



## Be Clear on Cancer: Third national blood in pee campaign, 2016

**Caveats:** This summary presents the results of the metric on emergency presentations. 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.

### Emergency Presentations

#### The campaign

The third national blood in pee campaign ran from 15 February 2016 to 31 March 2016 in England.

The campaign's key message was:

- 'If you notice blood in your pee, even it's just the once, tell your doctor.'

#### Key messages

Based on the proxy measure, there were no significant differences in the proportions of bladder or kidney cancers diagnosed through emergency presentation in England for the campaign year (2016) compared to 2015.

#### Metric: Proxy for Emergency Presentations

The Hospital Episode Statistics (HES) derived emergency presentation metric is calculated from inpatient data and uses the methodology set out in the cancer outcomes metric specification.<sup>1</sup> It measures the proportion of diagnoses of kidney and bladder cancer that first presented as an emergency.

Data were extracted on 6 February 2017 for persons admitted in 2015 and 2016, resident in England with a primary diagnosis of bladder cancer (ICD-10 C67) or kidney cancer (ICD-10 C64-C66, C68). Numbers do not include persons diagnosed via other routes, for example outpatient or general practice settings.

For each month, the proportion was calculated as the number of first inpatient admissions with bladder or kidney cancer presenting through an emergency route, divided by the total number of first inpatient admissions with these cancers, multiplied by 100. Binomial confidence intervals were calculated using the Wilson score method. Results for the campaign year (2016) were compared to the previous year (2015).

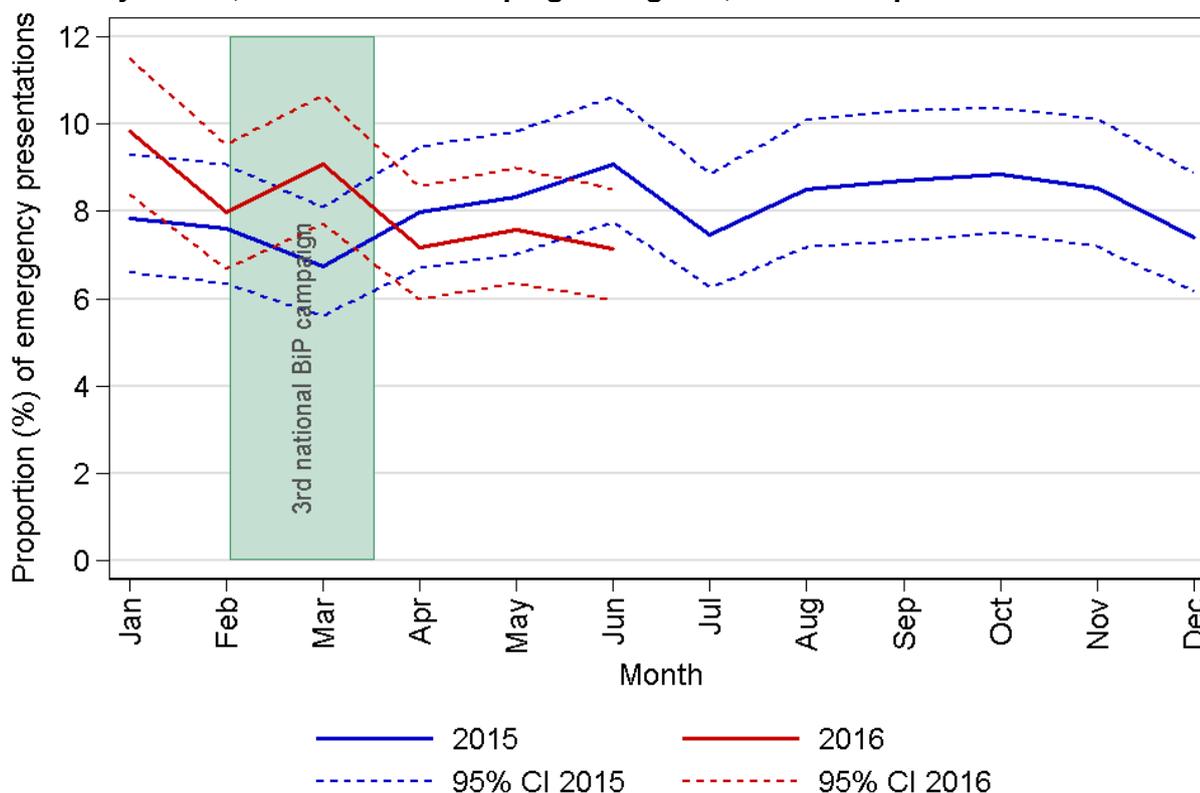
<sup>1</sup> Public Health England. Indicator Specification: Proportion of cancer admissions diagnosed for the first time via emergency presentation. 2015.

## Results

There were 17,832 persons admitted with bladder cancer in 2015 and 1,440 were diagnosed through emergency presentation. Up to June 2016, there were 8,957 and 725 respectively.

There were no significant differences in the proportions of bladder cancers diagnosed via emergency presentation in England in 2016 compared to 2015. The proportions of patients with bladder cancer diagnosed via emergency presentation during the campaign period were 8% in February 2016 and 9.1% in March 2016 compared to 7.6% and 6.7% for the same months in 2015 (Figure 1).

**Figure 1: Proportion of emergency presentations and 95% confidence intervals for bladder cancer by month, third national campaign - England, 2015 and up to June 2016**



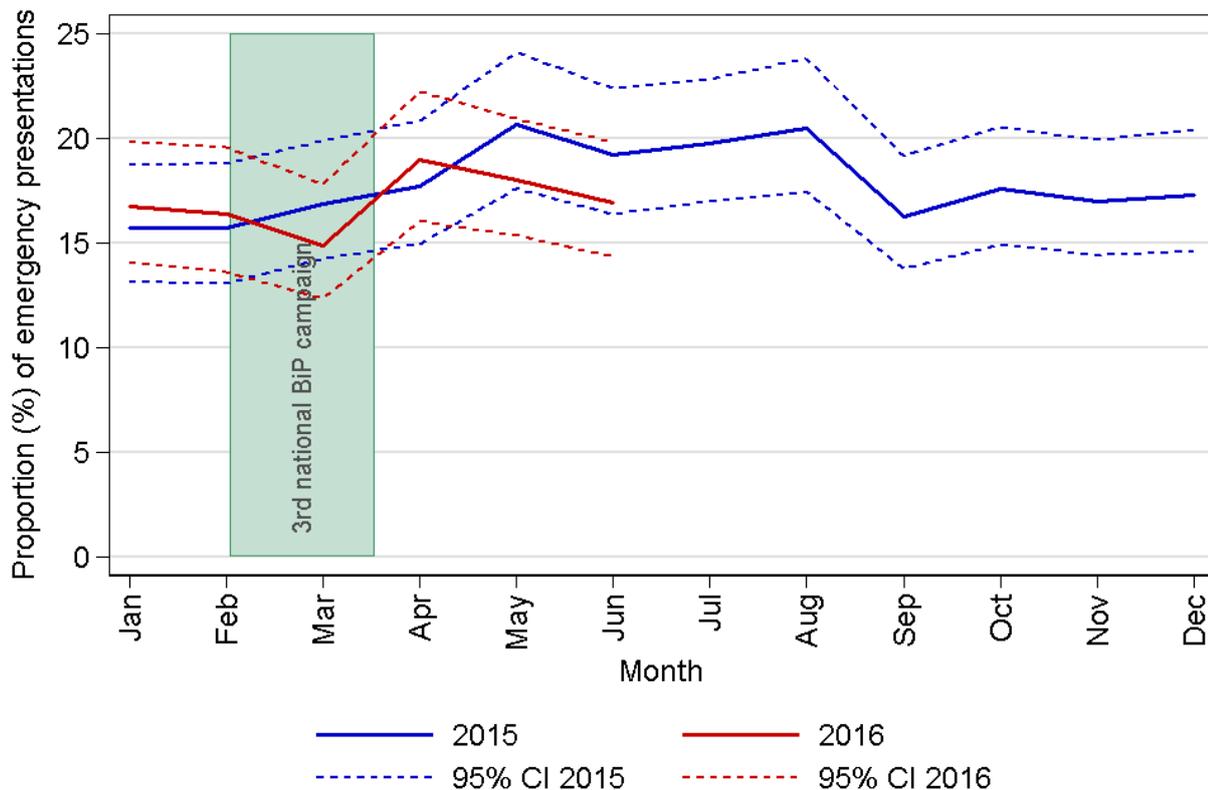
3rd national BiP campaign 15 Feb – 31 Mar 2016

Source: NCRAS Cancer Analysis System & the PHE Admitted Patient Care HES database

There were 7,967 persons admitted with kidney cancer in 2015 and 1,420 were diagnosed through emergency presentation. Up to June 2016, there were 3,950 and 671 respectively.

There were no significant differences in the proportions of kidney cancers diagnosed via emergency presentation in England in 2016 compared to 2015. The proportions of patients with kidney cancer diagnosed via emergency presentation during the campaign period were 16% in February 2016 and 15% in March 2016 compared to 16% and 17% for the same months in 2015 (Figure 2).

**Figure 2: Proportion of emergency presentations and 95% confidence intervals for kidney cancer by month, third national campaign - England, 2015 and up to June 2016**



3rd national BiP campaign 15 Feb – 31 Mar 2016

Source: NCRAS Cancer Analysis System & the PHE Admitted Patient Care HES database

## Conclusions

There were no significant differences in the proportions of patients with bladder or kidney cancer diagnosed via emergency presentation for the campaign year (2016) compared to the previous year (2015).

Other metrics being evaluated include the Cancer Waiting Times referrals, conversion and detection rate, numbers of cancers diagnosed, stage at diagnosis and 1-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, 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 (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](http://www.ncin.org.uk/be_clear_on_cancer)

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