



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

Caveats: This summary presents the results of the metric on cystoscopies. 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.

Cystoscopies

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.'

Key message

There is no evidence to suggest that the first national blood in pee campaign had an impact on the number of cystoscopies carried out during and following the campaign.

Metric: Cystoscopies

This metric considers whether the first blood in pee campaign had an impact on the number of cystoscopies performed by the NHS.

Data was sourced from the [NHS Monthly Diagnostic Waiting Times and Activity dataset](#) as published on 9 March 2017. The analysis period was October to December 2013 and this was compared to the same months in 2012.

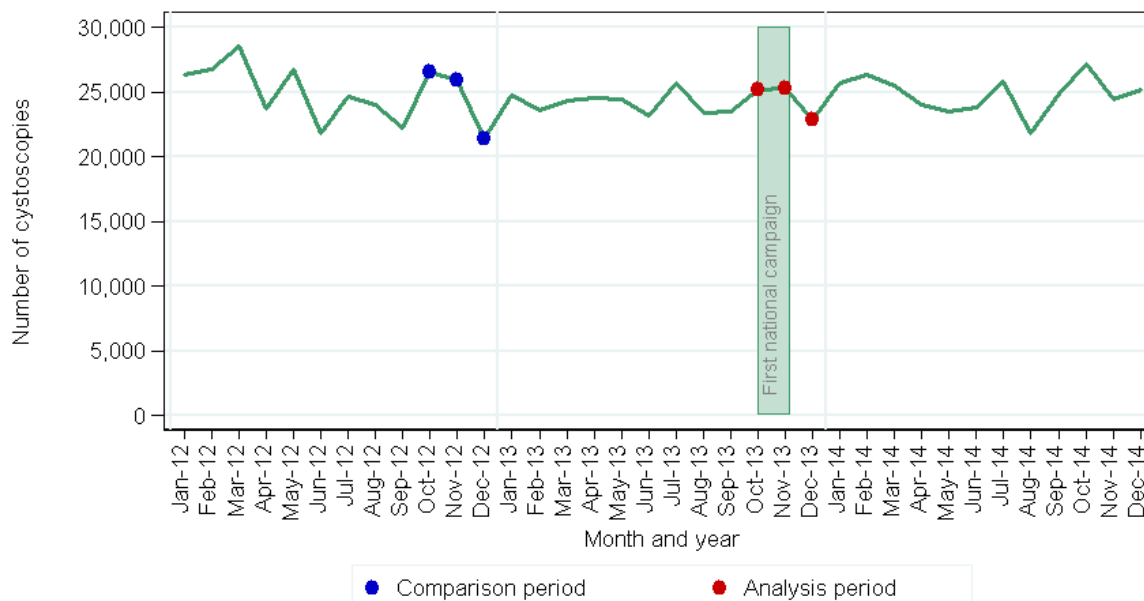
Results

Comparing the months October to December 2013 with October to December 2012, there was no significant difference in the average number of cystoscopies per month. The average number of cystoscopies per month decreased by less than 1% from 24,648 in 2012 to 24,481 in 2013 (Table 1). Figure 1 shows that the trend for the number of cystoscopies was stable from January 2012 to December 2014.

Table 1: Average number of cystoscopies per month, analysis period and comparison period in the preceding year, all ages, England

Test	October - December 2012	October - December 2013	Percentage change
Cystoscopy	24,648	24,481	-0.68

Figure 1: Monthly number of cystoscopies, January 2012 to December 2014, all ages, England



Source: NHS Monthly Diagnostic Waiting times and Activity published 09 March 2017

Conclusions

There is no evidence to suggest that the first national blood in pee campaign had an impact on the number of cystoscopies carried out during or following the campaign.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversion 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, 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/