



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

Caveats: This summary presents the results of the metric on cancers diagnosed. 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.

Cancers diagnosed

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 if it's just the once, tell your doctor.'

Key messages

The second national blood in pee campaign appears to have had an impact on the numbers of bladder and kidney cancers diagnosed for persons aged 50 and over, and for all ages combined.

Metric: Cancers diagnosed

This metric considers whether the second national blood in pee campaign had an impact on the number of newly diagnosed cases of bladder cancer (ICD-10 C67) and kidney cancer (ICD-10 C64), for men and women aged 50 and over, and for all ages combined.

Data was extracted from the national cancer analysis system for the diagnosis period June 2013 to May 2015. The analysis period was defined as two weeks after the start of the campaign (week 44 of 2014) to two months after the end of the campaign (week 4 of 2015). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for June 2014 to May 2015. The campaign was considered to have a possible impact if a) the numbers of cases per week were the same or higher than the median for five or more consecutive weeks and b) this sustained period started during the analysis period.

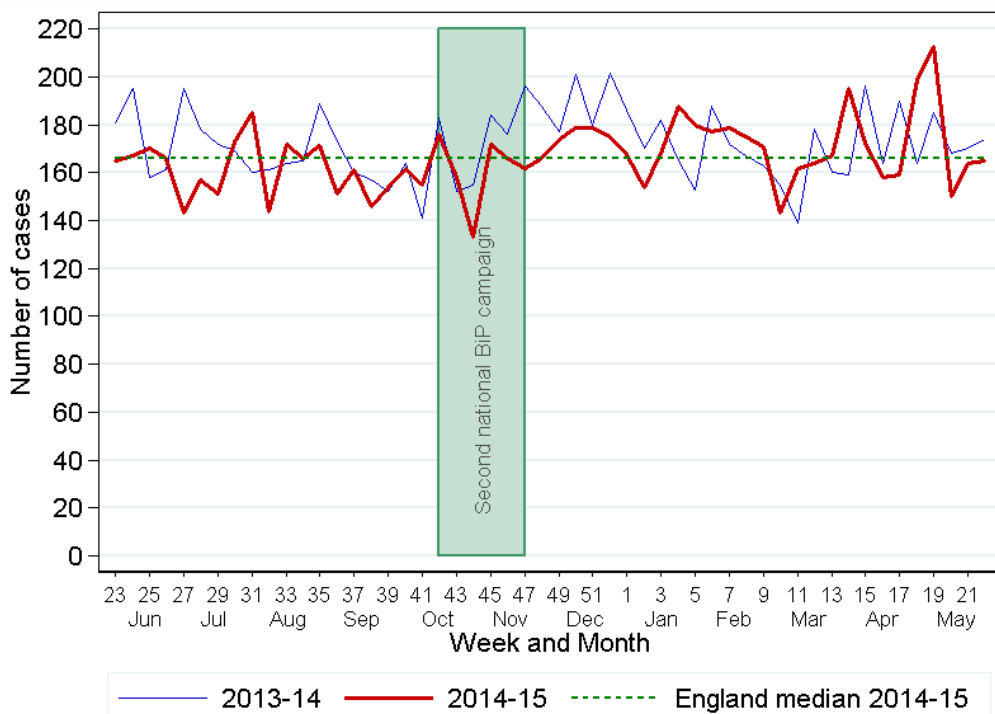
Results

The numbers of bladder cancer cases were the same as or higher than the 2014 to 2015 median (Figure 1) from weeks 48 in 2014 to week 1 in 2015 for persons aged 50 and over, and for all ages combined. Numbers were also higher from weeks 3 to 9 in 2015 for persons aged 50 and over and from weeks 4 to 9 in 2015 for all ages combined. Across these two periods, an additional 121 cases were diagnosed compared with the expected number based on the median (2,158 cases) for persons aged 50 and over. An additional

115 cases were diagnosed compared with the expected number based on the median (2,052 cases) for all ages combined.

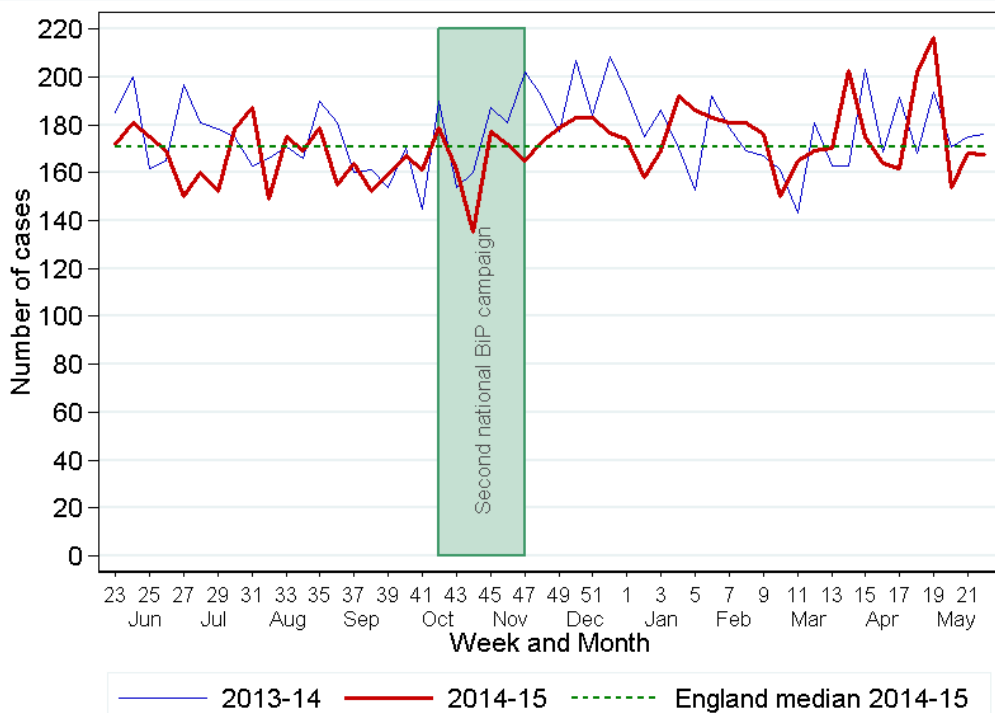
Figure 1: Number of newly diagnosed cases of bladder cancer by week, England, June 2013 to May 2015, a) 50 and over and b) all ages

a) 50 and over



Source : Cancer Analysis System February 2016

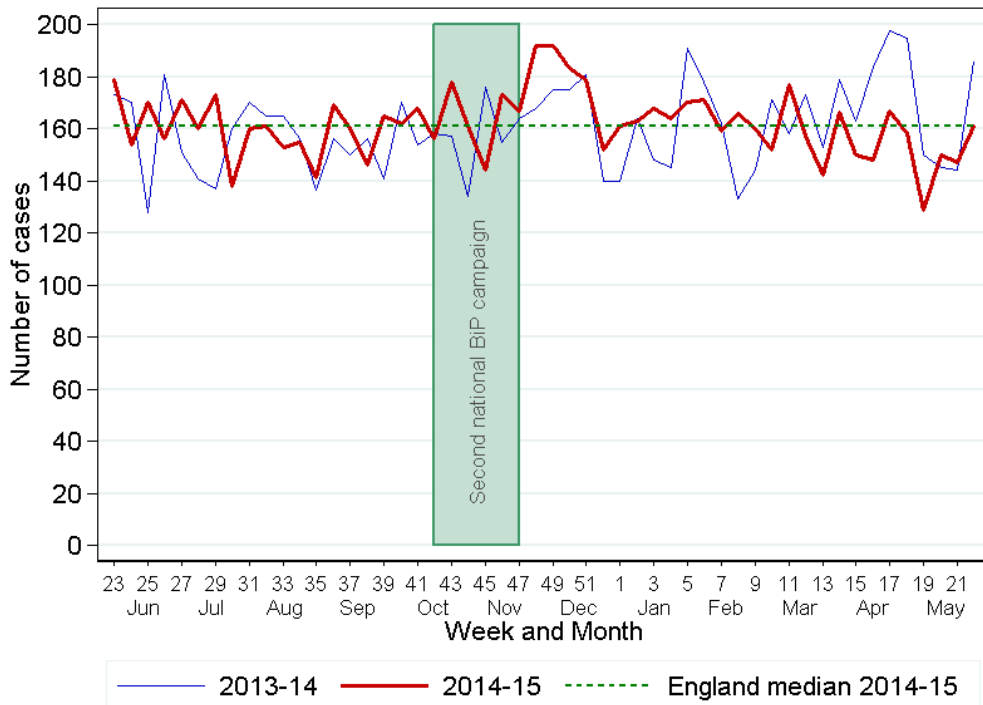
b) all ages



Source : Cancer Analysis System February 2016

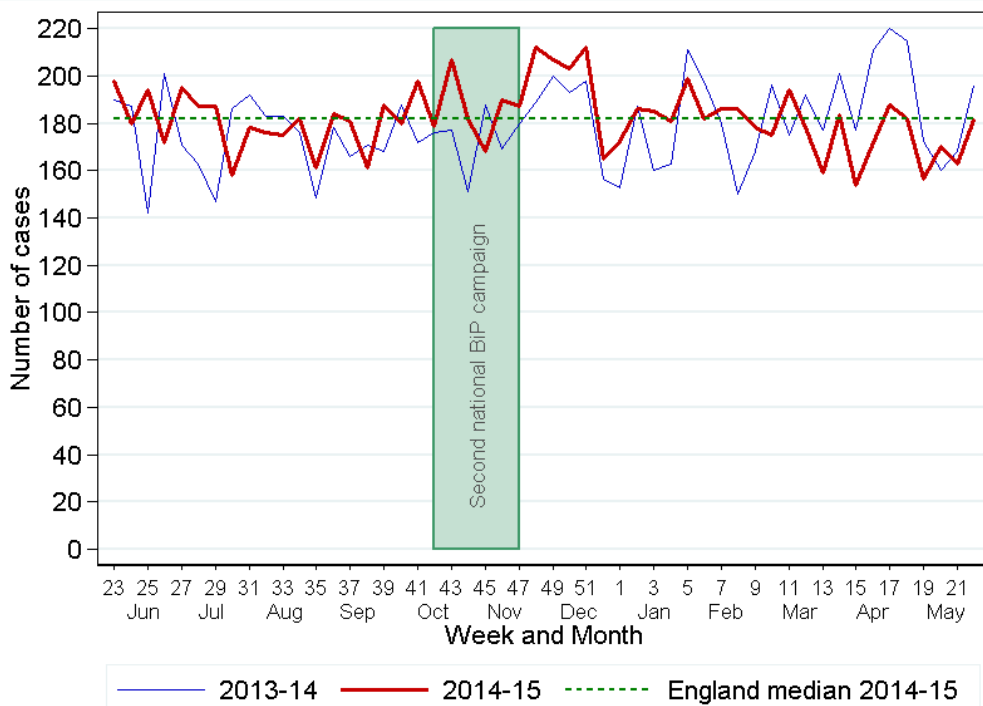
Figure 2: Number of newly diagnosed cases of kidney cancer by week, England, June 2013 to May 2015, a) 50 and over and b) all ages

a) 50 and over



Source : Cancer Analysis System February 2016

b) all ages



Source : Cancer Analysis System February 2016

The numbers of kidney cancer cases were the same as or higher than the 2014 to 2015 median (Figure 2) from weeks 46 to 51 in 2014 for persons aged 50 and over, and for all ages combined. Numbers were also higher than the median from weeks 1 to 6 in 2015 for persons aged 50 and over. Across these two periods, for persons aged 50 and over, an additional 150 cases were diagnosed compared with the expected number based on the median (1,934 cases). Between weeks 46 to 51 of 2014, an additional 119 cases were diagnosed compared with the expected number based on the median (1,092 cases) for all ages combined.

Conclusions

The second national blood in pee campaign appears to have had an impact on the numbers of bladder and kidney cancers diagnosed for persons aged 50 and over, and for all ages combined.

Other metrics being evaluated include GP attendance, urgent GP referrals, conversion and detection rate, emergency presentations 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