



'Blood in pee' campaign

13 October – 23 November 2014

Public Health England (PHE) will be running a national campaign to raise awareness of blood in urine as a symptom of bladder and kidney cancers this autumn. This briefing is the first in a series aimed at helping local teams prepare – here you'll find out more about the background, aims, and likely impact of the 'blood in pee' campaign.

What is *Be Clear on Cancer*?

Be Clear on Cancer aims to improve early diagnosis of cancer by raising awareness of the signs and symptoms, encouraging people to see their GP without delay.

Has the 'blood in pee' campaign been run before?

Three local pilots initially tested the 'blood in pee' campaign in early 2012. This was followed by a regional pilot campaign in Tyne Tees and Borders TV regions from January to March 2013. Early results from these pilot campaigns were promising and the 'blood in pee' campaign went national across England for the first time on 15 October 2013.

When will the 'blood in pee' activity be running?

We want to keep the main campaign message at the front of people's minds so the advert will run again, via a range of communication channels including TV and radio, from 13 October 2014. The TV adverts will run until 9 November and all other communications will finish between 9–23 November 2014.

Why are you re-running the national 'blood in pee' campaign?

Working in partnership, Public Health England, Department of Health, NHS England, and NHS Improving Quality reviewed all the available data for each campaign, alongside other relevant evidence, to see which would be the best option for a national autumn campaign.

A reminder 'blood in pee' campaign was selected for the following reasons:

- Despite promising results from the local, regional and national campaigns, there is still a great deal of potential to improve bladder and kidney cancer survival in England
- Each year, around 17,000 people in England are diagnosed with bladder or kidney cancer and approximately 7,500 die from these diseases
- Around one in five bladder and kidney cancers are diagnosed via an emergency presentation
- It has been estimated that around 1,000 deaths from bladder and kidney cancers could be avoided each year if survival rates matched the best in Europe.

Is there any evidence the 'blood in pee' campaign will work?

Results from the 'blood in pee' activity to date indicate that *Be Clear on Cancer* is successfully changing levels of public awareness. There are also early indications that clinical outcomes are improving too. Initial evaluation results following the first national campaign in autumn 2013:

- Over two in five spontaneously mentioned blood in pee as a symptom of bladder or kidney cancer (44% up from 27% pre campaign)*
- Confidence in knowledge of signs and symptoms of bladder and kidney cancer improved from 28% to 41%*
- 26% increase in two-week-wait (2WW) referrals for suspected urological cancer*†.

The regional pilot campaign that ran January to March 2013 in the Tyne Tees and Borders TV regions has also shown positive results:

- 48% increase in bladder cancer diagnoses in pilot areas following a 2WW referral*, compared to a 12.3% decrease in control areas*
- 47% increase in kidney cancer diagnoses in pilot areas following a 2WW referral*, compared to a 8.5% increase in control areas.

* The result is statistically significant

† Pathway covers several cancer types in addition to bladder and kidney cancers

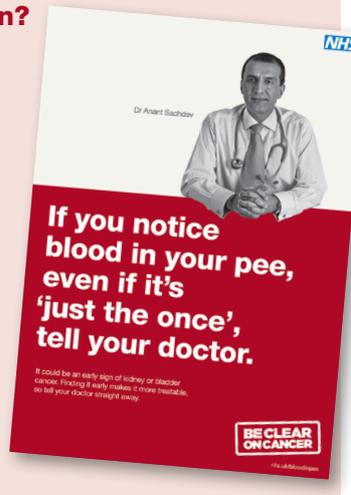
'As the host of a regional pilot, there is always a little anticipation about the unknown. However we saw that with both the pilot and national campaign, health care professionals and the public have fully supported the 'blood in pee' activity. Engaging primary and secondary care colleagues throughout the planning and campaign period was key to successfully managing the impact we've seen.'

Dr Tony Branson, Medical Director of the Northern England Strategic Clinical Network

What is the main message for the 'blood in pee' campaign?

The message for the public is: **If you notice blood in your pee, even if it's 'just the once', tell your doctor.**

TV and radio adverts will remain the same. There are two different adverts – one for men and one for women. You can watch the TV adverts and listen to the radio adverts on NHS Choices: nhs.uk/bloodinpee



Why are you telling us about the campaign now when the launch is months away?

The Northern England Strategic Clinical Network had a lead-in time of just over three months to the regional pilot and found this to be invaluable. The Network Support Team used this time to prepare colleagues in primary and secondary care, to look at the capacity for diagnostic tests as well as treatment, and forward plan. Although NHS teams were notified about this reminder campaign in May 2014, we want to update you and provide the latest details to help you with your planning.

What impact is the 'blood in pee' campaign likely to have on NHS services?

Data from the regional pilot and first national campaign in 2013 is currently being reviewed. More information, including modelling work on the change in demand for services, will follow in the coming months. In 2013 the local NHS team assumed a 25–30% increase in demand on services and, anecdotally, we know that although there was variation across the area, this estimate felt about right.

What resources will be available to help local teams?

A range of activities and resources for the national campaign in autumn 2014 will be available over the coming months to help prepare and support local teams. These include:

- Campaign briefing sheets for key audiences: GPs, practice managers, nurses, pharmacy teams, NHS trusts, local authorities and community groups/volunteers

- More data and modelling to help you plan for changes in service demands
- A Q&A document to help you respond to any questions about *Be Clear on Cancer* and the 'blood in pee' campaign
- A PR toolkit providing communications advice, facts and stats, key messages and templates for use when communicating with your local audiences about the campaign
- 'Blood in pee' materials such as leaflets, posters and symptom cards can be ordered free of charge via the Health and Social Care Publications Orderline 0300 123 1002
- The public-facing website for the campaign is NHS Choices and several dedicated campaign web pages have been created on nhs.uk/bloodinpee. This link can be used on local websites.

What can I do now to start preparing for the 'blood in pee' campaign?

- Take a look at the adverts on NHS Choices so you know the key messages that will be going out to the public
- Cascade this information. More details will follow in September, but think about everyone in your area that would benefit from this early notification and work with them to start planning how the impact will be managed locally
- It's difficult to predict the exact demand each campaign will have on NHS services, but think back to the last 'blood in pee' campaign and the impact it had on your area. Consider the number of requests for appointments, diagnostic tests and urgent 2WW referrals that you had during and after *Be Clear on Cancer* advertising. Use this information to help you plan for the autumn campaign.

For more information

Email beclearoncancer@nhs.uk and include blood in pee in the title of your email.

We are currently updating the [NAEDI website](http://NAEDI). However, a lot of the information from the national campaign that ran in 2013 will still be relevant and may help you to plan. New briefings and information will be added as it becomes available.