

To:
CCG Clinical Leaders
CCG Accountable Officers
CSU Managing Directors
Foundation Trust CEs
Medical Directors
Directors of Nursing
Communications Leads
Local Authority CEs
NHS England Regional
Directors
PHE Regional Directors
PHE Centre Directors

National Cancer Programme
NHS England
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Dear Colleagues

Blood in Pee: Be Clear on Cancer campaign launching July - September 2018

As you may be aware through NHS England updates, Public Health England will be re-running the Be Clear on Cancer '*Blood in Pee*' campaign from 19 July to 23 September 2018. This campaign aims to raise public awareness of visible haematuria which is a symptom not only of bladder and kidney cancer but other cancers and conditions too. Blood in urine is a key symptom in 64% of bladder cancer patients aged 40 years and above and 18% of kidney cancer patients in this age group.

Bladder and kidney cancer are both in the top ten cancers most commonly diagnosed and we know that improvements can be made in patient outcomes by diagnosing and treating patients earlier.

We need your help and support to make the most of this opportunity. We would encourage you to:

- Cascade this letter and the campaign overview attached amongst relevant teams, so where possible, they can plan for any changes in the demand for services.
- Visit the [Campaign Resource Centre](#) to get updates and order your free campaign resources.
- Be aware of the key messages of the campaign and champion the importance of supporting this activity.

The '*Blood in Pee*' campaign has run across England three times before. It has repeatedly shown an increase in awareness of the symptom, and through data and

anecdotal feedback we know the campaigns are prompting more presentations to the GP and that there are encouraging indications of changes in cancers diagnosed and at an earlier stage.

The overview attached provides more detail on the campaign and how you can register to get further information.

The team at Public Health England are currently planning to run one other national campaign during this financial year, launching early in 2019. Further details on this campaign will follow later in the year.

I would like to thank you for your support of Be Clear on Cancer activities to date.

Yours sincerely

A handwritten signature in black ink, appearing to read 'C Harrison', with a horizontal line underneath it.

Professor Chris Harrison

Medical Director, The Christie NHS Foundation Trust, Manchester
National Clinical Director (Cancer), NHS England