

# Spotting lung cancer early campaign evaluation

Wales  
May 2025



## Campaign overview

In May 2025, Cancer Research UK ran a six-week campaign across Wales to drive earlier presentation of patients with potential lung cancer symptoms.

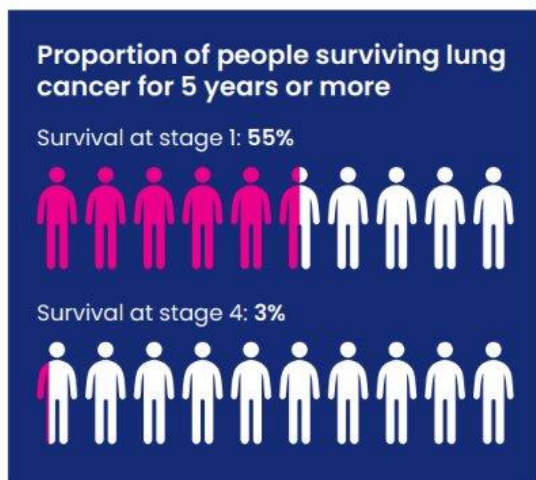
### Who was the campaign aimed at?



In the UK, 9 in 10 cancer cases are in people aged 50 or over [1]. More deprived groups have higher prevalence of some cancer risk factors and have lower awareness of cancer symptoms. They also report more barriers to seeking help [2].

### Why did we focus on lung cancer symptoms in Wales?

In Wales, around 1,800 people die from lung cancer every year [3]. One of the reasons for poorer outcomes is that a significant proportion of cases are diagnosed at a later stage [4]. Earlier diagnosis of lung cancer can lead to more effective treatment options and better outcomes for patients. 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 [5].



## Key results

- ✓ Significant increases in awareness of symptoms featured as potential cancer and lung cancer signs.
- ✓ Positive impact on actions and intentions with significantly higher impact amongst people experiencing symptoms and people who smoke.
- ✓ 65% of people aged 50+ from lower socio-economic groups who had experienced the symptoms featured reported seeing the campaign.



[cruk.org/anwyddioncanser](http://cruk.org/anwyddioncanser)  
[cruk.org/spotlungcancer](http://cruk.org/spotlungcancer)  
Rhifau elusen gofrestredig/Reg charity numbers: 1089464, SC041666, 1103 & 247



## The campaign

1<sup>st</sup> May to 8<sup>th</sup> June 2025

Advertising on TV, radio, outdoor posters and Cancer Research UK social channels highlighted the symptoms of an ongoing cough, unexpected weight loss and breathlessness and encouraged people to contact their GP.

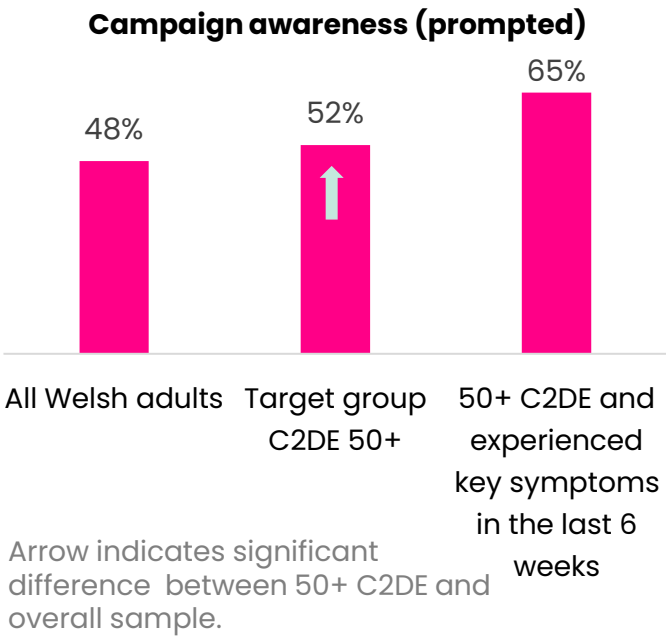
The impact of the campaign was evaluated using mixed methods (more detail below).



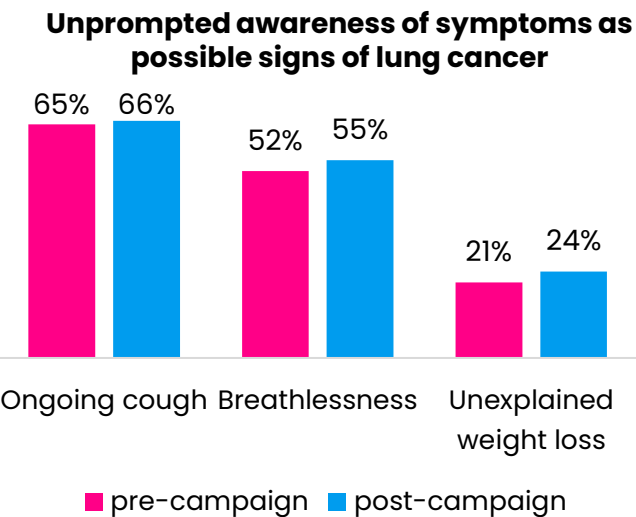
# Evaluation results

## Campaign recognition

65% of the target group who had experienced symptoms featured, had seen the campaign, significantly more than the 48% of Welsh adults generally. We also saw an increase in awareness compared to 2024 (up from 42% in Welsh adults).



## Symptom awareness



Awareness of unexplained weight loss as a potential sign of cancer was the lowest of the three symptoms featured, however this significantly increased after the campaign (from 21 to 24%).

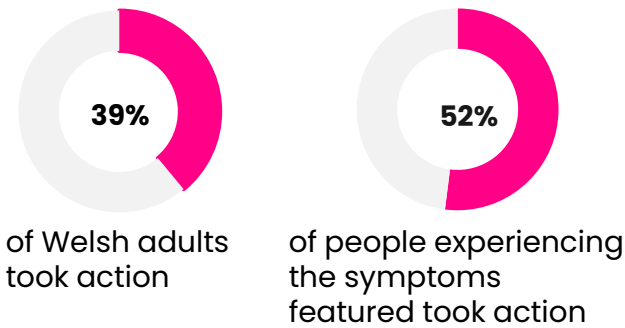
We also saw significant increases in awareness of breathlessness as a lung cancer symptom from 51% to 58% for the campaign target group (C2DE 50+ adults)

## Intentions and actions

The campaign prompted:

- over two-thirds of people who experienced symptoms to plan or take action on their health.
- one fifth of those experiencing symptoms featured to contact their GP.
- a similar proportion of Welsh adults (62%) and the target group (60%) to plan an action.
- Significantly more people who smoke to plan an action compared to people who do not smoke to (74% compared to 61%).

### Of those who recognised the campaign...



### Top intended actions:

1. Pay more attention to my body/health – 34%
2. Memorise the symptoms so I can recognise them in the future – 29%
3. Encourage someone I know who has noticed a change in their health to contact their doctor/ GP or another Health professional – 16%

### Top reported actions:

1. I memorised the symptoms shown so I could recognise them in the future – 16%
2. I paid more attention to my body/health – 15%
3. I contacted my doctor GP – 8%

“I must be honest, my friend had a cough, and I did say to her to ‘go and get it checked out’ because it lingered. She has now been diagnosed with COPD.” Anon feedback

# Evaluation cont.

## Campaign sentiment

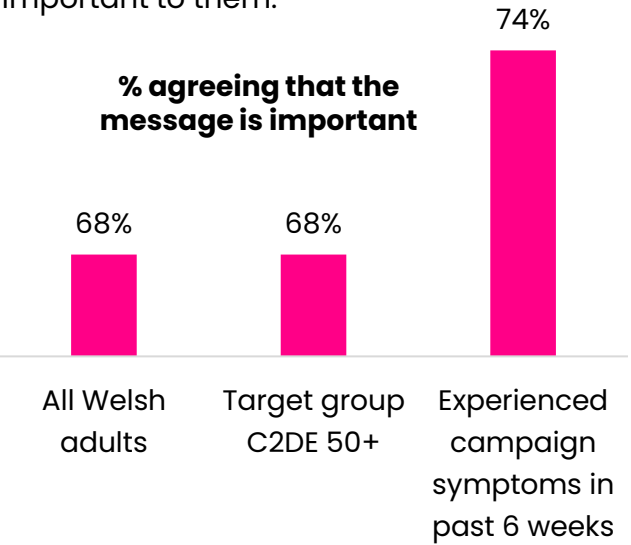
80% of Welsh adults who were aware of the campaign **correctly identified the main messages** of contacting your GP and the importance of earlier diagnosis.



Qualitative results showed participants found the concept powerful and were able to replay the message of the TV ad spontaneously.

“I felt it was powerful as it made me think and wasn’t doomy, gloomy....but we can get complacent.” Anon feedback

68% of Welsh adults and 74% of those who experienced the symptoms featured agreed the message of the campaign was important to them.



Those who experienced at least one of the campaign symptoms were significantly more likely to feel it was relevant to them than Welsh adults generally (68% vs 52%).

Men were significantly more likely to feel it was relevant to them than women (57% vs 47%).

“Well, this is spreading awareness. You don’t feel silly about going to the GP about it. You don’t feel like you are wasting their time.” Anon feedback

## Evaluation method

The impact of the campaign was measured using mixed methods.



Pre (n=1237) and post (n=1302) campaign online surveys with a representative sample of adults in Wales.

A boost of the target audience (C2DEs aged 50+) was included to better understand the impact on this group.



Qualitative interviews and focus groups (n=28) with the target audience plus on-street observations and intercepts with passers-by at poster locations (n=30).

A screenshot of a Welsh language poster. The text at the top reads: "Peswch parhaus? Diffyg anadl? Ydy o'n ganser yr ysgyfaint?" followed by "Siarad â'r meddyg teulu, dim ti dy hun." Below the text is a photo of two men in red shirts; one is coughing into his hand while the other looks on with a concerned expression. At the bottom, the text says: "Ongoing cough? Breathlessness? It could be a sign of lung cancer. Talk to your GP, not yourself." Logos for cruk.org, Cancer Research UK, and GIG Cymru NHS Wales are at the bottom.

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  
GIG Cymru NHS Wales  
CANCER RESEARCH UK

# Supporting healthcare professionals

Healthcare professionals were informed about the campaign before it launched through newsletters and tailored briefings. Information was targeted at GPs, community pharmacists and practice staff.

Activity focused on support and guidance around cancer recognition and referral. We also signposted to our resources for primary care via social media channels and paid-for third-party bulletins.

For GP practices  
in Wales  
April 2025



CANCER  
RESEARCH  
UK




GIG  
NHS  
WALES

Supported by

Earlier lung cancer diagnosis campaign

Peswch parhaus? Diffyg anadl?  
Ydy o'n ganser yr ysfaint?  
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/anybodycangetcancer](http://cruk.org/anybodycangetcancer)  
[cruk.org/reportlungcancer](http://cruk.org/reportlungcancer)

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%



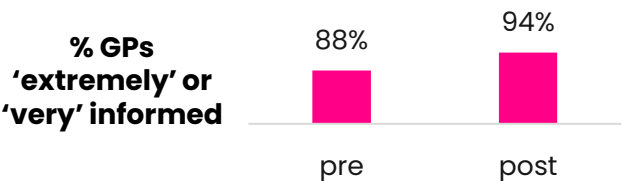
Survival at stage 4: 3%



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].

## Healthcare professional evaluation

The healthcare professional activity was evaluated via a survey of 50 GPs. It focussed on the recognition & referral of lung cancer symptoms and safety netting. As the sample was limited, caution should be exercised when interpreting the results. There was an increase in the proportion of GPs reporting they were extremely or very informed about recognising suspected lung cancer after the campaign.



GPs felt well informed about signs and symptoms of lung cancer, and this was maintained after the campaign.

CRUK's CU4GPs email and the GP Online newsletter were the most effective channels, each achieving 25% recall among healthcare professionals.



## References

[1] 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); and Northern Ireland Cancer Registry (Northern Ireland).

[2] Cancer Research UK. Cancer in the UK 2025: Socioeconomic deprivation. Published February 2025

[3] Based on the average annual number of deaths from lung cancer (ICD10 C33–C34) in Wales in the years 2019, 2021 and 2022.

[4] Cancer incidence in Wales. Public Health Wales, Welsh Cancer Intelligence and Surveillance Unit. Accessed March 2025.

[5] Cancer survival in Wales. Public Health Wales, Welsh Cancer Intelligence and Surveillance Unit. Accessed March 2025.

You can read more about our campaigns [here](#).

## Key contacts

Please contact us for more information about this campaign and evaluation.

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