



Londonwide LMCs
The professional voice of London general practice

Be Clear on Cancer- Blood in Pee National Campaign

‘If you notice blood in your pee, even if it’s just the once’, tell your doctor;

Each year, around 17,450 people in England are diagnosed with bladder or kidney cancer and approximately 7,600 die from these cancers. 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%.

This campaign follows on from two previous national campaigns that took place in October 2013 and October 2014.

Results to date show improved public awareness. The October 2014 campaign highlighted the following;

6/10 people who were aware of the cancer advertising spontaneously mentioned ‘blood in pee’ as a cancer symptom (62% increase from 31% pre campaign)

There was a 34% increase in the number of urgent GP referrals for suspected urological cancers when comparing October-December 2014 to October-December 2012.

What impact will this have on services?

Following the 2014 campaign, Trusts saw an average increase of six urgent GP referrals for suspected urological cancers per week. The peak of referrals took place two months after the campaign activity started.

Further information can be obtained from the campaign briefing sheet which can be found here

https://www.cancerresearchuk.org/sites/default/files/cruk_bcoc16_bipover_0.pdf

Your support is vital to earlier diagnosis of cancer

Talk about the campaign – It may prompt people who have previously ignored blood in their urine to make an appointment with their doctor.

Make the most of available support – The NICE Suspected Cancer: Recognition and Referral guidance was published in June 2015 and can be found here <https://www.nice.org.uk/guidance/ng12>.

Encourage your colleagues to support the campaign – Ensure everyone is aware of the campaign so they can support it. There are separate briefing sheets for nurses, practice teams, pharmacy teams, local authorities and community partners here

<https://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer/blood-in-pee-campaign/resources-and-tools>.

Promote the campaign – Put up the poster and display the leaflets in your workplace. You can order more leaflets via the website

<https://campaignresources.phe.gov.uk/resources/campaigns/43-blood-in-pee/overview> or call 0300 123 1002.

If you want to know more about the campaign or about early detection of cancer contact: SECSU.tcstlondon@nhs.net.