



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

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

### Diagnostics in secondary care

#### The campaign

The second national blood in pee campaign ran from 13 October 2014 to 23 November 2014 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 evidence to suggest the second national blood in pee campaign had an impact on the number of kidney and bladder ultrasounds carried out.

#### Metric: Diagnostics in secondary care

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

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 (<https://iview.hscic.gov.uk/Home/About>). The data contains details of referrals by GPs, consultants and other healthcare professionals.

This metric compares the difference in the monthly number of ultrasounds between the analysis period of October 2014 to January 2015 and the comparison period of October 2013 to January 2014.

#### Results

Comparing the months October 2014 to January 2015 with October 2013 to January 2014, there was a 0.1% decrease in the number of ultrasounds for individuals aged 50 and over, and a 0.2% increase in the number of ultrasounds in all ages (Table 1). However, the changes in the number of ultrasounds were not statistically significant.

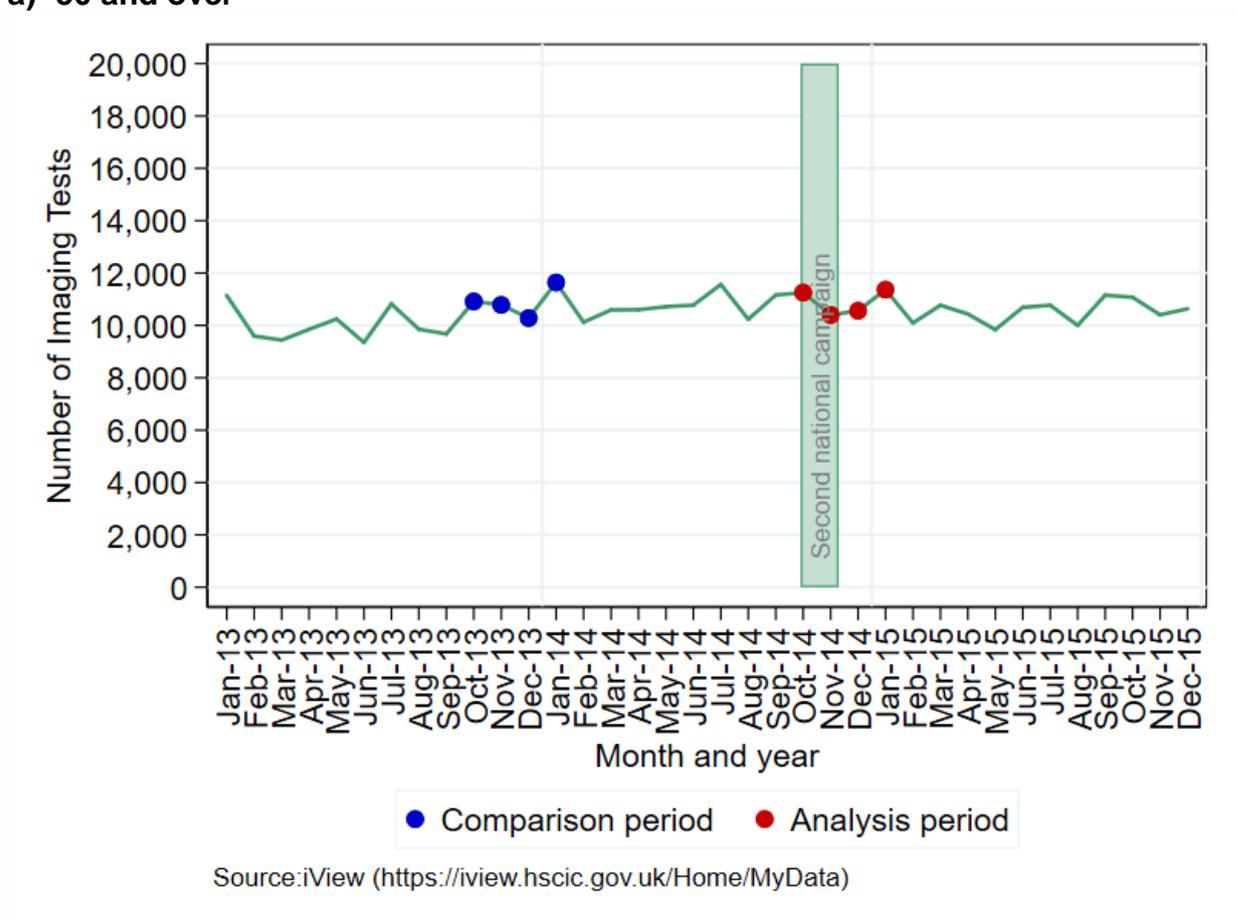
Figure 1 shows that the trend in the number of imaging tests was fairly stable from January 2013 to December 2015.

**Table 1: Number of ultrasounds in October 2013 to January 2014 and October 2014 to January 2015, England**

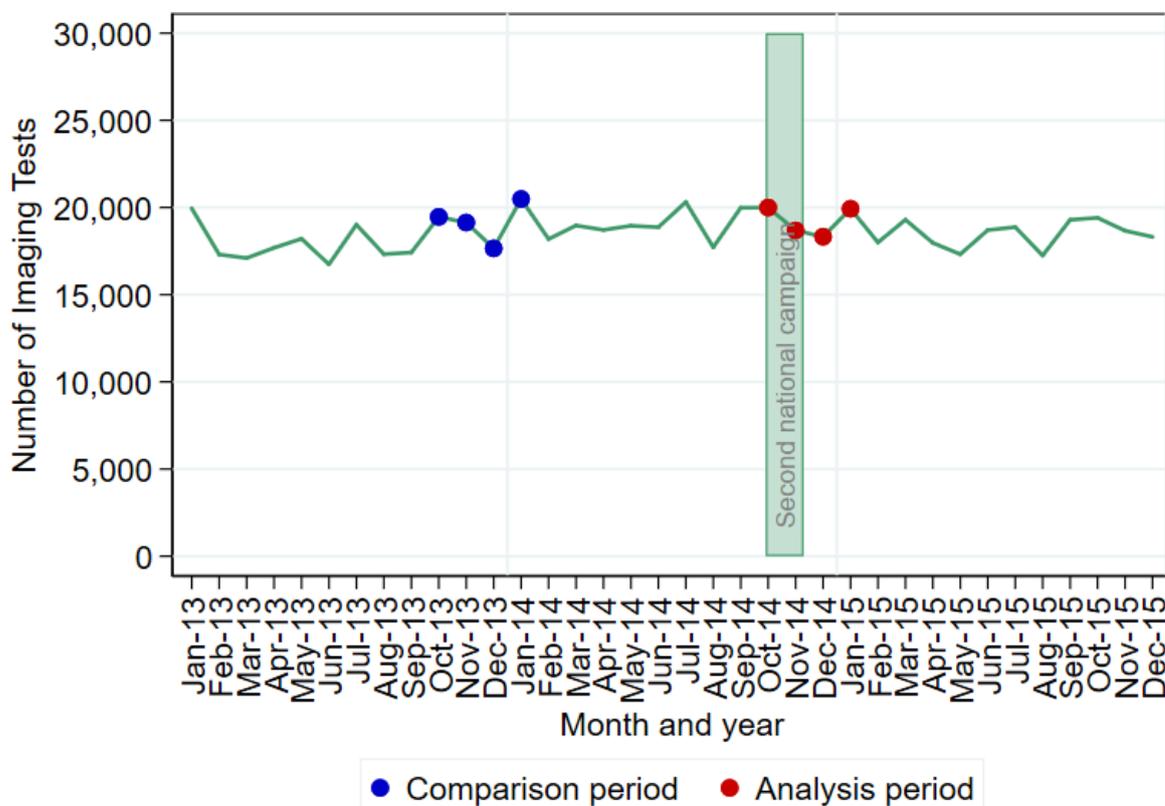
Tests	Age group	October 2013 to January 2014	October 2014 to January 2015	Percentage change
Number of imaging tests	50 and over	43,620	43,580	-0.1
	All ages	76,750	76,940	0.2

**Figure 1: Monthly number of ultrasounds in January 2013 to December 2015, England a) 50 and over b) All ages**

a) 50 and over



## b) All ages



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

## Conclusions

There appears to have been no change in the number of kidney and bladder ultrasounds carried out

There was no evidence to suggest the second national blood in pee campaign had 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 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 (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](http://www.ncin.org.uk/be_clear_on_cancer)

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