



Be Clear on Cancer: Second national respiratory campaign, 2017

Caveats: This summary presents the results of the metric on echocardiograms. 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.

Echocardiograms

The campaign

The first national respiratory symptoms campaign ran from 18 May to 31 August 2017 in England.

The campaign's key messages were:

- 'If you've had a cough for three weeks or more, it could be a sign of lung disease, including cancer. Finding it early makes it more treatable. So don't ignore it, tell your doctor.'
- 'If you get out of breath doing things you used to be able to do, it could be a sign of lung or heart disease, or even cancer. Finding it early makes it more treatable. So don't ignore it, tell your doctor.'

Key message

The second respiratory campaign did not appear to have an impact on the number of echocardiograms carried out during or following the campaign.

Metric: Number of echocardiograms

This metric considers whether the first respiratory campaign had an impact on the number of echocardiograms performed by the NHS.

Data was sourced from the [NHS Monthly Diagnostic Waiting Times and Activity dataset](#) as published on the 11 January 2018. As a previous wave of the respiratory campaign ran nationally in 2016, the analysis period was May to September 2017 and this was compared with the same months in 2015.

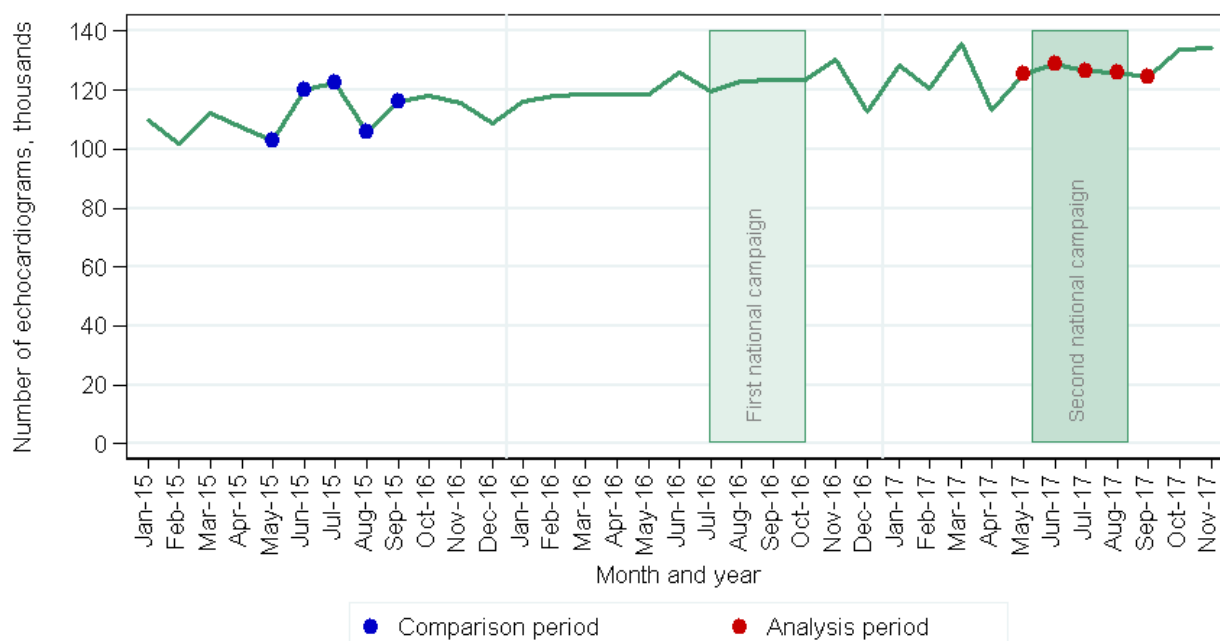
Results

Comparing the months May to September 2017 with May to September 2015, there was a statistically significant difference in the average number of echocardiograms per month ($p=0.027$). Comparing these two periods, the average number of echocardiograms per month increased by 11.3% from 113,387 in 2015 to 126,257 in 2017 (Table 1). However, as Figure 1 illustrates, this result appears to be in line with long term trends.

Table 1: Average number of echocardiograms, campaign period and comparison period in the preceding year, all ages, England

Test	May - September 2015	May - September 2017	Percentage change
Echocardiogram	113,387	126,257	11.3%

Figure 1: Monthly number of echocardiograms, January 2015 to November 2017, all ages, England.



Source: NHS Monthly Diagnostic Waiting times and Activity published 11 January 2018

Conclusions

The second respiratory campaign did not appear to have an impact on the number of echocardiograms carried out.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversation rates, numbers of cancers diagnosed, stage at diagnosis and one-year survival. A full evaluation on the campaign metrics will be published as a final report when all 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 and www.nhs.uk/be-clear-on-cancer/