



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

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 first national oesophago-gastric (OG) cancer 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.'

Metric: Cancers diagnosed

This metric considers whether the first national oesophago–gastric cancer campaign had an impact on the number of newly diagnosed cases of oesophageal cancer (ICD-10 C15) and stomach cancer (ICD-10 C16), 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 October 2013 to September 2015. The analysis period was defined as two weeks after the start of the campaign (week 7 of 2015) to two months after the end of the campaign (week 18 of 2015). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for October 2014 to September 2015. 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

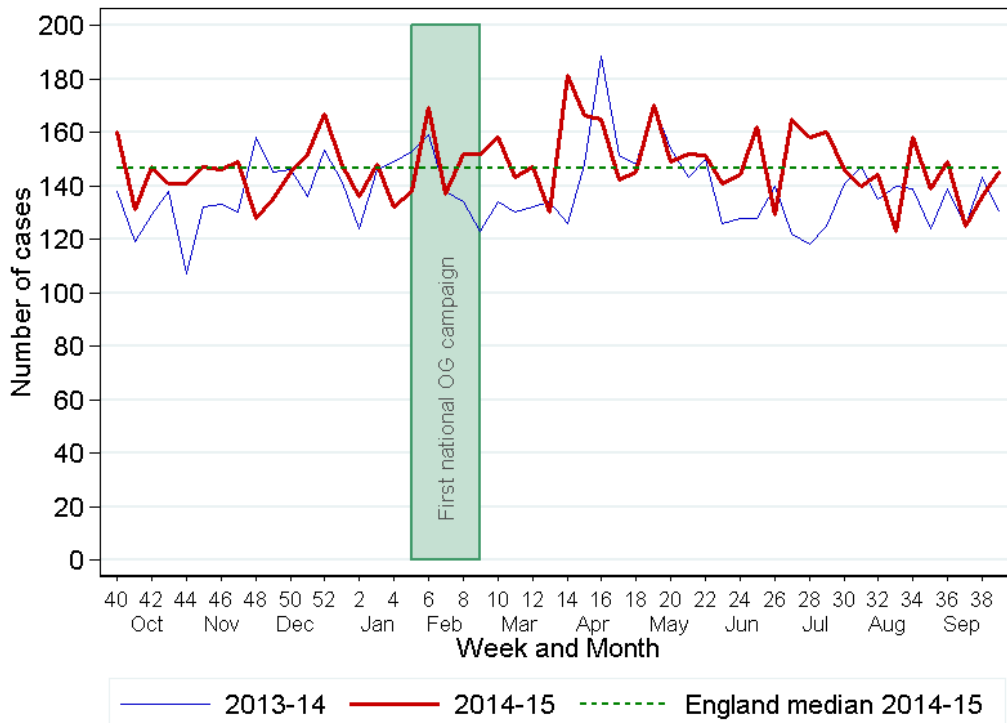
There were no sustained periods where the numbers of oesophageal or stomach cancers were the same as or higher than the 2014 to 2015 median (Figure 1 and Figure 2).

Key messages

The first oesophago-gastric national campaign does not appear to have had an impact on the numbers of oesophageal or stomach cancers diagnosed for persons aged 50 and over, or for all ages combined.

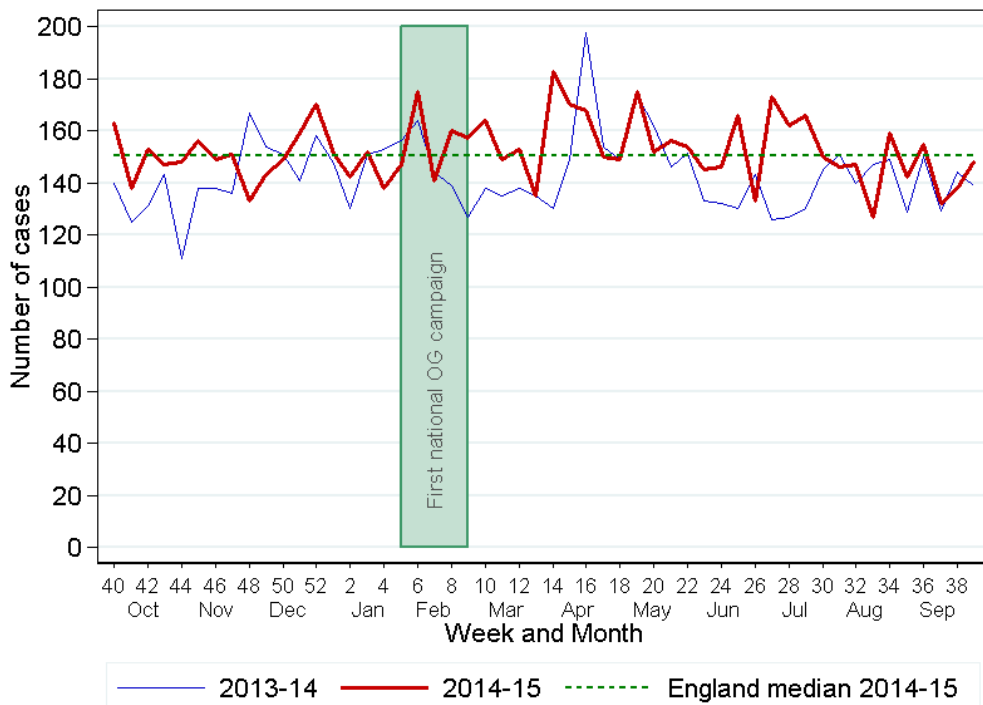
Figure 1: Number of newly diagnosed cases of oesophageal cancer by week, England, October 2013 to September 2015, a) 50 and over and b) all ages

a) 50 and over



Source : Cancer Analysis System February 2016

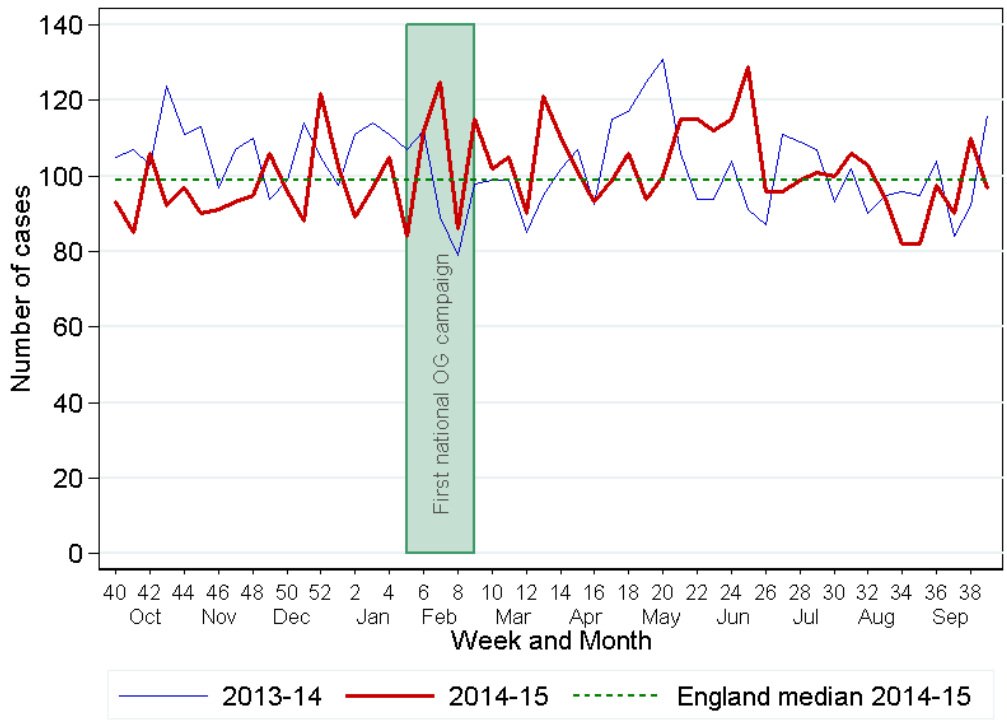
b) all ages



Source : Cancer Analysis System February 2016

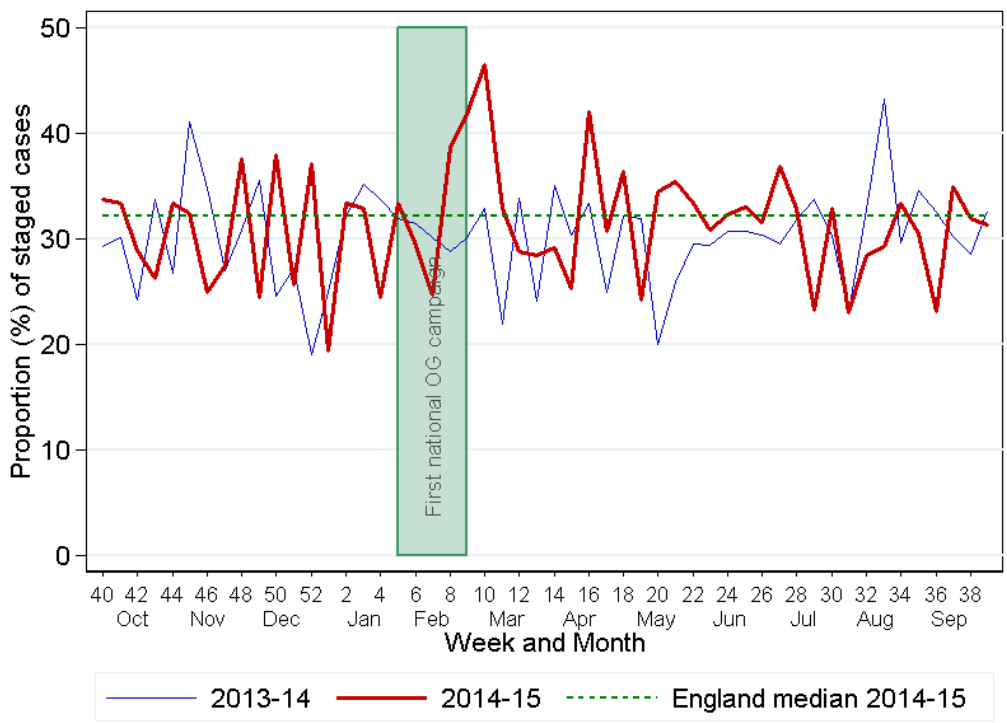
Figure 2: Number of newly diagnosed cases of stomach cancer by week, England, October 2013 to September 2015, a) 50 and over and b) all ages

a) 50 and over



Source : Cancer Analysis System February 2016

b) all ages



Source : Cancer Analysis System February 2016

Conclusions

The first oesophago-gastric national campaign does not appear to have had an impact on the numbers of oesophageal or stomach 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

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