



Be Clear on Cancer: First national oesophago-gastric campaign, 2015

Caveats: This summary presents the results of the metric on gastroscopies. 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.

Gastroscopies

The campaign

The first national oesophago-gastric campaign ran from 26 January 2015 to 22 February 2015 in England.

The campaign's key message was:

- 'Having heartburn most days, for 3 weeks or more could be a sign of cancer – tell your doctor.'

Key message

There is evidence to suggest that the first national oesophago-gastric campaign may have had an impact on the number of gastroscopies carried out in the first few months after the campaign.

Metric: Gastroscopies

This metric considers whether the first oesophago-gastric awareness campaign had an impact on the number of gastroscopies performed by the NHS.

Data was sourced from the [NHS Monthly Diagnostic Waiting Times and Activity dataset](#) as published on 9 March 2017. The analysis period was February to April 2015 and this was compared to the same months in 2013 (as an earlier oesophago-gastric campaign ran over the same months in 2014).

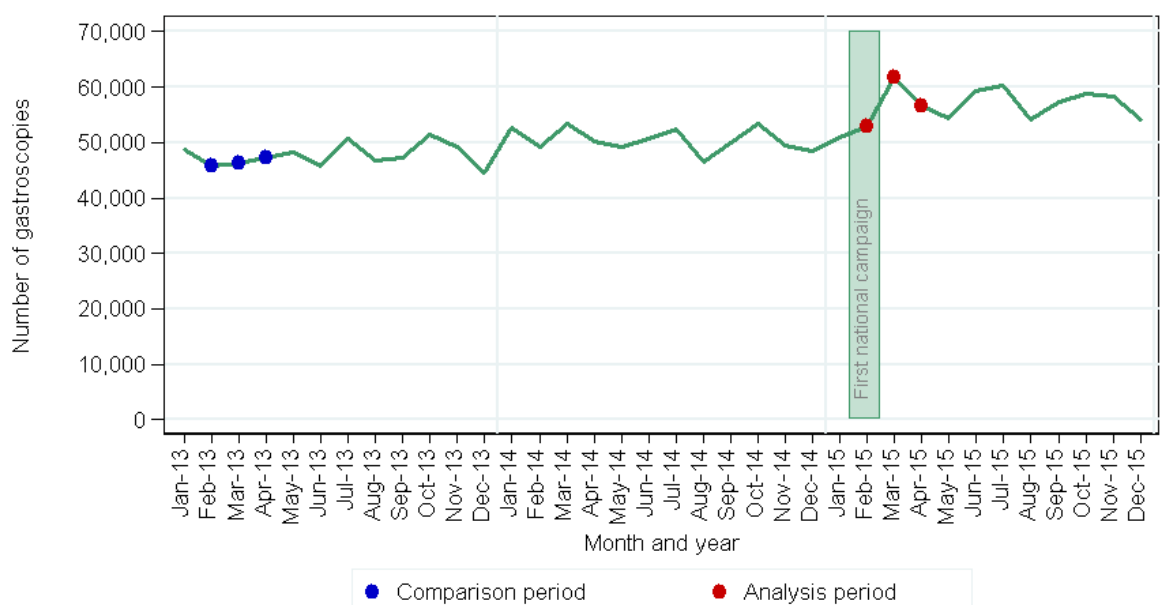
Results

Comparing the months February to April 2015 with February to April 2013, there was a statistically significant difference in the average number of gastroscopies per month ($p=0.015$). The average number of gastroscopies per month increased by 23% from 46,407 in 2013 to 57,417 in 2015 (Table 1). Figure 1 shows that the number of gastroscopies increased slightly up until February 2015; this is followed by a steeper increase in March 2015.

Table 1: Average number of gastrosopies per month, in the analysis period and comparison period, all ages, England

Test	February - April 2013	February - April 2015	Percentage change
Gastrosopy	46,407	57,147	23.14

Figure 1: Monthly number of gastrosopies, January 2013 to December 2015, all ages, England.



Source: NHS Monthly Diagnostic Waiting times and Activity published 09 March 2017

Conclusions

There is evidence to suggest that the first national oesophago-gastric awareness campaign may have had an impact on the number of gastrosopies carried out in the first few months following the campaign.

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

Cancer incidence is increasing for most cancers which may have an impact on trends over time for this and other metrics. 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/