



Be Clear on Cancer: Local prostate cancer 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

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: Survival

This metric considers whether the local prostate campaign had an impact on one-year survival for men, aged 50 and over¹ with their first prostate (ICD-10 C61) cancer diagnosed during and following the campaign, compared with the rest of the year.

Data for men resident in the local campaign area (Hackney, Haringey, Lambeth, Lewisham, Newham and Southwark) was extracted from the national cancer analysis system. Men 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 (1 November 2014) to two months from the end of the campaign (31 January 2015). 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 men diagnosed in the analysis period was compared with those diagnosed from 1 January to 31 October 2014.

Key message

The local prostate campaign does not appear to have had an impact on one-year survival for men aged 50 and over diagnosed with prostate cancer.

¹ 50 to 99 years

Results

There were no significant differences in one-year survival for men aged 50 and over diagnosed with prostate cancer between the analysis period (November 2014 to January 2015) and comparison period (January 2014 to October 2014) (Table 1). One-year survival for men diagnosed during the analysis period was 96.9% compared with 94.5% for those diagnosed in the comparison period.

Table 1: One-year net survival (%) for men aged 50 and over diagnosed with prostate cancer during the analysis period, 1 March to 30 May 2015, compared with the rest of 2014

| Site | Sex | Comparison period (01/01/2014 to 31/10/2014) | Analysis period (01/11/2014 to 31/01/2015) |
|----------|-----|---|---|
| Prostate | Men | 94.5% (95% CI: 91.8 - 97.2) | 96.9% (95% CI: 95.6 - 98.1) |

Source: Cancer Analysis System, September 2017

Conclusions

The local prostate campaign does not appear to have had an impact on one-year survival for men aged 50 and over diagnosed with prostate 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/