

Research Appendices (B)

Appendix 6: Thematic Analysis process

Stage 1: Transcribing and reading data

Stage 2: Generating initial codes

I don't know much - A	Intensify promotion – H. a	Views are serious – C. a
Risk increase with age - A	Black TV – H. b	Taking chances – I. a
Affects Black men - A	Opinion leaders – H. c	More information - I. e
Cancer of the prostate - A	Black churches – H. d	Free screening – I. c
Men 40 years and over - A	Black church leaders – H. c	Incentives – I. c
Treatment availability - A	Transport – H. b	Job demands – I. f
Treatable- A	Personal stories – H. c	Venue is far – I. c
Screening is available - A	Black artists – H. c	Free transport - I. c
Not easily apparent– A	Screening venues – H. b	Psychological effects– I. a
Difficult to detect – A	Through my friend - E	No one close to me has it – I
Affects your libido - C	Affects ability to make love - C	High death rate - C
Social groups – H. d	Charities – H. e	
Causes pain - A	Black parties – H. d	Positive diagnosis? – I. a
Problems with urination - A	Black shows – H. d	No symptoms – I. g
Sexual dysfunction - C	Black clubs – H. d	Knowledge seeking – I. e
Inconveniencing - C	Pubs – H. d	Haven't thought about screening – I. h
Can kill – C. a	Symposiums – H. d	Hasn't crossed my mind to screen – I. h
Generally inherited - B	Seminars – H. d	Discussion is an eye-opener – I. h
Caused by our diet - B	Forums – H. d	If my GP tells me to screen – I. i

Related to family history -B	Talk shows – H. d	Notice at my GP office – I. i
Other lifestyle factors - B	Conferences – H. d	Doubt the expertise of the professional – I. j
Weather/climate - B	Local authorities – H. e	Relationship with the healthcare provider – I. j
Black, at risk - B	Outdoor programmes – H. d	More research needed in other countries - J
Rising incidence - A	Betting shops – H. b	Research in Africa - J
From a medical professional - D	Mail info – H. c	Research on the diet - J
From cancer organisations - D	Talk about it – H. c	Research on the climate - J
GP is the best - D	Advertise it in gyms – H. b	How much money has been spent on it? - J
Hospital is the best place - D	Promote it in job centres – H. b	Not highly publicised - J
	Black men’s workplace – H. b	Experienced person – I. c
Through a friend - E		A friend’s dad had it - E
Through my place of work - E	Home visits – H. c	
Through my GP - E	Fear is seriousness – C. b	On TV - E
On the TV - E	African shops – H. b	Needs summary- F
Makes me aware - F	Drop-in counselling – H. b	Lot of scientific terms - F
It is informative - F	Liaison – H. b	Genetics might not be the main cause - B
Needs picture demonstration - F	My health – I. a	No family history, not serious - B
Not enough research - A	My status – I. a	Lack of knowledge- A
Not easily to understood - F	Peace of mind – I. a	Lifestyle of Black men - B
Better layout - F	Black men have higher risk – I. b	Family history - B
Demonstrate using Black men - F	Availability of screening – I. c	Higher risk of Black men - A
	Leaflets - I. c	
Black professional source - D	Age risk – I. b	Courage – I. e
Not serious - B	Costly – I. d	Simple language- F
Dying – C	Male ego – I. a	Affects one’s libido - A
From a cancer website - D	Encouraging words – I. d	Low promotion - J
From a medical association - D	Negative info – C. b	From trained professionals - D
	Black radio – H. b	
	Black newspapers – H. b	

Don't know much A	Inconveniencing D	Social groups	Relationship with professional
No in-depth knowledge	Deadly	African shops	Free transport P
Don't know a lot	Rising incidence	Home visits	Cost of screening
Black men	High death rate	Screening venues	Free screening
40 years and over	Sexual dysfunction	Symposiums J	Availability of screening
Cancer of the prostate	Views are serious	Seminars	Proximity of venue
Can be treated	Negative information	Forums	Job demands
Treatment is available	Family history E	Talk shows	Incentives
Not easily apparent	Not at risk because we're Black	Conferences	Hear from an experienced person
Difficult to detect	Lifestyle factors	Mail info Q	Encouraging words
Causes pain	Other factors	Intensify promotion	Haven't thought of it Q
Problems with urination	Uncommon	Talk about it	Hasn't crossed my mind
Incontinence	Black TV F	Male ego K	Discussion is an eye opener
Can't retain urine	Black newspapers	Taking chances	Research in other countries R
High risk of Black men	Black radio channels	Not common	Research in Africa
Risk increases with age	Opinion leaders G	Health behaviour	Research on diet
A friend B	Black churches	More info L	Research on climate
My GP	Church leaders	Knowledge seeking	Not enough research
Place of work	Black artists	Leaflets	Not highly publicised
TV	Personal stories	My status M	Makes me aware S
Internet	Parties H	Peace of mind	Informative
Medical professional C	Clubs	My health	Explains it
Cancer organisation	Pubs	Courage N	Needs picture demonstration T
GP	Betting shops	Age risk	Demonstration using Black men
Hospital	Gyms	Risk of Black man	Needs better layout
Trained professional	Transport	Fear of positive diagnosis	Needs summary
Black professional	Workplaces	Psychological effects	Not easy to understand
Cancer website	Local authorities I	Symptoms	Lot of scientific terms
Medical association	Outdoor programmes	Notice from GP O	Needs simple language
Screening is available A	Job centres	Expertise of professional	

Stage 3: Searching for themes

1. Codes	Group names	2. Code groups	Group names
Don't know much No in-depth knowledge Don't know a lot Cancer of the prostate Treatment is available Screening is available Rising incidence Not enough research	A Knowledge	Medical professional Trained professional GP Hospital Black professional Cancer website Cancer organisation Cancer association	A Preferred source of knowledge
Friend GP Place of work Internet TV	A Source of knowledge	Problems with urination Incontinence Can't retain urine Causes pain Sexual dysfunction	B Physical and psychosocial impact
Not just because we're Black Black men 40 years and above Risks increase with age Symptoms Family history Weather/climate Lifestyle	B Perceived risk	Inconvenience Deadly Negative information Death rate Views are serious Not easily apparent	B Fear
Opinion leaders Black churches Black artists Personal stories	C Black opinion leaders	Mail information Intensify promotion Talk about it Not highly publicised Not common More information Knowledge seeking	C Information availability

		Leaflets	
Local authorities Outdoor programmes Job centres Social groups African shops Home visits Screening venues	C The community	Black TV Black radio stations Black newspapers	C Black media
Parties Pubs Clubs Gyms Betting shops Transport Workplaces Symposiums Seminars Talk shows Conferences Forums	C Public places	Incentives Free transport Free screening Availability of screening Proximity of screening venue Hear from an experienced person Encouraging words	D Support
Male ego Taking chances Health behaviour	D Attitudes	Courage Age risk Risk of Black men Fear of positive diagnosis Symptoms	D Psychological
Haven't thought of it Hasn't crossed my mind Discussion is an eye opener	D Intention	My health Peace of mind My status	D Health benefits
Notice from GP Expertise from professional Relationship with healthcare professional	D Healthcare professional	Needs picture demonstration Demonstration using Black men	E Demonstration

<p>Makes me aware Informative Explains prostate cancer</p>	<p>E Education</p>	<p>Needs summary Needs simple language Needs better layout Lot of scientific terms Not easy to understand</p>	<p>E Simplicity</p>
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Stage 4: Reviewing themes

Themes	Sub-themes
Knowledge of PC	General Knowledge Source of knowledge Preferred source of knowledge
Health values	Attitudes Health benefits Emotional Healthcare professional Support Intention
Implications of PC	Risk factor Frightening Physical and psychosocial impact
Information dissemination	Black media Opinion leaders Public places The community Information availability
What I want in PC information	Need for education Need for simplicity Need for more demonstration

Themes	Sub-themes
Awareness of PC	General Knowledge Source of knowledge Preferred source of knowledge
Perception of PC	Perception of risk Fear of cancer Physical and psychosexual impact
Predictors of PC screening	Attitudes Understanding of the importance of screening Emotional factors Healthcare professional Support Intention
Publicity	Black media Opinion leaders Public places Information availability
PC information needs	Education Simplicity Demonstration

Stage 5: Definition of themes (In results research section)

Stage 6: Extracts used to support themes

Themes	Sub-themes	Data extracts	PMT constructs
Awareness of PC	General Knowledge	<i>Umm, screening is generally done in the UK through the use of use the prostate to detect the level of your, your PSA level. That's what I know about the screening. If it is the cancer, maybe I know a bit more... it is a cancer that affects the prostate and the symptoms of which in many cases could be to incontinence, Umm, erectile dysfunction and all that [Eusebius, 52].</i>	Prostate cancer screening can be done using the prostate to detect the level of one's PSA.
			Having prostate cancer can affect my sexual function. Perceived severity
		<i>Why I'm saying this is because prostate cancer is something that the information on it is very scanty and many people do not know about it [Ethan, 42].</i>	I think many people do not know about prostate cancer.
		<i>If I get more detail, how it happens and if I book it, if the appointment is something that is easy to accept, I will go I don't have any much thing to fear... Yes, more detailed information [Esau, Rail engineer].</i>	Detailed prostate cancer information will encourage me to obtain screening. Self-efficacy
		<i>So information like that would umm, get me, and I would want to umm, definitely get screened if I knew a bit, what, umm, why, what is causing it, the benefits of early screening and then a bit of a worst case scenario, if you didn't, what is likely to happen, you know, things like that, I will definitely, umm, will get me to go and get screened [Ewen, 42].</i>	Detailed prostate cancer information will encourage me to obtain screening. Self-efficacy
	Source of knowledge	<i>I saw a picture and sign on the wall (in my GP office) and then I decided, if I'm doing the blood test... generally, why not do the screening? [Eusabius, 52].</i>	Prostate cancer notices in health centres can draw Black men's attention to it. Response effectiveness
		<i>I have listened to a programme on TV where an expert spoke on this particular field... the condition prostate cancer [Ethan, 42].</i>	I heard about prostate cancer from the TV.
		<i>I have benefited from a health talk that was organised by my employers on prostate cancer after which we had the opportunity of being screened for the disease [Elias, 46].</i>	My employer organised a talk and screening of prostate cancer for their workers.
		<i>If I were to be getting stuff from ... recognised bodies, maybe Cancer Research... then I might pay attention to that [Ewen, 42].</i>	I will not pay attention to PC information distributed on the streets.

	Preferred source of knowledge	<i>Because going on the street and seeing somebody distributing leaflets, may not... you might not have interest in taking it and you don't know how important it is... but sitting there looking at umm, GP, leaflets, so that look makes it more interesting... more interest to... to take it [Esau, 52].</i>	I will not pay attention to PC information distributed on the streets.
		<i>And I would have wished to hear it from somebody with a medical background so in that case you should know that you are getting the information from the right source and from the right people...because the medical professional is somebody who is in the profession and knows of it [Eden, 42].</i>	I want to get PC information from a medical professional.
Perception of PC	Perceived risk	<i>When I'm a Black man, yes, I have a higher probability. The age. Now I'm 46 now. If you say okay, the age, the more affected age is from 40 onwards, then okay I'm among the people with high probability. (Edgar, 47).</i>	I have a high risk of getting prostate cancer because I am at above 40 years old. Perceived susceptibility
		<i>So one other thing too is the age limit. Anybody who is under 40 may not take it serious because it is usually for people 40 and above, and right now I'll take it serious because I'm now above 40 so I'll take it serious [Eden, 42].</i>	I have a high risk of getting prostate cancer because I am above 40 years. Perceived susceptibility
		<i>I don't think it's genetic because if you change your diet, if I change my diet, you can slow down the growth of prostate cancer So you change your diet then genetically, like if my father has prostate cancer, then it shows that there's no real link necessarily, genetically, other than the fact that you've been exposed to the same kind of food that is actually compromising, that will compromise you as well [Eusabius, 52].</i>	Prostate cancer is not genetic, it is caused by one's lifestyle. Perceived susceptibility
		<i>I think that personally, this is my opinion, that it is associated to a particular age bracket and be you White, Black, whatever, you could get it.</i>	Prostate cancer is not genetic. Perceived susceptibility
	Fear of cancer	<i>What I gathered from my friend's old boy is that it's very painful at that stage, at the severe stage. Hardly can one pass urine. It means that the urine is collected in the bladder but it can't go out...That pain alone is scary. Elijah, 43].</i>	Living with prostate cancer can be so inconvenient. Perceived severity
		<i>You know, PC and anything related to male sexual organ, oh, you know, people might be worried that if I'm diagnosed with PC I might not be able to function sexually. That might be one of the worries (laughs). Yeah so that will be one of the reasons. [Edgar, 47].</i>	Prostate cancer can affect my sexual function. Perceived severity.
		<i>And also the fear is that you can be, you can have it without knowing about it, and it only comes out during routine screening.</i>	Fear

	Physical and psychosexual impact	<i>That it is real and that it can affect one's potential... both in normal life, in marriage, at work because it can give you some psychological effects, yeah, exactly, there's no sickness that comes without any psychological effects [Elijah, 43].</i>	Having prostate cancer can affect one psychologically. Perceived severity
		<i>You... you... maybe you attend a conference and then after every two... one hour, you get out to urinate or two hours you have to get out and urinate and things like that and sometimes it comes with pain, you know, they are conditions that someone would not like to get himself into [Elijah, 43].</i>	Living with prostate cancer can be so inconvenient. Perceived severity
Predicators of screening	Attitudes	<i>Yes I understand that if I get screened and diagnosed with PC I can get early and effective treatment but normally Black people, I don't know if I can say Black people, we don't want to go and check our health unless we are sick [Edgar, 47].</i>	Black people do not seek healthcare unless they are ill.
		<i>You know, because, I believe in the bible and given my knowledge of the bible, you know... my faith, I tend to believe that such things wouldn't come my way [Earl, Transport regulator].</i>	Because of my faith/religion, I will not get prostate cancer. Fear
	Understanding of the importance of screening	<i>Yeah I will... I would wish to go because as I have told you already, I normally check my health every year... So cancer being one of the problems... health problem, I'll wish to check it because I want to check my health [Edgar, 47].</i>	I will screen for prostate cancer because I want to stay healthy. Response effectiveness
		<i>Okay. I would want to go and get screened to know my status because that knowledge will empower me to adapt certain mechanisms as to how to get the remedy, if it is not too serious [Elijah, 43].</i>	I will screen for prostate cancer because I want to know my status. Response effectiveness
Emotional factors	<i>So in terms of reasons why I should go is that I want to stay healthy. For example if I am suffering from a disease that can be controlled I want to have that notice early [Ernest, 41].</i>	I will obtain prostate cancer screening because, if I find out early, I can have effective treatment. Response effectiveness	
		<i>I think where there is umm, the opportunity for me to be screened I will willingly avail myself because I know at the end it will help me in the sense that I will get to know whether or not I have such a condition ...[Ethan. 42].</i>	I will screen because I want to know my status. Response effectiveness

	<p><i>Yeah I don't have any reason that I shouldn't be screened but I haven't really got the courage to go because umm, sometimes when you read leaflets you think that it's easy as umm, as it's written but when you want to try it they start telling you the booking time, waiting list, all this makes people discouraged, so if it is something that is practically easy as it's written there, yeah I will like to go for it [Esau, 52].</i></p>	Lack of courage may prevent me from obtaining prostate cancer screening. Fear
	<p><i>Umm it's difficult because I think there's this... sometimes, even generally, not just with cancer but generally, there's this notion that what you don't know won't kill you (laughs) [Ernest, 41].</i></p>	I won't screen for prostate cancer because I'm scared to find out. Fear
	<p><i>Yeah, so umm, sometimes when you want to go and do something you'll be scared that oh, what's going to be the outcome? So because someone is prone to it, what's going to be the consequences? The person might be scared to know the result [Etienne, 52].</i></p>	I won't screen for prostate cancer because I'm scared to find out. Fear
Healthcare professional	<p><i>If I have a good relationship with my healthcare professional then that will make me comfortable to go and get tested [Etienne, 52].</i></p>	My relationship with my doctor can help me screen for prostate cancer.
	<p><i>So if there were to be a prompt, say, maybe, if I visited the GP and they said okay, go for a screen, in that case I wouldn't say no [Ewen, 42].</i></p>	I will screen for PC if my doctor suggests it. Self-efficacy
Support	<p><i>Counselling first. You know when people are counselled and they know the right way, that after getting cancer, it's not the end of your life, umm, they begin to accept "I'll still be living" [Eli, 42].</i></p>	I need counselling in order to screen for prostate cancer. Self-efficacy
	<p><i>Maybe somebody who has been there to say look, it's not that bad.... It's not....yeah. So two things: courage and then more detail [Esau, 52].</i></p>	I need encouragement from someone who has screened in order to screen for prostate cancer. Self-efficacy
Intention	<p><i>It's not something I've ever thought about, that let me go and then have a cancer screening... I've never really, myself, thought about, can I go for or should I go for umm, a cancer screening to see if there's something, everything is alright even though my, there's a history of cancer in my family [Ewen, 42].</i></p>	I have not had the intention to screen for prostate cancer.
	<p><i>Yeah because it's umm, it's like now I've been warned or I have been, a bit. This is a more.... I know it's your research but indirectly it's telling me what's on board. Yeah so, something to make me, maybe look into it, maybe how to follow it up [Esau, 52].</i></p>	Talking about prostate cancer with me will make a screen. Self-efficacy

Publicity	Black media	<i>We have some papers that are predominantly Black papers, like reading materials. So you can just advertise a small portion or a caption about what prostate cancer is, the type of people that... I mean, are at risk, you know, some small caption of it. But because the reading populations are Black, the idea is that most of those who read that paper will chance seeing it so that is one form of marketing tools [Eden, 42].</i>	Prostate cancer awareness can be created through the Black media.
		<i>The radio stations too are also available to make such publications as well as these umm, social media that we have, yes [Elijah, 43].</i>	Prostate cancer awareness can be created through Black media.
	Opinion leaders	<i>We can have a big charity event with lots of, you know, people, big stars, coming together, giving a free concert somewhere in global awareness like they do for the G5, the AIDS, they can do something for prostate cancer. There are so many stars, you know, they have like, P Diddy, they have JZ, they have Beyoncé, Rihanna, they have all these big stars, 50Cent and all these people [Eusabius, 52].</i>	Black celebrities are a good channel through which prostate cancer awareness can be promoted.
		<i>So in our churches, if umm they speak with churches leadership, they could always leave leaflets like that and I think a source like that, Black people will definitely, umm, listen to information coming from such a source because we... we do know that the church do look for our well-being [Ewen, 42].</i>	The church/church leaders are a good channel through which prostate cancer awareness can be promoted.
	Public places	<i>I don't know in London but if you come to Birmingham we have umm, unions that we have registered with ... if the local authority can, you know, umm, make those umm, unions aware, select some people to go and speak to them and make them aware of this umm, prostate cancer [Elvin, 41].</i>	The local authorities can help promote prostate cancer awareness to its residents.
		<i>The best way I see is community mobilisation, getting to the community then umm, talking to, through the community leaders, having outreach programmes where you talk to people and create the awareness at a certain age, especially among Africans, Black Africans, we stand the risk of this particular disease [Ethan, 42].</i>	Prostate cancer can be promoted by giving talks in the community.
Information availability	<i>The information needs to be intensified because it is not getting to people. I don't see it anywhere. I've seen it once in the Peckham area but I haven't seen it anywhere so it needs to be intensified. It needs to involve a lot of people... like I said, it needs to go beyond local councils [Earl, 52].</i>	PC information is not available in the Black community.	

		<i>This is cancer that is predominantly among umm, Black men and up until now I've never heard much, I've never seen much information or heard much about the dangers of it and umm, why it is umm mostly umm, affecting Black men..., if there can be a bit more if... if there can be a bit more information available regarding it, it might help save lives, you know. (Ewen, 42).</i>	I have never seen much information on PC.
		<i>I think it's through information from any medical... I just think it's information from schools, you know, encouraging people to do some screening, you know and telling them the advantages of going for the screening. I think it's information [Etienne, 52].</i>	PC awareness needs to be promoted in the community.
		<i>So when information is increased, their knowledge and understanding of the disease will also increase. So that is where they can wholeheartedly and willingly go in for prostate screening test, or they having the information, they can become much better standing of what it is. Yeah [Eden, 42].</i>	An increase in the availability of PC information in the community will create more awareness.
PC Information needs	Education	<i>It was informative. It carried the needed information [Elias, 46].</i>	I want prostate cancer information that tells me all I needed to know about the disease. Self-efficacy
		<i>First of all, the information I saw is eye-catching and draws your attention to it. Another thing is the early signs or the symptoms is printed in italics, very bold. It makes you know that these are the symptoms, it draws your attention [Evans, 50]</i>	PC information that is well organised can draw your attention
	Simplicity	<i>If it was a bit more simplified, 'cos there was a lot in terms of umm, umm, what is this and that and that, what is prostate cancer and yeah there was a lot of heavy information regarding that there [Ewan, 42].</i>	I am more likely to read prostate cancer information that is simple.
		<i>There's a workload in it. If it could be summarised in a different way for people that maybe don't have ... I think there were some scientific and technical terms there which maybe my grandfather in the village may not be able to be explained to and then we need a professional who can, like for example, if I'm going to read this to my grandfather I have to be a very little professional to explain to him. Yes [Eli, 42].</i>	I am more likely to read prostate cancer information that is simple.
	Demonstration	<i>And I also want to see more Blacks talking about it, testifying about it. And when I say testifying about it, the one talking should be a Black professional – okay, a Black professional who knows and has very good understanding in the field talking to me [Eden, 42].</i>	I would want prostate cancer information coming from a Black professional.

		<p><i>You know like I was telling you, if you have like leaflets with people's stories, you know, maybe like Black people you know, people from, sort of ethnic personality... you might be tempted to go and do probably, a test [Earl, 52].</i></p>	<p>I want to see prostate cancer information that has pictures of Black men in it.</p>
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Appendix 7: Survey questionnaire development

Themes	Sub-themes	Data extracts	Survey questions from data extracts	Final survey questions
Knowledge	General knowledge	<i>Umm, screening is generally done in the UK through the use of use the prostate to detect the level of your, your PSA level. That's what I know about the screening. If it is the cancer, maybe I know a bit more... it is a cancer that affects the prostate and the symptoms of which in many cases could be to incontinence, Umm, erectile dysfunction and all that [Eusebius, 52].</i>	Prostate cancer screening can be done using the prostate to detect the level of one's PSA.	Prostate cancer screening can be done using the prostate to detect the level of one's PSA. Question 8
			Prostate cancer can cause erectile dysfunction.	Having prostate cancer can affect my sexual function. Question 10
		<i>Why I'm saying this is because prostate cancer is something that the information on it is very scanty and many people do not know about it [Ethan, 42].</i>	I think many people do not know about prostate cancer.	I think many people do not know about prostate cancer. Question 13
		<i>If I get more detail, how it happens and if I book it, if the appointment is something that is easy to accept, I will go I don't have any much thing to fear... Yes, more detailed information [Esau, 52].</i>	Getting in-depth information on prostate cancer will make me want to screen for prostate cancer.	Detailed prostate cancer information would encourage me to obtain prostate cancer screening. Question 14
		<i>So information like that would umm, get me, and I would want to umm, definitely get screened if I knew a bit, what, umm, why, what is causing it, the benefits of early screening and then a bit of a worst case scenario, if you didn't, what is likely to happen, you know, things like that, I will definitely, umm, will get me to go and get screened [Ewen, 42].</i>	Getting more in-depth information will encourage me to screen.	Detailed prostate cancer information would encourage me to obtain prostate cancer screening. Question 14

Source of knowledge	<i>I saw a picture and sign on the wall (in my GP office) and then I decided, if I'm doing the blood test... generally, why not do the screening? [Eusabius, 52].</i>	Prostate cancer notices in health centres can draw Black men's attention to it.	Prostate cancer notices in healthcare centres can draw Black men's attention to it. Question 15
	<i>I have listened to a programme on TV where an expert spoke on this particular field... the condition prostate cancer [Ethan, 42].</i>	I heard about prostate cancer from the TV.	I heard about prostate cancer from the TV. Question 16
	<i>I have benefited from a health talk that was organised by my employers on prostate cancer after which we had the opportunity of being screened for the disease [Elias, 46].</i>	My employer organised a talk and screening of prostate cancer for their workers.	If my employer organises a talk on prostate cancer at my place of work, it may help me know more about the disease. Question 17
Preferred source of knowledge	<i>If I were to be getting stuff from ... recognised bodies, maybe Cancer Research... then I might pay attention to that [Ewen, 42].</i>	I will pay attention to PC information from cancer organisations.	I will pay more attention to prostate cancer information from reputable sources. Question 18
	<i>Because going on the street and seeing somebody distributing leaflets, may not... you might not have interest in taking it and you don't know how important it is... but sitting there looking at umm, GP, leaflets, so that look makes it more interesting... more interest to... to take it [Esau, 52].</i>	I will not pay attention to PC information distributed on the streets.	I will not pay attention to PC information distributed on the streets. Question 19
	<i>And I would have wished to hear it from somebody with a medical background so in that case you should know that you are getting the information from the right source and from the right people...because the medical professional is somebody who is in the profession and knows of it [Eden, 42].</i>	I want to get PC information from a medical professional.	I will pay more attention to prostate cancer information from reputable sources. Question 18

Predictors of PC screening	Attitudes	<i>Yes I understand that if I get screened and diagnosed with PC I can get early and effective treatment but normally Black people, I don't know if I can say Black people, we don't want to go and check our health unless we are sick [Edgar, 47].</i>	Black people do not seek healthcare unless they are ill.	As Black people do not seek healthcare unless they are ill, they are less likely to screen for prostate cancer. Question 20
		<i>You know, because, I believe in the bible and given my knowledge of the bible, you know... my faith, I tend to believe that such things wouldn't come my way [Earl, 52].</i>	Because of my faith/religion, I will not get prostate cancer.	Because of my faith/religion, I will not get prostate cancer. Question 21
	Understanding of the importance of screening	<i>Yeah I will... I would wish to go because as I have told you already, I normally check my health every year... So cancer being one of the problems... health problem, I'll wish to check it because I want to check my health [Edgar, 47].</i>	I will screen for prostate cancer because I want to stay healthy.	I will go for prostate cancer screening because if I get an early diagnosis, I can be treated. Question 22
		<i>Okay. I would want to go and get screened to know my status because that knowledge will empower me to adapt certain mechanisms as to how to get the remedy, if it is not too serious [Elijah, 43].</i>	I will screen for prostate cancer because I want to know my status and receive treatment if I am given a diagnosis	I will go for prostate cancer screening because if I get an early diagnosis, I can be treated. Question 22
		<i>So in terms of reasons why I should go is that I want to stay healthy. For example if I am suffering from a disease that can be controlled I want to have that notice early [Ernest, 41].</i>	I will obtain prostate cancer screening because, if I find out early, I can have effective treatment.	I will go for prostate cancer screening because if I get an early diagnosis, I can be treated. Question 22
	Emotional factors	<i>I think where there is umm, the opportunity for me to be screened I will willingly avail myself because I know at the end it will help me in the sense that I will get to know whether or not I have such a condition ...[Ethan. 42].</i>	I will screen because I want to know my status.	I will go for prostate cancer screening because if I get an early diagnosis, I can be treated. Question 22

		<i>Yeah I don't have any reason that I shouldn't be screened but I haven't really got the courage to go because umm, sometimes when you read leaflets you think that it's easy as umm, as it's written but when you want to try it they start telling you the booking time, waiting list, all this makes people discouraged, so if it is something that is practically easy as it's written there, yeah I will like to go for it [Esau, 52].</i>	Lack of courage may prevent me from obtaining prostate cancer screening.	I may not screen for prostate cancer because of the fear of being diagnosed with the disease. Question 23
		<i>Umm it's difficult because I think there's this... sometimes, even generally, not just with cancer but generally, there's this notion that what you don't know won't kill you (laughs) [Ernest, 41].</i>	I won't screen for prostate cancer because I'm scared to find out.	I may not screen for prostate cancer because of the fear of being diagnosed with the disease. Question 23
		<i>Yeah, so umm, sometimes when you want to go and do something you'll be scared that oh, what's going to be the outcome? So because someone is prone to it, what's going to be the consequences? The person might be scared to know the result [Etienne, 52].</i>	I won't screen for prostate cancer because I'm scared to find out.	I may not screen for prostate cancer because of the fear of being diagnosed with the disease. Question 23
	Healthcare professional	<i>If I have a good relationship with my healthcare professional then that will make me comfortable to go and get tested [Etienne, 52].</i>	My relationship with my doctor can help me screen for prostate cancer.	Whether I screen or not may depend on my doctor's advice. Question 24
		<i>So if there were to be a prompt, say, maybe, if I visited the GP and they said okay, go for a screen, in that case I wouldn't say no [Ewen, 42].</i>	I will screen for PC if my doctor suggests it.	Whether I screen or not may depend on my doctor's advice. 24

	Support	<i>Counselling first. You know when people are counselled and they know the right way, that after getting cancer, it's not the end of your life, umm, they begin to accept "I'll still be living" [Eli, 42].</i>	I need counselling in order to screen for prostate cancer.	Counselling and encouragement can help me screen for prostate cancer. 25
		<i>Maybe somebody who has been there to say look, it's not that bad.... It's not....yeah. So two things: courage and then more detail [Esau, 52].</i>	I need encouragement from someone who has screened in order to screen for prostate cancer.	Counselling and encouragement can help me screen for prostate cancer. Question 25
	Intention	<i>It's not something I've ever thought about, that let me go and then have a cancer screening... I've never really, myself, thought about, can I go for or should I go for umm, a cancer screening to see if there's something, everything is alright even though my, there's a history of cancer in my family [Ewen, 42].</i>	I have not had the intention to screen for prostate cancer.	I have not obtained prostate cancer screened because I have not had the intention to. Question 26
		<i>Yeah because it's umm, it's like now I've been warned or I have been, a bit. This is a more.... I know it's your research but indirectly it's telling me what's on board. Yeah so, something to make me, maybe look into it, maybe how to follow it up [Esau, 52].</i>	Talking about prostate cancer with me will make a screen.	Prostate cancer discussions among family and friends can encourage me to screen for the disease. Question 27
Perception of PC	Perceived risk	<i>When I'm a Black man, yes, I have a higher probability. The age. Now I'm 46 now. If you say okay, the age, the more affected age is from 40 onwards, then okay I'm among the people with high probability. (Edgar, 47).</i>	I have a high risk of getting prostate cancer because I am at above 40 years old.	I have a risk of getting prostate cancer because I am above 40 years. Question 32
		<i>So one other thing too is the age limit. Anybody who is under 40 may not take it serious because it is usually for people 40 and above, and right now I'll take it serious</i>	I have a high risk of getting prostate cancer because I am above 40 years.	I have a risk of getting prostate cancer because I am above 40 years. Question 32

		<i>because I'm now above 40 so I'll take it serious [Eden, 42].</i>		
		<i>I don't think it's genetic because if you change your diet, if I change my diet, you can slow down the growth of prostate cancer So you change your diet then genetically, like if my father has prostate cancer, then it shows that there's no real link necessarily, genetically, other than the fact that you've been exposed to the same kind of food that is actually compromising, that will compromise you as well [Eusabius, 52].</i>	Prostate cancer is not genetic, it is caused by one's lifestyle.	Prostate cancer is not genetic, it is caused by solely by lifestyle factors. Question 33
		<i>I think that personally, this is my opinion, that it is associated to a particular age bracket and be you White, Black, whatever, you could get it. [Elijah, 43].</i>	Prostate cancer is not genetic. Perceived susceptibility	Prostate cancer is not genetic, it is caused by only lifestyle factors. Question 33
	Fear of cancer	<i>What I gathered from my friend's old boy is that it's very painful at that stage, at the severe stage. Hardly can one pass urine. It means that the urine is collected in the bladder but it can't go out...That pain alone is scary. Elijah, 43].</i>	Living with prostate cancer can be so inconvenient. Perceived severity	Living with prostate cancer can be so inconvenient. Question 9
		<i>You know, PC and anything related to male sexual organ, oh, you know, people might be worried that if I'm diagnosed with PC I might not be able to function sexually. That might be one of the worries (laughs). Yeah so that will be one of the reasons. [Edgar, 47].</i>	Prostate cancer can affect my sexual function. Perceived severity.	Having prostate cancer can affect my sexual function. Question 10

	Physical and psychosocial impact	<i>That it is real and that it can affect one's potential... both in normal life, in marriage, at work because it can give you some psychological effects, yeah, exactly, there's no sickness that comes without any psychological effects [Elijah, 43].</i>	Having prostate cancer can affect one psychologically.	Having prostate cancer can affect one psychologically. Question 11
		<i>You... you... maybe you attend a conference and then after every two... one hour, you get out to urinate or two hours you have to get out and urinate and things like that and sometimes it comes with pain, you know, they are conditions that someone would not like to get himself into [Elijah, 43].</i>	Living with prostate cancer can be so inconvenient.	Living with prostate cancer can be so inconvenient. Question 9
Information dissemination	Black media	<i>We have some papers that are predominantly Black papers, like reading materials. So you can just advertise a small portion or a caption about what prostate cancer is, the type of people that... I mean, are at risk, you know, some small caption of it. But because the reading populations are Black, the idea is that most of those who read that paper will chance seeing it so that is one form of marketing tools [Eden, 42].</i>	Prostate cancer awareness can be created through the Black media.	Awareness of prostate cancer can be created through the Black media. Question 29
		The radio stations too are also available to make such publications as well as these umm, social media that we have, yes [Elijah, 43].	Prostate cancer awareness can be created through Black media.	Awareness of prostate cancer can be created through the Black media. Question 29

	Opinion leaders	<p><i>We can have a big charity event with lots of, you know, people, big stars, coming together, giving a free concert somewhere in global awareness like they do for the G5, the AIDS, they can do something for prostate cancer. There are so many stars, you know, they have like, P Diddy, they have JZ, they have Beyoncé, Rihanna, they have all these big stars, 50Cent and all these people [Eusabius, 52].</i></p>	<p>Black celebrities are a good channel through which prostate cancer awareness can be promoted.</p>	<p>Black celebrities are a good channel through which the awareness of prostate cancer can be promoted. Question 30</p>
		<p><i>So in our churches, if umm they speak with churches leadership, they could always leave leaflets like that and I think a source like that, Black people will definitely, umm, listen to information coming from such a source because we... we do know that the church do look for our well-being [Ewen, 42].</i></p>	<p>The church/church leaders are a good channel through which prostate cancer awareness can be promoted. 1</p>	<p>Black churches/church leaders are a good channel through which awareness of prostate cancer can be promoted. Question 31</p>
	Public places	<p><i>They can go to betting shops, the bookies then be free with the men there, so before the bookings start you can say, you are going to bet now, why don't you bet yourself? Why don't you go and get tested for prostate cancer? [Eusebius, 52].</i></p>	<p>Betting shops are good channels through which prostate cancer awareness can be promoted.</p>	<p>Betting shops are a good channel through which prostate cancer awareness can be promoted. Question 36</p>
		<p><i>You are going to look for places that the Blacks gather most. Such places could be a Black church. And when I say Black church, there are some other churches that you go and you see predominantly they are Black or most of them are Blacks [Eden, 42].</i></p>	<p>The church/church leaders are a good channel through which prostate cancer awareness can be promoted. 2</p>	<p>Black churches/church leaders are a good channel through which awareness of prostate cancer can be promoted. Question 31</p>

		<i>So I think the best way people could be informed about prostate cancer could be the Black gathering, either in the church or in the party, umm somebody can have courage to address them, look this is the importance of this, because approaching people one by one is not the way, is not easy [Esau, 52].</i>	The best way to create prostate cancer awareness is by giving a talk in social gatherings.	Awareness of prostate cancer can be promoted through occasions mostly attended by Black people. Question 35
	Public places	<i>I don't know in London but if you come to Birmingham we have umm, unions that we have registered with ... if the local authority can, you know, umm, make those umm, unions aware, select some people to go and speak to them and make them aware of this umm, prostate cancer [Elvin, 41].</i>	The local authorities can help promote prostate cancer awareness to its residents.	Local authorities can help promote prostate cancer awareness to its residents. Question 34
		<i>The best way I see is community mobilisation, getting to the community then umm, talking to, through the community leaders, having outreach programmes where you talk to people and create the awareness at a certain age, especially among Africans, Black Africans, we stand the risk of this particular disease [Ethan, 42].</i>	Prostate cancer can be promoted by giving talks in the community.	The community is a good channel for the promotion of the awareness of prostate cancer. Question 37
	Information availability	<i>The information needs to be intensified because it is not getting to people. I don't see it anywhere. I've seen it once in the Peckham area but I haven't seen it anywhere so it needs to be intensified. It needs to involve a lot of people... like I said, it needs to go beyond local councils [Earl, 52].</i>	PC information is not available in the Black community.	Prostate cancer information is rarely available in the Black community. Question 38

		<i>This is cancer that is predominantly among umm, Black men and up until now I've never heard much, I've never seen much information or heard much about the dangers of it and umm, why it is umm mostly umm, affecting Black men..., if there can be a bit more if... if there can be a bit more information available regarding it, it might help save lives, you know. [Ewen, 42].</i>	I have never seen much information on PC.	Prostate cancer information is rarely available in the Black community. Question 38
		<i>I think it's through information from any medical.... I just think it's information from schools, you know, encouraging people to do some screening, you know and telling them the advantages of going for the screening. I think it's information [Etienne, 52].</i>	PC awareness needs to be promoted in the community.	The community is a good channel for promoting awareness of prostate cancer. Question 37
		<i>So when information is increased, their knowledge and understanding of the disease will also increase. So that is where they can wholeheartedly and willingly go in for prostate screening test, or they having the information, they can become much better standing of what it is. Yeah [Eden, 42].</i>	An increase in the availability of PC information in the community will create more awareness.	The community is a good channel for promoting awareness of prostate cancer. Question 37
PC information needs	Education	<i>It was informative. It carried the needed information [Elias, 46].</i>	I want prostate cancer information that tells me all I needed to know about the disease.	I want prostate cancer information that tells me all I need to know about the disease. Question 39

		<i>First of all, the information I saw is eye-catching and draws your attention to it. Another thing is the early signs or the symptoms is printed in italics, very bold. It makes you know that these are the symptoms, it draws your attention [Evans, 50]</i>	I want PC information that has all the main information about the disease.	I want prostate cancer information that tells me all I need to know about the disease. Question 39
Simplicity		<i>If it was a bit more simplified, 'cos there was a lot in terms of umm, umm, what is this and that and that, what is prostate cancer and yeah there was a lot of heavy information regarding that there [Ewan, 42].</i>	I am more likely to read prostate cancer information that is simple.	I would prefer to read simple and short prostate cancer information. Question 40
		<i>There's a workload in it. If it could be summarised in a different way for people that maybe don't have ... [Eli, 42].</i>	I want prostate cancer information to be summarised as much as possible.	I would want prostate cancer information to be summarised as much as possible. Question 41
Demonstration		<i>And I also want to see more Blacks talking about it, testifying about it. And when I say testifying about it, the one talking should be a Black professional – okay, a Black professional who knows and has very good understanding in the field talking to me [Eden, 42].</i>	I would want prostate cancer information coming from a Black professional.	I would want prostate cancer information to come from a Black health professional. Question 42
		<i>You know like I was telling you, if you have like leaflets with people's stories, you know, maybe like Black people you know, people from, sort of ethnic personality... you might be tempted to go and do probably, a test [Earl, 52].</i>	I want to see prostate cancer information that has pictures of Black men in it.	I want to see prostate cancer information that includes pictures of Black men. Question 43