



## Be Clear on Cancer: Regional ovarian cancer campaign, 2014

**Caveats:** This summary presents the results of the metric on cancers diagnosed. 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.

### Cancers diagnosed

#### The campaign

A regional ovarian campaign ran from 10 February 2014 to 16 March 2014 in the North West of England (Merseyside & Cheshire, Greater Manchester, Lancashire and South Cumbria).

The campaign's key message was:

'Feeling bloated, most days, for three weeks or more could be a sign of ovarian cancer. Tell your doctor.'

#### Metric: Cancers diagnosed

This metric considers whether the regional ovarian cancer campaign had an impact on the number of newly diagnosed cases of ovarian cancer (ICD-10 C48 excluding sarcoma, C56–57), for women of all ages resident in the North West of England.

Data was extracted from the national cancer analysis system for the diagnosis period October 2012 to September 2014. The analysis period was defined as two weeks after the start of the campaign (week 9 of 2014) to two months after the end of the campaign (week 21 of 2014). The numbers of cases diagnosed per week in the analysis period were compared with the overall median for October 2013 to September 2014. The campaign was considered to have a possible impact if a) the numbers of cases per week were the same or higher than the median for five or more consecutive weeks and b) this sustained period started during the analysis period.

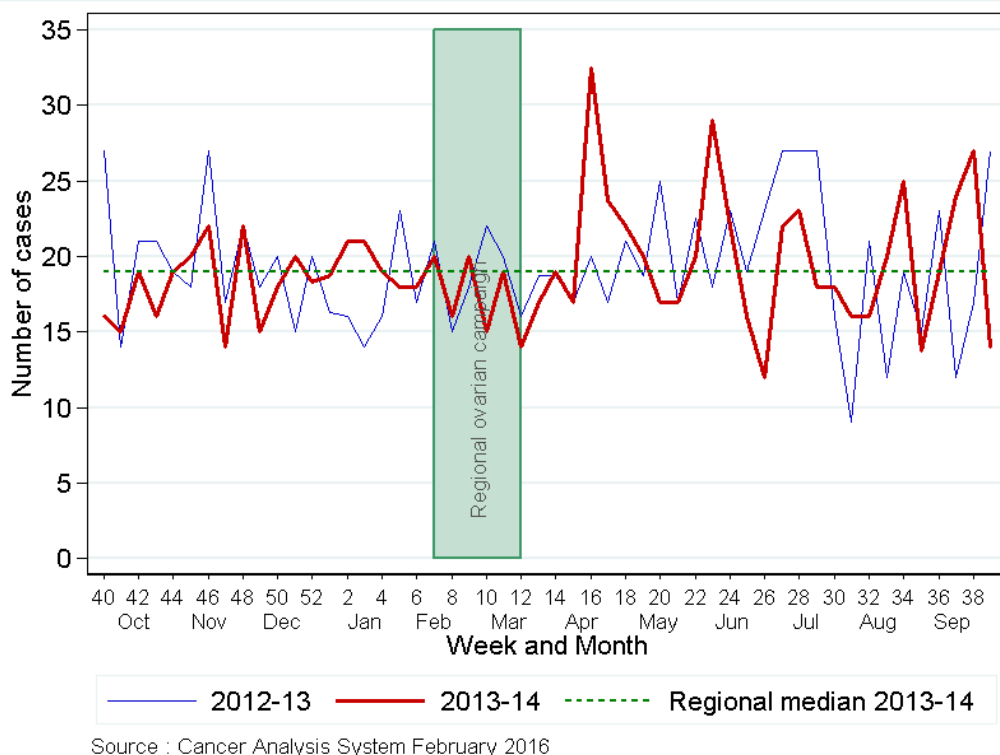
#### Results

There were no sustained periods where the numbers of ovarian cancers were the same as or higher than the 2013 to 2014 median (Figure 1).

#### Key message

The regional ovarian campaign does not appear to have had an impact on the numbers of ovarian cancers diagnosed in the North West of England.

**Figure 1: Number of newly diagnosed cases of ovarian cancer by week, North of England Cancer Network, October 2012 to September 2014, all ages**



## Conclusions

The regional ovarian campaign does not appear to have had an impact on the numbers of ovarian cancers diagnosed in the North West of England.

Other metrics being evaluated include GP attendance, urgent GP referrals, conversion and detection rate, emergency presentations 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)

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