



Diagnosing Cancer Earlier: reviewing the evidence for improving cancer survival

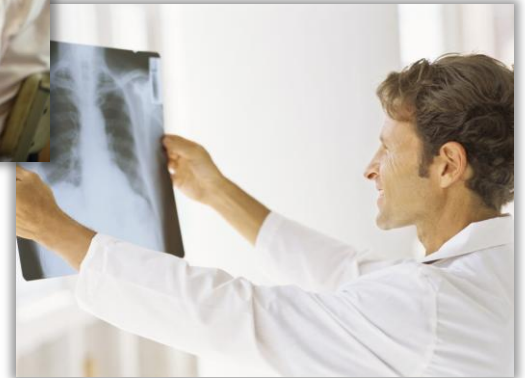
3rd NAEDI Research Conference

Sara Hiom, Cancer Research UK

26-27th March 2015

3rd NAEDI Research Conference

Welcome



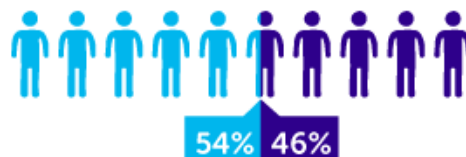
Overview

- Where are we now?
- Early diagnosis research in the UK
- How is research driving action?
- What are our future priorities?

STAGE AT DIAGNOSIS



ALL CANCERS



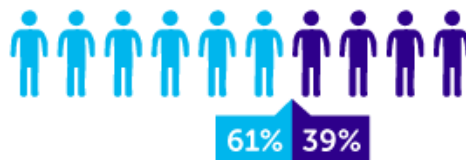
Malignant melanoma



Breast cancer



Prostate cancer



Bowel cancer



Ovarian cancer



Non-Hodgkin lymphoma



Lung cancer



Inequalities in early diagnosis

GENDER

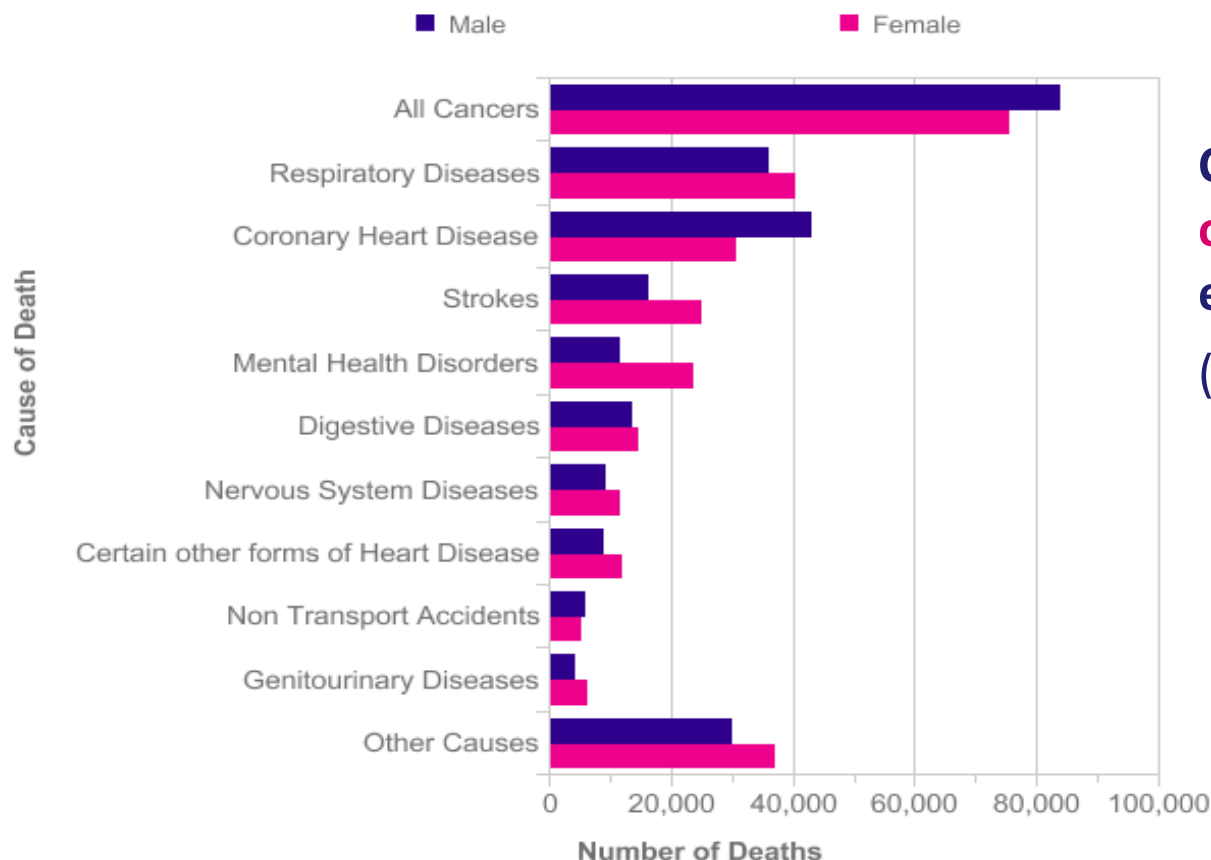
AGE

SOCIOECONOMIC FACTORS

ETHNICITY

Preventing cancer deaths is key in reducing overall premature mortality in the UK

The 10 most common causes of death in 2011



Cancer is the **leading cause of death** from illness in every age group (except men aged 15-24).

Overview

- Where are we now?
- Early diagnosis research in the UK
- How is research driving action?
- What are our future priorities?

British Journal of Cancer supplement 2015

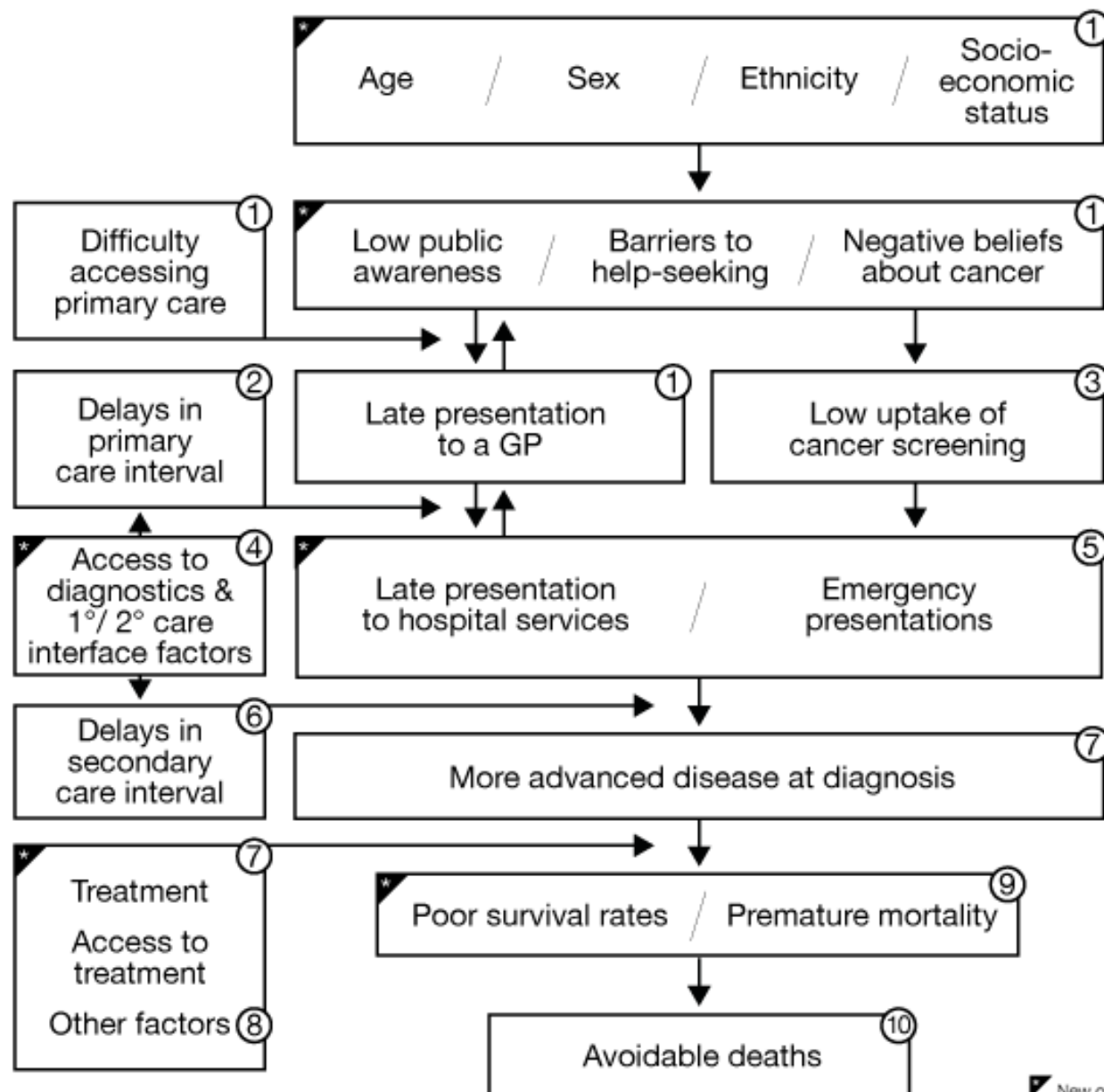
- 2009** 'Evidence for a National Awareness and Early Diagnosis Initiative (NAEDI)'

- 2015** 'Diagnosing cancer earlier: reviewing the evidence for improving cancer survival'



Early Diagnosis is a complex, multifaceted challenge

The NAEDI hypothesis



▲ New or changed since original hypothesis

NAEDI
National Awareness
and Early Diagnosis
Initiative

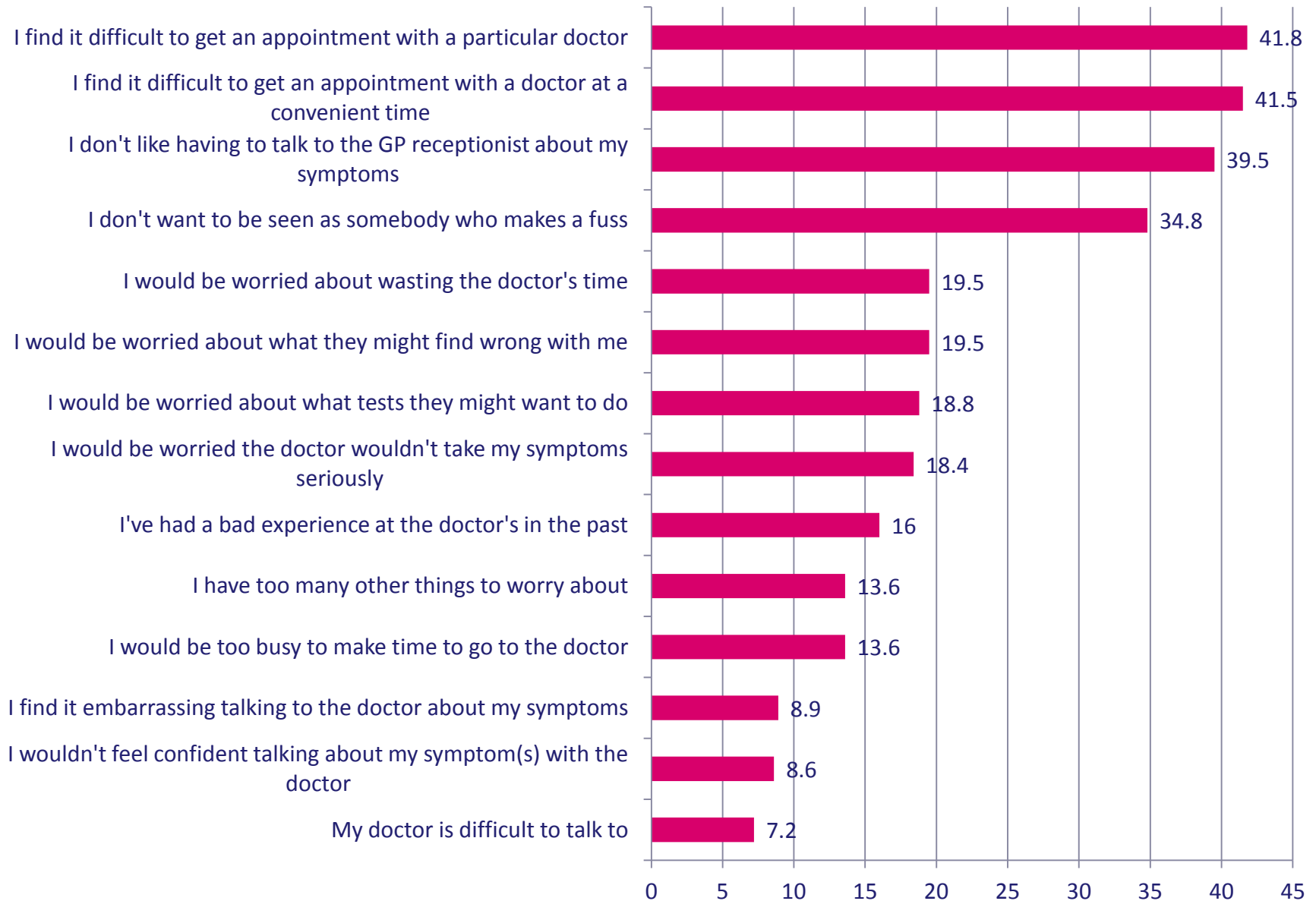
NHS
England

Public Health
England
Department
of Health

CANCER
RESEARCH
UK

Perceived barriers to seeing the doctor 2014

(% Agree)



Q. Which of the following might put you off visiting the doctor?

Awareness of bowel cancer screening programme 2014

Awareness of the programme

Total sample:

60%

60-74 yr olds:

93%

Awareness of the age people are first invited

Total sample:

47%

60-74 yr olds:

62%

Q. As far as you are aware, is there an NHS bowel cancer screening programme?

Q. At what age are people first invited for bowel cancer screening?

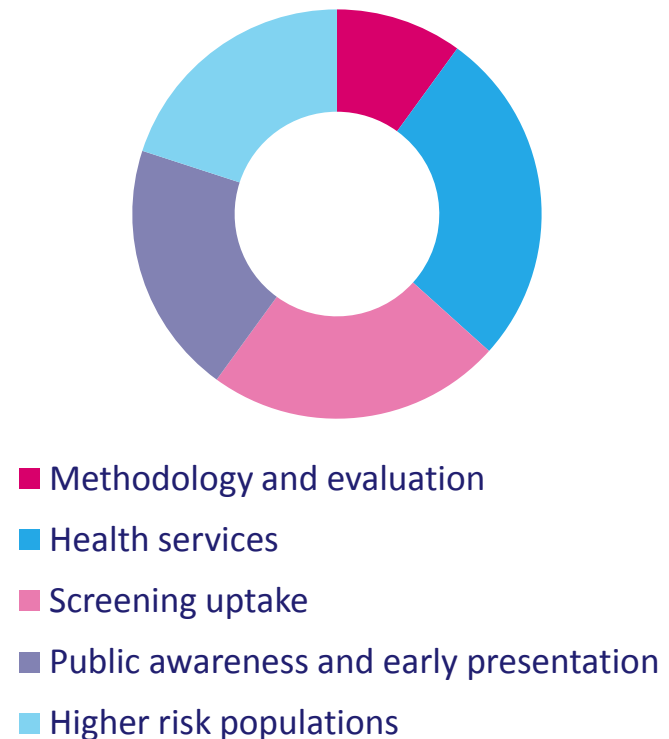
NAEDI Research Calls 1 - 3

FUNDERS

- Cancer Research UK
- Department of Health, England
- Economic and Social Research Council
- Health & Social Care R&D Division, Public Health Agency, Northern Ireland
- National Institute for Social Care and Health Research Wales
- Scottish Government

£7M OVER 5 YEARS

PROPORTION OF PROJECTS BY RESEARCH AREA



Be Clear on Cancer – a NAEDI success story



Ironmonger, L. *et al.* (2014) An evaluation of the impact of large scale interventions to raise public awareness of a lung cancer symptom. Br J Cancer



Department
of Health



CANCER
RESEARCH
UK



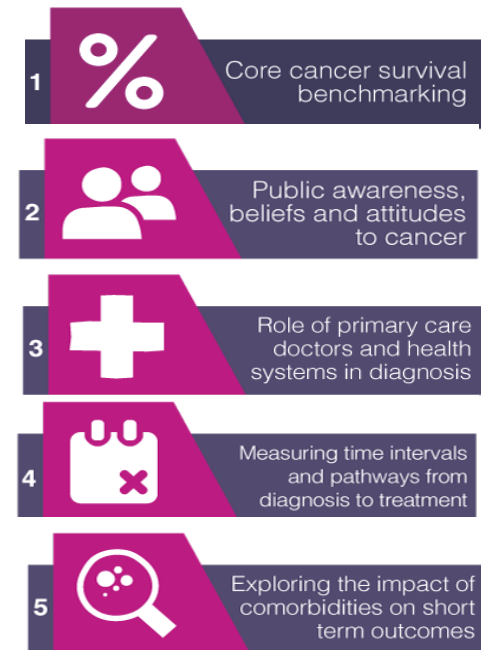
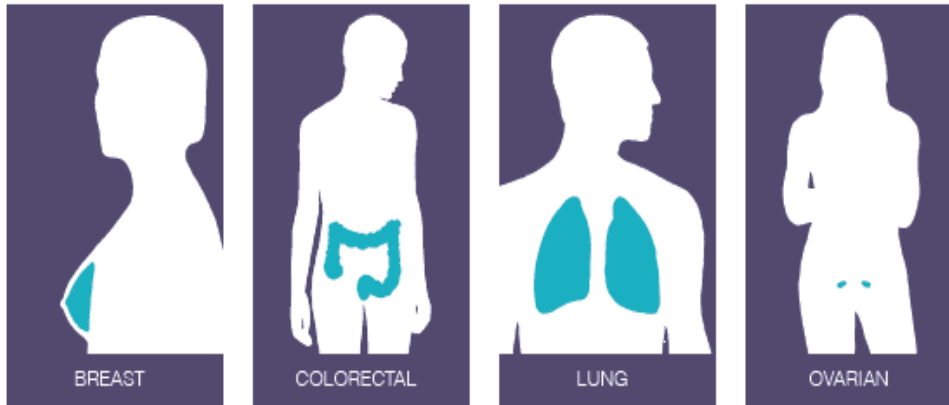
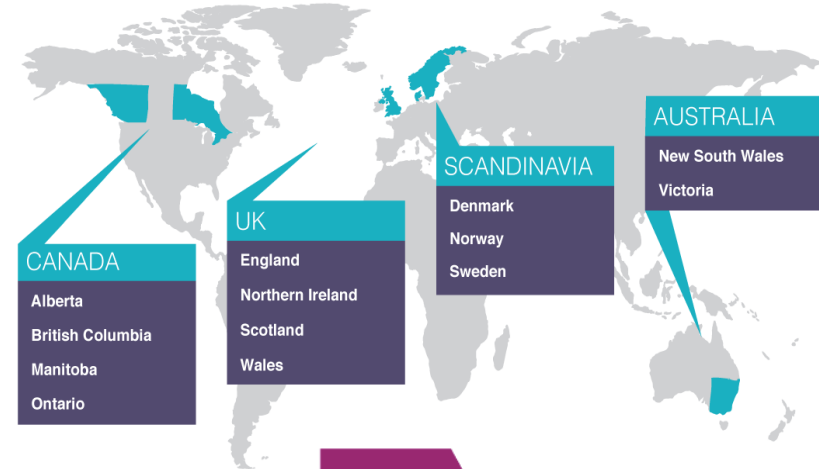
NHS
England



Public Health
England

International Cancer Benchmarking Partnership (ICBP)

- Unique perspective investigating **how and why** international survival varies
- Producing evidence to inform policy and practice
- Collaboration of policy, research and clinical professionals



Overview

- Where are we now?
- Early diagnosis research in the UK
- How is research driving action?
- What are our future priorities?

Early diagnosis evidence informs..

- UK and international cancer policies and practice
- Cancer awareness activities
- Cancer taskforce
- Accelerate coordinate evaluate (ACE)

Overview

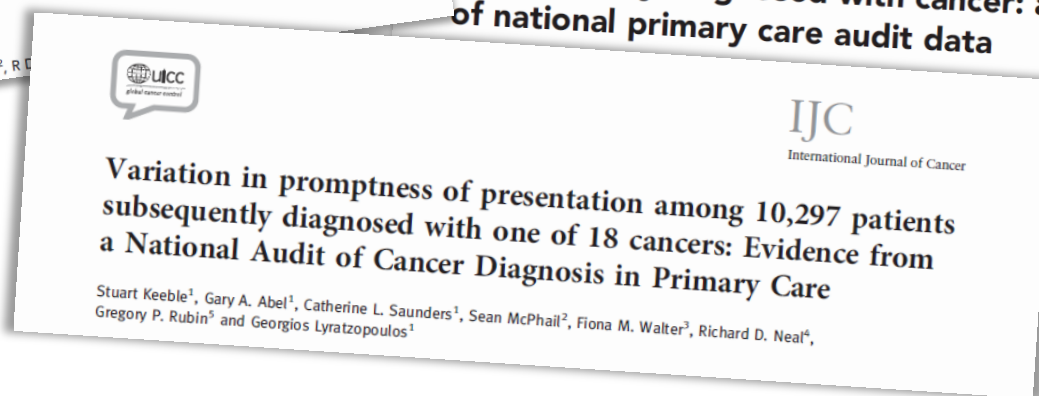
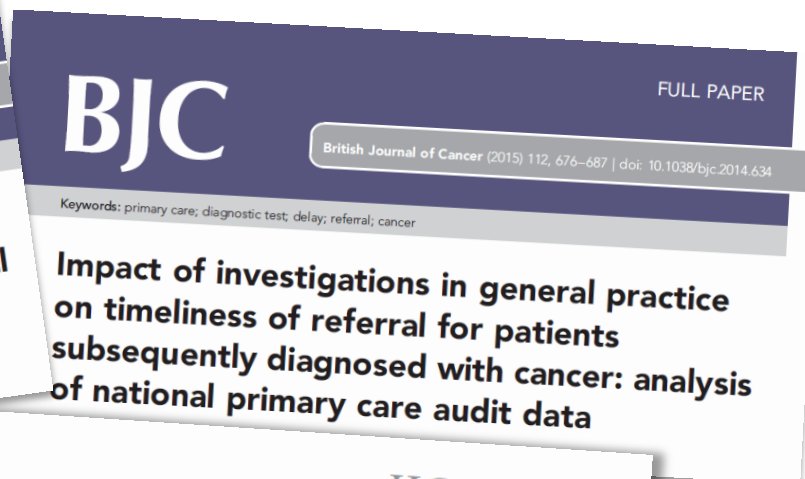
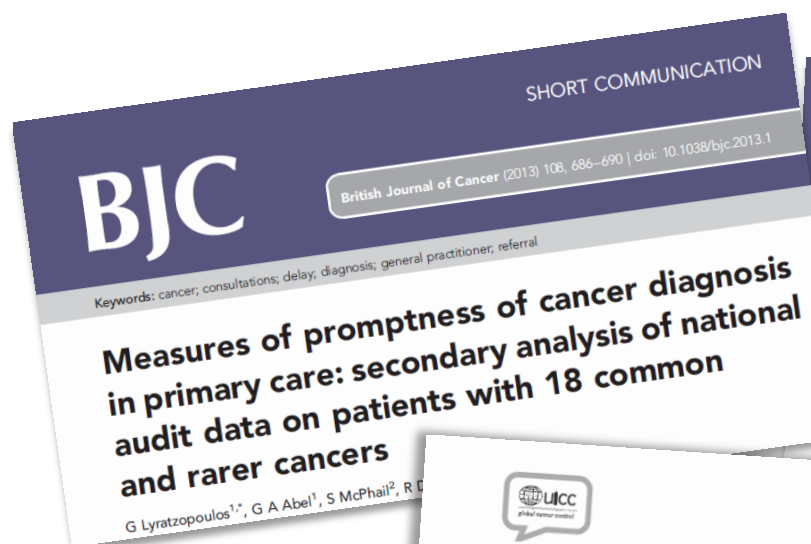
- Where are we now?
- Early diagnosis research in the UK
- How is research driving action?
- What are our future priorities?

Early diagnosis research priorities

- Assessment of new NICE guidelines
- Empowering patients to describe symptoms
- Evidence to inform new public awareness activity
- Repeat audit of cancer diagnosis

Health economics

National audit of cancer diagnosis in primary care



Thank you