



Dr Jane Scott

'Blood in pee' campaign 15 February – 31 March 2016

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In early 2016, Public Health England (PHE) will be running a national campaign to raise awareness of 'blood in pee' as a symptom of bladder and kidney cancers.

What is Be Clear on Cancer?

Be Clear on Cancer aims to achieve earlier diagnosis of cancer by raising awareness of the signs and symptoms. The campaigns encourage people with relevant symptoms to see their GP without delay.

Has the 'blood in pee' campaign run before?

Three local pilots initially tested the 'blood in pee' campaign in early 2012. This was followed by a regional pilot from January to March 2013. The campaign went national, across England, for the first time in October 2013 and was repeated the following October.

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.

2014 campaign results

Following the second national campaign:

- Six in 10 of those aware of the cancer advertising spontaneously mentioned 'blood in pee' as a cancer symptom (62% up from 31% pre campaign)¹
- There was a 34% increase in the number of urgent GP referrals for suspected urological cancers when comparing October – December 2014 with October – December 2012^{1,2}
- Preliminary results indicate above-trend increases in the number of kidney cancers resulting from urgent GP referrals for suspected urological cancers for those aged 50 to 59 (39%)¹ and 70 to 79 (72%)¹ when comparing October – December 2014 and October – December 2012
- Preliminary results show there was no significant change in the number of bladder cancers resulting from urgent GP referrals for urological cancers.

2013 campaign results

Data from the 2013 campaign period shows:

- There was a 26% increase in the number of urgent GP referrals for suspected urological cancers from October – December 2012 to October – December 2013^{1,2}
- The number of bladder, kidney and urological² cancer diagnoses resulting from an urgent GP referral for suspected urological cancers increased by 8.2%, 22% and 14% respectively in October – December 2013 compared to October – December 2012¹.

We are now able to look at staging data for those cancers diagnosed during the first national 'blood in pee' campaign period. The analysis is still ongoing, but early results are promising.

- For bladder cancer³ in early 2014⁴, there appear to be higher than average stage I diagnoses and lower than average stage IV diagnoses. This corresponds to around 50 extra stage I cases. Please note, there is missing stage data which might affect this interpretation
- For kidney cancer⁵ in early 2014⁴ there appear to be a higher proportion of stage I/II diagnoses but limited evidence of a reduction in stage IV diagnoses. This corresponds to around 30 extra stage I/II cases. Please note, there is missing stage data which might affect this interpretation.

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

Following the 2014 'blood in pee' campaign, on average each trust saw approximately six extra urgent GP referrals for suspected urological cancers per week. The peak of referrals was approximately two months after the campaign activity started.⁸ The impact on services will vary by trust and be influenced by the size and age profile of your local population.

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Key facts:

- **Each year, around 17,450 people in England are diagnosed with bladder or kidney cancers and approximately 7,600 die from these cancers⁶**
- **If bladder and kidney cancers are diagnosed at the earliest stage, one-year survival is as high as 92–96%. At a late stage, it drops to just 27–37%⁷**

What resources will be available to help local teams?

A range of [resources](#) for the 2016 national campaign will be available over the coming months to help prepare and support your local teams. These include:

- Campaign briefing sheets for key audiences
- More data to help you plan for changes in service demands
- A question and answer document to help you respond to any queries about the 'blood in pee' campaign
- A PR toolkit providing communications advice, facts and stats, key messages and templates to use when you communicate with your local audiences
- 'Blood in pee' materials, such as leaflets, posters and symptom cards, will be available free of charge via the [Campaign Resource Centre \(CRC\)](#) or call the Orderline on: 0300 123 1002
- The public-facing website for the campaign is [NHS Choices](#) and it has several dedicated *Be Clear on Cancer* pages with more information and case studies for the public to view at: www.nhs.uk/bloodinpee. This link can be used on your local websites.

What can I do to prepare for the 'blood in pee' campaign?

- Take a look at the [NHS Choices](#) 'blood in pee' website so you know the key messages that the public will receive
- Cascade this information. 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
- Inform health champions and teams who work in the community so they can be ready to use the advertising as a prompt for discussions with those most at risk
- The [NICE referral](#) guidelines for suspected cancer were refreshed in 2015. Take the opportunity to review the [tools and resources](#) available on the new NICE guideline (NG12)
- 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 (early October to end of November 2014) and the impact it had on your area. Consider the number of requests for appointments, diagnostic tests and urgent GP referrals that you had during and after *Be Clear on Cancer* advertising. Use this information to help you plan for the 2016 campaign.

Essential information about the national 'blood in pee' campaign

Who is the campaign aimed at?

The campaign is aimed at men and women over the age of 50 from lower socio-economic groups, and their key influencers, such as friends and family. People over 50 make up more than 90% of bladder and kidney cancer diagnoses in England.

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.**

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

The campaign will run from 15 February until 31 March 2016. The communications plan is still being finalised, but will include: TV, radio, press, digital and out of home advertising, such as branded pharmacy bags.

Be Clear on Cancer is run by Public Health England in partnership with Department of Health and NHS England.

For more information

- **Email** beclearoncancer@nhs.uk and include 'blood in pee' in the title of your email
- **Visit** naedi.org/beclearoncancer for more campaign information and resources for health care professionals. We are currently updating the site, however, information from the 2014 national campaign will still be relevant and may help you to plan. New briefings and information will be added as they become available.

- 1 The result is statistically significant
- 2 Pathway covers several cancer types in addition to bladder and kidney cancers
- 3 Bladder cancers – ICD10 code C67
- 4 The analysis uses a week-on-week approach as the number of weekends in a month affects the total diagnoses. It uses a 2013 median weekly diagnoses as a baseline
- 5 Kidney cancer – ICD10 code C64
- 6 Incidence and mortality data supplied by National Cancer Intelligence Network (South West) based on National Cancer Registration Service dataset (2009–2013)
- 7 Due to data completeness, stage distribution is based on 2013 data only. The survival is relative period survival from 2008–12 diagnoses (1yr). Data provided by NCIN October 2015
- 8 Data provided by NCIN November 2015.

