We need your help to raise awareness of the symptoms of lung cancer. When cancer is picked up early, treatment is more likely to be successful.

What is Be Clear on Cancer?

Be Clear on Cancer aims to improve early diagnosis of cancer by raising awareness of key symptoms and encouraging people to see their GP earlier.

The first national lung cancer campaign was in 2012 and was followed by a ‘reminder’ campaign in July – August 2013.

Why focus on lung cancer?

Lung cancer is England’s biggest cancer killer. It has one of the lowest survival rates of any cancer because over two-thirds of patients are diagnosed at a late stage when treatment that could cure the disease is not possible. An estimated 1,300 deaths from lung cancer could be avoided in England each year if survival rates matched the best in Europe.

Have previous campaigns shown positive results?

Results to date for lung cancer activity indicate that Be Clear on Cancer is successfully changing levels of public awareness. There are also early indications that clinical outcomes are improving too. These are some of the statistically significant findings following the first national lung campaign in 2012:

- Increases in unprompted awareness of cough/hoarseness (41% pre-campaign to 50% post-campaign) and persistent/prolonged cough (12% pre-campaign to 15% post-campaign);
- Increase of 32% in two-week-wait referrals for suspected lung cancer in the campaign months compared with the previous year, with the majority of additional referrals in the over 50s;
- Around 700 more people were diagnosed with lung cancer when compared with the same period in the previous year;
- Around 400 more people had their cancer diagnosed at an early stage;
- Around 300 additional patients had surgery as a first treatment of diagnosed lung cancer which is vital for better survival.

However, despite these promising results, there is still a great deal of potential to improve lung cancer survival in England. This is why Public Health England is running the lung cancer campaign again.

How does this campaign support local priorities?

Cancer is identified in many Joint Strategic Needs Assessments (JSNAs) as an area for improvement; often as part of reducing health inequalities or gaps in life expectancy.

The earlier lung cancer is detected the more likely treatment will be successful. When diagnosed at its earliest stage, around 73% of patients in the UK will survive their disease for at least one year after diagnosis.

‘Our priority is always to ensure the well-being of our local population and this campaign gives us the perfect opportunity to raise the subject of cancer. By promoting the main messages in any way that we can and talking to people about the importance of going to see their doctor with symptoms, we can improve their chances of being successfully treated.’

Dr Andrew Mortimore, Director of Public Health, Southampton City Council

naedi.org/beclearoncancer/lung
How can you help the campaign reach your local population?
You have a vital role to play. You know your local communities and can engage with those more likely to get lung cancer.

Three things you can do:

1. **Promote the campaign to people in your area.**
   Identify any existing networks you use to engage with your local population or any events that are taking place during the campaign. Think about how you can use these as an opportunity to promote it and highlight the key messages. And remember, in many areas, local authorities are the largest employers, so consider how this campaign can link in with other activities aimed at promoting and protecting the health of your employees.

   You can get free posters and leaflets through www.orderline.dh.gov.uk or call 0300 123 1002.

   You can also download an Easy Read leaflet and dual language symptom cards.

2. **Make it part of your day-to-day conversations.**
   Whether you are training frontline workers, delivering smoking cessation advice, working in care homes, working with hard to reach groups in the community, or chatting to colleagues; make every contact count. Talking may prompt someone to make an appointment, or to open up about any concerns or a symptom they didn’t think was serious. There’s another briefing sheet for community groups and volunteers too. We need to encourage people to talk openly about cancer. This campaign gives us all the chance to do that.

3. **Encourage people to see their doctor.**
   People can put off getting symptoms checked out for lots of different reasons. They might worry about wasting the doctor’s time. Or, if they think it could be cancer, people are often frightened of finding out or are scared of treatment. Tell them that it’s important to get any symptoms checked out and encourage them to speak to their GP early.

Summary of main campaign details

**What is the main message of the campaign?**

*Been coughing for three weeks? Tell your doctor.*

More than 90% of patients with lung cancer are symptomatic at diagnosis, with a cough being the most common presenting symptom.

**Who is the campaign aimed at?**

Men and women over the age of 50 from lower socioeconomic groups, and the people who influence them, such as friends and family.

**What activities will be taking place and when?**

The campaign will run on TV, radio and in the press from 10 March until the end of April.

**Why is there no mention of smoking in the advertising?**

Smoking causes more than 8 in 10 lung cancers in the UK. But we know that including a smoking-related message can put people off – smokers may feel that they’re being nagged or won’t be taken seriously, and non- or ex-smokers might not see it as relevant to them.

**How are GPs and hospitals preparing for the campaign?**

NHS Improving Quality is working with Strategic Clinical Networks to help ensure the NHS is prepared for the campaign. There are also additional briefing sheets to support GPs and to help hospital providers plan for expected increases in referrals.

Find out more

- Discover key lung cancer statistics for your local area
- Direct members of the public to the NHS Choices website to find out more about lung cancer symptoms: nhs.uk/lungcancer
- For more information about the campaign and additional materials, visit naedi.org/beclearoncancer/lung
- One source of support for frontline staff is a free-to-access Cancer Awareness Toolkit.