



Be Clear on Cancer: Local skin cancer 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

A local skin cancer campaign ran from 16 June 2014 to 27 July 2014 in parts of the South West Strategic Clinical Network (SCN): Devon, Somerset and Cornwall.

The campaign's key message was:

'A change to a mole isn't the only sign of skin cancer – if you notice any unusual or persistent changes to your skin go to your doctor.'

Metric: Cancers diagnosed

This metric considers whether the local skin cancer campaign had an impact on the number of newly diagnosed cases of skin cancer (ICD-10 C43), for men and women of all ages resident in the South West SCN.

Data was extracted from the national cancer analysis system for the diagnosis period February 2013 to January 2015. The analysis period was defined as two weeks after the start of the campaign (week 27 of 2014) to two months after the end of the campaign (week 39 of 2014). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for February 2014 to January 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.

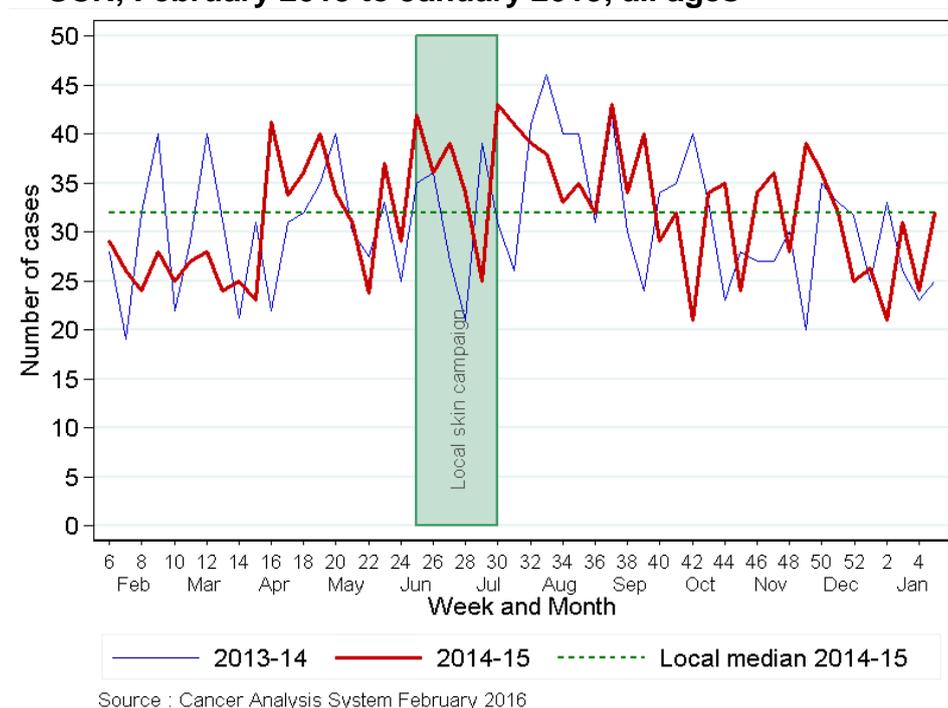
Results

The numbers of skin cancers diagnosed were the same as or higher than the 2014 to 2015 median for the weeks 30 to 39 of 2014 (Figure 1). During this ten week period, an additional 58 cases were diagnosed compared with the expected number based on the median (320 cases).

Key message

The local skin cancer campaign appears to have had an impact on the numbers of skin cancers diagnosed in South West England.

Figure 1: Number of newly diagnosed cases of skin cancer by week, South West SCN, February 2013 to January 2015, all ages



Conclusions

The local skin campaign appears to have had an impact on the numbers of skin cancers diagnosed in the South West SCN. However, caution must be applied as these results are based on small numbers.

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