



Be Clear on Cancer: Third national lung cancer campaign, 2014

Caveats: This summary presents the results of the metric on early stage at diagnosis. This is one of a series of 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.

Early stage at diagnosis

The campaign

The third national lung 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.'

Key messages

The third national lung campaign does not appear to have had an impact on the proportion of lung cancers diagnosed at an early stage for persons aged 50 and over, or all ages combined.

Metric: early stage at diagnosis

This metric considers whether the third national lung campaign had an impact on the proportion of lung cancers (ICD10 C33-34) diagnosed at an early stage of 1 or 2, for men and women aged 50 and over, and all ages combined.

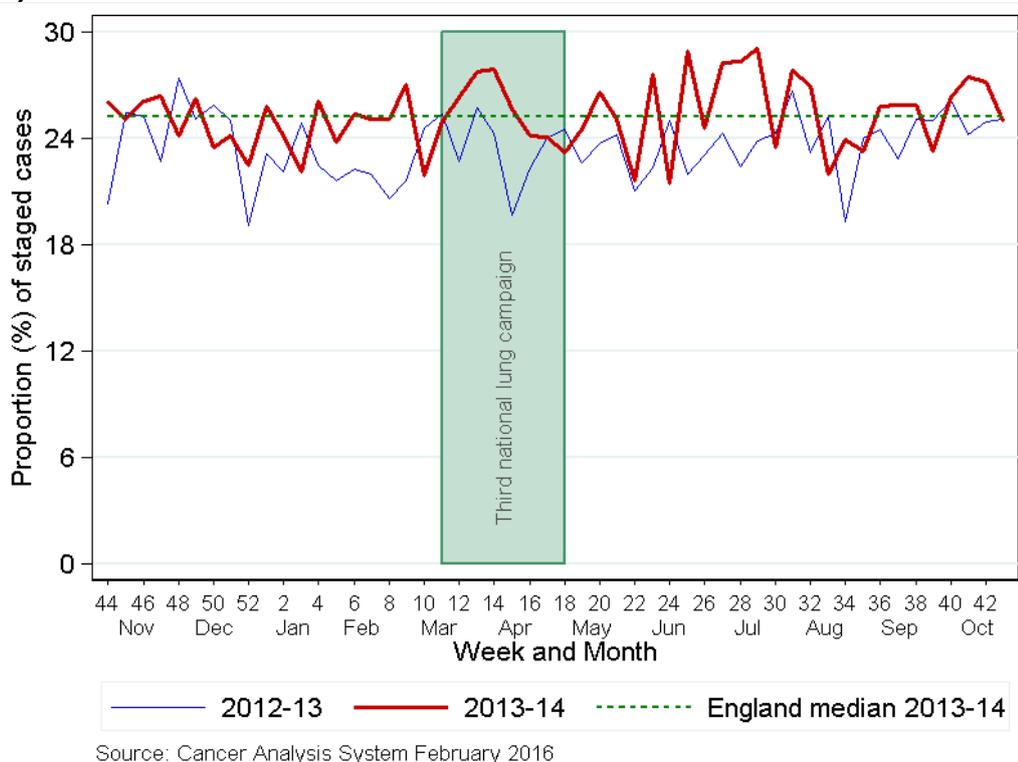
Data was extracted from the national cancer analysis system for the diagnosis period November 2012 to October 2014. The analysis period was defined as two weeks after the start of the campaign (week 13 of 2014) to two months after the end of the campaign (week 27 of 2014). The proportion of early staged cases diagnosed per week in the analysis period was compared with the overall median for November 2013 to October 2014. The campaign was considered to have a possible impact if a) the proportion per week was the same or higher than the median for five or more consecutive weeks and b) this sustained period started during the analysis period.

Results

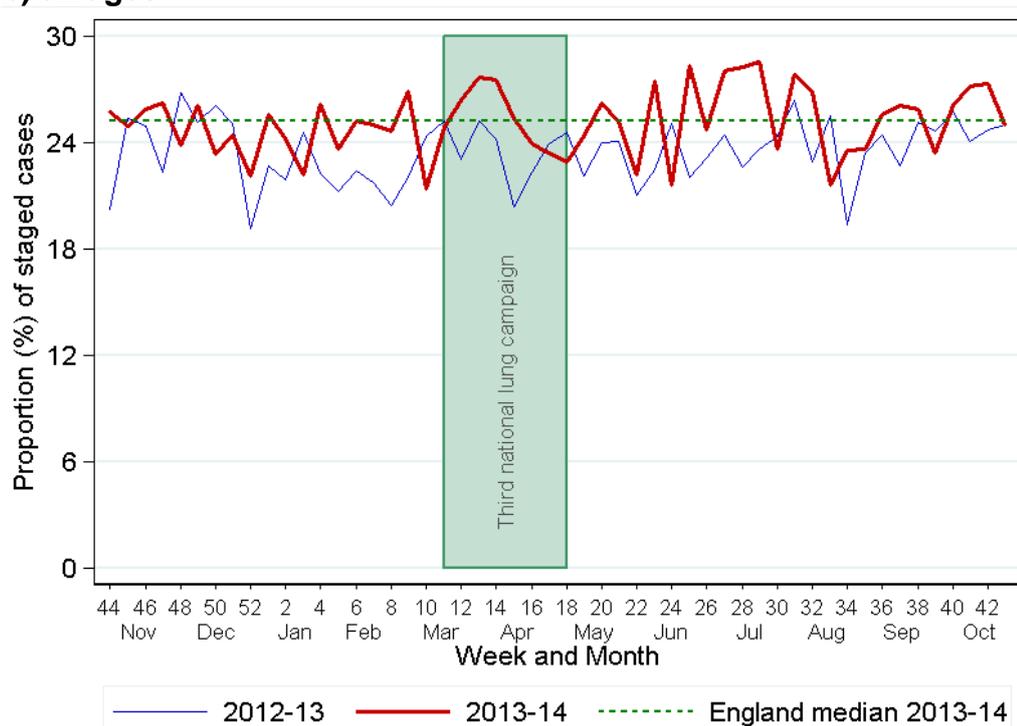
During the analysis period, there were no sustained periods where the proportion of early stage lung cancer was higher than the 2013 to 2014 median (Figure 1).

Figure 1: Proportion of lung cancers diagnosed at stage 1 or 2 by week, England, November 2012 to October 2014, a) 50 and over, and b) all ages

a) 50 and over



b) all ages



Source: Cancer Analysis System February 2016

Conclusions

The third national lung campaign does not appear to have had an impact on the proportion of lung cancers diagnosed at an early stage for persons aged 50 and over, or for all ages combined.

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

The proportion of staged cases for the Be Clear on Cancer (BCoC) metric summaries was calculated using denominators which excluded cases with unknown stage. Other National Cancer Registration and Analysis Service (NCRAS) outputs on proportion of staged cases include cases with unknown stage in the denominator. Therefore the proportions of staged cases reported in the BCoC metrics are different to other NCRAS publications. Excluding cases with unknown stage ensures greater comparability across years for the BCoC metrics, as the proportion of cases with a completed stage has rapidly increased since 2014.

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

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