



Be Clear on Cancer: First national breast campaign, 2014

Caveats: This summary presents the results of the metric on one-year survival. 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.

One-year survival

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: Survival

This metric considers whether the first national breast campaign had an impact on one-year survival for women, aged 70 and over¹ with their first breast (ICD-10 C50) cancer diagnosed during and following the campaign, compared with the rest of the year.

Data was extracted from the national cancer analysis system. Women were followed up until December 2016 to obtain their last known vital status. The analysis period was defined as two weeks from the start of the campaign (20 February 2014) to two months from the end of the campaign (31 May 2014). One-year age specific net survival was calculated using the methodology outlined in the [Office for National Statistics: Cancer Survival Statistical Bulletins](#). Net survival refers to the probability of surviving cancer accounting for other causes of death. The one-year survival for women diagnosed in the analysis period was compared with those diagnosed from 1 January to 19 February 2014 and from 1 June to 31 December 2014.

Key message

The first national breast campaign does not appear to have had an impact on one-year survival for women aged 70 and over diagnosed with breast cancer.

¹ 70 to 99 years

Results

There were no significant differences in one-year survival for women aged 70 and over diagnosed with breast cancer between the analysis period (February 2014 to May 2014) and comparison period (January, February, June to December 2014) (Table 1). One-year survival for women diagnosed with breast cancer during the analysis period was 91.4% compared with 91.6% for those diagnosed in the comparison period.

Table 1: One-year net survival (%) for women aged 70 and over diagnosed with breast cancer during the analysis period, 1 March to 30 May 2014, compared with the rest of 2014

Site	Sex	Comparison period (01/01/2014-19/02/2014, 01/06/2014-31/12/2014)	Analysis period (20/02/2014 to 31/05/2014)
Breast	Women	91.6% (95% CI: 90.9 - 92.3)	91.4% (95% CI: 90.3 - 92.4)

Source: Cancer Analysis System, September 2017

Conclusions

The first national breast campaign does not appear to have had an impact on one-year survival for women aged 70 and over diagnosed with breast cancer.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversion rates, numbers of cancers diagnosed and stage at diagnosis. A full evaluation on the campaign metrics will be published as a final report 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 behavior (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/