



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

**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 second national blood in pee 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.'

### 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.

### 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.<sup>1</sup> 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 2014–15 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. As an earlier wave of the blood in pee campaign was conducted in 2013, proportions observed during and following the campaign (October 2014 to March 2015) were compared to the same months in 2012 and 2013.

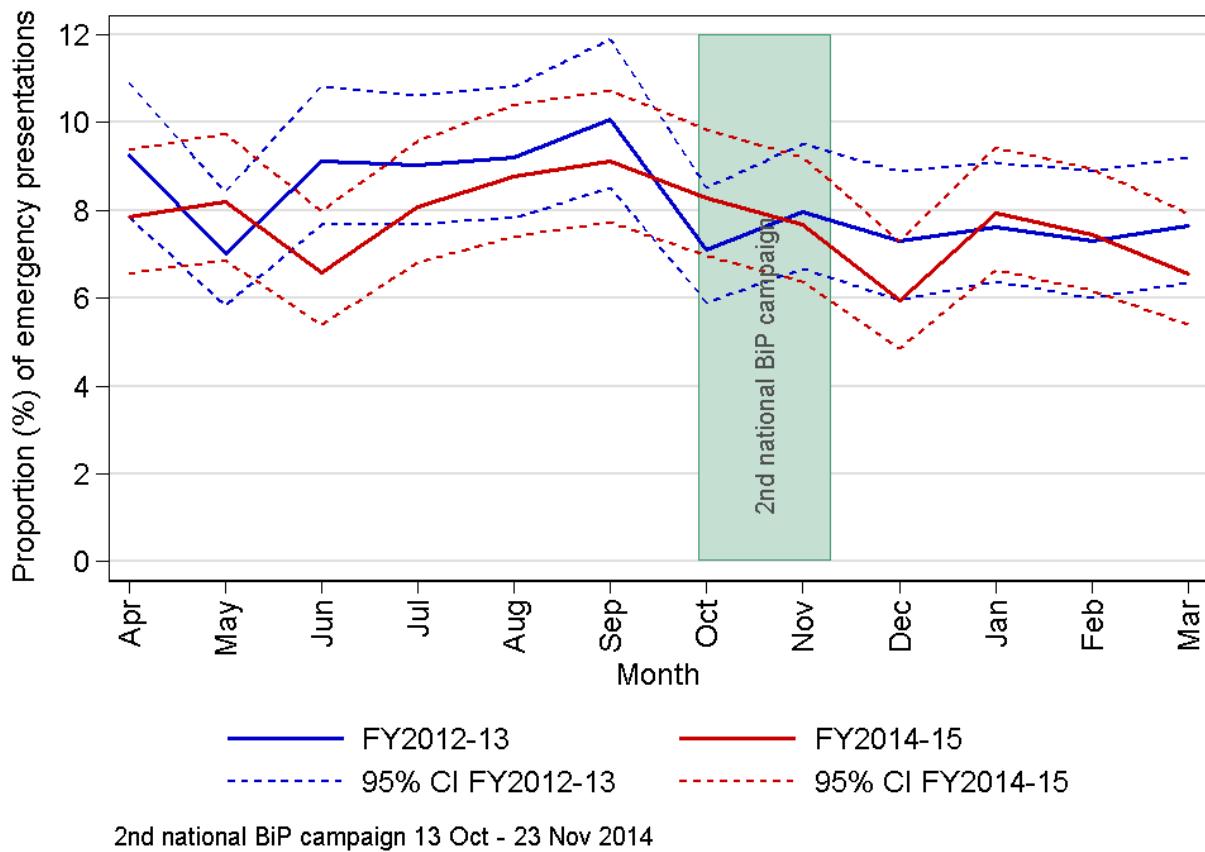
<sup>1</sup> Public Health England. Indicator Specification: Proportion of cancer admissions diagnosed for the first time via emergency presentation. 2015.

## Results

There were 16,516 persons admitted with bladder cancer in FY2012-13 and 1,356 were diagnosed through emergency presentation. In FY2014-15, there were 17,069 and 1,314 respectively.

There were no significant differences in the proportions of bladder cancers diagnosed via emergency presentation in England in 2014–15 compared to 2012–13. The proportions of patients with bladder cancer diagnosed via emergency presentation during the campaign period were 8.3% in October 2014 and 7.7% in November 2014 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, second national campaign - England, 2012-13 & 2014-15**



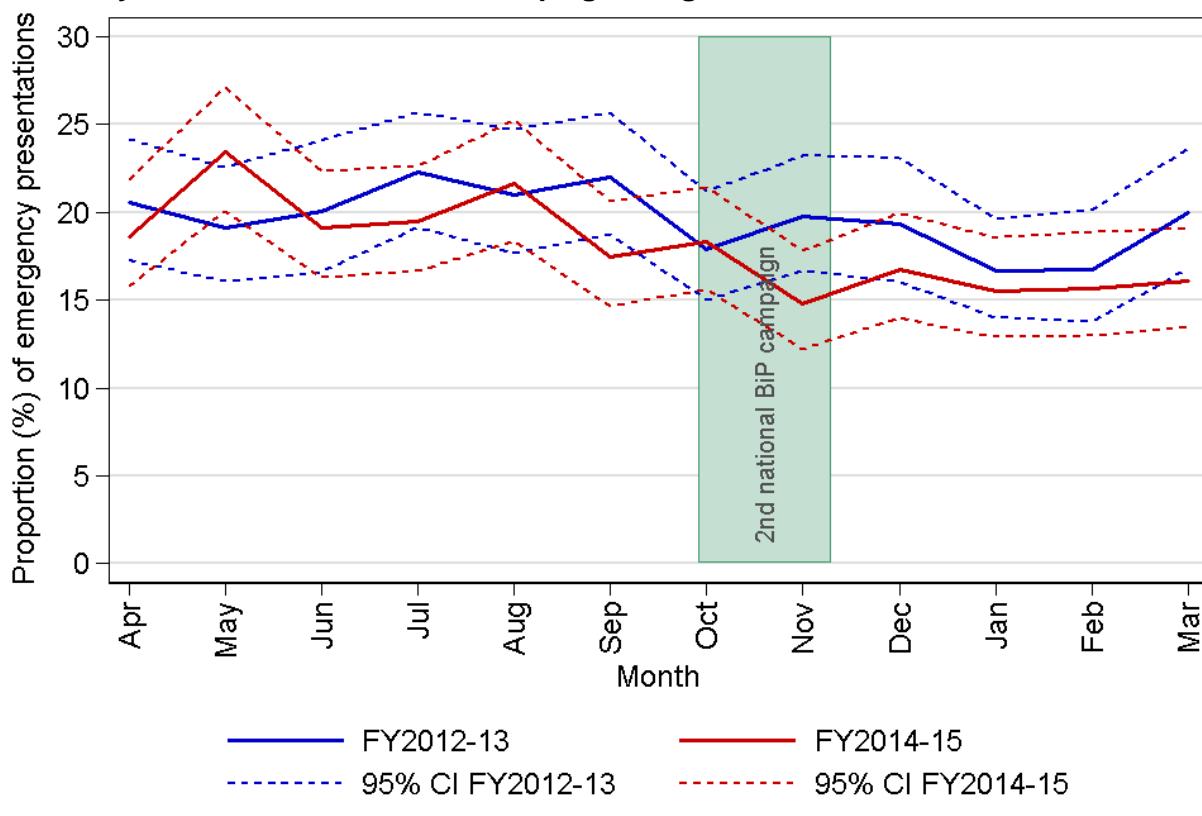
2nd national BiP campaign 13 Oct - 23 Nov 2014

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 FY2014-15, there were 7,448 and 1,342 respectively.

There were no significant differences in the proportions of kidney cancers diagnosed via emergency presentation in England in 2014–15 compared to 2012–13. The proportions of patients with kidney cancer diagnosed via emergency presentation during the campaign period were 18% in October 2014 and 15% in November 2014 compared to 18% and 20% for the same months in 2012 (Figure 2).

**Figure 2: Proportion of emergency presentations and 95% confidence intervals for kidney cancer by month, second national campaign - England, 2012–13 & 2014–15**



2nd national BiP campaign 13 Oct - 23 Nov 2014

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 and 2013.

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](http://www.ncin.org.uk/be_clear_on_cancer)

[www.nhs.uk/be-clear-on-cancer/](http://www.nhs.uk/be-clear-on-cancer/)