



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

**Caveats:** This summary presents the results of the metric on cancers diagnosed. 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.

### Cancers diagnosed

#### The campaign

The second national lung 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.'

#### Metric: Cancers diagnosed

This metric considers whether the second national lung cancer campaign had an impact on the number of newly diagnosed cases of lung cancer (ICD-10 C33-34), for men and women aged 50 and over, and for all ages combined.

Data was extracted from the national cancer analysis system for the diagnosis period March 2012 to February 2014. The analysis period was defined as two weeks after the start of the campaign (week 29 of 2013) to two months after the end of the campaign (week 41 of 2013). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for March 2013 to February 2014. The campaign was considered to have a possible impact if a) the numbers of cases per week were the same or higher than the median for five or more consecutive weeks and b) this sustained period started during the analysis period.

#### Results

There were no sustained periods where the numbers of lung cancers per week were the same as or higher than the 2013 to 2014 median for persons aged 50 and over, or for all ages combined (Figure 1).

#### Key messages

The second national lung campaign does not appear to have had an impact on the numbers of lung cancers diagnosed for persons aged 50 and over, or for all ages combined.

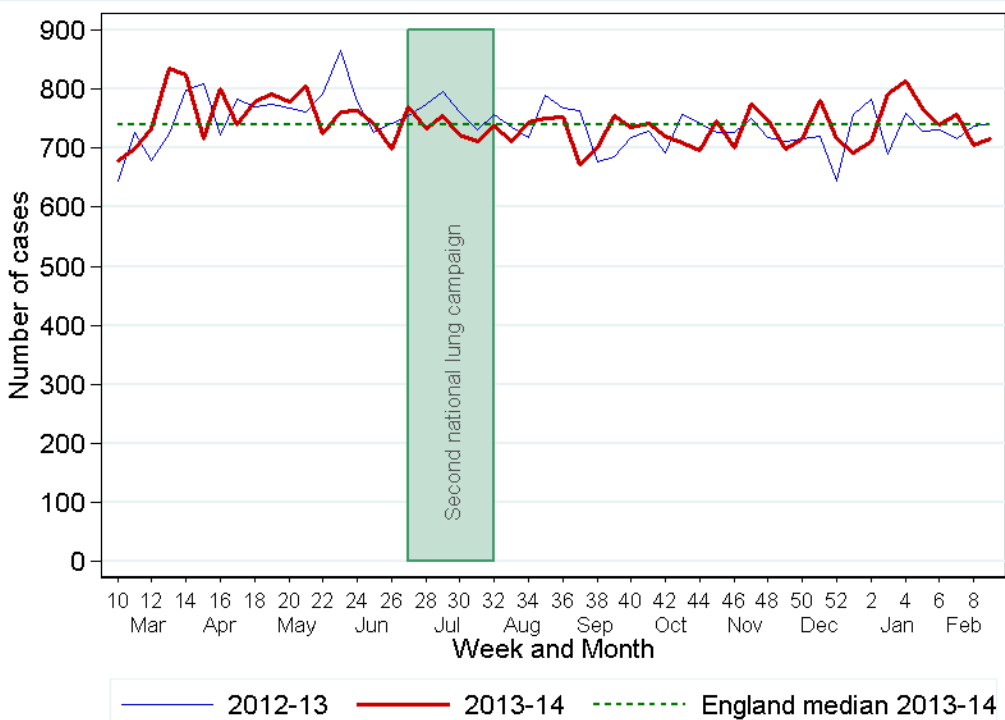
**Figure 1: Number of newly diagnosed cases of lung cancer by week, England, March 2012 to February 2014, a) 50 and over and b) all ages**

**a) 50 and over**



Source : Cancer Analysis System August 2017

**b) all ages**



Source : Cancer Analysis System August 2017

## Conclusions

The second national lung campaign does not appear to have had an impact on the numbers of lung cancers diagnosed for persons aged 50 and over, or for all ages combined.

Other metrics being evaluated include GP attendance, urgent GP referrals, conversion and detection rate, emergency presentations 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](http://www.ncin.org.uk/be_clear_on_cancer)

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