



Be Clear on Cancer: Second national lung cancer awareness campaign, 2013

Caveats: This summary presents the results of the metrics on cancer diagnoses recorded in the Cancer Waiting Times database and detection rate. 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 about the campaign is not included here as this requires a full evaluation of all the metrics. The full evaluation will be part of the final campaign report which will be published in due course. These metrics should not be considered in isolation.

Cancer diagnoses recorded in the Cancer Waiting Times database and detection rate

The campaign

The second national lung cancer awareness campaign ran from 2 July 2013 to 11 August 2013 in England.

The campaign's key message was:

- 'Been coughing for three weeks? Tell your doctor.'

Key message

There were no statistically significant differences in the number of lung cancer diagnoses recorded on the Cancer Waiting Times database or in the lung cancer detection rate during and following the second national lung cancer awareness campaign.

Metric: Cancer diagnoses recorded in the CWT database

This metric considers whether the second national lung cancer awareness campaign had an impact on all lung cancer diagnoses recorded in the Cancer Waiting Times (CWT) database.

Metric: Detection rates

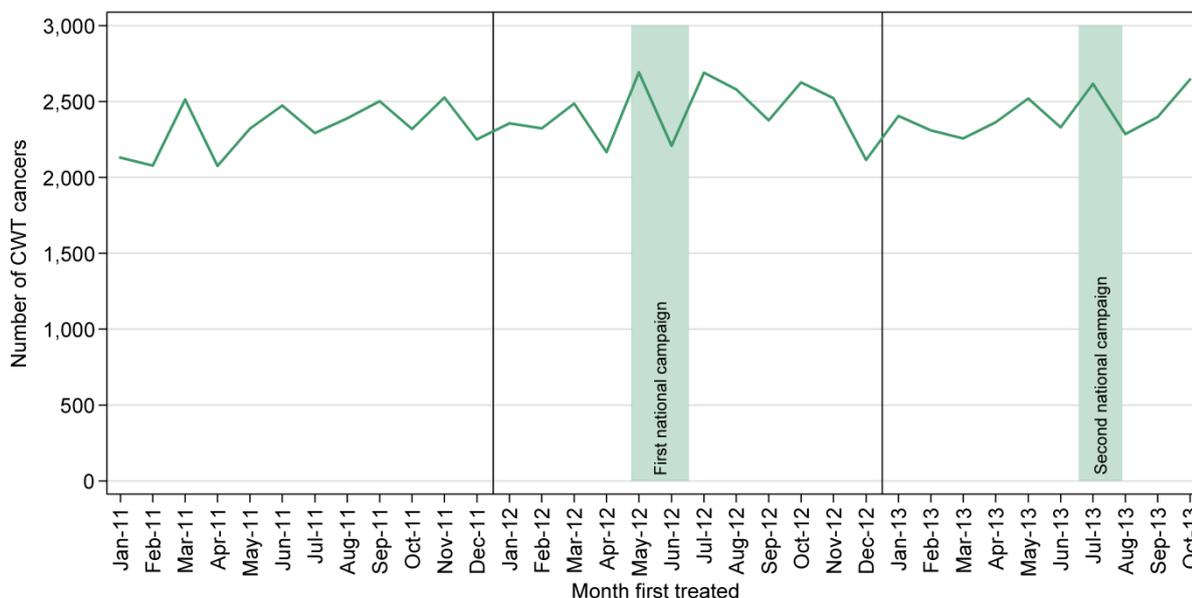
This metric considers whether the campaign had an impact on the proportion of new CWT recorded lung cancer diagnoses which resulted from an urgent GP referral for suspected lung cancer, often referred to as two week wait referrals.

Data are taken from the National Cancer Waiting Times Monitoring Data Set, provided by NHS England. Results are presented by month of first treatment. Taking into consideration the average interval from date first seen to treatment start date, analysis considers the impact of the second national campaign for these two metrics with data from August 2013 onwards. As an earlier wave of the campaign was conducted in 2012, the analysis compared the period August to October 2013 with the same three months in 2011. Lung cancer cases were defined as those with an ICD-10 diagnosis code of C33-C34, C37-C39 or C45.

Results

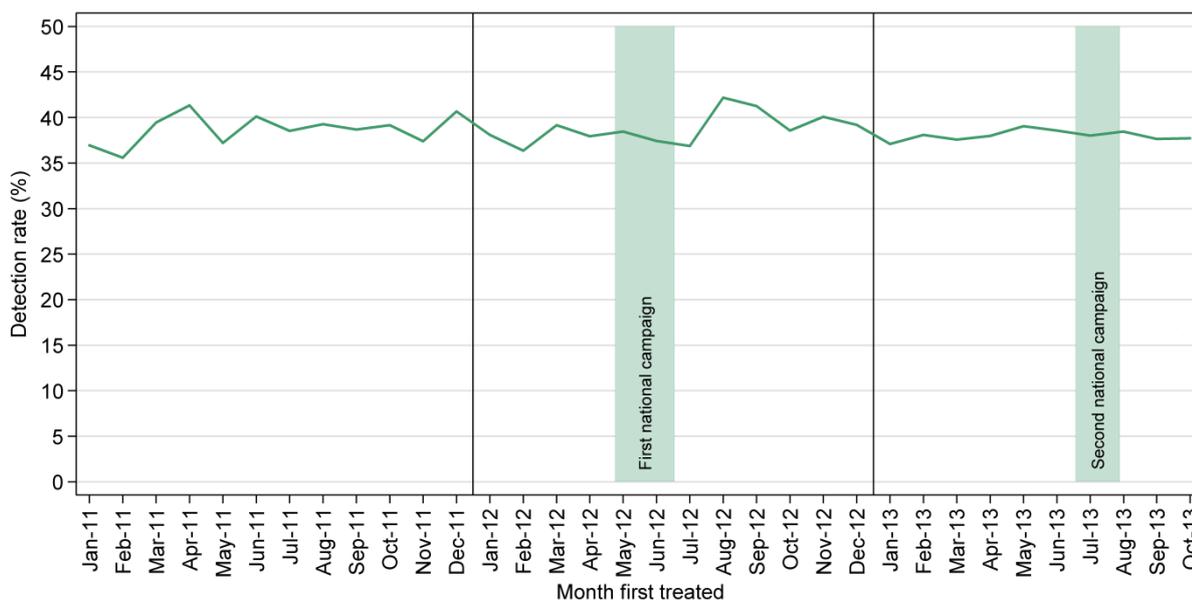
The number of lung cancer diagnoses recorded in the CWT database in August-October 2013 (7,328) did not differ significantly from the number in August to October 2011 (7,209) (Figure 1).

Figure 1: Monthly number of lung cancer diagnoses recorded in the CWT database, January 2011 to October 2013, England



In England, the detection rate for lung cancer diagnoses in August to October 2013, 38%, was similar to the rate in August to October 2011, 39% (Figure 2).

Figure 2: Monthly detection rates for lung cancer diagnoses, January 2011 to October 2013, England



Conclusions

The second national lung cancer awareness campaign did not appear to have an impact on the number of lung cancer diagnoses recorded on the CWT database or the detection rate, with no significant changes observed for these metrics.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversation rates, numbers of cancers diagnosed, stage at diagnosis and one-year survival. A full evaluation report will be published on the campaign metrics when all of the results are available.

Considerations

In general, cancer incidence is increasing which may have an impact on trends over time for this and other metrics; 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 (eg 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 (eg symptom awareness and GP attendance with relevant symptoms) and use of the healthcare system (eg urgent GP referrals for suspected cancer), compared to disease metrics (eg incidence, stage at diagnosis, and survival).

Find out more about Be Clear on Cancer at:

www.ncin.org.uk/be_clear_on_cancer

www.nhs.uk/be-clear-on-cancer