Public Health England

Protecting and improving the nation's health

Be Clear on Cancer: Second national blood in pee awareness campaign, 2014

Caveats: This summary presents the results of the metrics on cancer diagnoses recorded in the Cancer Waiting Times database and detection rate. This is one of a series of metric summaries that will be produced for this campaign, each focusing on a different metric. A comprehensive interpretation about the campaign is not included here as this requires a full evaluation of all the metrics. The full evaluation will be part of the final campaign report which will be published in due course. These metrics should not be considered in isolation.

Cancer diagnoses recorded in the Cancer Waiting Times database and detection rate

Key messages

The second national blood in pee awareness campaign does not appear to have had an impact on the number of urological cancers recorded in the Cancer Waiting Times database or the urological cancer detection rate.

The campaign

The second national blood in pee awareness campaign ran from 13 October 2014 to 23 November 2014 in England.

The campaign's key message was:

- 'If you notice blood in your pee, even it's just the once, tell your doctor.'

Metric: Cancer diagnoses recorded in the CWT database

This metric considers whether the second national blood in pee awareness campaign had an impact on bladder, kidney or urological cancer diagnoses recorded in the Cancer Waiting Times (CWT) database.

Metric: Detection rates

This metric considers whether the campaign had an impact on the percentage of new CWT database recorded bladder or kidney or urological cancer diagnoses which resulted from an urgent GP referral for suspected cancer, often referred to as two week wait referrals.

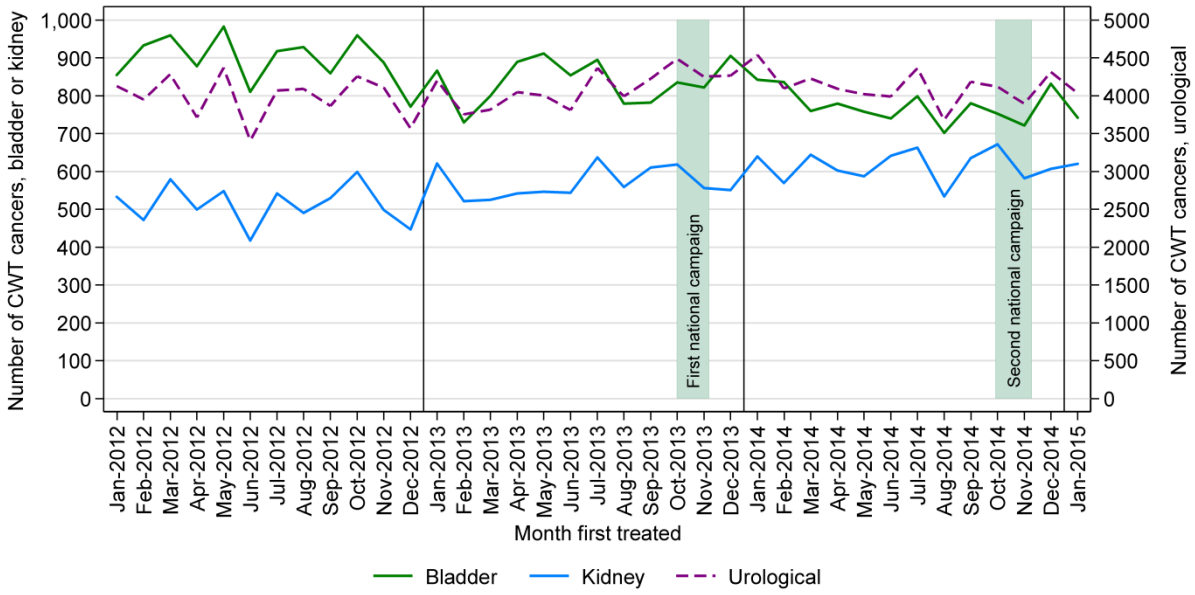
Data are taken from the National Cancer Waiting Times Monitoring Data Set, provided by NHS England. Results are presented by month of first treatment. Taking into consideration the average interval from date first seen to treatment start date, the analysis considers the impact of the second national campaign for these two metrics with data from November 2014 onwards.

As a previous wave of the blood in pee campaign was conducted in October-November 2013, the analysis compared November 2014 to January 2015 with November 2012 to January 2013. The analysis considers how changes in bladder (ICD-10 C67), kidney (ICD-10 C64–65) and all urological cancers (ICD-10 C60–61, C63–68) may differ.

Results

The number of bladder cancer diagnoses recorded in the CWT database decreased by 9% ($p<0.001$), from 2,525 to 2,295, when comparing the November 2014 to January 2015 to November 2012 to January 2013. By contrast, the number of kidney cancer diagnoses recorded in the CWT database increased by 16% ($p<0.001$), from 1,566 to 1,809 over the same period. However, both these changes appeared in line with the long-term trends, with no particular change to the trend following the campaign (Figure 1).

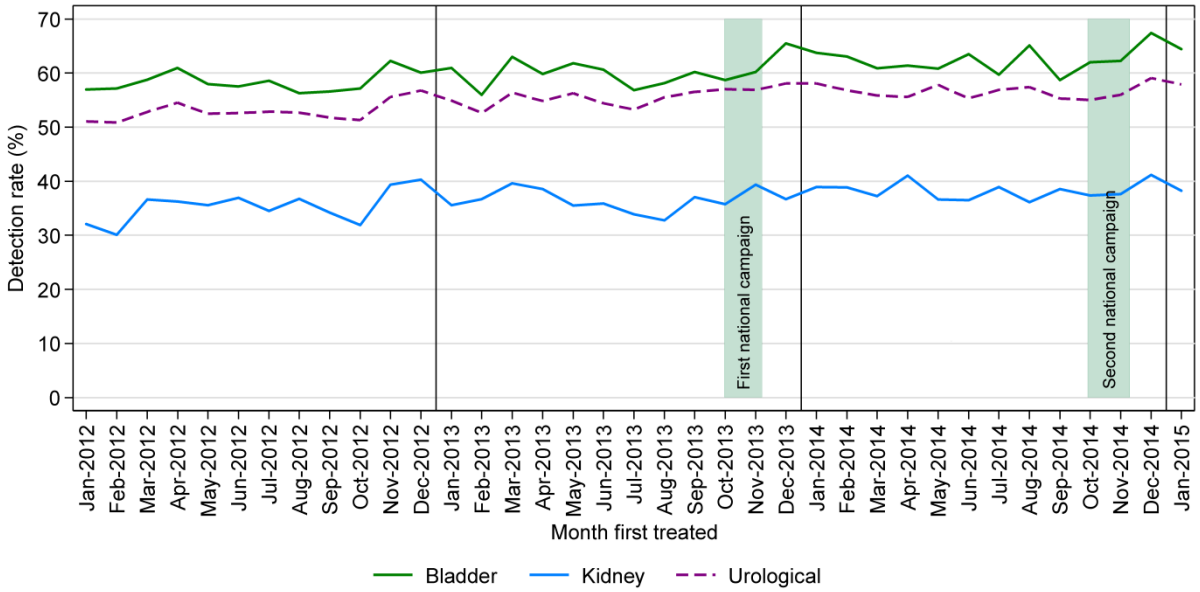
Figure 1: Monthly number of bladder, kidney and urological cancer diagnoses recorded in the CWT database, January 2012 to January 2015, England



The detection rate for bladder cancer increased by 4 percentage points ($p<0.01$) when comparing November 2014 to January 2015 with the same three months in 2012 to 2013, and the detection rate for urological cancer increased by 2.5 percentage points over the same period. However, these changes appear to be broadly in line with the long-term trends (Figure 2). There was no statistically significant change in the detection rate for kidney cancer.

PHE publications gateway number: 2017093
Published: June 2017

Figure 2: Monthly detection rates for bladder, kidney and urological cancer diagnoses, January 2012 to January 2015, England



Conclusions

The number of bladder, kidney and urological cancer diagnoses recorded in the CWT database did not appear to be affected by the campaign. Similarly, there was no clear evidence of an impact on the detection rate for urological cancers.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversation rates, numbers of cancers diagnosed, stage at diagnosis and one-year survival. A full evaluation report will be published on the campaign metrics when all of the results are available.

Considerations

Cancer incidence is increasing for most cancers, but declining for some (notably, bladder cancer), which may have an impact on trends over time for this and other metrics. Results must be considered with these underlying trends in mind.

Where the results are statistically significant there is some evidence for an impact of the campaign, although underlying trends and other external factors (eg other awareness activities, changing referral guidance) may also affect the results.

Campaigns are more likely to have a greater impact on metrics relating to patient behaviour (eg symptom awareness and GP attendance with relevant symptoms) and use of the healthcare system (eg urgent GP referrals for suspected cancer), compared to disease metrics (eg incidence, stage at diagnosis and survival).

Find out more about Be Clear on Cancer at:
www.ncin.org.uk/be_clear_on_cancer
www.nhs.uk/be-clear-on-cancer

PHE publications gateway number: 2017093
Published: June 2017