

# Evaluation of the Bowel Cancer Awareness Pilot in SW and east of England, 31<sup>st</sup> Jan to 18<sup>th</sup> March 2011

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## Why do a campaign

- Survival rates in England , particularly 1 yr, poor
- *Improving Outcomes: a Strategy for Cancer* (Jan 2011) – aim to save 5000 lives per annum by 2014/15
- If survival rates in England matched best in Europe approx. 1700 deaths from bowel cancer could be avoided
- 90% patients with early stage bowel cancer survive 5 years cpd to 6.6% with late stage
- Low public awareness a contributing factor – only 19% recognised sustained change in bowel habit and 28% bleeding as potential symptoms

## Objectives

- Raise awareness of signs and symptoms of bowel cancer in over 55yos
- Increase the presentations of symptoms of bowel cancer by the target audience to primary care

## Campaign overview

- Pilot in 2 Regions - SW and East of England
- Ran 24<sup>th</sup> Jan – 28<sup>th</sup> March 2011 (TV ads 31/1 to 20/3)
- Be Clear on Cancer brand - M & C Saatchi
- 2 key messages
  - If you have had blood in poo or loser poo for 3 weeks your GP wants to know
  - Chances are its nothing but if it is bowel cancer, finding it early makes it more treatable

Press adverts

The advertisement features a photograph of Dr Rajeev Mitta, a man in a white shirt and tie, leaning over a large orange banner. The banner contains the following text:

**Let's be clear.**  
**If for the last 3 weeks you've had blood in your poo or it's been looser, just tell me.**

Chances are it's nothing to worry about, but it could be the early signs of bowel cancer, so tell your doctor. Finding it early makes it more treatable and could save your life.

**BE CLEAR ON CANCER**  
nhs.uk/bowelcancer

The video player shows a close-up of a man with a shocked expression. The video player interface includes a progress bar at the bottom with a play button in the center. The text "choices" is visible in the top left corner of the video frame.

### Radio adverts script

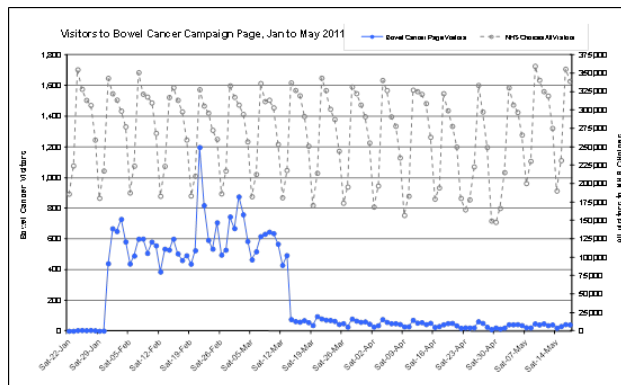
Male 1	I don't really know how to put this doctor.
Male 2	Something's not right.
Female 1	It's loose.
Male 3	There's always a bit of blood.
Male Voiceover	It doesn't matter how you tell your doctor, just tell them. Blood in your poo, looser poo and going more often than usual are all possible signs of bowel cancer. Chances are it's nothing serious, but if you've had any of these symptoms for three weeks or more, tell your doctor. Finding it early makes it more treatable, and could save your life. Be Clear on Cancer.

	2011											
	Jan			Feb				Mar				
	17	24	31	7	14	21	28	7	14	21	28	
<b>East Of England</b>												
TV -30 secs												
National press inserts												
Regional press - page colour												
Radio - 30 secs												
Free Sheet Inserts												
Face to Face/Events												
Paid for search												
Direct Mail Publicity Register Mailing/Waiting Rooms												
Commercial partnerships												
Non-commercial partnerships												
Other no/low cost channels (inc PR)												
<b>South West</b>												
TV -30 secs												
National press inserts												
Regional press - page colour												
Radio - 30 secs												
Free Sheet inserts												
Face to Face/Events												
Paid for search												
Direct Mail Publicity Register Mailing/Waiting Rooms												
Commercial partnerships												
Non-commercial partnerships												
Other no/low cost channels (inc PR)												

## Campaign outputs

- TV:- Anglia; HTV West; West Country – 30 sec ads; run over 60 days
- Radio:- 27 local stations; 30 sec ads over 7 weeks
- Regional press:- 27 publications; one day a week over 7 weeks
- Inserts:- >1 million
- Events:- 30 days; 8.2k contacts, 4.5k in-depth discussions, 4.3k leaflets distributed
- Leaflets and posters:- 20.5k sent to GP surgeries; additional 84k ordered

## Visits to nhs.uk/bowelcancer (NHS Choices)

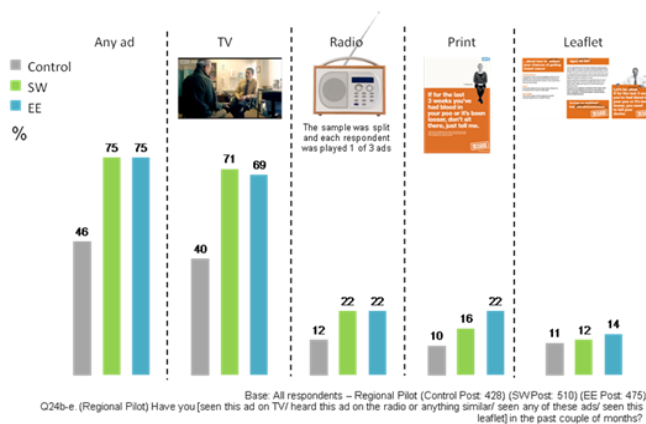


Total 24,088 visitors, average 600 per day  
68% via Google search

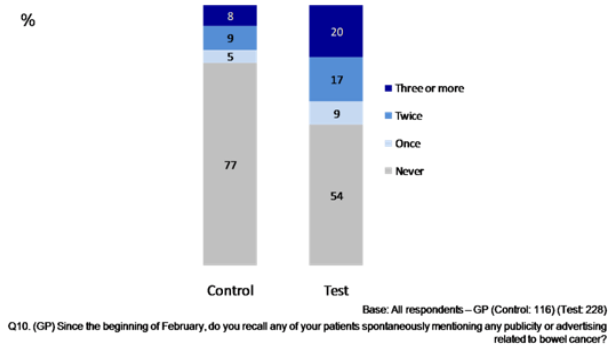
## Awareness knowledge and intention

- 3 surveys:- regional pilot pre and post campaign face to face survey amongst 55+yo; GP survey; On-site survey of events
- To measure:- Campaign awareness, recognition and reaction; awareness and knowledge of symptoms; beliefs attitudes and barriers around early presentation; claimed intention to act

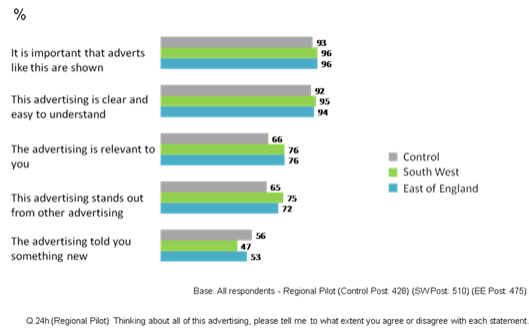
## Prompted recognition of campaign



## Patients spontaneously mentioning campaign to GP



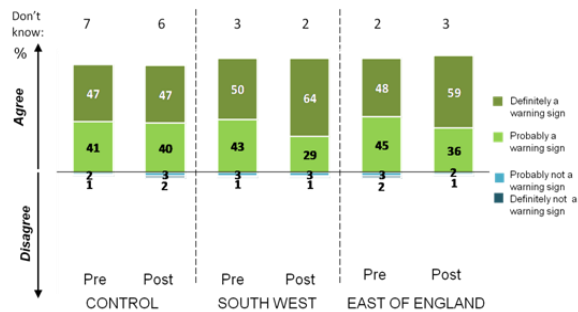
## Public reaction to the ads



## Unprompted knowledge of symptoms

- Blood in poo – increased 19% to 38%
- Loose poo – increase 4% to 20%
- Not know any symptoms - decreased 25% to 13%

## Awareness of symptoms prompted – blood in poo



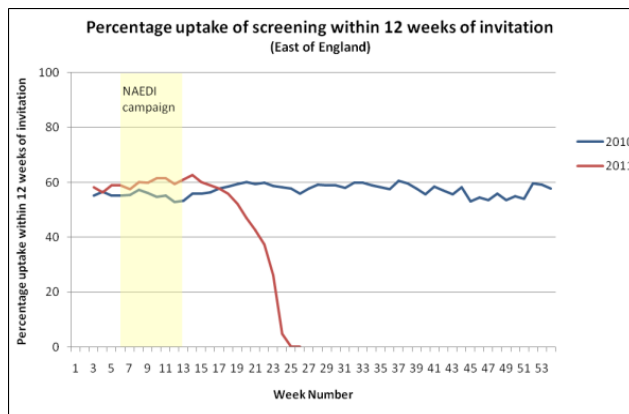
Base: All respondents - Regional pilot (Control Pre/Post:471428) (SW Pre/Post:475510) (EE Pre/Post:490475)  
 Q.16 (Regional pilot): For each one can you tell me the extent to which you think it is a warning sign for bowel cancer. - Blood in your poo for three weeks or longer



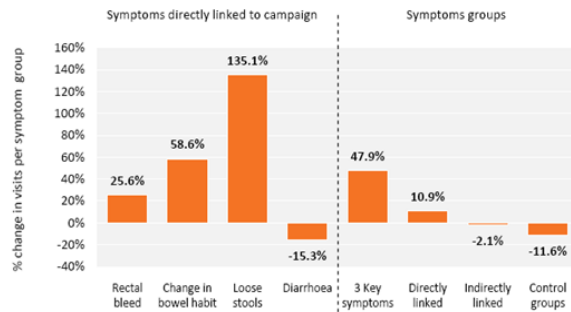
## Conclusion

- High levels of campaign recognition in both public and GP
- High levels of support for campaign
- Increased levels of both spontaneous and prompted knowledge of symptoms
- Campaign had most impact on self-efficacy by increasing knowledge; less impact on perceived barriers; no change in intended behaviours (time taken to make a GP appointment)

## Uptake of screening within 12 weeks of invitation 2010 v 2011

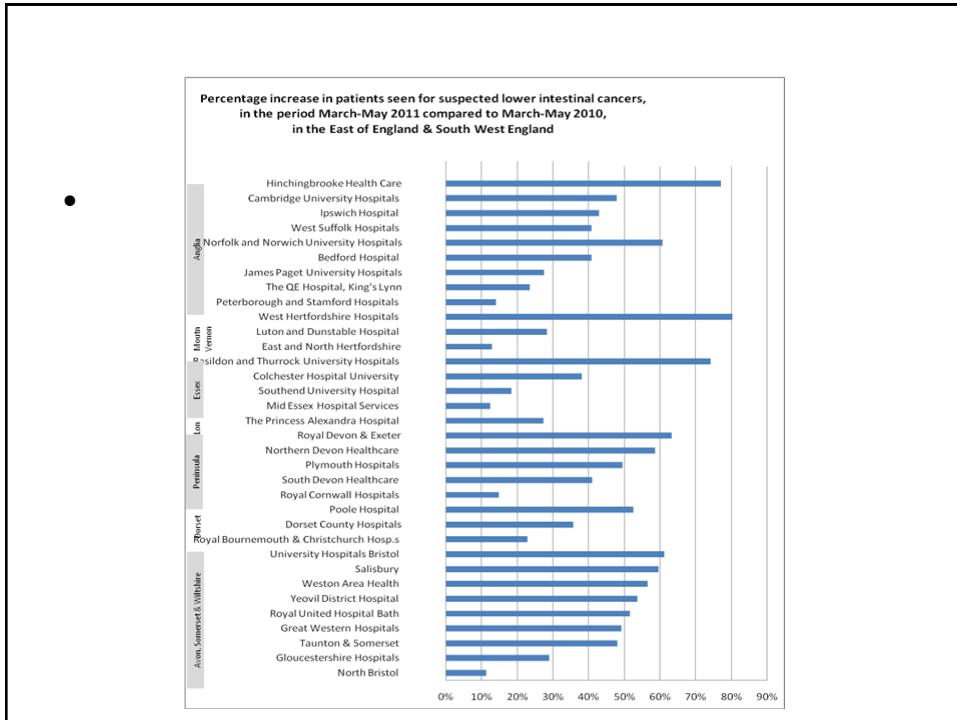


## Change in visits by symptoms 2010 v 2011



## GP presentations

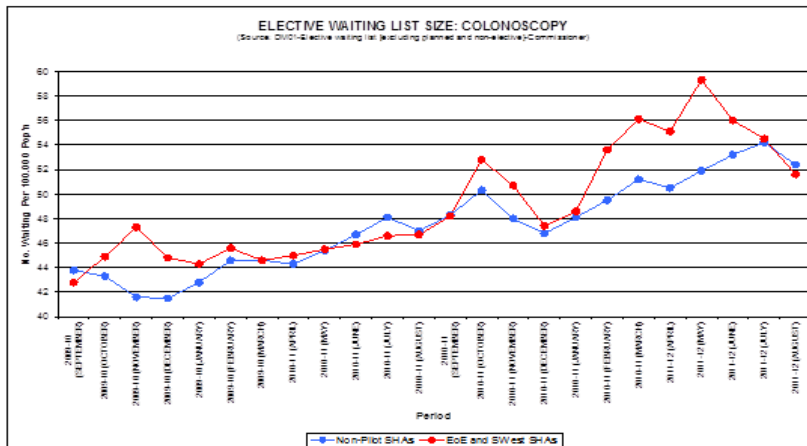
- Increase in presentations with relevant symptoms
- Suggestion of some changing of coding between “loose stools” and “diarrhoea”
- No change in age distribution of presentations except in Anglia which saw an increase in 30 – 49yo



## Urgent GP referrals (2WW)

- Increase in urgent GP referrals in pilot areas associated with campaign lasting 5 months after campaign in some areas
- Increase more marked in areas of maximum TV coverage
- Variations between Trusts – some saw peak 40% increase
- Greater relative increase in those under 55, (represents 24 – 28% of total increase)

## Elective waiting list for colonoscopy



## Diagnostics

- Increase in colonoscopy demand with impact on Trust performance
- Based on increased demand, estimate approx 5-6 additional bowel perforations Feb - June (BCSP guidelines standards)
- No data collected on histopathology activity

## Cancers detected

- No statistical increase in new cancers detected Jan 2010 – Jun 2011
- Increase in the proportion of patients diagnosed with cancer referred via the Urgent GP (2WW) route
- No change in stage at diagnosis
- Estimated between 22 – 44 cases with large adenomas entered into surveillance

## Conclusions

- Campaign very well received by public (95%) and GPs (89%)
- Awareness levels of symptoms raised
- Change in public behaviour with increase in presentations to GPs of approx 50% in over 50yo – overall this represents approx 1 additional attendance to GPs per week
- Increase in Urgent GP(2WW) referrals, with marked increases in Trusts where maximum TV coverage
- No additional cancers or change in stage
- Increase in use of urgent GP referral route for those diagnosed with cancer
- Approx 22-44 cases resulted in removal of large polyps and ongoing surveillance to prevent future cancers

## Issues

- Issues with mailing GPs
- Wider use of Read codes?
- Why an increase in GP presentations in 30 -49yo in Anglia?
- No idea of how many presented to GPs inappropriately as a result of the campaign
- What was the impact of 3 week symptom duration rather than NICE 6 weeks?
- Why no new cancers?
- What level of additional activity is appropriate or desirable to deliver outcomes?
- Need for robust evaluation frameworks