



## Be Clear on Cancer: Second national lung cancer campaign, 2013

**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 lung cancer campaign ran from 2 July 2013 to 11 August 2013 in England.

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

#### Metric: Diagnostics in secondary care

This metric considers whether the second national lung cancer campaign had an impact on the number of imaging tests conducted by the NHS. These include X-rays and CT-scans conducted for suspected lung cancer and other medical conditions.

The data on the total number of lung X-rays and CT-scans 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 X-rays and CT-scans between the analysis period of July 2012 to October 2012 and the comparison period of July 2013 to October 2013.

#### Key messages

There was no statistically significant change in the number of lung X-rays and CT-scans carried out during or following the second national lung cancer campaign, when compared with the same period of the year before.

## Results

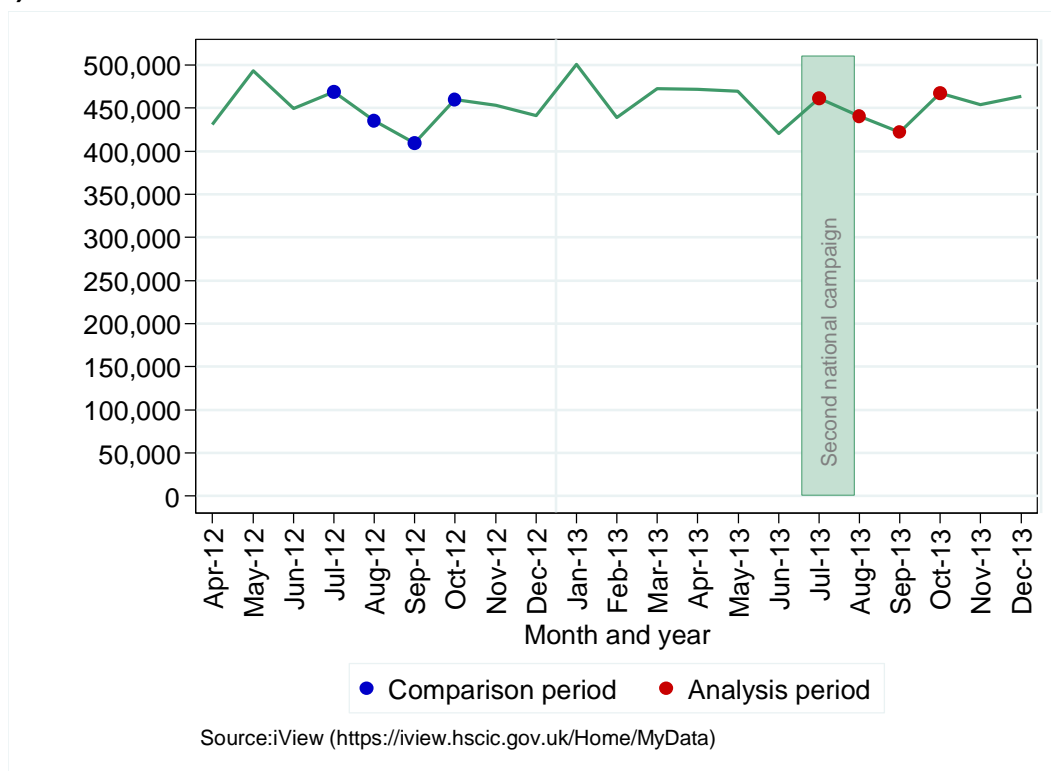
Comparing the months July 2012 to October 2012 with July 2013 to October 2013, there was a 1.0% increase in the number of X-rays and CT-scans for individuals aged 50 and over, and a 1.4% decrease in the number X-rays and CT-scans in all ages combined (Table 1). However, the changes in the number X-rays and CT-scans were not statistically significant.

**Table 1: Number of X-rays and CT-scans in July 2012 to October 2012 and July 2013 to October 2013, England**

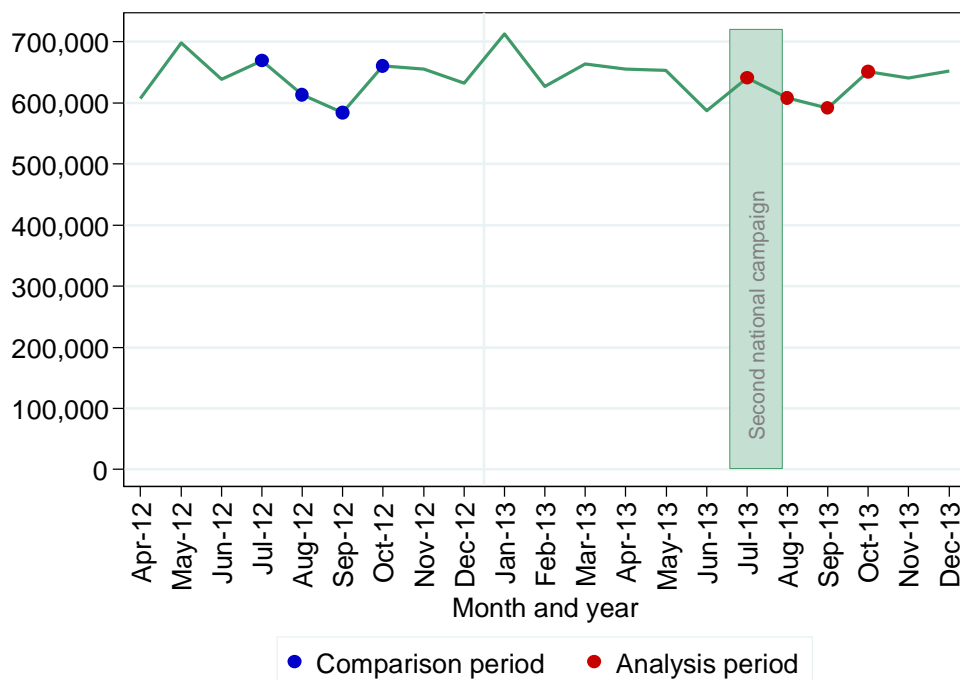
Tests	Age group	July 2012 to October 2012	July 2013 to October 2013	Percentage change
Number of imaging tests	50 and over	1,773,135	1,790,890	1.0
	All ages	2,528,200	2,491,695	-1.4

**Figure 1: Monthly number of X-rays and CT-scans in April 2012 to December 2013, England a) 50 and over b) All ages**

### a) 50 and over



## b) All ages



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

## Conclusions

The second national lung cancer campaign did not appear to have an impact on the number of X-rays and CT-scans carried out.

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 (e.g. 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 (e.g. symptom awareness and GP attendance with relevant symptoms) and use of the healthcare system (e.g. urgent GP referrals for suspected cancer), compared to disease metrics (e.g. 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)

[www.nhs.uk/be-clear-on-cancer/](http://www.nhs.uk/be-clear-on-cancer/)