

For GP practices in Wales

April 2025



Supported by



Earlier lung cancer diagnosis campaign

**Peswch parhaus? Diffyg anadl?
Ydy o'n ganser yr ysgyfaint?**

Siarad â'r meddyg teulu, dim ti dy hun.



**Ongoing cough? Breathlessness?
It could be a sign of lung cancer.**

Talk to your GP, not yourself.

cruk.org/arwyddioncancer
cruk.org/spotlungcancer

Rhifau alwian gofrestradig/leg charity numbers 1089464, SC048666, 103 & 247



Campaign creative

**From 1 May to 8 June 2025, we're
running an earlier lung cancer diagnosis
campaign in partnership with NHS Wales.**

The campaign will encourage people aged 50+ in Wales, particularly those from more deprived backgrounds, to contact their GP practice or community pharmacist with any potential signs and symptoms of lung cancer in a timely manner.

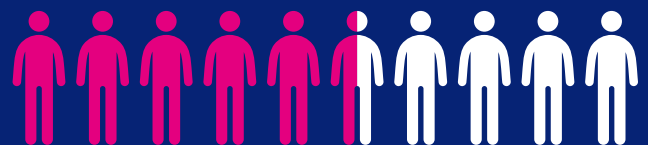
Why is the campaign running in Wales?

In Wales, around 1,800 people die from lung cancer every year [1]. One of the reasons outcomes are poor for lung cancer is that a significant proportion of cases are diagnosed at a later stage [2].

Earlier diagnosis is crucial in lung cancer as it can increase the chances of effective treatment and better outcomes. In Wales, 55% of people will survive their disease for five years or more when diagnosed at the earliest stage. This falls to 3% when diagnosed at stage 4 [3].

Proportion of people surviving lung cancer for five years or more [3]

Survival at stage 1: 55%



Survival at stage 4: 3%



Evidence suggests that we can improve the earlier diagnosis of lung cancer through campaigns that help to raise awareness of its signs and symptoms [4].

That's why we're encouraging people to visit their GP practice if they're concerned about signs and symptoms, such as a cough, weight loss and shortness of breath.

Survey results from our 2024 cancer awareness campaign in Wales showed that out of 177 people who recalled the campaign adverts and reported at least one potential cancer symptom in the last six weeks, 64% intended to take a positive action after seeing the campaign, such as visiting their GP practice [5].

We hope to achieve a similar impact and build on this success with our 2025 campaign.

We also hope to see lung cancer screening implemented across Wales soon. But even when fully implemented, lung screening won't be able to diagnose every case of lung cancer. So, early presentation of symptoms will remain essential.

Who is the campaign targeting?

Our campaign is aimed at people aged 50+ in Wales, particularly those from more deprived backgrounds. Recent data showed that 9 in 10 cancer cases in the UK occur in people aged 50+, while populations with higher levels of deprivation also have a higher prevalence of cancer and are less aware of cancer symptoms [6].

Our campaign will encourage these groups of people to contact their GP practice or speak to their pharmacist if they notice any unusual changes that could be signs of the disease.

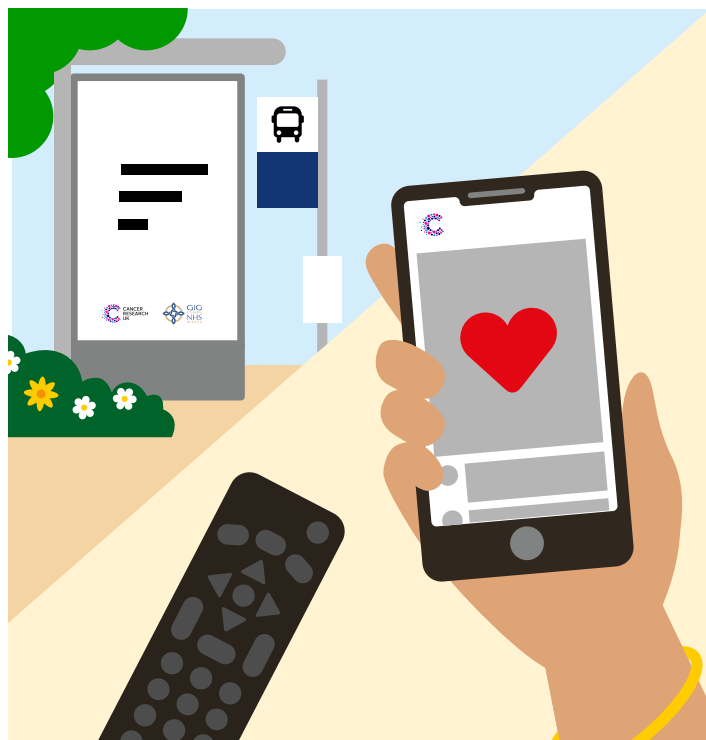
How will the campaign be promoted?

The campaign will run from 1 May to 8 June 2025 on TV, radio, paid-for social media (Facebook and Instagram), out-of-home billboards and digital adverts, as well as in regional press.

Campaign activity will be more focused in areas that have high rates of deprivation.

All advertising will clearly signpost the campaign webpage, which includes patient and GP videos, information about the signs and symptoms of lung cancer and details of how people can seek medical help.

Campaign adverts feature people aged 50+ to help reach and connect with the target audience.



Who has helped develop this campaign?

We've worked closely with the National Strategic Clinical Network for Cancer, NHS Wales and the Welsh Government. This includes support from Dr Chelsea Kilpatrick.

What is the potential impact on service capacity?

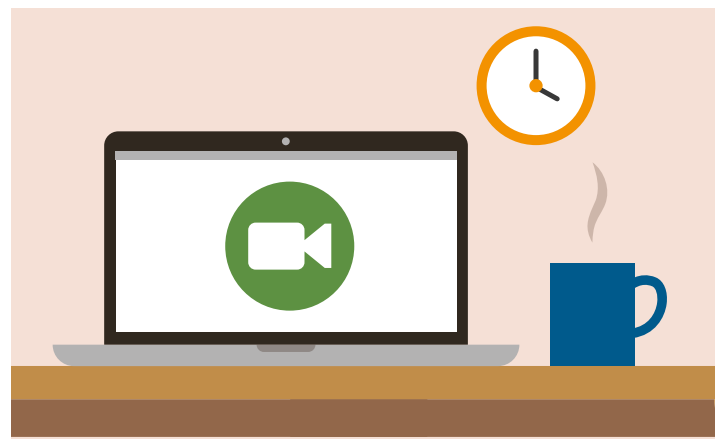
GP practices may experience a slight increase in the number of patients who present with or have questions about lung cancer symptoms. Secondary care services may also see an increase in referrals. While we can't predict the scale of the impact, the effects of our previous campaigns suggest it's likely to be manageable.

How will GP practices be supported?

An advisory group, which includes GPs and other key clinicians from NHS Wales and the Welsh Government, is supporting the implementation of this campaign. We'll provide GP practices with useful resources to help them prepare for any increase in patient questions, presentations and referrals. This includes our lung cancer GP insight guide and webpage.

How can GP practices prepare for the campaign?

- Be prepared for a slight increase in patients who've seen the campaign and have questions or concerns about signs and symptoms of lung cancer.
- Tell your practice team about the campaign – including receptionists, practice nurses and those involved with the management of patients with long-term conditions.
- Be aware of groups of people who are less likely to contact their GP, such as older adults, people whose first language isn't English, ethnic minority communities and people with learning disabilities.
- Use your practice's clinical systems to identify these groups of people and make sure the information about early diagnosis of lung cancer is available in a range of relevant and accessible formats, such as our easy-read leaflet: **Spotting cancer early** available in English and Welsh.
- Read the **NICE NG12 guidelines** for the recognition and referral of suspected lung cancer.



Key resources to support you and your practice



Campaign webpage

For information about the public-facing campaign visit **cruk.org/spotlungcancer**

Health professional webpage and online guide

Visit our health professional lung cancer webpage at **cruk.org/HCPlungcancer**

Download our lung cancer guide at **cruk.org/lung-insight-eng-wales**



CPD and e-learning

For free continuing development learning visit **Doctors.net.uk lung cancer module**



Patient leaflets

Order or download early diagnosis leaflets to help raise public awareness. They're available in English and Welsh and in a range of formats. Visit **cruk.org/publications**



Newsletter

Sign up for **[Cancer Update for GPs](#)** e- newsletter that shares best practice guidance, practical tools and expert resources.



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"As GPs, we know that diagnosing lung cancer early is vital to improve survival. It's crucial that we consider the barriers people may face when coming to us with potential symptoms and that we act promptly to refer people for appropriate tests, ensuring adequate safety-netting."

**Dr Chelsea Kilpatrick,
GP Cancer Facilitator, BCUHB**

References

1. Based on the average annual number of deaths from lung cancer (ICD10 C33-C34) in Wales in the years 2019, 2021 and 2022.
2. Cancer incidence in Wales. **Public Health Wales, Welsh Cancer Intelligence and Surveillance Unit**. Accessed March 2025.
3. Cancer survival in Wales. **Public Health Wales, Welsh Cancer Intelligence and Surveillance Unit**. Accessed March 2025.
4. Recognition of lung cancer. **National Institute for Health and Care Excellence**. Accessed March 2025.
5. Figure from YouGov Plc. Total sample size was 1,267 adults. Fieldwork was undertaken between 28 May and 13 June 2024. The survey was carried out online. The figures have been weighted and are representative of all adults in Wales (aged 18+).
6. Data are for 2017–19 and were provided on request by the National Cancer Registration and Analysis Service (England); ISD Scotland (Scotland); Welsh Cancer Intelligence and Surveillance Unit (Wales); Northern Ireland Cancer Registry (Northern Ireland).

If you have any comments about the contents of this document, please get in touch via **SEInbox@cancer.org.uk**
