



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 of the campaign incorporating a full evaluation of all the metrics is published separately. These metrics should not be considered in isolation.

Diagnostics in secondary care

The campaign

The second national breast cancer in women over 70 awareness campaign ran from 13 July 2015 to 6 September 2015 in England.

Two core campaign 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 of the breast and mammograms.

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 (<https://iview.hscic.gov.uk/Home/About>). The data contains details of referrals by GPs, consultants and other healthcare professionals.

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 statistically significant 9.5% ($p=0.029$) increase in the number of ultrasounds and mammograms for women over 70 years of age. There was a 4.1% increase in the number

Key messages

The second national breast cancer in women over 70 campaign appears to have had an impact on the number of breast ultrasounds and mammograms for women over 70.

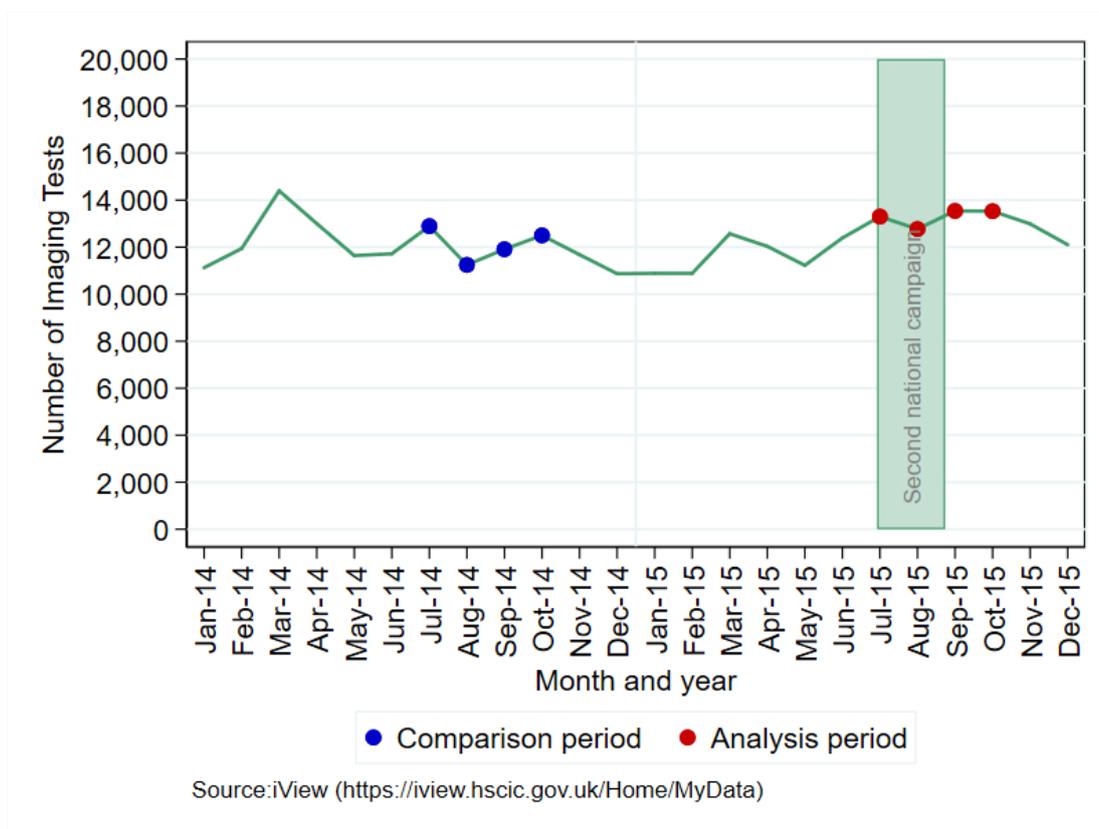
of ultrasounds and mammograms for women of all ages, however this was not statistically significant (Table 1). Figure 1 shows the trend in the number of ultrasounds and mammograms from January 2014 to December 2015.

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

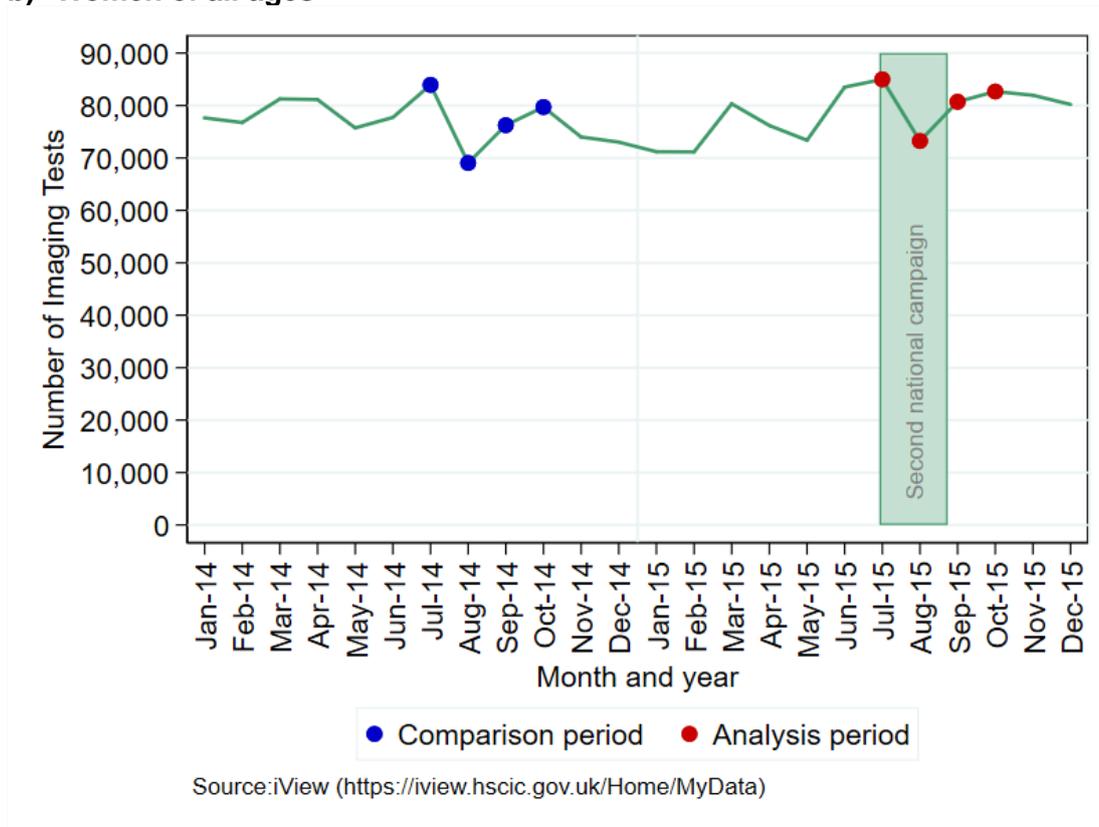
Tests	Age group	July 2014 to October 2014	July 2015 to October 2015	Percentage change
Number of imaging tests	Women Over 70	48,550	53,140	9.5
	Women of all ages	308,945	321,610	4.1

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

a) Women over 70



b) Women of all ages



Conclusions

There was a statistically significant increase in the number of breast ultrasounds and mammograms for women aged over 70 years, which appears to be above the long-term trend.

The second national breast cancer in women over 70 campaign appears to have had an impact on the number of breast ultrasounds and mammograms for women over 70.

Other metrics being evaluated include Cancer Waiting Times referrals, conversion and detection rate, numbers of cancers diagnosed, stage at diagnosis and one-year survival.

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 (for example 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 (for example symptom awareness and GP attendance with relevant symptoms) and use of the healthcare system (for example urgent GP referrals for suspected cancer), compared to disease metrics (for example incidence and stage at diagnosis).

Find out more about Be Clear on Cancer at:

www.ncin.org.uk/be_clear_on_cancer

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