



## Be Clear on Cancer: Local skin cancer campaign, 2014

**Caveats:** This summary presents the results of the metric on cancers diagnosed. 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 of the campaign incorporating a full evaluation of all the metrics is published separately. These metrics should not be considered in isolation.

### Cancers diagnosed

#### The campaign

A local skin cancer campaign ran from 16 June 2014 to 27 July 2014 in parts of the South West Strategic Clinical Network: Devon, Somerset and Cornwall.

The core campaign message was:

- 'A change to a mole isn't the only sign of skin cancer – if you notice any unusual or persistent changes to your skin go to your doctor.'

#### Key message

The local skin cancer campaign appears to have had an impact on the numbers of malignant melanoma diagnosed in Devon, Somerset and Cornwall.

#### Metric: Cancers diagnosed

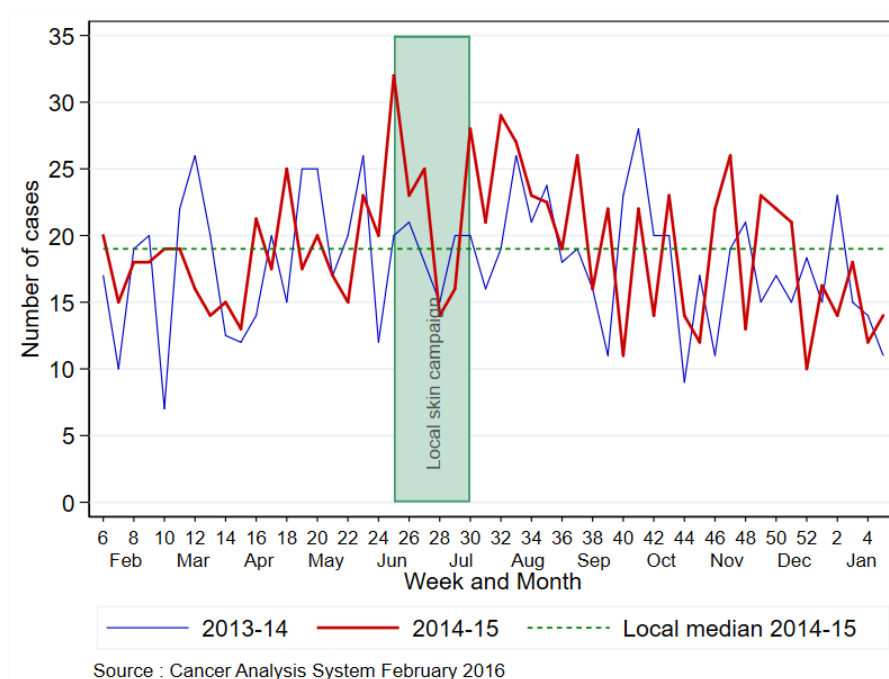
This metric considers whether the local skin cancer campaign had an impact on the number of newly diagnosed cases of malignant melanoma (ICD-10 C43), for men and women of all ages resident in Devon, Somerset and Cornwall (identified using Sustainability Transformation Partnerships).

Data was extracted from the national cancer analysis system for the diagnosis period February 2013 to January 2015. The analysis period was defined as two weeks after the start of the campaign (week 27 of 2014) to two months after the end of the campaign (week 39 of 2014). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for February 2014 to January 2015. The campaign was considered to have a possible impact if a) the numbers of cases per week were the same or higher than the median for five or more consecutive weeks and b) this sustained period started during the analysis period.

#### Results

The numbers of malignant melanoma diagnosed were the same as or higher than the 2014 to 2015 median for the weeks 30 to 37 of 2014 (Figure 1). During this eight-week period, an additional 44 cases were diagnosed compared with the expected number based on the median (152 cases).

**Figure 1: Number of newly diagnosed cases of malignant melanoma by week, Devon, Somerset and Cornwall, February 2013 to January 2015, all ages**



## Conclusions

There was a sustained period where the number of malignant melanoma diagnosed in Devon, Somerset and Cornwall was higher than the median.

The local skin campaign appears to have had an impact on the numbers of malignant melanoma diagnosed in Devon, Somerset and Cornwall. However, caution must be applied as these results are based on small numbers.

Other metrics being evaluated include urgent GP referrals, conversion and detection rate, early stage at diagnosis and one-year survival.

## 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, 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)