

Be Clear on Cancer

2013 Awareness and Early Diagnosis of Ovarian Cancer Campaign

Gynae NSSG Leads Meeting
23rd 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

The poster features a male doctor, Dr Ian Watson, in a white coat and stethoscope, holding a dark balloon with the text "3 weeks" written on it. The NHS logo is in the top right corner. The background is white. Below the image is a green section with white text.

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

The poster features a female doctor, Dr Alison Wint, in a dark top and stethoscope, holding a dark balloon with the text "3 weeks" written on it. The NHS logo is in the top right corner. The background is white. Below the image is a green section with white text.

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

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”**

