

# Be Clear on Cancer

## 2013 Awareness and Early Diagnosis of Ovarian Cancer Campaign

Gynae NSSG Leads Meeting  
23<sup>rd</sup> November 2012



## Policy background

### ***Improving Outcomes: A Strategy for Cancer (Jan 2011)***

- Sets out the Government's ambition to save an additional 5,000 lives p.a. by 2014/15.  
This would bring survival in England up to the average for Europe.
- £450 million over this Spending Review period to support work to improve earlier diagnosis, including funding extra diagnostic tests and treatments

### ***The Operating Framework for the NHS 2011/12***

- Expects the NHS to implement IOSC and ensure patients have timely access to diagnosis and treatment.



## National Awareness and Early Diagnosis Initiative

- Low awareness, amongst the public, of symptoms of cancer and report barriers to seeing their GP
- Strategy to prioritise cancers by number of “avoidable deaths”
- Use expert panels, and qualitative testing with GPs and the target audience to develop messages and materials
- Local testing → regional pilots → national campaigns
- Local/ regional campaigns: breast cancer in women over 70, kidney and bladder cancer, oesophago-gastric cancer
- National campaigns to date: lung and bowel cancer



## Ovarian local pilot campaign 14 January to 21 March 2013

### Aims

- Raise awareness amongst the public of the key symptoms of persistent abdominal distension - commonly known as bloating
- Encourage those with relevant symptoms to visit their GP
- Communicate with GPs about the campaign – messages are in line with NICE guidance
- In the long term, to increase the number of ovarian cancers diagnosed at an earlier stage, to facilitate earlier treatment and better outcomes.

### Target Audience

- Women aged over 50

## Draft poster/ press ad

Dr Ian Watson

**Feeling bloated, most days, for 3 weeks could be a sign of ovarian cancer.**

Chances are it's nothing to worry about, but finding it early makes it more treatable. So if you can't get rid of that bloated feeling, tell your doctor.

**BE CLEAR ON CANCER**

[nhs.uk/persistentbloating](http://nhs.uk/persistentbloating)

Dr Alison Wint

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## Pilot sites

We are testing the impact of different campaign approaches that could be rolled out nationally, in the future:

- Anglia and Essex – radio and press advertising only
- Thames Valley - radio and press advertising, and network led community engagement and PR
- Yorkshire and NE Yorkshire and Humber - radio and press advertising, and network led community engagement and PR
- North Trent - network led community engagement only



## Support for primary and secondary care

- Campaign briefing sheets and web content for GPs, GP Practise Staff and Pharmacists
- Network level activities
  - Approx £3 million to cancer networks in 2011/12 to support delivery, and clinical and community engagement of all Be Clear on Cancer campaigns
- Second strand of NAEDI activity supports primary care (eg decision support tools and access to diagnostics)



## Evaluation

- Be Clear on Cancer campaigns are subject to comprehensive evaluation coordinated by Cancer Research UK
- Evaluation metrics have been selected to reflect the different points along the patient pathway
- The nature of some of the data means that evaluation results can take months to come through

**Thank You for Listening**

**Any questions?**

**Please contact  
“[Karen.Iles@dh.gsi.gov.uk](mailto:Karen.Iles@dh.gsi.gov.uk)”**

