



Be Clear on Cancer: Third national breast cancer in women over 70 campaign, 2018

Caveats: This summary presents the results of the metric on cancer diagnoses recorded in the Cancer Waiting Times database. 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.

Cancer diagnoses recorded in the Cancer Waiting Times database

Key message

The third national breast cancer campaign appears to have had an impact on the number of breast cancer diagnoses in the CWT database for women aged 70 years and over.

The campaign

The third national breast cancer in women over 70 campaign ran from 22 February 2018 to 31 March 2018 in England.

The core campaign messages were:

- 'One in 3 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.'

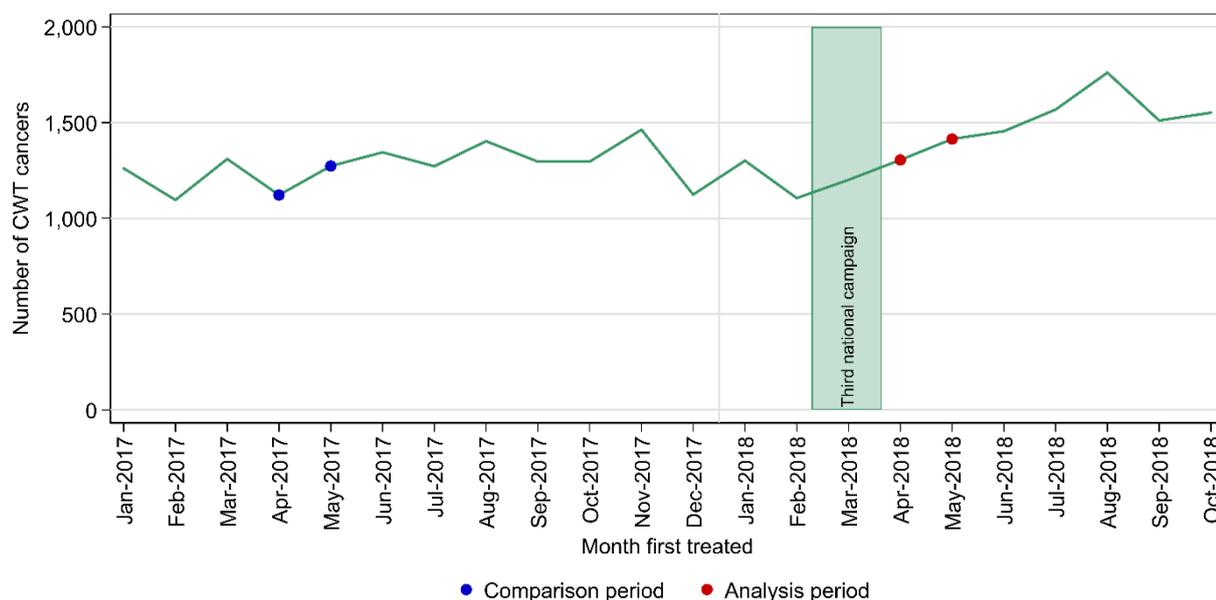
Metric: Cancer diagnoses recorded in the CWT database

This metric considers whether the third national breast cancer in women over 70 campaign had an impact on all breast cancer diagnoses recorded in the Cancer Waiting Times (CWT) database. It uses data from the National Cancer Waiting Times Monitoring Data Set, provided by NHS England, presented by month of first treatment. The analysis period was April to May 2018 compared to the same 2 months in 2017. Breast cancer cases were defined as those with an ICD-10 diagnosis code of C50 or D05.

Results

There was a statistically significant increase of 14% in the number of CWT breast cancer diagnoses in England for women aged 70 years and over between April to May 2017 and April to May 2018, from 2,395 to 2,719 diagnoses ($p < 0.001$) (Figure 1).

Figure 1: Monthly number of breast cancer diagnoses recorded in the Cancer Waiting Times database, from January 2017 to October 2018, England, women aged 70 years and over



There were statistically significant increases in the number of breast cancer diagnoses in the CWT database for women aged 70 years and over between April to May 2017 and April to May 2018 for the 3 least deprived quintiles only (quintile 1: 22%; $p < 0.001$, quintile 2: 14%; $p = 0.017$, and quintile 3: 16%; $p = 0.014$).

Between April to May 2017 and April to May 2018 there was no statistically significant change in the number of breast cancer diagnoses in the CWT database for women aged under 70 years.

Conclusions

There was a statistically significant increase in the number of breast cancer diagnoses in the CWT database for women aged 70 years and over.

The third national breast campaign appears to have had an impact on the number of breast cancer diagnoses in the CWT database for women aged 70 years and over.

Other metrics being evaluated include 2-week wait referrals, cancer diagnoses resulting from a 2-week wait referral, number of cancers diagnosed and stage at diagnosis.

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 (for example 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 (for example symptom awareness and GP attendance with relevant symptoms) and use of the healthcare system (for example urgent GP referrals for suspected cancer), compared to disease metrics (for example incidence and stage at diagnosis).

Find out more about Be Clear on Cancer at:

www.ncin.org.uk/be_clear_on_cancer

www.nhs.uk/be-clear-on-cancer/