



## Be Clear on Cancer: Local prostate cancer campaign, 2014

**Caveats:** This summary presents the results of the metric on early stage at diagnosis. This is one of a series of summaries that will be produced for this campaign, each focusing on a different metric. A comprehensive interpretation of the campaign incorporating a full evaluation of all the metrics is published separately. These metrics should not be considered in isolation.

### Early stage at diagnosis

#### The campaign

A local prostate cancer campaign ran from 20 October 2014 to 23 November 2014 in six London boroughs (Hackney, Haringey, Lambeth, Lewisham, Newham and Southwark).

The campaign's key message was:

- '1 in 4 black men will get prostate cancer.

Prostate cancer often has no obvious symptoms. If you are a black man over 45 and want to discuss your personal risk of prostate cancer, visit your GP'.

#### Key messages

The local prostate campaign may have had an impact on the proportion of prostate cancers diagnosed at an early stage. However, caution must be applied as these results are based on small numbers.

#### Metric: early stage at diagnosis

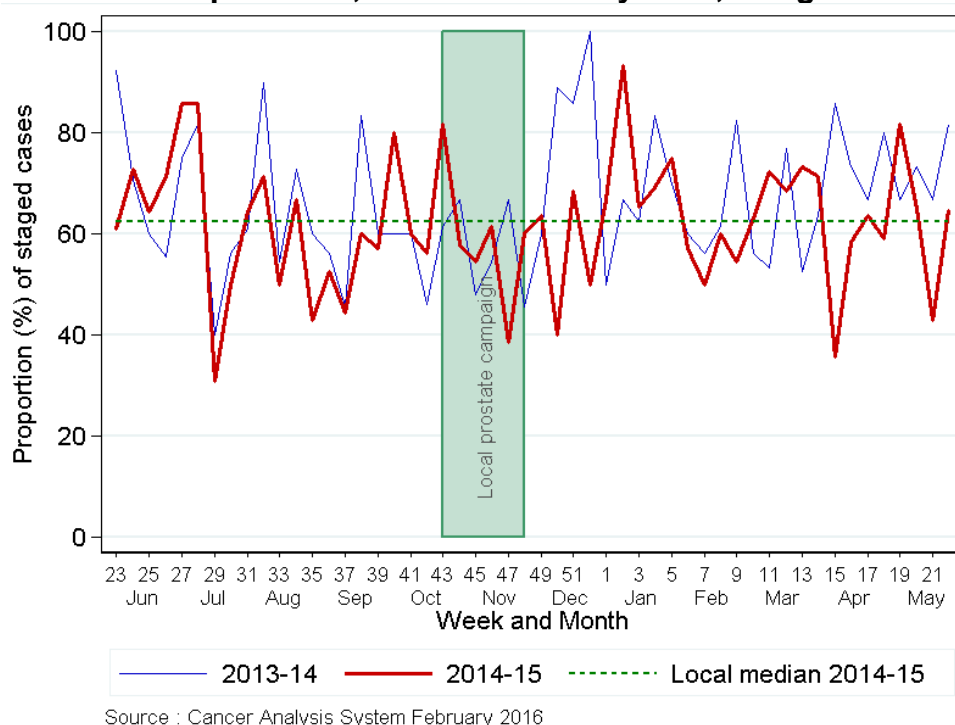
This metric considers whether the local prostate cancer campaign had an impact on the proportion of prostate cancers (ICD-10 C61) diagnosed at an early stage of 1 or 2, for men of all ages resident in the six London boroughs (Hackney, Haringey, Lambeth, Lewisham, Newham and Southwark).

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 45 of 2014) to two months after the end of the campaign (week 5 of 2015). The proportion of early staged cases per week in the analysis period was compared with the overall median for June 2014 to May 2015. The campaign was considered to have a possible impact if a) the proportion per week was the same or higher than the median for five or more consecutive weeks and b) this sustained period started during the analysis period.

#### Results

During the analysis period, the proportion of early stage prostate cancers was the same as or higher than the 2014 to 2015 median for weeks 1 to 5 of 2015 (Figure 1). During this five week period, an additional 8 cases were diagnosed at an early stage compared with the expected number based on the median (46 cases).

**Figure 1: Proportion of prostate cancers diagnosed at stage 1 or 2 by week, London local pilot area, June 2013 to May 2015, all ages**



## Conclusions

The local prostate campaign may have an impact on the proportion of prostate cancers diagnosed at an early stage. 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.

## 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.

The proportion of staged cases for the Be Clear on Cancer (BCoC) metric summaries was calculated using denominators which excluded cases with unknown stage. Other National Cancer Registration and Analysis Service (NCRAS) outputs on proportion of staged cases include cases with unknown stage in the denominator. Therefore the proportions of staged cases reported in the BCoC metrics are different to other NCRAS publications. Excluding cases with unknown stage ensures greater comparability across years for the BCoC metrics, as the proportion of cases with a completed stage has rapidly increased since 2014.

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)