



Be Clear on Cancer: Third national lung cancer campaign, 2014

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 third national lung cancer campaign ran from 10 March 2014 to 30 April 2014 in England.

The campaign's key message was: 'Been coughing for three weeks? Tell your doctor.'

Metric: Cancers diagnosed

This metric considers whether the third 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 November 2012 to October 2014. The analysis period was defined as two weeks after the start of the campaign (week 13 of 2014) to two months after the end of the campaign (week 27 of 2014). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for November 2013 to October 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

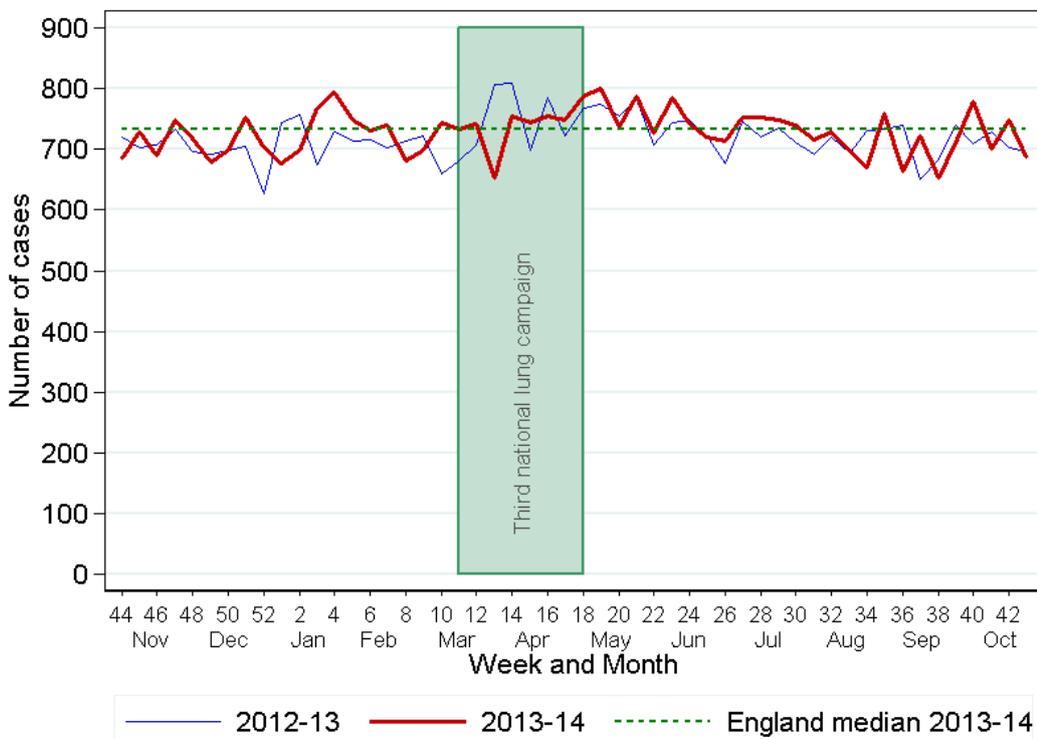
The numbers of lung cancers diagnosed were the same as or higher than the 2013 to 2014 median from weeks 14 to 21 of 2014 for persons aged 50 and over, and for all ages combined (Figure 1). An additional 251 cases were diagnosed compared with the expected number based on the median for persons aged 50 and over (5,864 cases). An additional 306 cases were diagnosed compared with the expected number for all ages combined (5,992 cases).

Key messages

The third national lung cancer campaign appears to have had an impact on the numbers of lung cancers diagnosed for persons aged 50 and over, and for all ages combined.

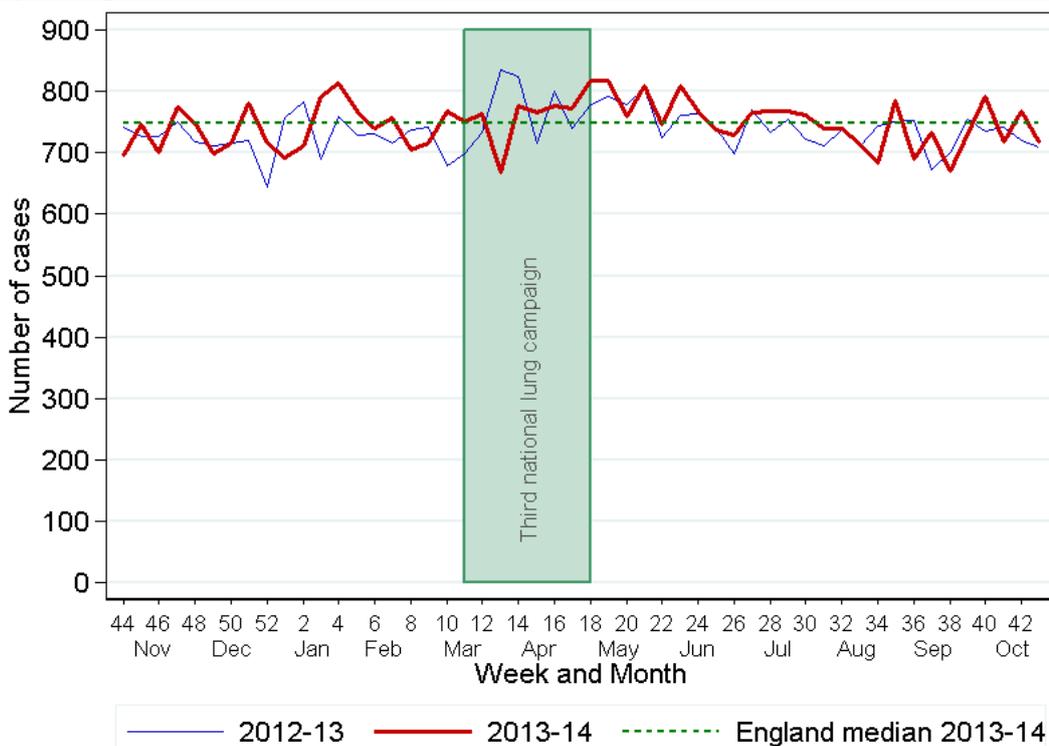
Figure 1: Number of newly diagnosed cases of lung cancer by week, England, November 2012 to October 2014, a) 50 and over and b) all ages

a) 50 and over



Source : Cancer Analysis System August 2017

b) all ages



Source : Cancer Analysis System August 2017

Conclusions

The third national lung campaign appears to have had an impact on the numbers of lung cancers diagnosed for persons aged 50 and over, and 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

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