Public Health England

Protecting and improving the nation's health

Be Clear on Cancer: Third national lung 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 third national lung campaign ran from 10 March 2014 to 30 April 2014 in England.

The campaign's key message was:
    'Been coughing for three weeks? Tell your doctor.'

Key message
The third 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 third national lung campaign had an impact on one-year survival for persons, aged 50 and over[1] with their first lung (ICD10 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 March 2014 to 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 those diagnosed in the analysis period was compared with those diagnosed from 1 January to 28 February 2014 and from 1 June to 31 December 2014.

Results
There were no significant differences in one-year survival for persons, men or women aged 50 and over diagnosed with lung cancer between the analysis period (March to May 2014) and comparison period (January to February and June to December 2014) (Table 1). One-year survival for persons diagnosed with lung cancer during the analysis period was 41.0% compared with 41.2% for those diagnosed in the comparison period. One-year survival from lung cancer was statistically significantly higher for women compared to men.

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[1] 50 to 99 years

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Table 1: One-year net survival (%) for men, women and persons aged 50 and over diagnosed with lung cancer during the analysis period, 1 March to 30 May 2014, compared with the rest of 2014

Site	Sex	Comparison period (01/01/2014 to 28/02/2014 and 01/06/2014 to 31/12/2014)	Analysis period (01/03/2014 to 31/05/2014)
Lung	Men	37.6% (95% CI: 36.8 - 38.5)	38.3% (95% CI: 36.8 - 39.9)
	Women	45.2% (95% CI: 44.3 - 46.2)	44.0% (95% CI: 42.3 - 45.6)
	Persons	41.2% (95% CI: 40.5 - 41.8)	41.0% (95% CI: 39.9 - 42.1)

Source: Cancer Analysis System, September 2017

Conclusions

The third 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/