



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

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 third national blood in pee 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

There is no evidence to suggest that the third 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 third blood in pee awareness 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 February to April 2016 and was compared to same months in 2015.

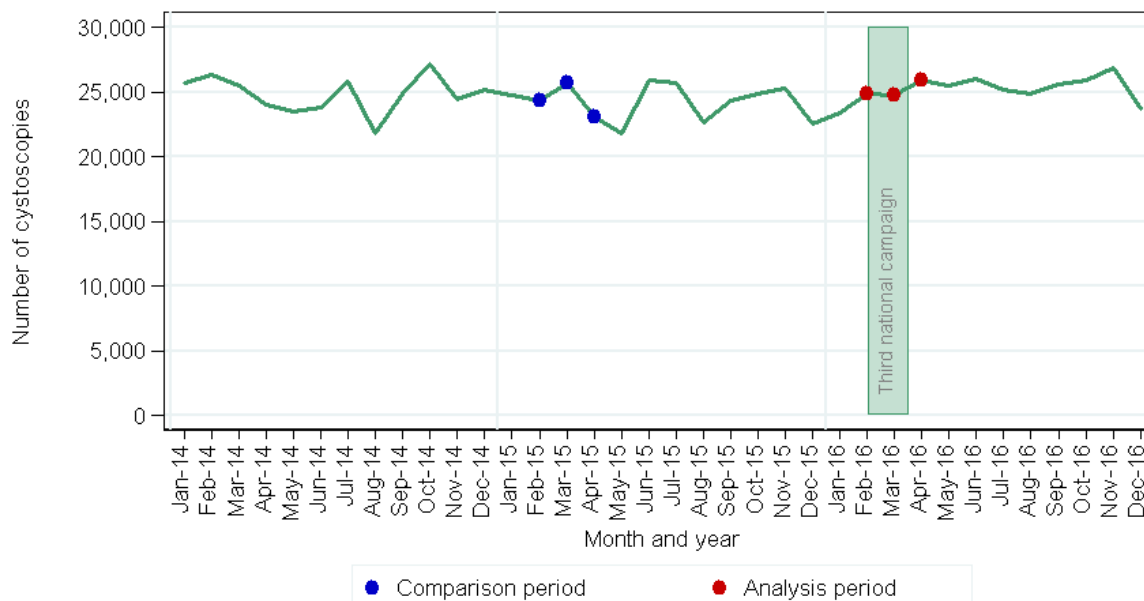
Results

Comparing the months February to April 2016 with February to April 2015, there was no significant difference in the average number of cystoscopies per month. The average number of cystoscopies per month increased by 3% from 24,428 in 2015 to 25,228 in 2016 (Table 1). Figure 1 shows that the trend for the number of cystoscopies was fairly stable from January 2014 to December 2016.

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

Test	February - April 2015	February - April 2016	Percentage change
Cystoscopy	24,428	25,228	3.27

Figure 1: Monthly number of cystoscopies, January 2014 to December 2016, all ages, England.



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

Conclusions

There is no evidence to suggest that the third 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/