



Be Clear on Cancer: Regional ovarian cancer campaign, 2014

Caveats: This summary presents the results of the metric on one-year survival. 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.

One-year survival

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.'

Key message

The regional ovarian campaign does not appear to have had an impact on one-year survival for women aged 50 and over diagnosed with ovarian cancer.

Metric: Survival

This metric considers whether the regional ovarian campaign had an impact on one-year survival for women, aged 50 and over¹ with their first ovarian (ICD10 C56-57) cancer diagnosed during and following the campaign, compared with the rest of the year.

Data for women resident in the regional pilot area (North West of England) was extracted from the national cancer analysis system. Women were followed up until December 2016 to obtain their last known vital status. The analysis period was defined as two weeks from the start of the campaign (1 March 2014) to two months from the end of the campaign (31 May 2014). One-year age specific net survival was calculated using the methodology outlined in the [Office for National Statistics: Cancer Survival Statistical Bulletins](#). Net survival refers to the probability of surviving cancer accounting for other causes of death. The one-year survival for women diagnosed in the analysis period was compared with those diagnosed from 1 January to 28 February 2014 and from 1 June to 31 December 2014.

Results

There were no significant differences in one-year survival for women aged 50 and over diagnosed with ovarian cancer between the analysis period (March 2014 to May 2014) and

¹ 50 to 99 years

comparison period (January, February, June to December 2014) (Table 1). One-year survival for women diagnosed during the analysis period was 68.5% compared with 69.1% for those diagnosed in the comparison period.

Table 1: One-year net survival (%) for women aged 50 and over diagnosed with ovarian cancer during the analysis period, 1 March to 30 May 2015, compared with the rest of 2014

Site	Sex	Comparison period (01/01/2014 to 28/02/2014, 01/06/2014 to 31/12/2014)	Analysis period (01/03/2014 to 31/05/2014)
Ovarian	Women	69.1% (95% CI: 65.5 - 72.7)	68.5% (95% CI: 61.8 - 75.1)

Source: Cancer Analysis System, September 2017

Conclusions

The regional ovarian campaign does not appear to have had an impact on one-year survival for women aged 50 and over diagnosed with ovarian cancer.

Other metrics being evaluated include emergency presentations, urgent GP referrals for suspected cancer, conversion rates, numbers of cancers diagnosed and stage at diagnosis. A full evaluation on the campaign metrics will be published as a final report 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 behavior (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:

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