Detect Cancer Early – evidencing an effective approach to reducing health inequalities

Nicola Barnstaple
Detect Cancer Early Programme Lead

Scottish Snapshot

• Scotland’s cancer survival rates are lower than many other countries – late diagnosis contributes to this.
• Increasing cancer incidence – predicted increase from 30,500 annually in 2008-2012 to over 40,000 in 2023-2027.
• Ageing population - proportion of over-75’s projected to increase from 8% in 2014 to 14% in 2039.
• Impact of health inequality - mortality rates from cancer in the most deprived areas are around 1.7 times higher than those in the least deprived areas.


International Cancer Benchmarking Project: 5 year colorectal % cancer survival rates (similar findings for other cancer types)
The Programme

- The DCE Programme was formally launched by the Cabinet Secretary in February 2012
- Breast, bowel and lung cancers account for around half (43%) of all cancers diagnosed in Scotland
- Early diagnosis key – 20 times more likely to survive lung cancer when detected early, 14 times for bowel and five for breast
- A whole systems approach was agreed from the outset
- Driven by a national programme, embedded in NHS Boards – all with a responsibility to contribute to achieving the national outcome

Work-streams include:
- Screening programme participation
- Primary care
- Increasing diagnostic capacity
- Data, outcomes and evaluation – national target to increase stage 1 diagnoses from 23% to 29% by 2015
- Public awareness

Screening Workstream

- National public awareness campaign for bowel screening
- Two year primary care contract initiative for bowel screening
- NES Pharmacy and Practice Nurse education courses
- Investment in qFIT implementation
- Targeted regional breast screening public awareness
- Targeted primary care breast screening packs
- Prevention in screening settings

Don’t get scared, get screened.
Primary Care Workstream

- Review of Scottish Referral Guidelines for Suspected Cancer – quick reference guide, website and app developed
- Two year GMS contract initiative for bowel screening (857 practices participated, 84% of Scottish practices)
- Primary Care education sessions
- Improvements in e-Health for bowel screening
- Development of practice profiles for cancer
- Partnership with CRUK’s Facilitator Programme

Diagnostic Capacity Workstream

- Significant investment direct to NHS boards
- Capacity planning in response to DCE’s social marketing campaigns
- Cancer waiting times performance (review of targets underway)
- Local test of change pilots e.g. qFIT as a first line diagnostic test (NHS Tayside), malignant melanoma added to Programme
Data & Evaluation Workstream

- National DCE HEAT target
- Local investment in cancer audit
- Campaign results
- Public attitudes and awareness tracking
- Management information
- University of Edinburgh academic evaluation

Public Awareness Workstream

- "If you've had a cough for three weeks, see your GP."
- "The earlier I find cancer, the easier it is to treat."
- Breast screening can detect tiny cancers this size. Don't let screen go round.
- The Wee K, bringing cancer down to size.
- Lumps aren't the only sign of breast cancer.
Over 450 days of roadshow activity in deprived communities – an average of 1 every 4 days since DCE began

Cultural touch-points used to raise awareness with hard-to-reach groups (football, retail etc.)

High-profile voices, respected by core target audience, ensure our messages cut-through

Humour/emotion used (where relevant) to increase engagement levels

Content generation increasingly effective at reaching and engaging audiences online

Cancer survivor a ‘great example’ to Sir Alex

Headline Result

Percentage of breast, colorectal and lung cancers diagnosed at Stage I in Scotland by SIMD quintile and percentage change - baseline (2010/2011) to 2014/2015
**Proportion of breast, colorectal and lung cancers diagnosed at Stage I - baseline (2010/2011) to 2014/2015**

**Results**

One of the largest increases in bowel screening uptake has been amongst men from the most deprived quintile. They're returning an additional 5,000 tests a year (comparing 2016 to 2011).

The proportion of breast cancers detected at Stage I and II have increased in the most deprived areas from 80.0% (baseline) to 83.2% in 2014/2015.
<table>
<thead>
<tr>
<th>Attitude</th>
<th>Positive shift</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘The best way to detect bowel cancer early is to do the home screening test’</td>
<td>45% increase in strong agreement</td>
</tr>
<tr>
<td>‘There’s a lot they can do these days to treat the symptoms of lung cancer, even if it can’t be cured’</td>
<td>52% increase in strong agreement</td>
</tr>
<tr>
<td>‘Breast screening can find cancers that you couldn’t see or feel yourself’</td>
<td>Over a third (35.7%) more campaign recognisers agreed, compared to non-recognisers</td>
</tr>
<tr>
<td>‘If I had a cough that wasn’t clearing up, I’d wait three weeks before going to my GP’</td>
<td>136% increase in agreement</td>
</tr>
<tr>
<td>Awareness of breast cancer symptoms, other than lumps</td>
<td>Spontaneous awareness doubled</td>
</tr>
</tbody>
</table>

**Conclusion**

- Targeted Programmes – with national leadership and local collaboration - can be effective at reducing health inequalities.

- Scotland’s £100m cancer strategy *Beating Cancer: Ambition and Action* makes the Scottish Government’s desire to reduce cancer inequalities, particularly in screening, clear – test of change pilots will increase moving forward.

- While the 25% HEAT target hasn’t yet been realised, the Programme will continue to strive towards the ambitious aim.

- More work needs to be undertaken to help explain the variation in stage of diagnoses across Scotland – this will help shape future work in this area.

- It is also important to note that the Detect Cancer Early Programme and stage at diagnosis is only one aspect of overall cancer care and survival in Scotland - it will take many years before the full impact of the Programme is realised.

- Moving forward, malignant melanoma will be part of the Programme, with other tumour groups being considered in 17/18 (within the same budget).

- Important to stay mindful that overall survival from cancer is multi-factoral.
Nicola Barnstaple
Detect Cancer Early Programme Director
Nicola.Barnstaple@gov.scot

facebook.com/theweec

www.getcheckedearly.org

@theweecsot

Thank you!