



## Be Clear on Cancer: First national breast cancer in women over 70 awareness campaign, 2014

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

### Diagnostics in secondary care

#### The campaign

The first national breast cancer in women over 70 awareness campaign ran from 3 February 2014 to 16 March 2014 in England.

Two core campaign messages were promoted:

- ‘One in three 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.’

#### Key messages

The first national breast cancer in women over 70 campaign appears to have had an impact on the number of breast ultrasounds and mammograms.

#### Metric: Diagnostics in secondary care

This metric considers whether the first national breast cancer campaign had an impact on the number of imaging tests conducted by the NHS. These include ultrasound of the breast and mammograms.

The data on the total number of breast ultrasounds and mammograms (hereafter referred to as ultrasounds and mammograms) were 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 and mammograms between the analysis period of February to May 2014 and the comparison period of February to May 2013.

## Results

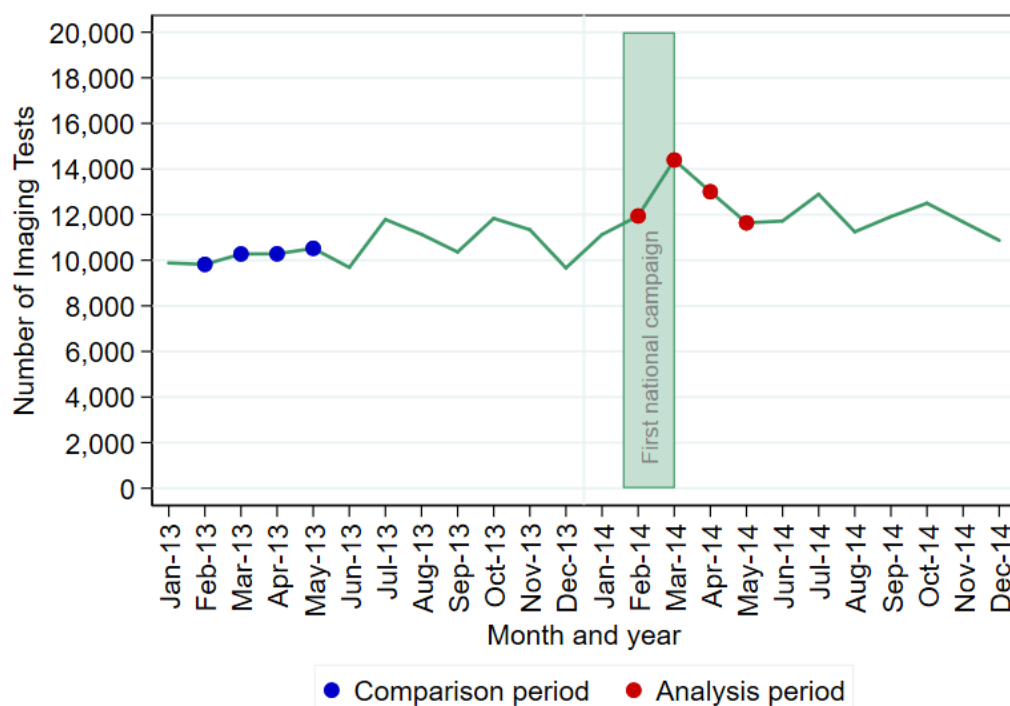
Comparing the months February to May 2014 with February to May 2013, there was a statistically significant increase of 24.7% ( $p=0.024$ ) in the number of ultrasounds and mammograms for women over 70 years of age, and a 13.4% ( $p=0.005$ ) increase in the number of ultrasounds and mammograms for women of all ages (Table 1). Figure 1 shows the trend in the number of ultrasounds and mammograms in 2013 and 2014 showing an increase around the time of the campaign.

**Table 1: Number of ultrasounds and mammograms in February 2013 to May 2013 and February 2014 to May 2014, England**

Tests	Age group	February 2013 to May 2013	February 2014 to May 2014	Percentage change
Number of imaging tests	Women over 70	40,890	50,980	24.7
	Women of all ages	277,755	314,875	13.4

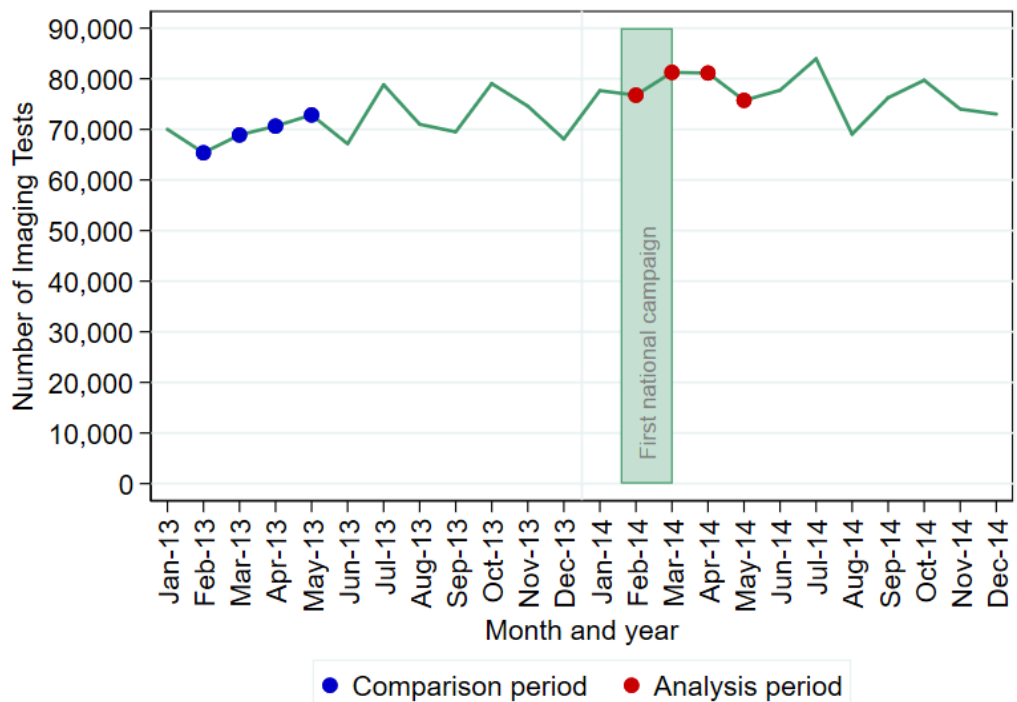
**Figure 1: Monthly number of ultrasounds and mammograms, January 2013 to December 2014, England a) Women over 70 b) Women of all ages**

### a) Women over 70



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

### b) Women of all ages



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

## Conclusions

There was a statistically significant increase in the number of breast ultrasounds and mammograms for women aged over 70 years and of all ages, which appears to be above the long-term trend.

The first national breast cancer in women over 70 campaign appears to have had an impact on the number of breast ultrasounds and mammograms.

Other metrics being evaluated include urgent GP referrals, conversion and detection rate, numbers of cancers diagnosed, 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 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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