



'Blood in pee': introducing the new national campaign

A new national NHS campaign will be raising 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 aims and background to the 'blood in pee' campaign.

How are Be Clear on Cancer campaigns developed?

The tumour types covered by Be Clear on Cancer are prioritised based on the number of deaths that could be avoided if survival rates matched the best in Europe. The brand has now been used to promote symptom awareness and early diagnosis of eight different cancers, as well as a campaign with a more general cancer symptoms approach. Each campaign is tested locally and then regionally, with a view to finally rolling them out nationally if they prove effective after thorough evaluation.

Where 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. This will be the first time that the 'blood in pee' adverts are shown across the whole of England, so many clinical colleagues and much of the general public will not be familiar with the campaign. This means that forward planning is essential.

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

Adverts will appear on TV, radio and in the press across England from 15 October to 20 November 2013.

Why has 'blood in pee' been selected as the next national campaign?

The 'blood in pee' campaign was considered alongside the Be Clear on Cancer bowel and breast cancer in women over 70 campaigns. 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 new evidence, to see which would be the best option for a national autumn campaign.

It was decided to progress the 'blood in pee' campaign at this stage for several reasons:

- Increased symptom awareness has been encouraging due to the local and regional 'blood in pee' campaigns
- Increases in two week wait referrals across the local pilots compared to the control area
- Early indications suggest the two week wait referral results from the regional pilot will be in line with results from the local pilots
- New evidence about the number of times a woman needs to see their GP before being referred for diagnostic tests for bladder and kidney cancers and the high mortality rates in men suggest a need to increase awareness of the symptoms through a national campaign
- It is estimated that around 1,000 deaths from bladder and kidney cancers could be avoided each year if survival rates matched the best in Europe

Early 'blood in pee' campaign results

Local pilots

23% increase in two week wait (2WW) referrals for suspected urological cancer¹ in the pilot area

+23%

increase in 2WW referrals in the pilot area

Local pilot

Regional pilot

Knowledge of 'blood in pee' as a definite warning sign of kidney/bladder cancer significantly increased from 41% before the campaign to 65% after; this increase was seen in both men and women

Statistically significant increase in knowledge of warning signs

Regional pilot

1 Pathway covers several cancer types in addition to kidney and bladder.

‘As the host of a new regional pilot, there is always a little anticipation about the unknown. However we saw that both health care professionals and the public fully supported this ‘blood in pee’ campaign and we were delighted to have hosted it in our region. 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 North of England Cancer Network

What about the other Be Clear on Cancer pilots?

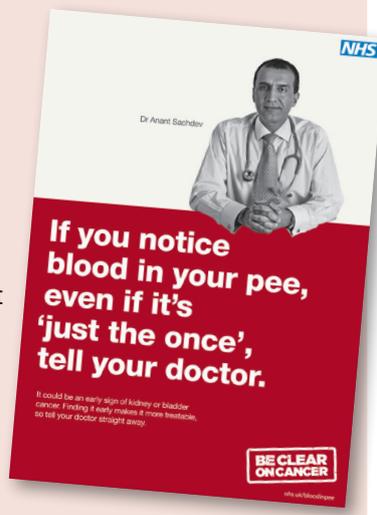
We are also seeing interesting results following the regional pilot of the breast cancer in women over 70 campaign, and want to further analyse the data and gather more information before deciding whether to run it nationally. In late August/early September, the campaign will be reviewed again and considered for an early 2014 campaign.

A decision will also be made about new regional campaigns at this time.

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 as those shown during the regional pilot. There are two different adverts – one for men and one for women. You can watch the TV adverts and listen to the radio adverts now on NHS Choices: nhs.uk/bloodinpee



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

The North of England had a lead-in time of just over three months to the regional pilot and found this to be invaluable. The Cancer Network 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. With this in mind, it was decided to notify the NHS and local authorities as soon as possible.

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

Data from the regional pilot in early 2013 is currently being reviewed. More information, including modelling work on the change in demand for services, will follow in the coming

months. 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 will be available over the coming months to help local teams prepare for and support the national campaign. 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’ leaflets and posters will be available free of charge via [orderline](#)
- PDFs for a range of additional materials, including symptom cards and pop-up banner artwork, are available to download from the [NAEDI website](#) and can be used as part of local activities to promote the campaign
- 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 to plan for the impact this activity may have locally
- Make sure we have your contact details and look out for future updates

For more information

Email beclearoncancer@dh.gsi.gov.uk and include Be Clear on Cancer in the title of your email.