



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

**Caveats:** This summary presents the results of the metric on GP attendances. 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.

### GP attendances

#### 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 message

The 2014 campaign appears to have led to a statistically significant increase in GP attendances for blood in pee, for people of all ages and for people aged 50 and over.

#### Metric: GP attendances

This metric considers whether the campaign had an impact on the number of people visiting a GP to report the symptom of visible blood in pee (macroscopic haematuria).

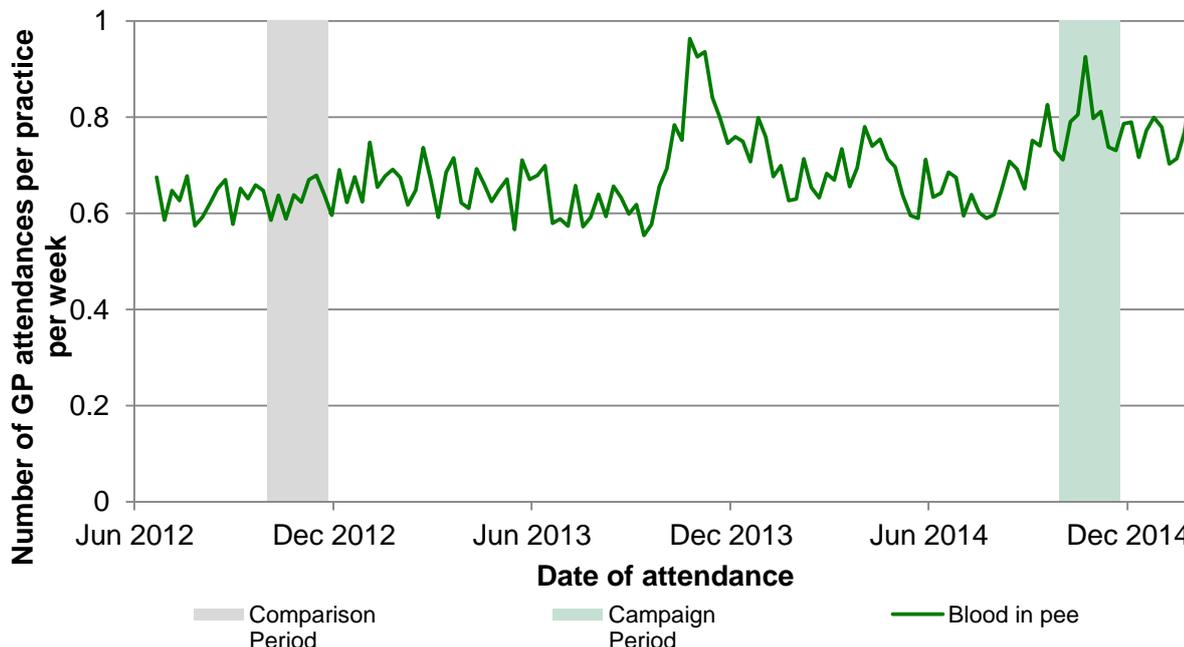
Data on GP attendances for blood in pee and a control symptom (back pain) were sourced from The Health Improvement Network (THIN) database for the period 2 July 2012 to 15 February 2015. The data was grouped into weekly samples and adjusted to account for bank holidays. Information on the number of GP practices submitting data each week (which decreased from 431 to 290 practices over the period considered<sup>1</sup>) was also extracted, to enable the calculation of the average number of attendances per practice per week.

Analysis considered three periods; a ten week pre-campaign period (4 August 2014 to 12 October 2014), an eight week campaign period (13 October 2014 to 7 December 2014) and a ten week post-campaign period (8 December 2014 to 15 February 2015). It compared the average number of GP attendances per practice per week during these periods in 2014/15 with the same periods two years earlier, in 2012/13<sup>2</sup>.

#### Results

The average number of GP attendances per practice per week for blood in pee peaked during the first national blood in pee campaign, October to November 2013, and appears to have remained higher during 2014 than before this campaign (Figure 1). It appears to have peaked again during the second national blood in pee campaign.

**Figure 1: Average number of GP attendances, per practice per week, for blood in pee, 2 July 2012 to 15 February 2015, all ages**



Source: The Health Improvement Network

During the 2014 campaign period, the average number of attendances for people of all ages for blood in pee symptoms showed a statistically significant increase of 24.7% ( $p < 0.001$ ) compared with the same period in 2012 (from 0.63 visits per practice per week in 2012 to 0.79 visits per practice per week in 2014). The number of GP attendances for blood in pee symptoms was also significantly higher in the pre-campaign and post-campaign periods in comparison with the same periods in 2012/13, with a percentage increase of 10.4% and 15.5% respectively.

In comparison, results for the control symptom (back pain) showed a small increase which was not statistically significant (0.7% increase,  $p = 0.41$ ), from 10.67 visits per GP practice per week in 2012 to 10.74 visits per practice per week during the 2014 campaign period.

During the campaign period the number of attendances for people aged 50 and over for blood in pee symptoms showed a statistically significant increase of 17.3% ( $p < 0.001$ ), from 0.46 visits per practice per week in 2012 to 0.54 visits in 2014. The number of GP attendances for blood in pee symptoms was also significantly higher in the pre-campaign and post-campaign periods in comparison with the same periods in 2012/13, with a percentage increase of 8.2% and 15.6% respectively.

The largest, statistically significant increases in the number of attendances for blood in pee symptoms during the campaign period, compared to the same period in 2012, were for those aged 50 to 59 (48% increase,  $p < 0.001$ ), those aged under 50 (44% increase,  $p < 0.001$ ) and women (38% increase,  $p < 0.001$ ).

## Conclusions

There was a statistically significant increase in the number of GP attendances for blood in pee symptoms before, during and following the second national blood in pee campaign in comparison to the same periods in 2012/13, with the largest increase seen during the campaign.

Other metrics being evaluated include the number of urgent GP referrals for suspected cancer, 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/)

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<sup>1</sup> Compared to all practices nationally, these practices had a similar age-sex population structure, but a less deprived population on average.

<sup>2</sup> Data was not compared to the same period in the previous year (2013/14) as data for this period may be affected by the first national blood in pee campaign which ran in England from 15 October 2013 to 20 November 2013.