



Be Clear on Cancer: Third national lung cancer 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. *This metric summary has been updated on 4 December 2017 and replaces the previous version.*

Diagnostics in secondary care

The campaign

The third national lung cancer 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.'

Metric: Diagnostics in secondary care

This metric considers whether the third national lung cancer campaign had an impact on the number of imaging tests conducted by the National Health Service (NHS). These include imaging tests conducted for suspected lung cancer and other medical conditions.

The data on the total number of 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 contain 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 March 2014 to June 2014 and the comparison period of March 2013 to June 2013.

Key message

There was no statistically significant increase in the number of X-rays and CT-scans for individuals aged 50 and over, but there was a statistically significant increase in the number of these imaging tests for all ages combined, during or following the third national lung cancer campaign, when compared with the same period the year before.

Results

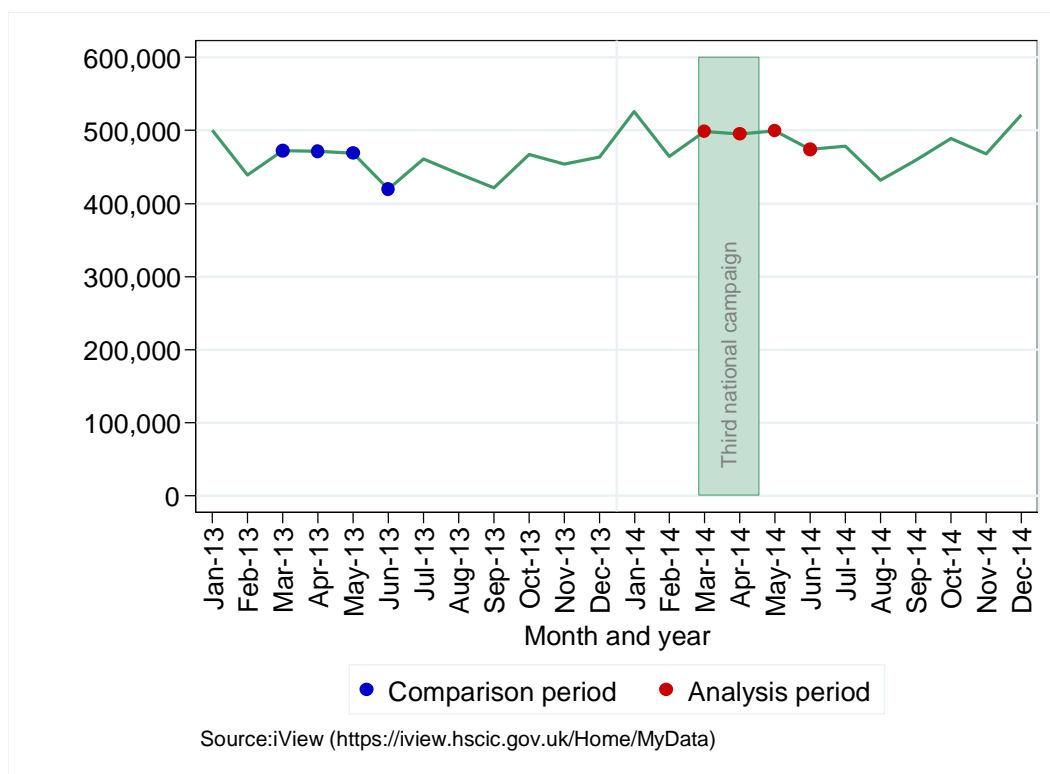
Comparing the months March 2014 to June 2014 with March 2013 to June 2013, there was a non-significant increase of 7.3% in the number of imaging tests for individuals aged 50 and over, and a statistically significant increase of 7.7% ($p=0.05$) in the number of imaging tests for all ages (Table 1). Figure 1 shows the trend in the number of tests in 2013 and 2014 showing an increase around the time of the campaign.

Table 1: Number of imaging tests in March 2013 to June 2013 and March 2014 to June 2014, England

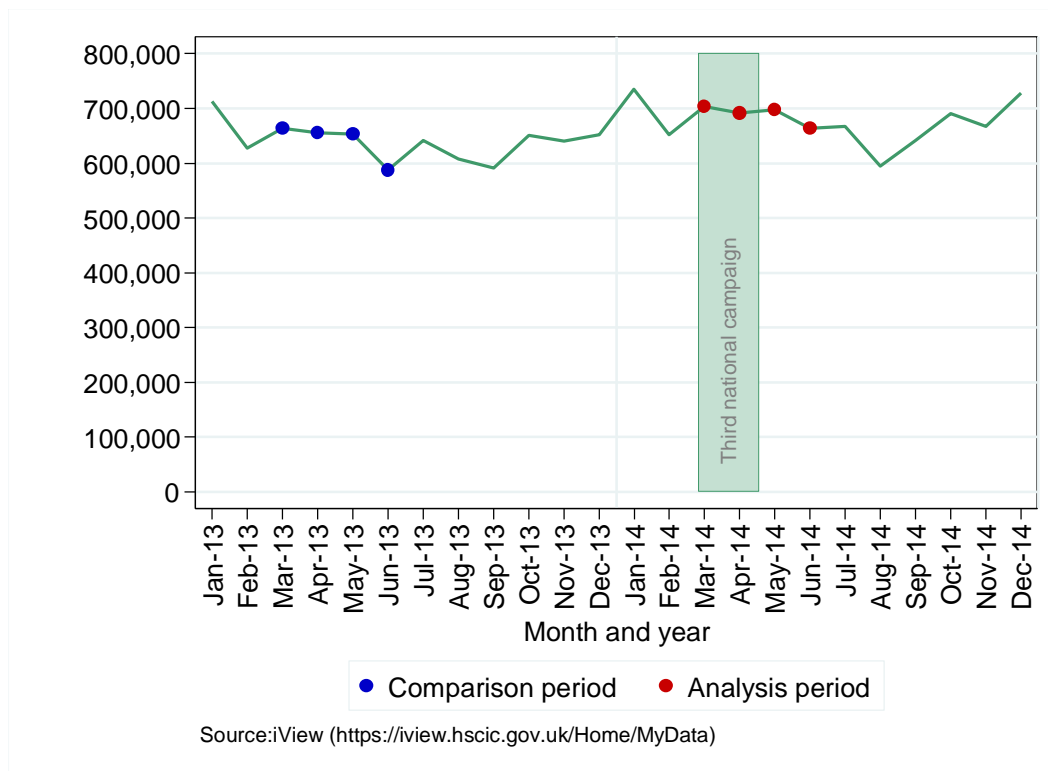
Tests	Age group	March 2013 to June 2013	March 2014 to June 2014	Percentage change
Number of imaging test	50 and over	1,864,790	2,006,090	7.3
	All ages	2,559,225	2,755,955	7.7

Figure 1: Monthly number of imaging tests in January 2013 to December 2014, England a) 50 and over b) All ages

a) 50 and over



b) All ages



Conclusions

There was no statistically significant increase in the number of imaging tests for individuals aged 50 and over, but there was a statistically significant increase in the number of imaging tests for all ages during and following the third national lung 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 on the campaign metrics will be published as a final report when all 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

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