



## Be Clear on Cancer: Second national respiratory symptoms campaign, 2017

**Caveats:** This summary presents the results of the metric on cancers diagnosed. 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.

### Cancers diagnosed

#### The campaign

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

The core campaign 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 messages

The second national respiratory symptoms campaign may have had some impact on the number of lung cancers diagnosed.

#### Metric: Cancers diagnosed

This metric considers whether the second national respiratory symptoms campaign had an impact on the number of newly diagnosed cases of lung cancer (ICD-10 C33-34), for men and women aged 50 years and over, and for all ages combined.

Data was extracted from the national cancer analysis system for the diagnosis period January 2015 to December 2017. The data was grouped into weeks and adjusted to account for bank holidays. Analysis considered the number of lung cancers diagnosed in the analysis period compared to the number of cancers diagnosed in the same period in 2015<sup>1</sup>. The analysis period was defined as two weeks after the start of the campaign (week 22 of 2017) to two months after the end of the campaign (week 44 of 2017).

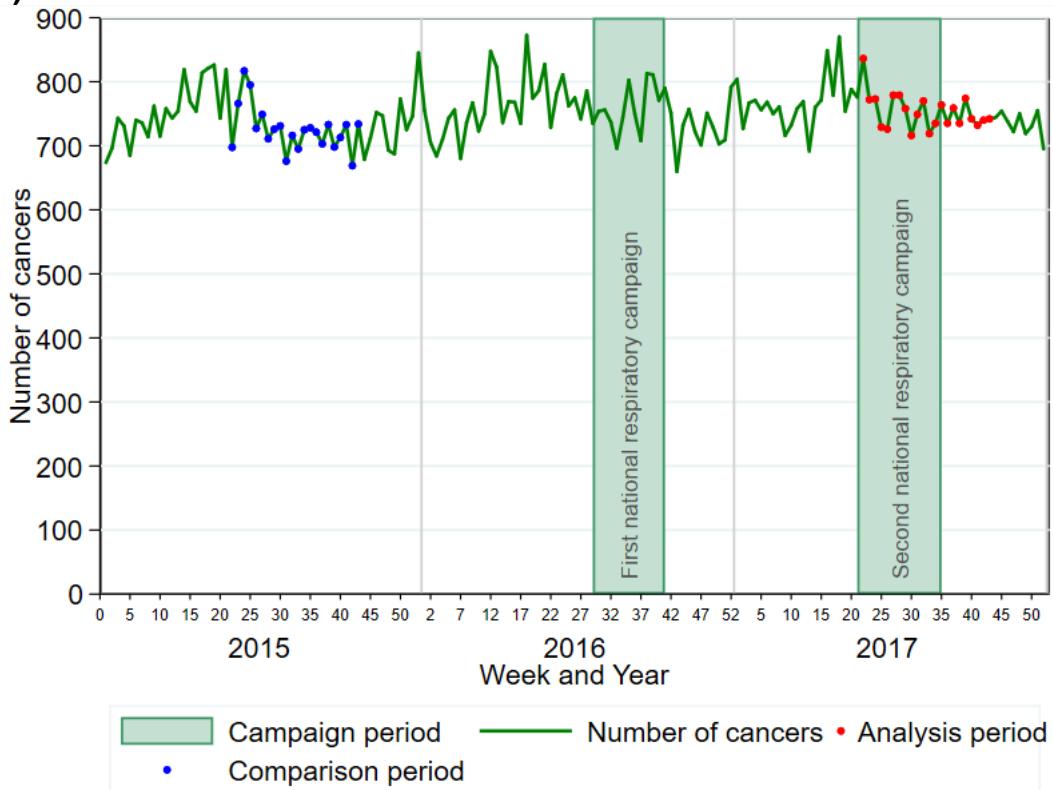
<sup>1</sup> Data was not compared to the same period in the previous year (2016) as data for this period may be affected by the first national respiratory symptoms campaign which ran from 14 July 2016 to 16 October 2016.

## Results

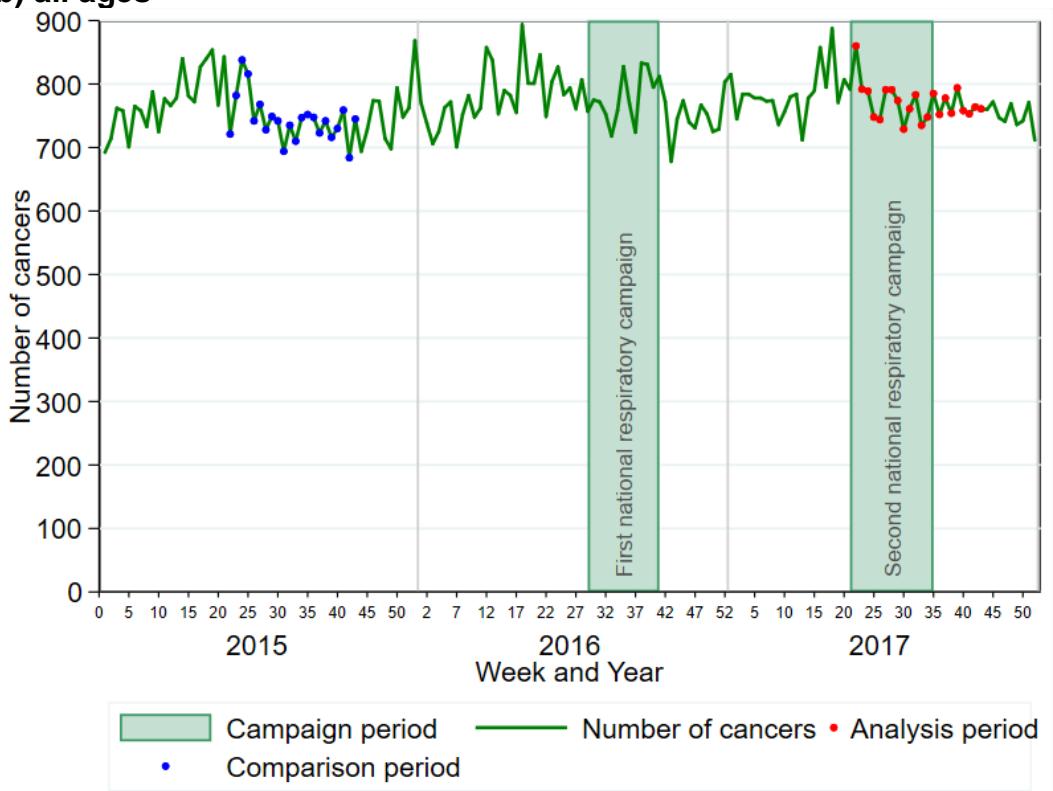
During the analysis period, the number of lung cancers diagnosed increased by a statistically significant 4% (16,371 in 2015 to 16,944 in 2017) for persons of all ages combined and by 4% (15,964 in 2015 to 16,564 in 2017) for persons aged 50 years and over. For both age groups, there was an increasing trend in the number of lung cancers diagnosed between 2015 and 2017 (Figures 1a and 1b).

When split by gender, increases in the number of lung cancers diagnosed between the analysis periods in 2015 and 2017 were seen for both males (3%, all ages combined) and females (4%, all ages combined), however, were only statistically significant for females.

**Figure 1: Number of newly diagnosed cases of lung cancer by week, England, January 2015 to December 2017, a) 50 and over and b) all ages**  
**a) 50 and over**



**b) all ages**



## Conclusions

There was a statistically significant increase in the number of lung cancers diagnosed, though this appears to be in line with the long-term trend.

The second national respiratory symptoms campaign may have had some impact on the number of lung cancers diagnosed.

Other metrics being evaluated include GP attendance, urgent GP referrals, conversion and detection rates and emergency presentations.

## 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)

[www.nhs.uk/be-clear-on-cancer](http://www.nhs.uk/be-clear-on-cancer)