- The year of the diagnosis:

1975-1977	1981-1983	1990-1992	2001-2007
1978-1980	1984-1986	1993-1995	
	1987-1989	1996-1998	

- Type of survival:

Relative	Overall
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Which of these factors are of interest to you and why? Which factors seem unclear to you? What other factors would you be interested in that are not in this list? [Probe: Geographical location, trends in data, uncertainty data]

[If participant does not understand a certain term, provide additional information and discuss further:

Age: Explain that it is the age at diagnosis, discuss age ranges, span of ages available

Race: Differentiation between “race” and “ethnicity”

Cancer stage: Explain the categories of cancer diagnosis stages, other terms besides “stage,” alternative stage labeling outside of the typical Localized/Regional/Distant classification, what “unstaged” might imply

Length of survival term: How long a survival term or what options would be useful to them

Year of diagnosis: How far back is useful for them, how recent should the data be

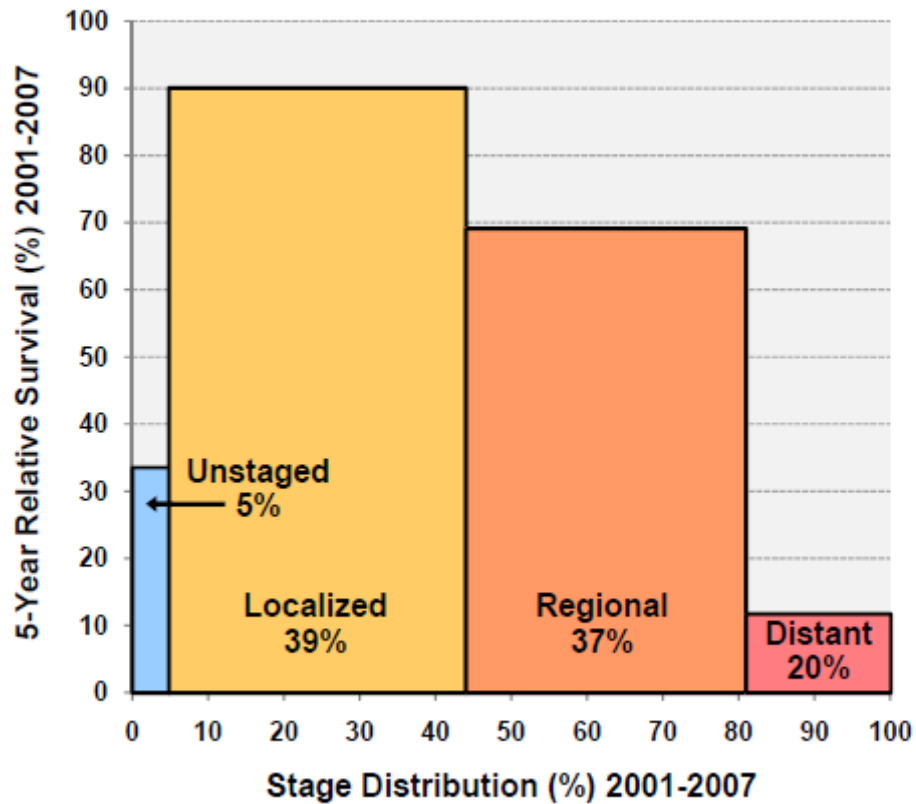
Type of survival: Explain the difference between relative survival and overall survival, discuss other types they may be interested in]

Sometimes cancer data is shown as an estimate of how data for the current year might look (as a projection). How would you use these data?

Here is an example of data output that you might generate on the SEER website.

Stage Distribution and 5-year Relative Survival by Stage at Diagnosis for 2001-2007, All Races, Both Sexes		
Stage at Diagnosis	Stage Distribution (%)	5-year Relative Survival (%)
Localized (confined to primary site)	39	90.1
Regional (spread to regional lymphnodes)	37	69.2
Distant (cancer has metastasized)	20	11.7
Unknown (unstaged)	5	33.3

Survival Estimate By Stage Distribution



1. Is it clear what it's trying to tell you? What specifically seems [clear/unclear] to you?
2. What do you like about it, and what don't you like about it?
 - o Do you like the table, the graphs, both or neither?
3. What would you change about the format, if anything?
4. If getting this information were easy to do, would any of it be useful to you?

Prevalence

Another statistic estimates the number of people in the US population who were alive on a specific date after having been diagnosed with cancer. For example, 168,326 men were alive on Jan. 1 2008 who had a prior diagnosis of lung or bronchus cancer.

How do you describe this type of statistic? Do you know a specific name for it? [Probe: Most common cancer, most prevalent cancer, most frequent cancer]

Are you interested in this type of statistic? [If no, show the next statistic type. If yes, continue.]

If you were looking for this type of statistic, what specifically would you look for? [Probe on options like age, gender, etc.]

[Show SEER options for Prevalence]

There is a system I know of that has this data and you can get it using these options:

- Age: 1-4 45-49
 5-10 50-54
 11-14 55-59
 15-19 60-64
 20-24 65-69
 25-29 70-74
 30-34 75-79
 35-39 80-84
 40-44 85 and Older

- Sex: Male Female Both

- Race: White Black Asian/Pacific Islander Hispanic
 All

- Format: Count Percentage

- Type of prevalence: Limited duration Complete

- Years since diagnosis: Less than 5 5-Less than 10 More than 33
 Less than 18 10-Less than 20
 Less than 33 20-Less than 25
 25-Less than 30

Which of these factors are of interest to you and why? Which factors seem unclear to you? What other factors would you be interested in that are not in this list? [Probe: Geographical location, trends in data, uncertainty data]

[If participant does not understand a certain term, provide additional information and discuss further:

Age: Explain that it is the age at diagnosis, discuss age ranges, span of ages available

Race: Differentiation between “race” and “ethnicity”

Format: Explain the difference between the two formats. Does having a specific number of individuals diagnosed with cancer, or a percentage of people diagnosed with cancer more useful to you?

Type of prevalence: Explain the difference between the two types of prevalence. Discuss the range of years that would be useful to the participant.

Years since diagnosis: How far back is useful for them, discuss ranges, how recent should the data be]

Sometimes cancer data is shown as an estimate of how data for the current year might look (as a projection). How would you use these data?

Here is an example of data output that you might generate on the SEER website.

[Show output for prevalence]

Estimated United States Cancer Prevalence Counts a on January 1, 2008								
By Race/Ethnicity, Sex and Years Since Diagnosis								
Race/Ethnicity	Sex	Years Since Diagnosis					Ever diagnosed	
		0 to <5	5 to <10	10 to <15	15 to <20	20 to <25		25 to <30
All Races	Both Sexes	4,132,758	2,851,221	1,878,782	1,129,972	658,827	413,357	11,957,599
	Males	2,121,106	1,419,006	899,769	444,824	220,318	123,455	5,505,862
	Females	2,011,652	1,432,215	979,013	685,148	438,509	289,902	6,451,737

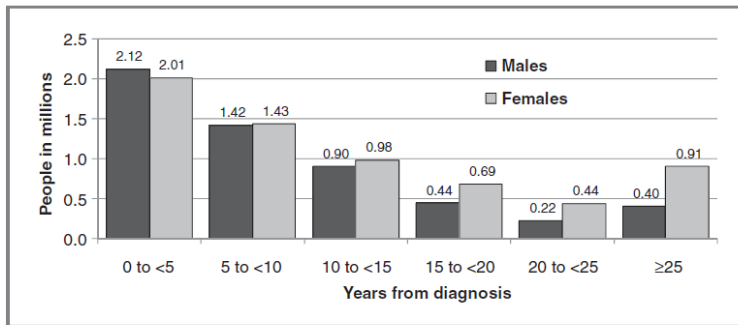


Figure 3. Estimated number of persons alive in the U.S. diagnosed with cancer on January 1, 2008 by time from diagnosis and gender (invasive/1st primary cases only, n = 11.9 M survivors; ref. 23)

1. Is it clear what it's trying to tell you? What specifically seems [clear/unclear] to you?
2. What do you like about it, and what don't you like about it?
 - o Do you like the table, the graphs, both or neither?
3. What would you change about the format, if anything?
4. If getting this information were easy to do, would any of it be useful to you?

Incidence

Another statistic estimates the number of new cases of cancer. For example, about 21,520 new stomach cancer cases are expected to be diagnosed in 2011.

How do you describe this type of statistic? Do you know a specific name for it? [Probe: Incidence, additional cases, new cases]

Are you interested in this type of statistic? [If no, show the next statistic type. If yes, continue.]

If you were looking for this type of statistic, what specifically would you look for? [Probe on options like age, gender, etc.]

[Show SEER options for Incidence]

There is a system I know of that has this data and you can get it using these options:

- Age:

0-14	15-34	30-39	55-64	40 and Older
0-19	15-44	35-44	60-69	50 and Older
0-39	20-29	40-49	65-74	60 and Older
0-49	20-44	45-54	70-79	65 and Older
0-54	20-54	50-59	75-84	75 and Older
0-64				80 and Older

- Sex:

Male	Female	Both
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- Race:

White	Total Hispanic
Black	White Hispanic
Asian/Pacific Islander	White Non-Hispanic
American Indian/Alaska Native	All

- Geographic location:
 - San Francisco
 - Connecticut
 - Detroit
 - Hawaii
 - Iowa
 - New Mexico
 - Seattle
 - Utah
 - Atlanta

- Population:
 - 2000 U.S.
 - 1970 U.S.
 - World
 - 1991 Canadian
 - 1996 Canadian
 - European

- Year of diagnosis: Each single year from 1973 to 2008
1973-2008 1990-2008 2000-2008
1975-2008 1992-2008 2004-2008
1999-2008

Which of these factors are of interest to you and why? Which factors seem unclear to you? What other factors would you be interested in that are not in this list? [Probe: Trends in data, uncertainty data, understanding of age adjusted rates]

[If participant does not understand a certain term, provide additional information and discuss further:

Age: Explain that it is the age at diagnosis. Discuss age ranges and/or span of ages available.

Race: Differentiation between “race” and “ethnicity.”

Geographic location: Explain that the data was only collected in these areas. Discuss the fact that locations include cities, regions and states. [Probe: is this a limitation that affects the participant’s understanding of this data?]

Population: Explain the comparison to different populations and how that affects the incidence rate. [Probe: are the population options relevant to the participant?]

Year of diagnosis: Discuss ranges and length of time necessary for data to be useful. [Probe: How recent should the data be?]

Sometimes cancer data is shown as an estimate of how data for the current year might look (as a projection). How would you use these data?

Here is an example of data output that you might generate on the SEER website.

[Show output for incidence]

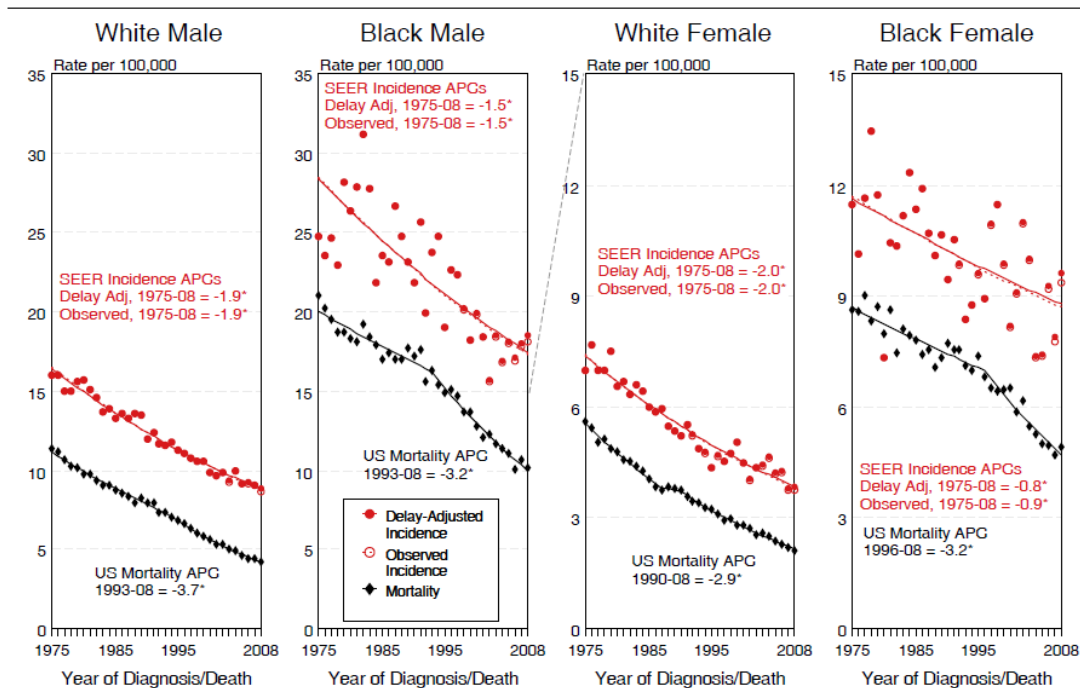
Trends in Rates

Trends in rates can be described in many ways. Trends over a fixed period of time can be evaluated by the [annual percentage change \(APC\)](#). If the number is negative, the trend is a decrease; otherwise it is an increase. An asterisk after the number indicates the trend was significant--that one believes with a certain level of confidence (usually 95%) that the increase or decrease is beyond chance. If the trend is not significant, the trend is usually reported as stable or level. [Joinpoint analyses](#) can be used over a long period of time to evaluate when changes in the trend have occurred. The APC then shows how much the trend has changed between each of the joinpoints.

The joinpoint trend in SEER cancer incidence with associated APC(%) for cancer of the stomach between 1975-2008, All Races

Male and Female		Male		Female	
Trend	Period	Trend	Period	Trend	Period
-1.6*	1975-2008	-1.2*	1975-1988	-1.6*	1975-2008
		-2.0*	1988-2008		

**SEER Observed Incidence, SEER Delay Adjusted Incidence and US Death Rates^a
Cancer of the Stomach, by Race and Sex**



1. Is it clear what it's trying to tell you? What specifically seems [clear/unclear] to you [Probe: Joinpoint understanding]?
2. What do you like about it, and what don't you like about it?
 - o Do you like the table, the graphs, both, or neither?
3. What would you change about the format, if anything?
4. If getting this information were easy to do, would any of it be useful to you?

[Mortality]

Another statistic estimates the number of people who will die from cancer in a given year. For example, in 2011, about 571,950 Americans are expected to die of cancer.

How do you describe this type of statistic? Do you know a specific name for it? [Probe: Death rate, death count, cancer patients who did not survive]

Are you interested in this type of statistic? [If no, show the next statistic type. If yes, continue.]

If you were looking for this type of statistic, what specifically would you look for? [Probe on options like age, gender, rate vs. count, rate per 100,000 vs. percent etc.]

[Show SEER options for Mortality]

There is a system I know of that has this data and you can get it using these options:

- Age: 0-14 15-34 30-39 55-64 40 and Older
 0-19 15-44 35-44 60-69 50 and Older
 0-39 20-29 40-49 65-74 60 and Older
 0-49 20-44 45-54 70-79 65 and Older
 0-54 20-54 50-59 75-84 75 and Older
 0-64 80 and Older

- Sex: Male Female Both

- Race: White Total Hispanic
 Black White Hispanic
 Asian/Pacific Islander White Non-Hispanic
 American Indian/Alaska Native All

- Population: 2000 U.S.
 1970 U.S.
 World
 1991 Canadian
 1996 Canadian
 European

- Cause of death: All causes of death
 All malignant cancers
 A specific type of cancer

- Year of death: Each single year from 1969 to 2008

	1969-2008	1975-2008	1989-2008	1999-2008	2000-2008
	1969-1978	1975-1998	1989-1999		2004-
2008					
		1975-1998			
		1979-1998			

Which of these factors are of interest to you and why? Which factors seem unclear to you? What other factors would you be interested in that are not in this list? [Probe: Geographical location, trends in data, uncertainty data]

[If participant does not understand a certain term, provide additional information and discuss further:

Age: Explain that it is the age at diagnosis, discuss age ranges, span of ages available

Race: Differentiation between “race” and “ethnicity”

Population: Explain the comparison to different populations and how that affects the incidence rate, are these options relevant to the participant?

Cause of death: Explain “malignant cancers,” Are these distinctions useful for the participant?

Year of death: How far back is useful for them, discuss ranges, how recent should the data be]

Sometimes cancer data is shown as an estimate of how data for the current year might look (as a projection). How would you use these data?

Here is an example of data output that you might generate on the SEER website.

[Show output for mortality]

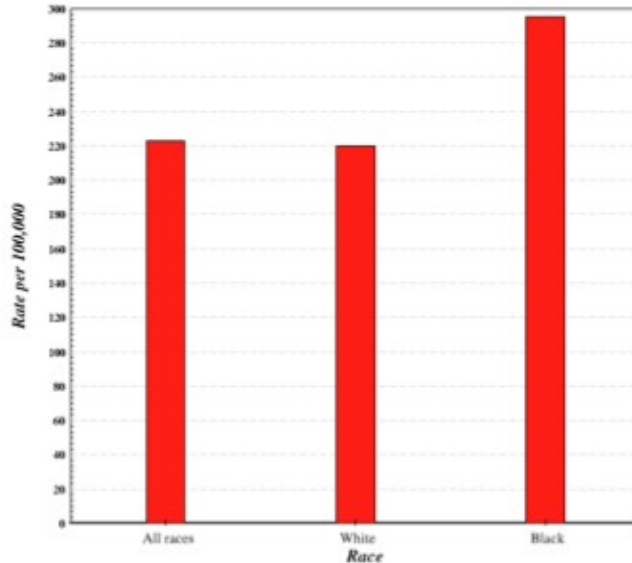
U.S. Mortality (Total U.S.) - AA Rates for White/Black/Other, 1969-2008

Selections:

Statistic type = Age-adjusted rate;
 Standard population = 2000 U.S.;
 Site = All Malignant Cancers;
 Year of death = 2004-2008;
 Sex = Male;
 Age at death = All ages;

Results:

All races	223.0
White	220.0
Black	295.3



1. Is it clear what it's trying to tell you? What specifically seems [clear/unclear] to you?
2. What do you like about it, and what don't you like about it?
 - o Do you like the table, the graphs, both, or neither?
 - o Would you prefer to see the data as a percent or out of 100,000 people?
3. What would you change about the format, if anything?
4. If getting this information were easy to do, would any of it be useful to you?

[Risk]

Here is another statistic for you to consider:

Risk of developing stomach cancer over an entire lifespan in 2005-2007:
 Approximately 0.88%

Are you interested in this type of statistic? [If no, wrap up the interview. If yes, continue.]

If you were looking for this type of statistic, what specifically would you look for? [Probe on options like age, gender, etc.]

[Show SEER options for Risk]

There is a system I know of that has this data and you can get it using these options:

- Starting age: 0 40 80
 5 45 85

- | | | | |
|----------------------|-------------------------------|--------|--------------------|
| | 10 | 50 | 90 |
| | 15 | 55 | 95 |
| | 20 | 60 | |
| | 25 | 65 | |
| | 30 | 70 | |
| | 35 | 75 | |
| • Ending age: | 5 | 45 | 85 |
| | 10 | 50 | 90 |
| | 15 | 55 | 95 |
| | 20 | 60 | 95 and Older |
| | 25 | 65 | |
| | 30 | 70 | |
| | 35 | 75 | |
| | 40 | 80 | |
| • Sex: | Male | Female | Both |
| • Race: | White | | Total Hispanic |
| | Black | | White Hispanic |
| | Asian/Pacific Islander | | White Non-Hispanic |
| | American Indian/Alaska Native | | All |
| • Risk type: | Developing cancer | | |
| | Dying from cancer | | |
| • Year of diagnosis: | 2005-2007 | | |
| | 2003-2005 | | |
| | 2000-2002 | | |

Which of these factors are of interest to you and why? Which factors seem unclear to you? What other factors would you be interested in that are not in this list? [Probe: Geographical location, trends in data, uncertainty data]

Sometimes cancer data is shown as an estimate of how data for the current year might look (as a projection). How would you use these data?

Here is an example of data output that you might generate on the SEER website.

[Show output for risk]

**SEER 17 Registries Incidence and Mortality (2010 Submission),
with Kaposi Sarcoma and Mesothelioma**

Selections:

Year = 2006-2008;
Race = All Races;
Sex = Female;
Site = Breast -- In Situ & Mal;
Starting Age = 0;
Ending Age = 95+;

Results:

Probability of Developing Cancer	14.78%
Probability of Dying of Cancer	2.88%

1. Is it clear what it's trying to tell you? What specifically seems [clear/unclear] to you?
2. What do you like about it, and what don't you like about it?
 - o Do you like table format?
3. What would you change about the format, if anything?