



## Be Clear on Cancer: Second national breast cancer in women over 70 awareness campaign, 2015

**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 second national breast cancer campaign ran from 13 July 2015 to 6 September 2015 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: Diagnostics in secondary care

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

The data on the total number of breast ultrasounds and mammograms (hereafter referred to as ultrasounds and mammograms) were 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.

This metric compares the difference in the monthly number of ultrasounds and mammograms between the analysis period of July to October 2015 and the comparison period of July to October 2014.

#### Results

Comparing the months July to October 2015 with July to October 2014, there was a 9.8% increase in the number of ultrasounds and mammograms for women over 70, and a 4.2% in the number of ultrasounds and mammograms for women of all ages (Table 1). However,

#### Key messages

There was no statistically significant change in the number of breast ultrasounds and mammograms for women of all ages (or over 70 years) during or following the second national breast cancer awareness campaign, when compared with the same period the year before.

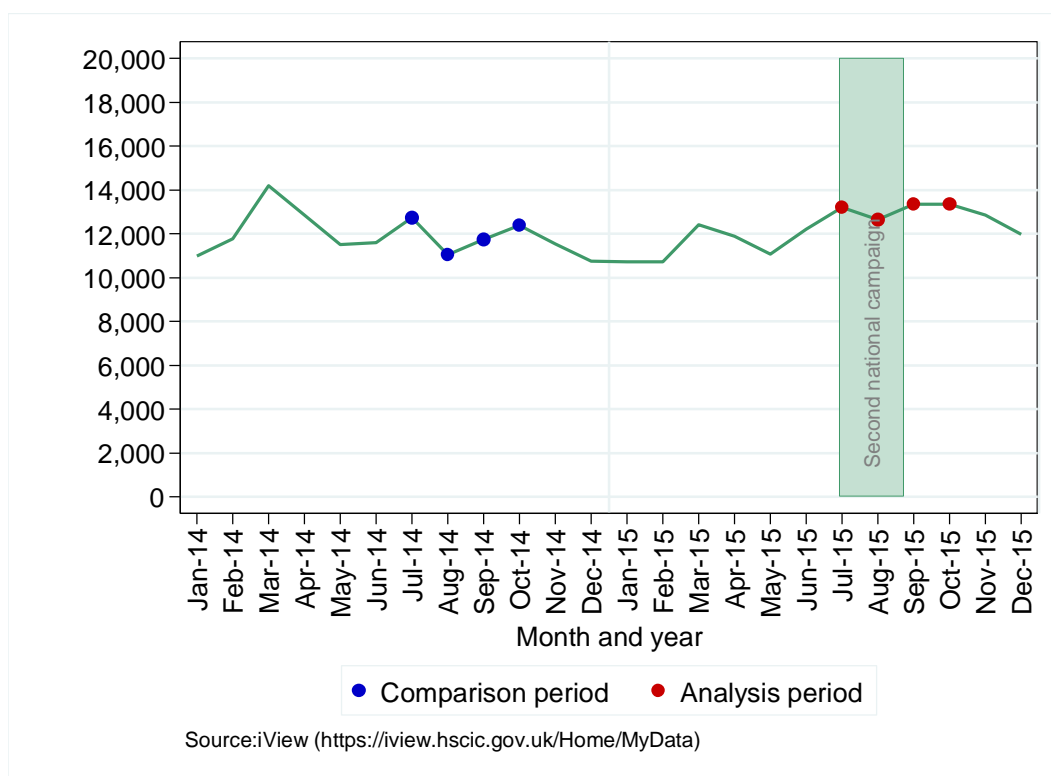
these changes were not statistically significant. Figure 1 shows that the trend in the number of ultrasounds and mammograms was fairly stable from January 2014 to December 2015.

**Table 1: Number of ultrasounds and mammograms in July 2014 to October 2014 and July 2015 to October 2015, England**

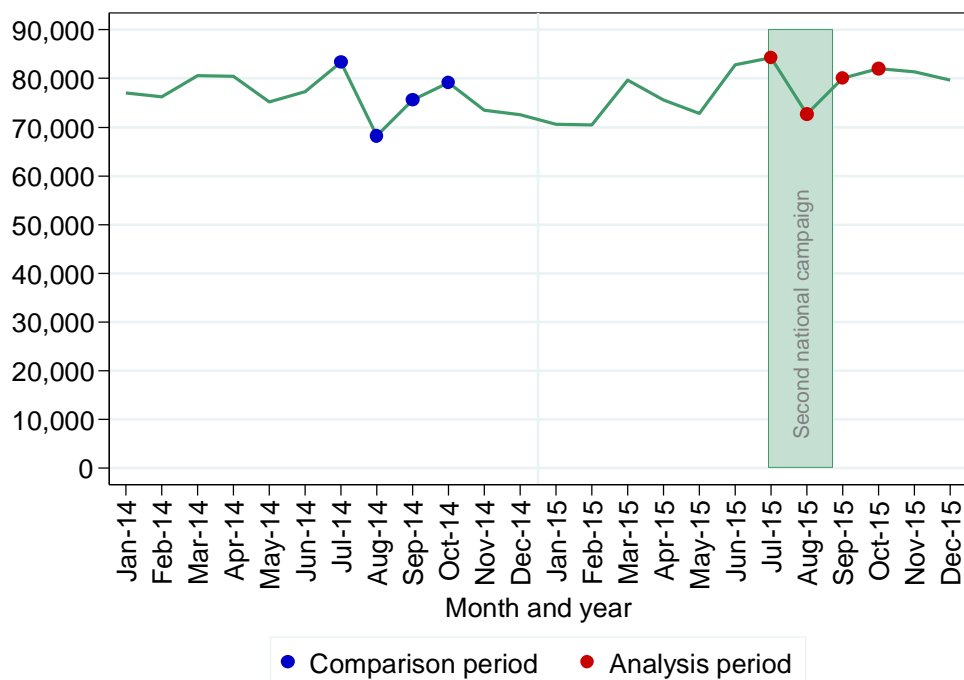
Tests	Age group	July 2014 to October 2014	July 2015 to October 2015	Percentage change
Number of imaging test	Women Over 70	47,890	52,585	9.8
	Women of all ages	306,210	319,120	4.2

**Figure 1: Monthly number of ultrasounds and mammograms in January 2014 to December 2015, England a) Women over 70 b) Women of all ages**

**a) Women over 70**



## b) Women of all ages



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

## Conclusions

There was no statistically significant change in the number of breast ultrasounds and mammograms for women of all ages or over 70 years during or following the second national breast cancer campaign in 2015 when compared with the same period in 2014.

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](http://www.ncin.org.uk/be_clear_on_cancer)

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