



Dr Jyoti Sood

Blood in pee campaign

19 July – 23 September 2018

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In July 2018, Public Health England will be launching a national campaign aimed at raising awareness of the symptoms of bladder and kidney cancer.

What is Be Clear on Cancer?

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

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

The campaign was piloted at a local and regional level and went national across England for the first time from October to November 2013. Since then the campaign has run a further two times: October to November 2014 and February to March 2016.

What is the main message of the campaign?

Be Clear on Cancer campaigns use everyday language to help people feel more comfortable when discussing symptoms with their GP.

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

The adverts also highlight that finding cancer early makes it more treatable.

Visible haematuria is the main symptom of bladder cancer and a common symptom of kidney cancer.

Who is the campaign aimed at?

The primary target audience for the campaign is men and women over the age of 50 from lower socio-economic groups.

What activities will take place?

Based on experience of running the campaigns before and in-depth insight into our target audience, campaign activities will include TV, radio and social media (Facebook) advertising. Due to the nature of the campaign there will also be some advertising placed in key locations, eg washrooms.

Why focus on bladder and kidney cancer?

Around 8,000 people die from bladder or kidney cancer in England each year.¹

84% of those diagnosed with kidney cancer and 77% of those diagnosed with bladder cancer at the earliest stage (stage 1) will live for at least five years. At a late stage (stage 4), this drops to 10% and 9%² respectively.

What will be the impact on services?

It is difficult to predict the exact impact that this campaign will have on services: it will be influenced by the size and age profile of your population and in some cases the type of industry in your area. You may find it useful to look at your local data and the change in the number of requests for appointments, diagnostic tests, urgent referrals and treatments around the last 'blood in pee' campaign that ran February to March 2016. This may help you with planning for the 2018 campaign.

Is there any evidence this campaign works?

Analysis of the post campaign data indicates the activity is successful at raising awareness of the campaign messages. Although the results of each individual campaign vary, all three 'blood in pee' campaigns have shown an increase in cancers diagnosed. And following the first national campaign the data suggested that activity was contributing to an improvement in patient outcomes. Reports with more information on evaluation results are available on the National Cancer Registration and Analysis Service website.

Will there be more information on the campaign?

Plans are still being finalised, but you can access all the latest information and resources via the Public Health England Campaign Resource Centre (CRC) – campaignresources.phe.gov.uk

All campaign resources are free of charge and include leaflets and social media assets. These are available to download or order in advance of the campaign through the CRC or via Orderline tel. 0300 123 1002.

- 1 Deaths data supplied by Public Health England based on the ONS mortality data, 2012–2016
- 2 Survival is relative period survival for 2009–2013 diagnoses