



Be Clear on Cancer: First national respiratory campaign, 2016

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

Echocardiograms

The campaign

The first national respiratory symptoms campaign ran from 14 July 2016 to 16 October 2016 in England.

The campaign's key messages were:

- 'If you've had a cough for three weeks or more, it could be a sign of lung disease, including cancer. Finding it early makes it more treatable. So don't ignore it, tell your doctor.'
- 'If you get out of breath doing things you used to be able to do, it could be a sign of lung or heart disease, or even cancer. Finding it early makes it more treatable. So don't ignore it, tell your doctor.'

Key message

The first respiratory campaign did not appear to have an impact on the number of echocardiograms carried out during or following the campaign.

Metric: Number of echocardiograms

This metric considers whether the first respiratory campaign had an impact on the number of echocardiograms performed by the NHS.

Data was sourced from the [NHS Monthly Diagnostic Waiting Times and Activity dataset](#) as published on 9 June 2017. The analysis period was July to November 2016 and this was compared with the same months in 2015.

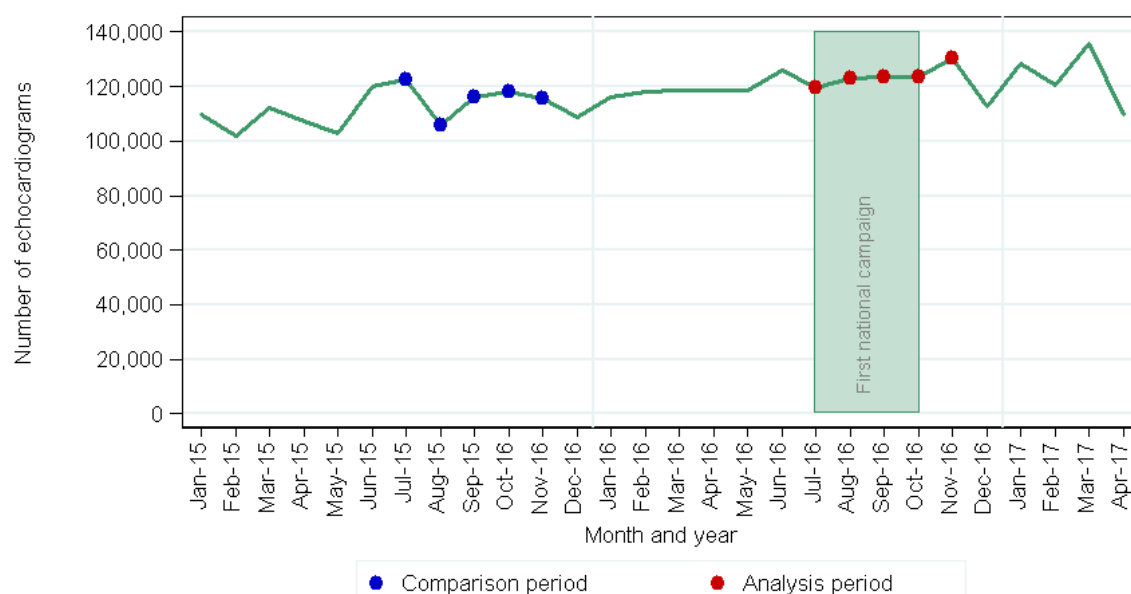
Results

Comparing the months July to November 2016 with July to November 2015, there was a statistically significant difference in the average number of echocardiograms per month ($p=0.032$). The average number of echocardiograms per month increased by 7.3% from 115,547 in 2015 to 123,977 in 2016 (Table 1). However, as Figure 1 illustrates, this result appears to be in line with long term trends.

Table 1: Average number of echocardiograms per month, campaign period and comparison period in the preceding year, all ages, England

Test	July - November 2015	July - November 2016	Percentage change
Echocardiogram	115,547	123,977	7.3%

Figure 1: Monthly number of echocardiograms, January 2015 to April 2017, all ages, England.



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

Conclusions

The first respiratory campaign did not appear to have an impact on the number of echocardiograms carried out.

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