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Title: Assessing the local impact of a national lung cancer awareness campaign

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Body: The Department of Health in England ran a national lung cancer awareness campaign (“Be Clear on Cancer”), 8th May – 12th June 2012, in particular to encourage patients to present earlier. Derriford Hospital, Plymouth, and Royal Cornwall Hospital, Truro, are two largest lung cancer centres in the southwest of England (336 & 265 new cases in 2011). As the largest centres, we have examined the impact of the campaign on our services and looked at the number of referrals for suspected malignancy, the number of new diagnoses, TNM stage at diagnosis and numbers of acute presentations with thoracic malignancy, before (Jan-May 2012) and after (May-Sept 2012) the start of the campaign. Results:

Referrals & new diagnoses before & after the campaign

	Referrals per week: mean (standard deviation)		New diagnoses per week: mean (standard deviation)	
	Pre (Jan-May 2012)	Post (Jun-Sept 2012)	Pre (Jan-May 2012)	Post (Jun-Sept 2012)
Royal Cornwall Hospital	5.06 (SD 3.5)	7.35 (SD 3.5)	1.67 (SD 1.66)	2.25 (SD 1.5)
Derriford Hospital	12.22 (SD 3.7)	17.5 (SD 5.74)	2.67 (SD 1.5)	4.6 (SD 1.87)

There was a significant and sustained increase in referrals and a small rise in new diagnoses. There was little difference in stage or performance status between those diagnosed before or after the start of the campaign, nor was there any effect on patients presenting acutely. Conclusion: The “Be Clear On Cancer” campaign in May 2012 led to a sustained increase in referrals for suspected lung cancer. There has been a small rise in the numbers diagnosed to September 2012, but little effect on stage or performance status at presentation, nor upon emergency admissions.

