

**P3 THE NATIONAL LUNG CANCER AWARENESS CAMPAIGN: EVIDENCE OF A MEASURABLE IMPACT IN STAGE SHIFT AND ELIGIBILITY FOR RADICAL THERAPY**

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**Rationale** Lung cancer survival in North East London is consistently lower than expected. The incidence of late presentation with advanced, inoperable disease is significantly higher; our patients are also more likely to present via the emergency room than any other route.

In the absence of an evidence based national screening programme for lung cancer in the UK, a National Lung Cancer Awareness Campaign was launched in 2012 for eight weeks with TV, radio and poster advertising. The campaign urged anyone who had been suffering with a cough for three weeks or more to see their general practitioner and ask for a chest X Ray.

This study was designed to look at the impact of the national campaign on the local population in North East London.

**Method** Every patient diagnosed with lung cancer in the 124 days leading up to the start of the campaign was compared with every patient diagnosed for 124 days from the start of the campaign.

**Results** There was an 8% increase in the number of lung cancers diagnosed after the awareness campaign. The biggest increase was in squamous cell carcinoma.

Overall, there was no stage shift seen. However the Trust serves two sites each with a specific catchment area. Patients on one site showed a significant stage shift. Stage 1a to 2b, 10.8% pre-campaign, 25% post-campaign ( $p < 0.006$ )

On the site where the significant stage shift was seen the rate of eligibility for radical therapy rose threefold from 10.5% to 33.3% ( $P < 0.001$ ). On both sites the rate of treatment with curative intent rose by 3.8% (NS).

**Conclusion** The national awareness campaign has had a measurable effect on our lung cancer service. Overall we have seen an 8% increase in cancers diagnosed, but the key finding is that the patients from one site had a significant increase in early stage diagnosis and a threefold increase in eligibility for radical therapy. This is the first real evidence that a national campaign might have a measurable effect on lung cancer mortality.

**P4 IMPACT OF THE NATIONAL LUNG CANCER CAMPAIGN OF 2012 ON THE DIAGNOSIS, MANAGEMENT AND SURVIVAL RATE OF LUNG CANCER IN EAST KENT**

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**Introduction** Lung cancer is the second most common cancer in the United Kingdom<sub>1</sub>. A national campaign to increase public awareness of lung cancer was launched in May 2012 by the Department of Health. It aimed to increase early diagnosis of lung cancer, thus survival rate. This study assessed the effectiveness of the campaign in increasing early diagnosis, curative treatment rate and survival rate of lung cancer in East Kent Hospital Trust.

**Method** This was a retrospective cohort study, which compared data from patients who were diagnosed with lung cancer over a 3-month period at 2 weeks following the launch of the campaign to those over the same period in 2011. The data was obtained from the data which were submitted to the National Lung Cancer Audit and the trust wide electronic patient record system.

**Results** There was a 30% increase in the number of lung cancer diagnosed in the 2012 cohort with the proportion of female patients increased by 4% in 2012 (Figure 1). There was a 9% increase in the number of cases which were curative by staging at the time of diagnosis following the campaign, though this was statistically insignificant (Figure 1). This said increase however did not yield an increase in the curative treatment rate and survival rate (Figure 1). This was due to a lack of a corresponding improvement in performance status at the time of diagnosis.

	2011	2012
<b>n</b>	114	148
<b>Female</b>	49 (43%)	70 (47%)
<b>Male</b>	65 (57%)	78 (53%)
<b>Stage of Cancer</b>		
Curative	26 (23%)	47 (32%)
Non-Curative	88 (77%)	99 (67%)
$X^2 = 2.79 (p>0.05)$		
<b>Intended Treatment</b>		
Curative	22 (19%)	30 (19%)
Non-Curative	92 (81%)	116 (80%)
$X^2 = 0.04 (p>0.5)$		
<b>6-month Survival</b>		
Survival	65 (57%)	75 (51%)
Non-Survival	49 (43%)	73 (49%)
$X^2 = 1.04 (p>0.1)$		

**Abstract P4 Figure 1. Lung cancer rate, staging, intended treatment and survival rate in a 3-month period 2011 and 2012 in East Kent Hospital Trust**

**Conclusion** The results showed that the campaign successfully increased the number of lung cancer diagnosed. There was also a non-statistically significant increase in the number of cases which were curative by staging at the time of diagnosis. This however did not yield any significant change in the curative treatment rate or survival rate due to smoking-induced patient co-morbidities. The cough campaign is successful but further work on smoking cessation programmes is necessary.

**REFERENCE**

1. Office for National Statistics (2013) *Cancer Registration Statistics, England 2011*. London:Office for National Statistics, p. 1–3

**P5 IMPACT OF NATIONAL LUNG CANCER AWARENESS CAMPAIGN ON LOCAL REFERRALS AND OUTCOMES IN NON-SMALL CELL LUNG CANCER (NSCLC)**

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**Introduction** Increased awareness of lung cancer symptoms, largely due to the national 'Be Clear on Cancer' campaign in 2012 targeting smokers with cough more than 3 weeks, contributed to 14% increased lung cancer detection rates in the UK. In NSCLC, early stage and performance status at presentation are crucial to prognosis, and the impact of these initiatives on radical treatment rates needs to be reviewed. We have therefore assessed possible impact of the campaign on local detection of radically-treatable NSCLC by reviewing presenting symptoms.

**Methods** Patients diagnosed with NSCLC through our local thoracic oncology service in 2011 and 2012 (ie before and during the campaign) were reviewed. No other changes had been