Development and pilot testing of a short film explaining overdiagnosis

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Background

- Development of a printed Decision Aid for German Mammography Screening Programme
- Sent out to all women between 50 and 69 years of age every two years
**Information about overdiagnosis**

**Overdiagnosis: An example**

Imagine a woman called Andrea. She is 60 years old and has a small, slow growing tumor in her breast. If she doesn’t have breast cancer screening she never finds out about it. She dies at the age of 80, but not of breast cancer. Breast cancer screening would not have changed her life expectancy, but would have resulted in unnecessary treatment.

Andrea decides **to have screening**.

- Breast cancer is diagnosed and treated.
- Andrea dies of heart disease at the age of 80

Andrea decides **not to have screening**.

- Andrea never notices the breast cancer because it hardly grows at all.
Helpful for some – but many women still found it hard to understand

- A film might be of additional value and
  - may improve understanding
  - reach people that written information doesn’t
Video

https://www.informedhealth.org/what-is-overdiagnosis.3058.en.html
User Testing

- 4 focus groups
- Semi-structured interviews
- 20 men and women with mixed backgrounds
- Acceptance and understandability
Results

- Design and length of the film was received very positive
- Good understandability
- Most users found content trustworthy
- Around half of participants could explain overdiagnosis somehow correctly afterwards
Results

- The majority found the film well-balanced
- Few thought it was anti-screening or manipulative
- Majority found it helpful for understanding the concept of overdiagnosis – but not helpful for the actual decision
- Preferences didn’t change
- Few had problems with the example
Results

- Some were unsatisfied, because they missed concrete information on how to deal with the decision.
- Few wished direct advice – some wished additional help to make an individual decision.
- Some saw consequences more for treatment decision than for screening decision – screening yes, but less aggressive treatment.
Limits

- Didn´t measure understandability
- Selected population
- Not representative
- Additional value of film unclear

RCT
Discussion

- Film might be a valuable additional tool for explaining overdiagnosis – acceptance was good
- Film has limits in helping with actual decision – can’t replace specific decision aids
- How to integrate the information in decision making?
- Film doesn’t solve the underlying problem – that overdiagnosis is a concept, that can hardly be explained quickly without raising questions
Research Group

People

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