Public Health England

Protecting and improving the nation's health

Be Clear on Cancer: Fourth national blood in pee awareness campaign, 2018

Caveats: This summary presents the results of the metrics on diagnostics in secondary care. 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.

Diagnostics in Secondary Care

Key message

The campaign may have had some impact on the number of ultrasounds, MRIs and CT scans carried out.

The campaign

The fourth national blood in pee campaign ran from 19 July 2018 to 16 September 2018 in England.

The core campaign message was:

- 'If you notice blood in your pee, even if it's just once, tell your doctor.'

Metric: Diagnostics in secondary care

This metric considers whether the fourth national blood in pee campaign had an impact on the number of imaging tests conducted by NHS providers. These included ultrasounds, MRIs and CT scans for suspected kidney and bladder cancer and other medical conditions.

The data on the total number of kidney and bladder ultrasounds, MRIs and CT scans was obtained from the NHSD dataset (https://iview.hscic.gov.uk/Home/About). The data contains details of completed imaging tests that were requested by GPs, consultants and other healthcare professionals.

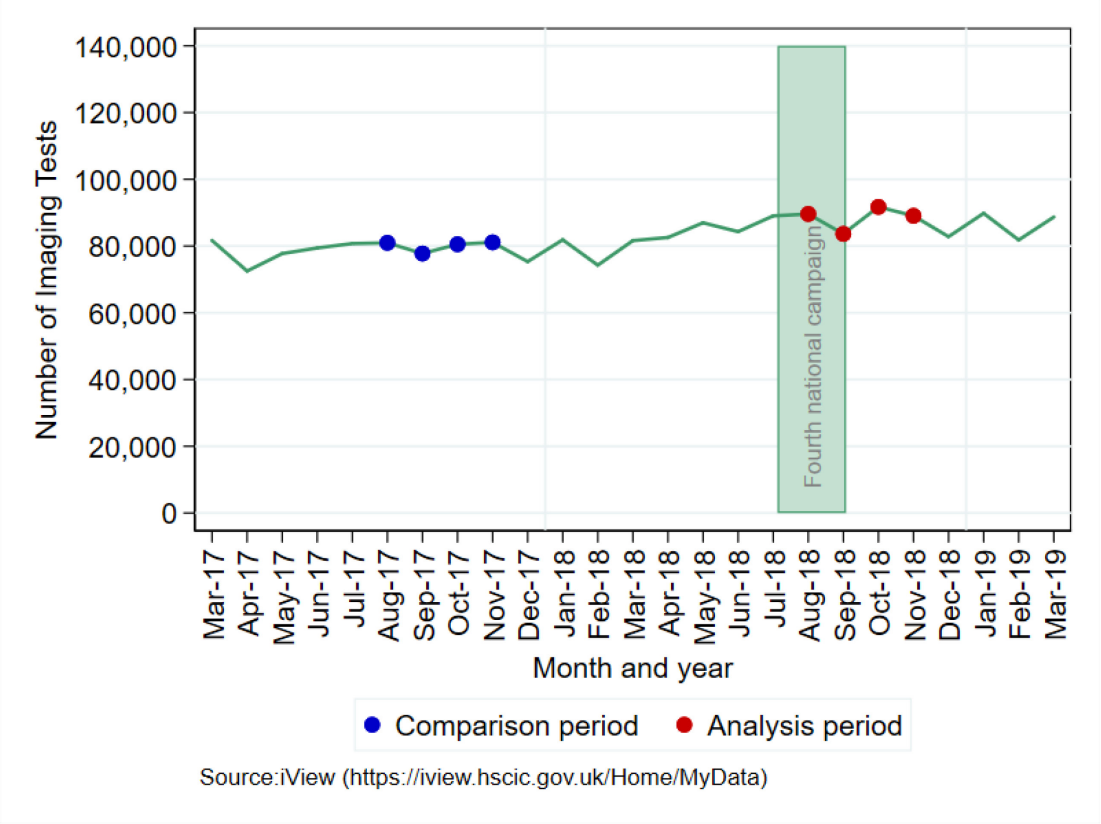
This metric compares the difference in the monthly number of ultrasounds, MRIs and CT scans, between the analysis period of August 2018 to November 2018 and the comparison period of August 2017 to November 2017.

Results

There was a gradual increase in the number of imaging tests for suspected kidney and bladder cancer and other medical conditions from January 2018 to October 2018 for those aged 50 years and over and for all ages (Figure 1a and Figure 1b).

Figure 1: Monthly number of ultrasounds, MRIs and CT scans in March 2017 to March 2019, England a) 50 years and over b) All ages

a) 50 years and over



b) All ages

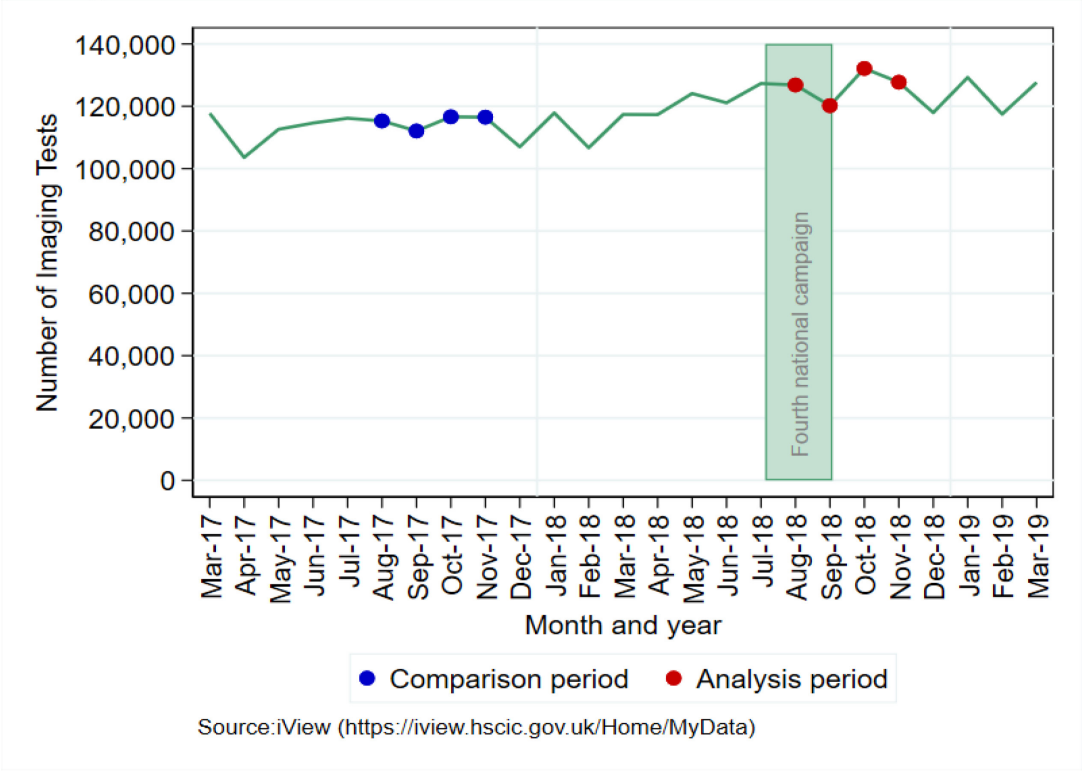


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Table 1: Number of ultrasounds, MRIs and CT scans in August 2017 to November 2017 and August 2018 to November 2018, by age group and sex, England

Tests	Age group and sex		August 2017 to November 2017	August 2018 to November 2018	Percentage change	P-value
Ultrasounds, MRIs and CT scans	50 years and over	Men	163,570	181,950	11.2%	<0.001
		Women	156,570	171,890	9.8%	<0.001
		Persons	320,370	354,060	10.5%	<0.001
	All ages	Men	226,715	250,365	10.4%	<0.001
		Women	233,235	256,125	9.8%	<0.001
		Persons	460,520	506,920	10.1%	<0.001

Comparing the months August 2018 to November 2018 with the same period in 2017:

- There was a statistically significant 11.2% ($p<0.001$) and 10.4% ($p<0.001$) increase in the number of ultrasounds, MRIs and CT scans for men aged 50 years and over, and all ages respectively.
- For women, there was a 9.8% statistically significant increase in the number of ultrasounds, MRIs and CT scans for both age groups.
- There was a statistically significant 10.5% ($p<0.001$) increase in the number of ultrasounds, MRIs and CT scans for persons aged 50 years and over, and a statistically significant 10.1% ($p<0.001$) increase in the number of ultrasounds, MRIs and CT scans in all ages (Table 1).

Conclusion

There was a statistically significant increase in the number of ultrasounds, MRIs and CT scans, though this appears to be in line with the long-term trend.

The campaign may have had some impact on the number of ultrasounds, MRIs and CT scans carried out.

Other metrics being evaluated include the Cancer Waiting Times referrals, conversion and detection rates, numbers of cancers diagnosed, stage at diagnosis and one-year survival. A full evaluation report will be published on the campaign metrics when all the results are available.

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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).

This work uses data that has been provided by patients and collected by the NHS as part of their care and support. The data is collated, maintained and quality assured by the National Cancer Registration and Analysis Service, which is part of Public Health England (PHE).

Find out more about Be Clear on Cancer at:
www.ncin.org.uk/be_clear_on_cancer
www.nhs.uk/be-clear-on-cancer/

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