



Be Clear on Cancer: First national breast cancer in women over 70 awareness campaign, 2014

Caveats: This summary presents the results of the metrics on the proportion of women diagnosed with breast cancer, who had a lumpectomy. 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.

Lumpectomy

The campaign

The first national breast cancer in women over 70 campaign, ran from 3 February 2014 to 16 March 2014 in England.

Two key messages were promoted:

- 'One in three women who get breast cancer are over 70, so don't assume you're past it.'
- 'A lump isn't the only sign of breast cancer. If you're worried about any changes to your breasts, tell your doctor straight away.'

Metric: Lumpectomy

This metric measures the proportion of women aged 70 and over, diagnosed with breast cancer (ICD-10 C50), who had a lumpectomy within six months of their diagnosis.

Data was extracted from the national cancer analysis system, for women diagnosed with breast cancer for the first time in 2012 and 2014.

The monthly proportion of women diagnosed with breast cancer who had a lumpectomy within six months of their diagnosis was calculated, with 95% confidence intervals using the Wilson score method¹. Results for those diagnosed in February to June 2014 were compared with those diagnosed in the same months in 2012.

Results

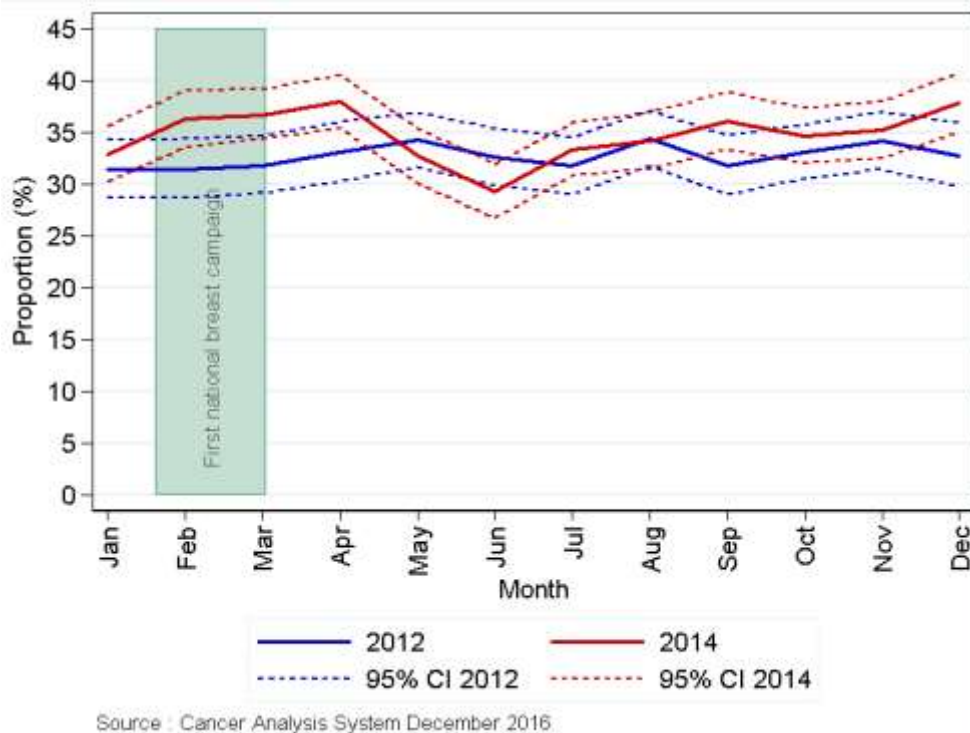
Comparing February to June 2012 with February to June 2014, there were no statistically significant differences in the proportions of women aged 70 and over diagnosed with breast cancer, who had a lumpectomy (Figure 1).

Key message

There is no evidence to suggest the first national breast cancer campaign had an impact on the proportion of women aged 70 and over, diagnosed with breast cancer, who had a lumpectomy.

¹ A method for calculating confidence intervals for proportions

Figure 1: Proportion of women aged 70 and over, diagnosed with breast cancer, who had a lumpectomy, per month of diagnosis, 2012 and 2014, England.



Conclusions

There is no evidence to suggest the first national breast campaign had an impact on the proportion of women aged 70 and over diagnosed with breast cancer, who had a lumpectomy.

Other metrics being evaluated include emergency presentations, Cancer Waiting Times referrals, conversion and detection rate, 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; 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

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