



To:
CCG Clinical Leads
Be Clear On Cancer Stakeholders
Strategic Clinical Network Associate Directors
Local Authority Chief Executives
Directors of Public Health
Public Health England Centre Directors
Foundation Trust Chief Executives & Medical Directors
Trust Chief Executives & Medical Directors

CC:
NHS England Regional Medical Directors
Accountable Officers
Area Team Directors

21 May 2014

Dear Colleague

***Be Clear on Cancer* symptom awareness campaigns**

Further to the letter of 20th December 2013, we are writing to:

- let you know about our plans for a repeat of the national 'Blood in Pee' campaign, in autumn 2014 to promote earlier diagnosis of kidney and bladder cancer by highlighting the symptom of blood in urine
- update you on the local campaign in the South West Strategic Clinical Network area on skin cancer running in June/July 2014
- ask you to cascade this information to your local teams and colleagues.

Background

1. The *Be Clear on Cancer (BCOC)* symptom awareness campaigns are designed to tackle late presentation of patients with possible cancer symptoms and thereby to promote earlier diagnosis of cancer, when the cancer is more treatable. As highlighted in the Mandate for 2014/15 more needs to be done to prevent people from dying prematurely and earlier diagnosis can make an important contribution to this. Mandate link - <https://www.gov.uk/government/publications/nhs-mandate-2014-to-2015>
2. The first *Be Clear on Cancer* local pilots started in 2010 with the first regional pilot in 2011. To date a number of tumour sites including bowel, breast, lung, ovarian, oesophago-gastric, kidney and bladder cancers have been covered. A process of testing locally and then regionally is conducted to ensure the messages are correct for

the target audience and to assess the impact on NHS services. If appropriate, campaigns are then run nationally across England.

3. The campaigns are run by Public Health England, in partnership with NHS England and the Department of Health.

National

4. As for all BCOC campaigns, the decision to run a national 'Blood in Pee' reminder campaign is based on positive evidence from the evaluation of the regional campaign and encouraging initial evaluation results for the national campaign which ran from October - November 2013. These results demonstrated notable changes in symptom awareness and referral activity.
5. For the regional Blood in Pee campaign, there was a 28% increase in the number of two week wait referrals for suspected urological cancer in the pilot campaign areas during the campaign period (January – March 2013), compared to only a 9% increase in the control areas. These increases were similar for both men and women. In addition, we are now also starting to see results from the national campaign. Encouragingly, for two week wait referrals, these are similar to those seen at the regional level, with a 26% increase in England in the number of two week wait referrals for urological cancers, compared with a 13% increase in referrals for suspected cancer sites which are not currently featuring in a Be Clear on Cancer Campaign. For a wider campaign evaluation please see paragraph 9.
6. Increases in cancer and symptom awareness have also increased post campaign with 72% of those aware of cancer symptom advertising, mentioning 'blood in pee' as a symptom post campaign compared with 23% prior to the campaign. Confidence in knowledge of signs and symptoms of bladder and kidney cancer also improved following the campaign from 28% to 41%.

Local

7. The skin cancer pilot will run in the Public Health England Devon, Cornwall and Somerset area focusing on encouraging earlier detection of skin cancer and will run from 16 June 2014 for 6 weeks. The main message of the campaign is – *'A change to a mole isn't the only sign of skin cancer – if you notice any unusual or persistent changes to your skin, go to your doctor'*. The campaign will target men and women aged 50 and over, as latest published national figures by ONS show that around three quarters of new cases of malignant melanoma are in this group. Men are a particular focus for the campaign as male mortality rates are higher.
8. During the six week period, campaign activity will include advertising to run on local radio and in newspapers; out-of-home advertising to appear on bus shelters, pharmacy bags and in leisure centres; leaflets to be distributed via GP surgeries and other venues; direct mail to be distributed amongst the target audience and road show events to tour Devon, Cornwall and Somerset.

Evaluation update

9. Following the success of last year's evaluation overview document an update has been prepared by Cancer Research UK and is now available for you to use and share with colleagues. This includes data that was available up until February 2014 and a

comprehensive evaluation of the campaign's health impacts. [Be Clear on Cancer, Evaluation Summary, May 2014](#)

Preparations

10. As for previous campaigns, NHS Improving Quality, as part of NHS England, will be working with Strategic Clinical Networks to help ensure the NHS is prepared for the forthcoming national 'Blood in Pee' campaign, whilst Public Health England will be working with local authorities. This will also happen in the South West for the local skin cancer campaign and briefing sheets for healthcare professionals and others, as well as campaign materials, will be provided to support the preparation and delivery of both campaigns. These will be on the [NAEDI website](#) as soon as they are available. In the meantime you may want to be preparing primary and secondary care colleagues, looking at the capacity for diagnostic tests as well as treatment, and forward plan.
11. Please can you share this information with colleagues and local teams so they can start to think about how they can work together to help promote the national 'Blood in Pee' campaign in your local community.
12. For more information, or if you have any queries, please contact the project support desk beclearoncancer@nhs.uk
13. We will communicate further news about the *Be Clear on Cancer* campaign programme for 2014/15 in due course, but in the meantime we would like to thank you for your support with the *Be Clear on Cancer* campaigns to date and look forward to working with you to deliver the 2014/15 programme.

Yours sincerely



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National Clinical
Director for Cancer
NHS England



Professor Kevin Fenton
Director of Health and
Wellbeing
Public Health England