



Department
of Health



Public Health
England



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To:

Clinical Commissioning Group Clinical Leads
Strategic Clinical Network Associate Directors
Local Authority Chief Executives
Directors of Public Health
Foundation Trust Chief Executives & Medical Directors
Trust Chief Executives & Medical Directors

Cc:

NHS England Regional Medical Directors
Regional Directors
Clinical Commissioning Group Accountable Officers
Directors of Commissioning Operations
Cancer Waiting Times Taskforce (Monitor, NHS England & NHS Trust Development Authority)

13 August 2015

Dear Colleague

Forthcoming national *Be Clear on Cancer* 'Blood in Pee' symptom awareness campaign

Thank you for your support to date for the current national *Be Clear on Cancer* breast cancer in women over 70 campaign, which launched on 13 July and runs until 6 September. We are pleased to announce the next *Be Clear on Cancer* symptom awareness campaign and to ask you to cascade this information locally. Details of the campaign are below.

National 'Blood in Pee' campaign

1. A national reminder campaign for 'Blood in Pee' as a symptom of bladder and kidney cancers will run during March and April 2016.
2. The campaign was first run nationally from October to November 2013 and repeated in the same period in 2014. This campaign will again focus on the key message, 'If you notice blood in your pee, even if it's 'just the once', tell your doctor.'
3. Promotional plans are still being finalised but are likely to include TV, radio, press, digital, out of home advertising and road show events.
4. The decision to repeat the national 'Blood in Pee' campaign is based on positive evidence from the evaluation of the previous campaigns. Preliminary findings from research on cancer and campaign awareness for the 'Blood in Pee' campaign from October to November 2014 showed that:

- Six in ten (62%) of those aware of cancer symptoms advertising spontaneously mentioned blood in pee as a cancer symptom seen or heard about in the last few months, compared with 31% pre-campaign.
- When asked directly about signs/symptoms of bladder/kidney cancer, two fifths of all respondents spontaneously mentioned blood in pee (40%, significantly up from 31% pre-campaign).
- Confidence in knowledge of signs and symptoms of bladder/kidney cancer increased significantly from pre-campaign to post-campaign, rising from 30% to 40% (men: 31%-36%, women: 29%-43%; a significant rise for women).

In addition, referral activity and diagnoses showed the following:

- Relating to the first national campaign (October to November 2013) the number of urgent GP referrals for suspected urological cancers increased by 26% for October to December 2013 and by 23% for January to April 2014, compared to the same months one year earlier. These increases were larger than the respective 13% and 18% increases for referrals for those other suspected cancer sites which had not previously featured in a national or regional *Be Clear on Cancer* campaign.
- The number of bladder, kidney and urological cancer diagnoses resulting from an urgent GP referral for suspected urological cancers increased by 8.2%, 22% and 14% respectively, for October to December 2013, compared to the same months in 2012.
- Relating to the second national campaign (October to November 2014) there was a 34% increase in the number of urgent GP referrals for suspected urological cancers for October to December 2014, compared to the same months two years earlier, in 2012. This compared to a 24% increase in the number of referrals for suspected head and neck cancers, which were considered as a control group.

5. Bladder and kidney cancers are the seventh and eighth most commonly diagnosed cancers. Despite advances in treatments, survival from bladder cancer has remained static for the last decade. Men and women are equally likely to survive kidney cancer, but recent evidence shows that women with bladder cancer have a less positive outcome than men, with a 10% survival deficit. The survival difference in women may be linked to differences in diagnosis. One in four bladder cancers in women are diagnosed as emergencies, compared to one in six in men. The odds of women being diagnosed with the most advanced stage of bladder are 30% higher than in men. Rare forms of bladder cancer have worse survival and women are more likely to be diagnosed with one of these types.

Preparations

6. As with previous campaigns, NHS England will be working with regional Strategic Clinical Networks to help ensure the NHS is prepared for this campaign, whilst Public Health England will work with local authorities and other stakeholders.
7. We are planning to host a couple of events in the autumn to update colleagues on planned activity and share information which commissioners and providers may find helpful for preparing for a possible increase in demand for services. Further information will be posted on the [NAEDI](#) website. In the meantime, you may find the resources from the previous 'Blood in Pee' campaign a useful guide. Updated briefing sheets and resources will be available in advance of the campaign.
8. Please share this information with colleagues and local teams to enable them to put plans in place to help promote the campaign locally, and ensure that services are ready to respond.
9. For more information, or if you have any queries, email BeClearonCancer@nhs.uk.

10. Finally, we would like to thank you once again for your support of *Be Clear on Cancer* campaigns and look forward to working with you to deliver the 'Blood in Pee' campaign.

Yours sincerely

Three handwritten signatures in black ink. The first signature on the left is 'Ben Dyson'. The middle signature is 'Sean Duffy'. The signature on the right is 'Kevin A. Fenton'.

Ben Dyson
Director, NHS Group
Department of Health

Sean Duffy
National Clinical
Director for Cancer
NHS England

Professor Kevin Fenton
Director of Health and
Wellbeing
Public Health England