



Be Clear on Cancer: Second national lung campaign, 2013

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 second national lung cancer awareness campaign ran from 2 July 2013 to 11 August 2013 in England.

The campaign's key message was:

- 'If you've had a cough for three weeks or more, tell your doctor.'

With a secondary message of:

'If you get out of breath doing things you used to be able to do, tell your doctor'

Key message

The second national lung campaign does not appear to have had an impact on one-year survival for persons aged 50 and over diagnosed with lung cancer.

Metric: Survival

This metric considers whether the second national lung campaign had an impact on the one-year survival for persons, aged 50 and over¹ with their first lung (ICD-10 C33-34) cancer diagnosed during and following the campaign, compared with the rest of the year.

Data was extracted from the national cancer analysis system. Persons were followed up until December 2016 to obtain their last known vital status. The analysis period was defined from 1 July 2013 to 30 September 2013. 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 those diagnosed in the analysis period was compared with those diagnosed from 1 January 2013 to 30 June 2013 and from 1 October to 31 December 2013.

Results

There were no significant differences in one-year survival for persons, men or women aged 50 years and over diagnosed with lung cancer between the analysis period (July to

¹ 50 and over years

September 2013) and comparison period (January to June and October to December 2013) (Table 1). One-year survival for persons diagnosed with lung cancer during the analysis period was 41.1% compared with 40.2% for those diagnosed in the comparison period. One-year survival from lung cancer was statistically significantly higher for women compared to men.

Table 1: One-year net survival (%) for men, women and persons aged 50 and over diagnosed with lung cancer during the analysis period, 1 July to 30 September 2013, compared with the rest of 2013

Site	Sex	Comparison period (01/01/2013 to 30/06/2013 and 01/10/2013 to 31/12/2013)	Analysis period (01/07/2013 to 30/09/2013)
Lung	Men	37.6% (95% CI: 36.7 - 38.5)	38.1% (95% CI: 36.6 - 39.7)
	Women	43.1% (95% CI: 42.1 - 44.1)	44.5% (95% CI: 42.9 - 46.2)
	Persons	40.2% (95% CI: 39.5 - 40.8)	41.1% (95% CI: 40.0 - 42.2)

Source: Cancer Analysis System, September 2017

Conclusions

The second national lung campaign does not appear to have had an impact on one-year survival for persons aged 50 and over diagnosed with lung 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/