



## Be Clear on Cancer: First national blood in pee campaign, 2013

**Caveats:** This summary presents the results of the metric on diagnostics in secondary care. 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.

### Diagnostics in secondary care

#### The campaign

The first national blood in pee campaign ran from 15 October 2013 to 20 November 2013 in England.

The campaign's main message was:

- 'If you notice blood in your pee, even if it's just the once, tell your doctor.'

#### Key message

There was no statistically significant change in the number of kidney and bladder ultrasounds carried out during or following the first national blood in pee campaign, when compared with the same period of the year before.

#### Metric: Diagnostics in secondary care

This metric considers whether the first national blood in pee campaign had an impact on the number of imaging tests conducted by the NHS. These include ultrasound tests conducted for suspected kidney and bladder cancer and other medical conditions.

The data on the total number of kidney and bladder ultrasounds (hereafter referred to as ultrasounds) was obtained from the Diagnostic Imaging Dataset (DID) held on NHS Digital's iView system (<http://content.digital.nhs.uk/iview>). The data contains details of referrals by GPs, consultants and other referral types.

This metric compares the difference in the monthly number of ultrasounds between the analysis period of October 2013 to January 2014 and the comparison period of October 2012 to January 2013.

#### Results

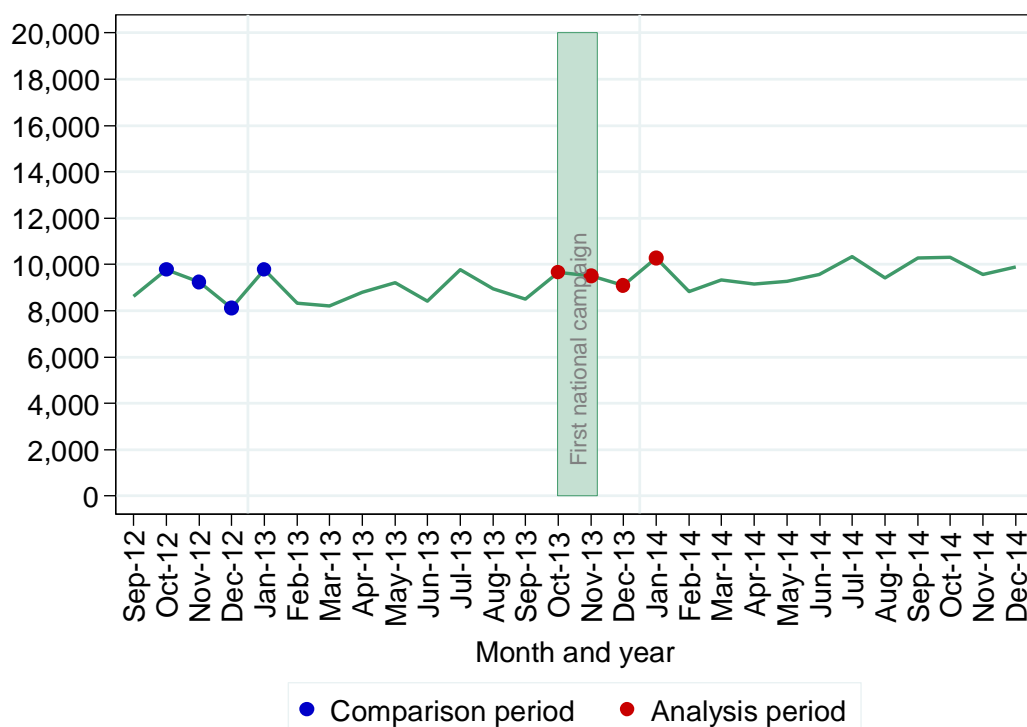
Comparing the months October 2013 to January 2014 with October 2012 to January 2013, there was a 4.5% increase in the number of ultrasounds for individuals aged 50 and over, and a 0.4% increase in the number of ultrasounds in all ages (Table 1). However, the changes in the number of ultrasounds were not statistically significant. Figure 1 shows that the trend in the number of ultrasounds was fairly stable from January 2012 to December 2014.

**Table 1: Number of ultrasounds in October 2012 to January 2013 and October 2013 to January 2014, England**

Tests	Age group	October 2012 to January 2013	October 2013 to January 2014	Percentage change
Number of imaging test	50 and over	36,915	38,565	4.5
	All ages	75,755	76,030	0.4

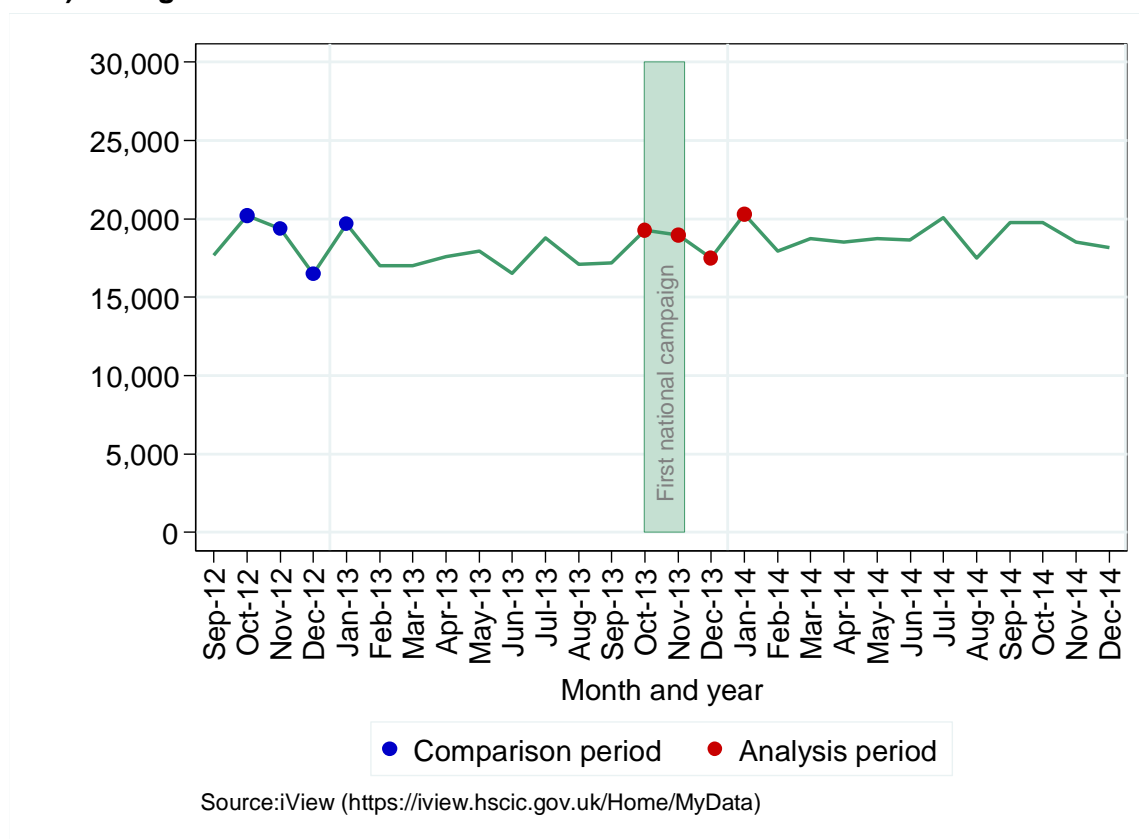
**Figure 1: Monthly number of ultrasounds in September 2012 to December 2014, England**  
a) 50 and over b) All ages

**a) 50 and over**



Source: iView (<https://iview.hscic.gov.uk/Home/MyData>)

## b) All ages



## Conclusions

The first national blood in pee campaign did not appear to have an impact on the number of kidney and bladder ultrasounds carried out.

Other metrics being evaluated include the Cancer Waiting Times referrals, conversion and detection 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](http://www.ncin.org.uk/be_clear_on_cancer)

[www.nhs.uk/be-clear-on-cancer/](http://www.nhs.uk/be-clear-on-cancer/)