



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

Caveats: This summary presents the results of the metric on diagnostics in secondary care. 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.

Diagnostics in secondary care

The campaign

The first national breast cancer in women over 70 awareness 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.'

Key messages

There was a statistically significant increase in the number of breast ultrasounds and mammograms for women over 70 and also all ages combined during or following the first national breast cancer awareness campaign, when compared with the same period the year before.

Metric: Diagnostics in secondary care

This metric considers whether the first national breast cancer campaign had an impact on the number of imaging tests conducted by the NHS. These include ultrasounds and mammograms conducted for suspected breast cancer and other medical conditions.

The data on the total number of breast ultrasounds and mammograms was obtained from the Diagnostic Imaging Dataset (DID) held on NHS Digital's iView system (<http://content.digital.nhs.uk/iview>). The data contains details of referrals by GPs, consultants and other referral types. Mammograms taken as part of the NHS Breast Screening Programme were not included.

This metric compares the difference in the monthly number of ultrasounds and mammograms between the analysis period of February to May 2014 and the comparison period of February to May 2013.

Results

Comparing the months February to May 2014 with February to May 2013, there was a statistically significant increase of 24.4% ($p=0.007$) in the number of ultrasounds and mammograms for women over 70, and a 13.2% ($p=0.004$) increase in the number of

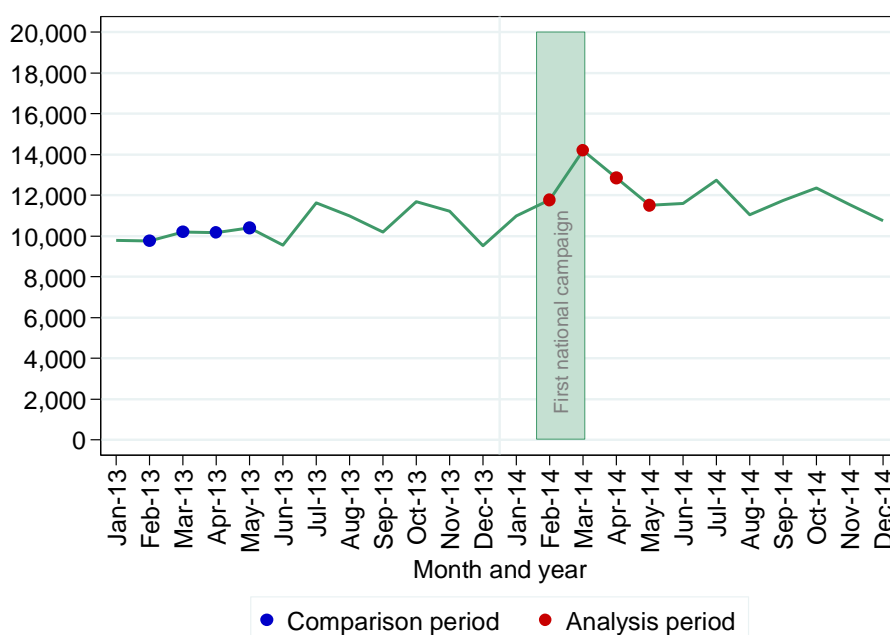
ultrasounds and mammograms for women of all ages (Table 1). Figure 1 shows the trend in the number of ultrasounds and mammograms in 2013 and 2014 showing an increase around the time of the campaign.

Table 1: Number of breast ultrasounds and mammograms in February 2013 to May 2013 and February 2014 to May 2014, England

Tests	Age group	February 2013 to May 2013	February 2014 to May 2014	Percentage change
Number of imaging tests	Women over 70	40,485	50,360	24.4
	Women of all ages	275,910	312,410	13.2

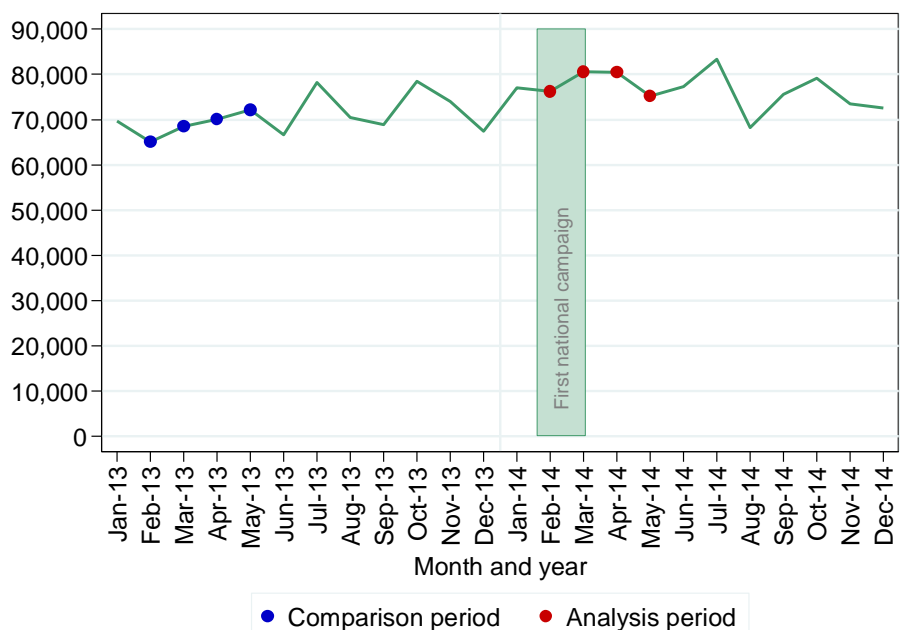
Figure 1: Monthly number of breast ultrasounds and mammograms, January 2013 to December 2014, England a) Over 70 b) All ages

a) Women over 70



Source: iView (<https://iview.hscic.gov.uk/Home/MyData>)

b) Women of all ages



Source: iView (<https://iview.hscic.gov.uk/Home/MyData>)

Conclusions

There was a statistically significant increase in the number of breast ultrasounds and mammograms for women aged over 70 and also for all ages combined during and following the first national breast cancer campaign in 2014, compared with the same period in 2013.

Other metrics being evaluated include 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, 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 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

www.nhs.uk/be-clear-on-cancer/