



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

Caveats: This summary presents the results of the metric on urgent GP referrals for suspected cancer. 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.

Urgent GP referrals for suspected cancer

The campaign

The first national blood in pee awareness 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.'

Key messages

The first national blood in pee awareness campaign appears to have led to an increase in the number of urgent GP referrals for suspected urological cancers during the campaign period and the weeks that followed. There also appears to have been some sustained impact into 2014.

Metric: Urgent GP referrals for suspected cancer

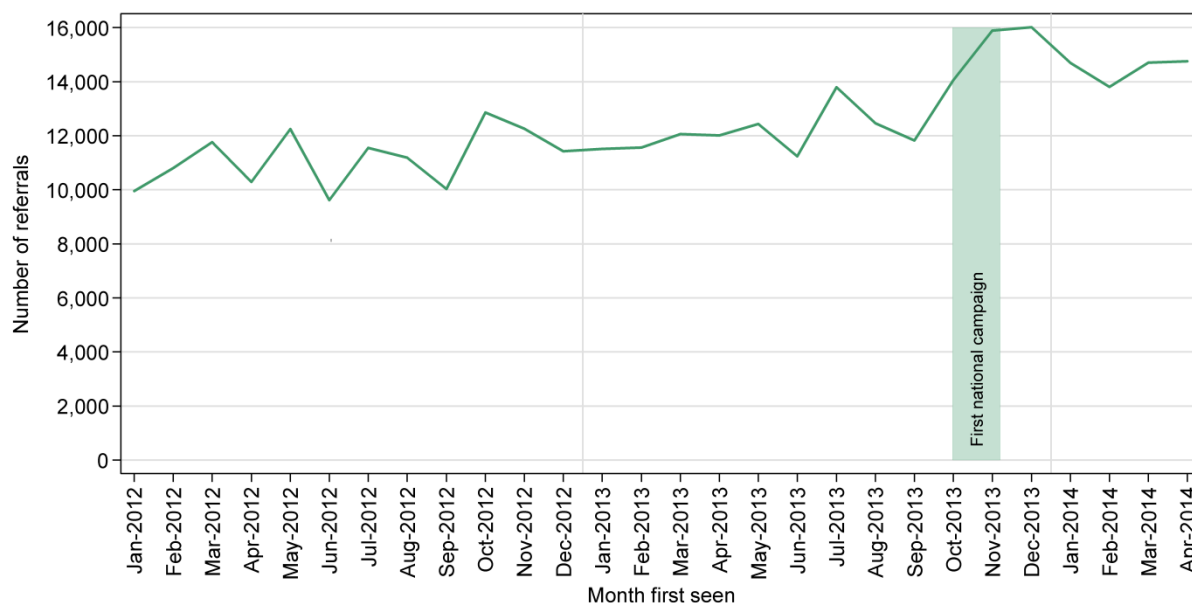
This metric considers whether the first national blood in pee awareness campaign had an impact on the number of urgent GP referrals for suspected urological cancers, often referred to as two week wait (TWW) referrals. It uses data from the National Cancer Waiting Times Monitoring Data Set, provided by NHS England, presented by month first seen. The analysis compares the campaign and post-campaign periods (October 2013 to April 2014) with the same months one year earlier.

Results

From October-December 2012 to October-December 2013, there was a 26% increase in the number of urgent GP referrals for suspected urological cancers for England ($p < 0.001$) (Figure 1). In comparison, there was a 13% increase in the number of urgent GP referrals for other suspected cancers¹. For a post-campaign period, comparing January to April 2014 to January to April 2013, there was a 23% increase in referrals for suspected urological cancers, compared to an 18% increase in referrals for other suspected cancers. For both periods, there were increases for both males and females, and for all age groups.

¹ Urgent GP referrals for other suspected cancers, excluding urological, testicular, lower GI, lung and breast cancers.

Figure 1: Monthly number of urgent GP referrals for suspected urological cancers, January 2012 to April 2014, England



Conclusions

The first national blood in pee awareness campaign appears to have had an impact on the number of urgent GP referrals for suspected urological cancers. When comparing October to December 2013 with October to December 2012, there was a 26% increase in the number of referrals for suspected urological cancers. There also appears to have been some sustained impact of the campaign, for January to April 2014.

Other metrics being evaluated include emergency presentations, conversion and detection 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

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