



## Be Clear on Cancer: Second national breast campaign, 2015

**Caveats:** This summary presents the results of the metric on one-year survival. 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.

### One-year survival

#### The campaign

The second national breast cancer in women over 70 campaign ran from 13 July 2015 to 6 September 2015 in England.

Two key messages were promoted:

- 'One in three women who get breast cancer are over 70, so don't assume you're past it.'
- 'A lump isn't the only sign of breast cancer. If you're worried about any changes to your breasts, tell your doctor straight away.'

#### Metric: Survival

This metric considers whether the second national breast campaign had an impact on one-year survival for women, aged 70 and over<sup>1</sup> with their first breast (ICD-10 C50) cancer diagnosed during and following the campaign, compared with the rest of the year.

Data was extracted from the national cancer analysis system. Women were followed up until December 2016 to obtain their last known vital status. The analysis period was defined as two weeks from the start of the campaign (1 August 2015) to two months from the end of the campaign (30 October 2015). One-year age specific net survival was calculated using the methodology outlined in the [Office for National Statistics: Cancer Survival Statistical Bulletins](#). Net survival refers to the probability of surviving cancer accounting for other causes of death. The one-year survival for women diagnosed in the analysis period was compared with those diagnosed from 1 January to 31 July 2015 and from 31 October to 31 December 2015.

#### Key message

The second national breast campaign does not appear to have had an impact on one-year survival for women aged 70 and over diagnosed with breast cancer.

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<sup>1</sup> 70 to 99 years

## Results

There were no significant differences in one-year survival for women aged 70 and over diagnosed with breast cancer between the analysis period (August 2015 to October 2015) and comparison period (January to July, October to December 2015) (Table 1). One-year survival for women diagnosed with breast cancer during the analysis period was 92.8% compared with 92.1% for those diagnosed in the comparison period.

**Table 1: One-year net survival (%) for women aged 70 and over diagnosed with breast cancer during the analysis period, 1 August to 30 October 2015, compared with the rest of 2015**

Site	Sex	Comparison period ( 01/01/2015 to 31/07/2015 and 31/10/2015 to 31/12/2015)	Analysis period (01/08/2015 to 30/10/2015)
Breast	Women	92.1% (95% CI: 91.4 - 92.8)	92.8% (95% CI: 91.7 - 93.9)

Source: Cancer Analysis System, September 2017

## Conclusions

The second national breast campaign does not appear to have had an impact on one-year survival for women aged 70 and over diagnosed with breast cancer.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversion rates, numbers of cancers diagnosed and stage at diagnosis. A full evaluation on the campaign metrics will be published as a final report 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 behavior (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/)