



## Be Clear on Cancer: Local prostate 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

A local prostate cancer campaign ran from 20 October 2014 to 23 November 2014 in six London boroughs (Hackney, Haringey, Lambeth, Lewisham, Newham and Southwark).

The campaign's key message was:

'1 in 4 black men will get prostate cancer. Prostate cancer often has no obvious symptoms. If you are a black man over 45 and want to discuss your personal risk of prostate cancer, visit your GP'.

#### Metric: Cancers diagnosed

This metric considers whether the local prostate cancer campaign had an impact on the number of newly diagnosed cases of prostate cancer (ICD-10 C61), for men of all ages resident in the six London boroughs (Hackney, Haringey, Lambeth, Lewisham, Newham and Southwark).

Data was extracted from the national cancer analysis system for the diagnosis period June 2013 to May 2015. The analysis period was defined as two weeks after the start of the campaign (week 45 of 2014) to two months after the end of the campaign (week 5 of 2015). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for June 2014 to May 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.

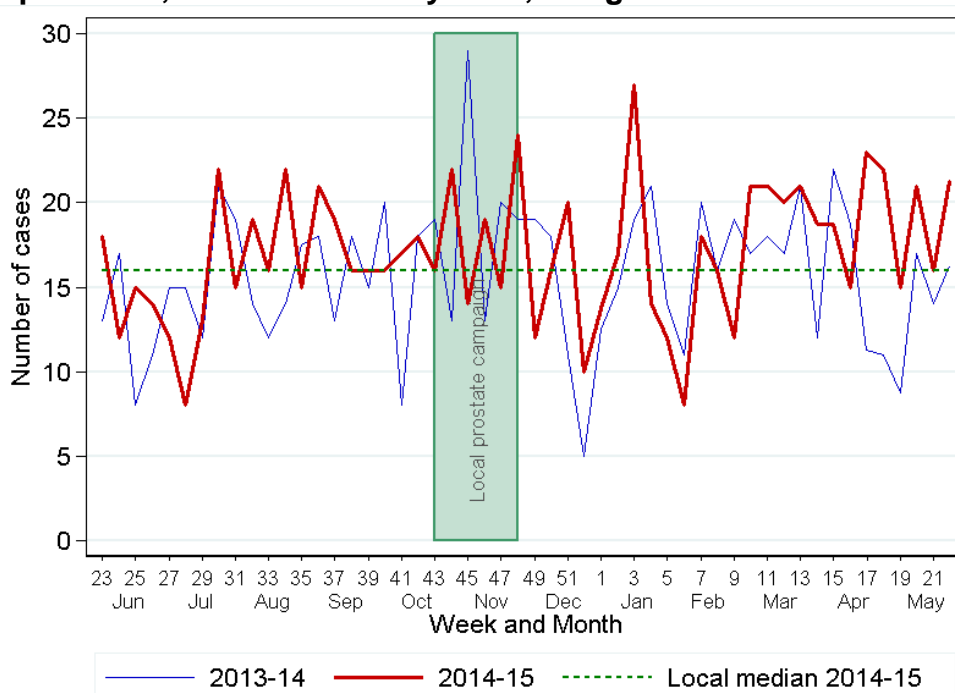
#### Results

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

#### Key message

The local prostate cancer campaign does not appear to have had an impact on the numbers of prostate cancers diagnosed in six London boroughs.

**Figure 1: Number of newly diagnosed cases of prostate cancer by week, London pilot area, June 2013 to May 2015, all ages**



Source : Cancer Analysis System February 2016

## Conclusions

The local prostate campaign does not appear to have had an impact on the numbers of prostate cancers diagnosed in the six London boroughs of the campaign.

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)