



## Be Clear on Cancer: Third national blood in pee awareness campaign, 2016

**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 third national blood in pee awareness campaign ran from 15 February to 31 March 2016 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 message

The third national blood in pee awareness campaign may have had some impact on the number of urgent GP referrals for suspected urological cancers, although the evidence is not clear. Changes to the number of referrals appear similar to those for other suspected cancer referrals.

#### Metric: Urgent GP referrals for suspected cancer

This metric considers whether the third 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 period (February to April 2016) with the same three months in 2015.

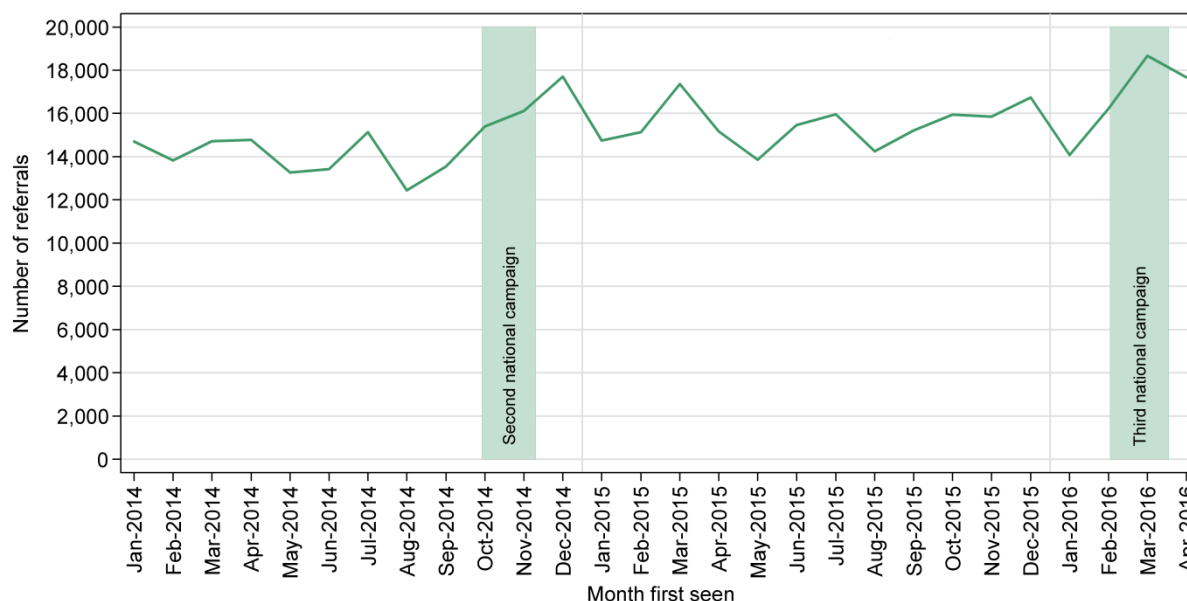
#### Results

Comparing February to April 2015 with February to April 2016, there was a 10% increase in the number of urgent GP referrals for suspected urological cancers nationally.

However, between the same periods, the increase in the number of urgent GP referrals for other suspected cancers<sup>1</sup> was similar at 11%. The trend chart of the number of urological cancer referrals shows a spike in referrals during the campaign (Figure 1), but there was also a similar spike in the number of referrals for other suspected cancers. There were increases for both males and females, and for all age groups.

<sup>1</sup> Urgent GP referrals for other suspected cancers, excluding urological, breast, upper GI and skin cancers

**Figure 1: Monthly number of urgent GP referrals for suspected urological cancers, from January 2014 to April 2016, England**



## Conclusions

The third national blood in pee awareness campaign may have had some impact on the number of urgent GP referrals for suspected urological cancers nationally, although the evidence is not clear. Changes in the number of referrals for suspected urological cancers appear similar to those for other suspected cancer referrals.

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

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