



Be Clear on Cancer: First national blood in pee campaign, 2013

Caveats: This summary presents the results of the metric on emergency presentations. 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.

Emergency Presentations

The campaign

The first national blood in pee campaign ran from 15 October 2013 to 20 November 2013 in England.

The campaign's key message was:

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

Metric: Proxy for Emergency Presentations

The Hospital Episode Statistics (HES) derived emergency presentation metric is calculated from inpatient data and uses the methodology set out in the cancer outcomes metric specification.¹ It measures the proportion of diagnoses of kidney and bladder cancer that first presented as an emergency.

Data were extracted on 19 October 2016 for persons admitted during the 2012–13 and 2013–14 financial years, resident in England with a primary diagnosis of bladder cancer (ICD-10 C67) or kidney cancer (ICD-10 C64-C66, C68). Numbers do not include persons diagnosed via other routes, for example outpatient or general practice settings.

For each month, the proportion was calculated as the number of first inpatient admissions with bladder or kidney cancer presenting through an emergency route, divided by the total number of first inpatient admissions with these cancers, multiplied by 100. Binomial confidence intervals were calculated using the Wilson score method. Results for the 2013–14 financial year, which includes the campaign and post-campaign period, were compared to the previous financial year (2012–13).

Key messages

Based on the proxy measure, there were no significant differences in the proportions of bladder or kidney cancers diagnosed through emergency presentation in England during and following the campaign compared to the same months in 2012-13.

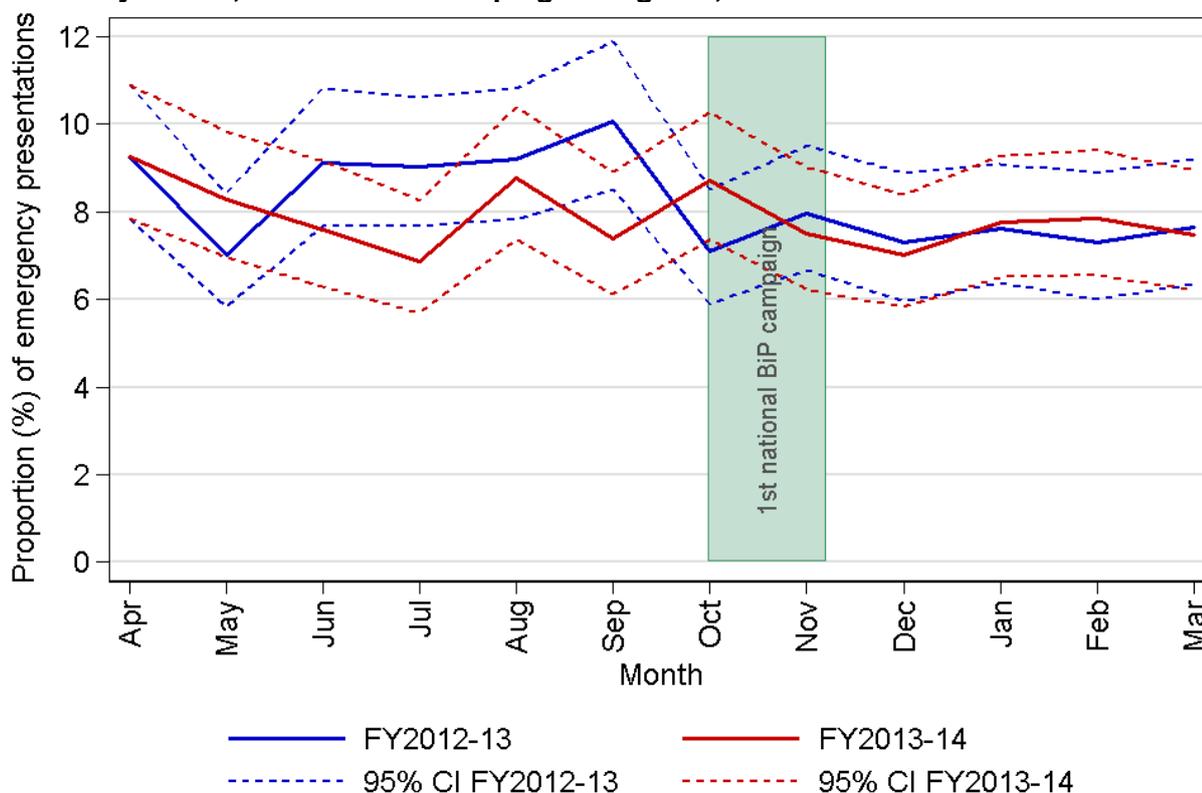
¹ Public Health England. Indicator Specification: Proportion of cancer admissions diagnosed for the first time via emergency presentation. 2015.

Results

There were 16,516 persons with bladder cancer admitted in FY2012-13 and 1,356 were diagnosed through emergency presentation. In FY2013-14, there were 16,938 and 1,333 respectively.

There were no significant differences in the proportions of bladder cancers diagnosed via emergency presentation in England in 2013–14 compared to 2012–13. The proportions of patients with bladder cancer diagnosed via emergency presentation during the campaign period were 8.7% in October 2013 and 7.5% in November 2013 compared to 7.1% and 8.0% for the same months in 2012 (Figure 1).

Figure 1: Proportion of emergency presentations and 95% confidence intervals for bladder cancer by month, first national campaign - England, 2012–13 & 2013–14



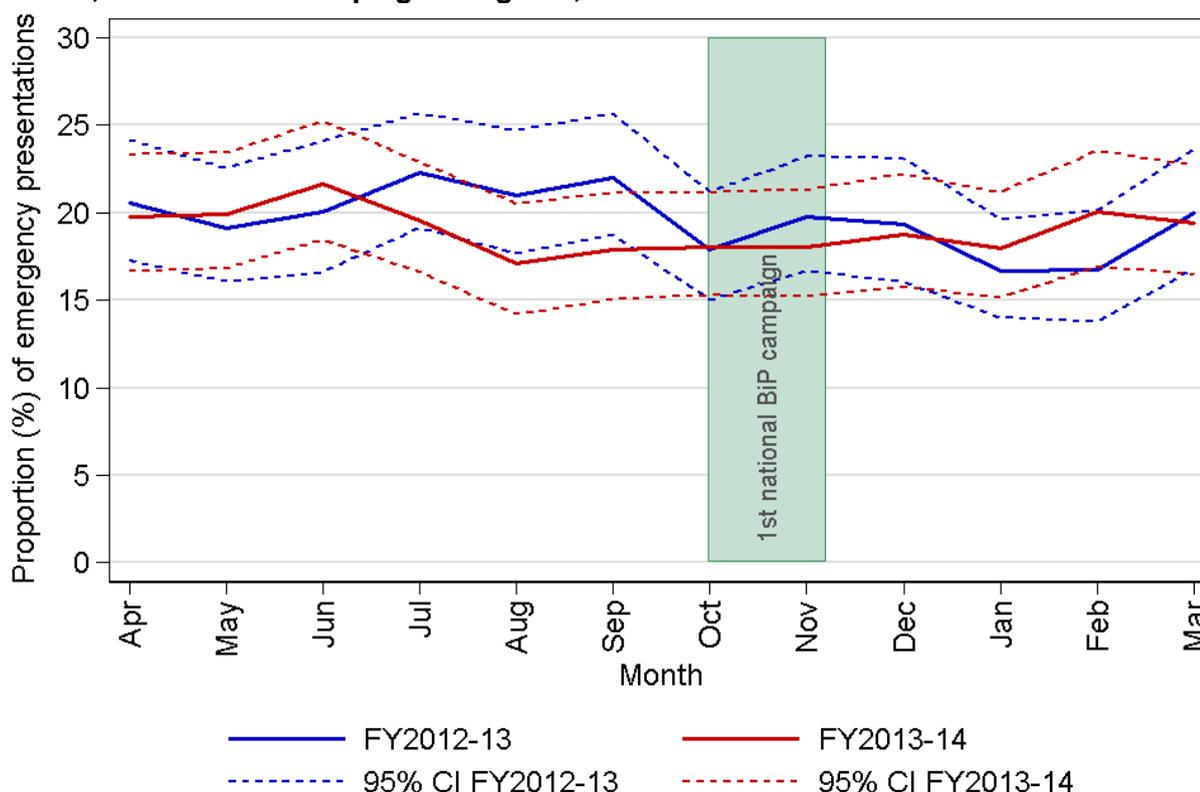
First national BiP campaign 15 Oct - 20 Nov 2013

Source: NCRAS Cancer Analysis System & the PHE Admitted Patient Care HES database

There were 6,568 persons admitted with kidney cancer in FY2012-13 and 1,285 were diagnosed through emergency presentation, In FY2013-14, there were 7,448 and 1,341 respectively.

There were no significant differences in the proportions of kidney cancers diagnosed via emergency presentation in England in 2013–14 compared to 2012–13. The proportions of patients with kidney cancer diagnosed via emergency presentation during the campaign period were 18% in both October and November 2013 compared to 18% and 20% for the same two months in 2012 (Figure 2).

Figure 2: Proportion of emergency presentations and 95% confidence intervals for kidney cancer, first national campaign - England, 2012–13 and 2013–14



First national BiP campaign 15 Oct - 20 Nov 2013

Source: NCRAS Cancer Analysis System & the PHE Admitted Patient Care HES database

Conclusions

There were no significant differences in the proportions of patients with bladder or kidney cancer diagnosed via emergency presentation during and following the campaign compared to the same period in 2012–13.

Other metrics being evaluated include the Cancer Waiting Times referrals, conversion and detection rate, 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

In general, cancer incidence is increasing which may have an impact on trends over time for this and other metrics, and so the 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/