

# Help Us, Help You

## Lung Cancer

### Campaign Toolkit

February 2021

**Please note that this content is embargoed until 00.01 hours 17<sup>th</sup> February 2021**

## **CAMPAIGN OVERVIEW**

On Wednesday 17<sup>th</sup> February, NHS England and NHS Improvement, together with Public Health England, are launching the lung cancer phase of the 'Help Us, Help You' campaign. The aim is to raise awareness of the key symptom of lung cancer, a cough that lasts for three weeks or more. The campaign will be encouraging those who have this symptom and don't have COVID-19 to contact their GP practice, reminding the public that the NHS is here for them and can see them safely.

When cancer is diagnosed early, treatment is more likely to be successful.<sup>1</sup> An additional impact of the COVID-19 pandemic is that some members of the public are reluctant to use NHS services, citing concerns about being exposed to the virus and not wanting to be a burden on the NHS.<sup>2</sup> In addition, there is a lack of awareness that a persistent cough on its own can be a sign of lung cancer, and a need to remind the audience to act on a persistent cough and not wait to see if it resolves.<sup>3</sup>

The campaign targets men and women over the age of 60, as this age group are more at risk of lung cancer, and particularly those from C2DE socio-economic groups as they are often more reluctant to visit their GP.<sup>4</sup> We will also be targeting friends and family members to ensure they are clear on the symptoms and can encourage loved ones to contact their GP practice if they have had a cough lasting three weeks or more and don't have COVID-19.

The campaign will run across England across TV, VOD, radio, PR and social media. In addition, there will be activity targeted to Black and South Asian audiences, and accessible materials will be made available to partners.

PR activity will highlight the results from a new survey of over 2,000 adults around their awareness of the key symptom of lung cancer. We will also release new video content starring Sir Andrew Strauss and Gaby Roslin along with case studies who have been affected by lung cancer to help share the messages.

## **CAMPAIGN SUPPORT**

This toolkit includes campaign messages, long and short copy and suggested social media posts to help you support the campaign.

A range of branded resources will also be made available for partners to use, including posters, social media assets, the PR film, and alternative formats. These 'Help Us, Help

You' resources can be downloaded free of charge from the Public Health England [Campaign Resource Centre](#).

## **KEY MESSAGES**

### PRIMARY MESSAGES

- If you've had a cough for three weeks or more, and it isn't COVID-19, it could still be a warning sign
- A cough for three weeks or more could be a sign of cancer. Just contact your GP practice
- It's probably nothing serious, but finding cancer early makes it more treatable**Error! Bookmark not defined.**
- Your NHS is here to see you, safely

### SECONDARY MESSAGES

- If a friend or family member has been coughing for three weeks or more, and it isn't COVID-19, encourage them to contact their GP practice
- In addition to the symptom of a cough for three weeks or more, other symptoms of lung cancer include:<sup>5</sup>
  - Chest infections that keep coming back
  - Coughing up blood
  - A long-standing cough that gets worse
  - An ache or pain when breathing or coughing
  - Persistent breathlessness
  - Persistent tiredness or lack of energy
  - Loss of appetite or unexplained weight loss
- Early diagnosis and treatment of cancer can save lives**Error! Bookmark not defined.**[Error! Bookmark not defined.](#)

### COVID-19 MESSAGING

- Get tested for COVID-19 if you have a new, continuous cough – this means coughing a lot for more than an hour, or three or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)
- NHS staff are working to ensure that, wherever possible, cancer treatment can continue safely. This includes re-establishing COVID-secure cancer hubs and consolidating cancer surgery, prioritising people for surgery centrally based on clinical

need and drawing on the independent sector to increase capacity. Between March and December 2020, nearly 1.7 million people were urgently referred by their GP with suspected cancer and over 228,000 people started treatment for cancer - 95% within 31 days. Thanks to the efforts of NHS staff and partners, cancer treatments were maintained at 89% across this period (90% radiotherapy, 89% chemotherapy, 86% surgery).<sup>6</sup>

- In the lead up to Christmas, urgent referrals and treatments were at or above the level they were in the same period in 2019. That means we entered the most recent period of pressure in a strong position<sup>6</sup>
- Lung cancer GP referrals remain lower than normal and have been the slowest by far out of all cancer types to recover since the start of the pandemic. As of December 2020, lung cancer referrals had reached 73% of pre-COVID levels, while referrals for all cancers were just over 100%.<sup>6</sup> This suggests that there are people who may have worrying symptoms who are still not contacting their GP
- Cancer services remain an absolute priority for the NHS. Thanks to the efforts of NHS staff, cancer services have been maintained throughout the pandemic so treatment can continue safely. Any decision to reschedule cancer treatment will be a last resort

### **LONG & SHORT COPY**

Below are some examples of long and short copy that should be used when communicating with audiences about the campaign. Please use the copy for any newsletters, emails or other materials, including websites, e-bulletins, press releases and social media.

#### **LONG COPY – 257 words**

Today, NHS England and NHS Improvement, together with Public Health England, are launching the 'Help Us, Help You' lung cancer campaign to encourage people with a cough lasting three weeks or more and who don't have COVID-19, to contact their GP practice.

As a result of the COVID-19 pandemic, some members of the public are reluctant to use NHS services, citing concerns about being exposed to the virus and not wanting to be a burden on the NHS **Error! Bookmark not defined.** In addition, there is a lack of awareness that a cough for three weeks or more on its own can be a sign of lung cancer, and a need to remind the audience to act on a persistent cough and not wait to see if it resolves. **Error!**

**Bookmark not defined.** While a cough for three weeks or more is probably nothing serious, it could

be a sign of something that needs treatment. If it is cancer, finding it early makes it more treatable **Error! Bookmark not defined.** and can save lives.

The 'Help Us, Help You' lung cancer campaign has released a powerful video, featuring Sir Andrew Strauss, Gaby Roslin and members of the public who have first-hand experience of how lung cancer can affect you, your friends and your family. The video urges people to contact their GP practice if they've had a cough for three weeks or more and don't have COVID-19. It also encourages friends and family to support a loved one if they are concerned for their health.

Your NHS is here to see you, safely. Help Us, Help You.

Visit [nhs.uk/cancersymptoms](https://nhs.uk/cancersymptoms) for more information.

### **SHORT COPY – 187 words**

Today, NHS England and NHS Improvement, together with Public Health England, are launching the 'Help Us, Help You' lung cancer campaign.

The campaign highlights that a cough for three weeks or more that isn't COVID-19 could be a sign of lung cancer and encourages anyone with this symptom to contact their GP practice. While a cough for three weeks or more is probably nothing serious, it could be a sign of something that needs treatment. If it is cancer, finding it early makes it more treatable **Error! Bookmark not defined.** and can save lives.

Famous faces, including Sir Andrew Strauss and Gaby Roslin, along with members of the public who have first-hand experience of how lung cancer can affect you, your friends and your family, are supporting the campaign in a powerful video. The video urges people to contact their GP practice if they've had a cough for over three weeks and don't have COVID-19. It also encourages friends and family to support a loved one if they are concerned for their health.

Your NHS is here to see you, safely. Help Us, Help You.

Visit [nhs.uk/cancersymptoms](https://nhs.uk/cancersymptoms) for more information.

### **SOCIAL MEDIA**

We will amplify the reach of the campaign by posting content across NHS and PHE social media channels including Twitter and Instagram.

Suggested copy, imagery and video assets will be made available via the Public Health England [Campaign Resource Centre](#).

Please help us get the message out there by using your social media channels from the 17<sup>th</sup> February to support the campaign. Please find suggested social posts to be used in support of the campaign below:

#### Twitter posts

- *If you've had a cough for three weeks or more and it isn't COVID-19, it could be a sign of cancer. It's probably nothing serious, but if it is cancer, finding it early makes it more treatable. Your NHS is here to see you, safely. Contact your GP practice. [\[link to video\]](#) #HelpUsHelpYou*
- *A cough for three weeks or more that isn't COVID-19 could be a sign of cancer. Contact your GP practice. However, if you've got a new, continuous cough contact Test & Trace. [\[link to video\]](#) #HelpUsHelpYou*
- *If you've had a cough for three weeks or more and it isn't COVID-19 it could be a sign of cancer, so make sure you contact your GP practice. Finding cancer early makes it more treatable and can save lives. The NHS is here to see you, safely. [\[link to video\]](#) #HelpUsHelpYou*
- *If you've noticed a loved one coughing for three weeks or more, it could be a sign of cancer. It's probably nothing serious but if it is cancer, finding it early makes it more treatable. Urge them to contact their GP practice. Your NHS is here to see you, safely. #HelpUsHelpYou*

#### Facebook/Instagram posts

- *If you've had a cough for three weeks or more and it isn't COVID-19 just contact your GP practice. It's probably nothing serious, but it could be a sign of cancer. If it is cancer, finding it early makes it more treatable and can save lives. [\[link to video\]](#) #HelpUsHelpYou*

- *A cough for three weeks or more could be a sign of cancer. In light of COVID-19, the NHS has put measures in place to make sure that patients are able to access services safely, so contact your GP practice. Your NHS is here to see you, safely. [\[link to video\]](#) #HelpUsHelpYou*
- *If you've noticed a family member or a friend coughing for three weeks or more and it isn't COVID-19, encourage them to contact their GP practice. It's probably nothing serious, but if it is cancer, finding it early makes it more treatable and can save lives. [\[link to video\]](#) #HelpUsHelpYou*
- *If you've had a cough for three weeks and it isn't COVID-19 it could be a sign of cancer. It's probably nothing serious, but if it is cancer, finding it early makes it more treatable. Your NHS is here to see you, safely. Contact your GP practice. [\[link to video\]](#) #HelpUsHelpYou*

## **KEY FACTS AND STATISTICS**

### LUNG CANCER SPECIFIC

- Lung cancer GP referrals remain lower than normal and have been the slowest by far out of all cancer types to recover since the start of the pandemic. As of December 2020, lung cancer referrals had reached 73% of pre-COVID levels, while referrals for all cancers were just over 100%.<sup>6</sup> This suggests that there are people who may have worrying symptoms who are still not contacting their GP
- Lung cancer is the third most common cancer in England with around 39,300 cases diagnosed each year. Around 89% of those are aged 60 and over<sup>7</sup>
- Lung cancer is England's biggest cause of cancer death. Around 28,100 people die from lung cancer in England each year<sup>8</sup>
- In 2018 lung cancer accounted for 12% of all cancer diagnoses in England<sup>7</sup> and 20% of all cancer deaths<sup>8</sup>
- Five-year survival for persons diagnosed with stage 1 lung cancer is 57% compared with just 3% for those diagnosed with late stage (stage 4) lung cancer<sup>9</sup>
- Between 1995 and 2018, age-standardised incidence rates of lung cancer have increased from 51.4 per 100,000 to 67.0 per 100,000 for females. In males age-standardised incidence rates of lung cancer have decreased from 127.9 per 100,000 to 85.5 per 100,000<sup>7</sup>

- Between 2001 and 2018, age-standardised mortality rates of lung cancer have remained relatively stable between 44.8 per 100,000 and 44.5 per 100,000 for females. In males age-standardised mortality rates of lung cancer have decreased from 96.2 per 100,000 to 63.6 per 100,000<sup>8</sup>

#### Incidence of lung cancer by region (table 1)

#### **Lung cancer data – (Government Office Region)**

Incidence and mortality data supplied by Public Health England, based on the National Cancer Registration Service dataset. A full regional breakdown can be found in the appendix.

#### **Please note:**

- “Total number of lung cancer cases registered in 2018” is the number of people who were diagnosed with lung cancer in each government office region (GOR) in England in 2018
- “Total number of lung cancer deaths registered in 2018” is the number of people who died from lung cancer in each government office region (GOR) in England in 2018

Region	Number of lung cancer cases registered in 2018			Number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
East Midlands	1847	1576	3423	1397	1145	2542
East of England	2110	1979	4089	1649	1268	2917
London	2211	1989	4200	1506	1191	2697
North East	1275	1422	2697	1003	980	1983
North West	3245	3210	6455	2364	2222	4586
South East	3102	2650	5752	2207	1848	4055
South West	2062	1841	3903	1515	1178	2693
West Midlands	2251	1864	4115	1608	1328	2936
Yorkshire and The Humber	2350	2306	4656	1772	1501	3273
England total	20453	18837	39290	15021	12661	27682

#### Incidence of lung cancer by age (table 2)

Lung cancers diagnosed in England in 2018 by age group<sup>7</sup>

Age group	Count
Under 1	3
5 to 9	1
1 to 4	0
10 to 14	2
15 to 19	1
20 to 24	10
25 to 29	28
30 to 34	47
35 to 39	106
40 to 44	204
45 to 49	595
50 to 54	1184
55 to 59	2309
60 to 64	3692
65 to 69	5622
70 to 74	7963
75 to 79	7178
80 to 84	5438
85 to 89	3299
90 and over	1608

#### AGE -RELATED RISK

- The incidence of lung cancer increases with age: 89% of cases are diagnosed in those aged 60 and older<sup>7</sup>

#### LUNG CANCER DIAGNOSIS

- In 2018, 33.6% of all cancers in England were diagnosed via an emergency presentation.<sup>10</sup> Those diagnosed through emergency presentations are often at an advanced stage, resulting in poorer survival
- In the UK it is estimated that nearly 6,000 people who have never smoked die of lung cancer every year<sup>11</sup>

#### OTHER

- **Error! Bookmark not defined.** More than four in 10 cases of cancer could be prevented, largely through lifestyle changes such as not smoking, keeping a healthy bodyweight, eating a healthy balanced diet and cutting down on alcohol<sup>12</sup>

## **APPENDIX**

### **Lung cancer data – (Government Office Region)**

Regional incidence and mortality data supplied by Public Health England, based on the National Cancer Registration Service dataset.

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
East Midlands	1847	1576	3423	1397	1145	2542
Amber Valley	42	46	88	38	35	73
Ashfield	56	45	101	43	42	85
Bassetlaw	60	35	95	45	36	81
Blaby	47	33	80	26	25	51
Bolsover	44	35	79	30	24	54
Boston	44	23	67	34	21	55
Broxtowe	38	43	81	35	33	68
Charnwood	56	51	107	49	39	88
Chesterfield	42	38	80	33	26	59
Corby	22	46	68	25	23	48
Daventry	21	16	37	16	20	36
Derby	94	94	188	78	56	134
Derbyshire Dales	23	17	40	20	9	29
East Lindsey	97	67	164	65	57	122
East Northamptonshire	31	35	66	27	31	58
Erewash	40	31	71	34	13	47
Gedling	33	37	70	28	25	53
Harborough	23	25	48	18	16	34
High Peak	33	38	71	30	24	54
Hinckley and Bosworth	51	38	89	34	24	58
Kettering	25	44	69	17	22	39
Leicester	108	88	196	91	59	150
Lincoln	45	31	76	30	27	57
Mansfield	57	41	98	39	36	75
Melton	23	16	39	12	19	31
Newark and Sherwood	38	48	86	53	39	92
North East Derbyshire	45	41	86	32	28	60
North Kesteven	34	40	74	36	25	61

North West Leicestershire	50	28	78	29	25	54
Northampton	88	76	164	57	46	103
Nottingham	118	93	211	70	58	128
Oadby and Wigston	27	15	42	11	11	22
Rushcliffe	33	40	73	20	27	47
Rutland	15	9	24	13	7	20
South Derbyshire	34	20	54	23	20	43
South Holland	47	32	79	28	28	56
South Kesteven	38	45	83	37	26	63
South Northamptonshire	34	19	53	17	13	30
Wellingborough	39	27	66	32	21	53
West Lindsey	52	30	82	42	29	71

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
East of England	2110	1979	4089	1649	1268	2917
Babergh	29	33	62	24	20	44
Basildon	66	72	138	54	45	99
Bedford	54	37	91	45	32	77
Braintree	38	45	83	34	32	66
Breckland	79	51	130	56	27	83
Brentwood	24	17	41	9	14	23
Broadland	43	45	88	34	19	53
Broxbourne	33	39	72	31	21	52
Cambridge	22	32	54	20	18	38
Castle Point	41	36	77	38	20	58
Central Bedfordshire	81	84	165	77	62	139
Chelmsford	51	50	101	36	28	64
Colchester	59	64	123	50	43	93
Dacorum	39	39	78	39	22	61
East Cambridgeshire	32	25	57	22	13	35
East Hertfordshire	40	31	71	23	21	44
Epping Forest	50	58	108	29	37	66
Fenland	42	37	79	35	26	61
Forest Heath	25	20	45	18	15	33
Great Yarmouth	69	55	124	34	39	73
Harlow	27	32	59	22	18	40
Hertsmere	28	36	64	23	23	46
Huntingdonshire	55	52	107	45	24	69
Ipswich	53	51	104	44	36	80

King's Lynn and West Norfolk	64	48	112	62	33	95
Luton	54	47	101	33	26	59
Maldon	18	19	37	23	20	43
Mid Suffolk	28	14	42	32	14	46
North Hertfordshire	43	35	78	40	22	62
North Norfolk	53	52	105	31	25	56
Norwich	71	34	105	50	15	65
Peterborough	54	55	109	37	32	69
Rochford	28	28	56	22	25	47
South Cambridgeshire	42	32	74	31	29	60
South Norfolk	55	50	105	34	25	59
Southend-on-Sea	65	76	141	42	53	95
St Albans	35	30	65	19	14	33
St Edmundsbury	39	36	75	36	23	59
Stevenage	25	31	56	28	22	50
Suffolk Coastal	42	40	82	37	25	62
Tendring	86	84	170	73	64	137
Three Rivers	26	28	54	21	22	43
Thurrock	48	61	109	43	33	76
Uttlesford	19	27	46	19	15	34
Watford	23	34	57	19	13	32
Waveney	71	50	121	50	43	93
Welwyn Hatfield	41	27	68	25	20	45

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
London	2211	1989	4200	1506	1191	2697
Barking and Dagenham	70	61	131	47	47	94
Barnet	89	85	174	59	32	91
Bexley	95	81	176	58	70	128
Brent	78	60	138	53	40	93
Bromley	97	86	183	66	56	122
Camden	63	64	127	52	35	87
City of London & Hackney	70	56	126	40	30	70
Croydon	92	92	184	66	59	125
Ealing	74	68	142	45	37	82
Enfield	105	64	169	71	42	113
Greenwich	87	78	165	55	44	99
Hammersmith and Fulham	46	52	98	32	32	64
Haringey	84	55	139	51	24	75

Harrow	49	51	100	38	25	63
Havering	80	97	177	52	56	108
Hillingdon	77	69	146	67	47	114
Hounslow	60	53	113	52	32	84
Islington	63	58	121	42	40	82
Kensington and Chelsea	54	52	106	21	28	49
Kingston upon Thames	30	40	70	26	19	45
Lambeth	68	48	116	45	36	81
Lewisham	72	74	146	49	41	90
Merton	58	51	109	51	31	82
Newham	66	56	122	35	36	71
Redbridge	62	65	127	46	33	79
Richmond upon Thames	41	53	94	32	26	58
Southwark	93	79	172	48	41	89
Sutton	57	46	103	52	32	84
Tower Hamlets	58	52	110	46	31	77
Waltham Forest	63	36	99	38	24	62
Wandsworth	63	66	129	46	40	86
Westminster	47	41	88	25	25	50

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
North East	1275	1422	2697	1003	980	1983
County Durham	267	286	553	214	187	401
Darlington	43	55	98	37	38	75
Gateshead	125	111	236	82	75	157
Hartlepool	45	49	94	24	47	71
Middlesbrough	76	88	164	55	59	114
Newcastle upon Tyne	130	136	266	112	78	190
North Tyneside	93	111	204	83	76	159
Northumberland	141	144	285	105	106	211
Redcar and Cleveland	72	81	153	52	58	110
South Tyneside	73	89	162	62	74	136
Stockton-on-Tees	72	98	170	56	70	126
Sunderland	138	174	312	121	112	233

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
North West	3245	3210	6455	2364	2222	4586
Allerdale	41	59	100	34	32	66
Barrow-in-Furness	29	34	63	23	29	52

Blackburn with Darwen	59	62	121	35	42	77
Blackpool	82	87	169	68	56	124
Bolton	107	107	214	75	75	150
Burnley	48	48	96	36	33	69
Bury	78	80	158	64	54	118
Carlisle	48	49	97	45	36	81
Cheshire East	151	140	291	113	95	208
Cheshire West and Chester	138	125	263	103	99	202
Chorley	51	36	87	29	28	57
Copeland	45	39	84	29	22	51
Eden	20	13	33	22	10	32
Fylde	34	43	77	25	20	45
Halton	72	77	149	51	44	95
Hyndburn	42	40	82	35	33	68
Knowsley	89	119	208	62	84	146
Lancaster	67	74	141	57	51	108
Liverpool	282	250	532	171	160	331
Manchester	206	200	406	134	130	264
Oldham	88	95	183	63	64	127
Pendle	37	40	77	30	26	56
Preston	48	44	92	39	36	75
Ribble Valley	18	26	44	13	16	29
Rochdale	99	89	188	85	63	148
Rossendale	25	28	53	27	17	44
Salford	110	119	229	96	89	185
Sefton	131	118	249	107	98	205
South Lakeland	42	28	70	27	29	56
South Ribble	48	41	89	30	35	65
St. Helens	81	87	168	60	70	130
Stockport	122	144	266	90	81	171
Tameside	123	104	227	89	71	160
Trafford	100	85	185	54	58	112
Warrington	70	70	140	53	42	95
West Lancashire	45	45	90	40	41	81
Wigan	159	147	306	105	91	196
Wirral	153	148	301	102	114	216
Wyre	57	70	127	43	48	91

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
South East	3102	2650	5752	2207	1848	4055

Adur	34	21	55	19	13	32
Arun	95	60	155	67	52	119
Ashford	47	42	89	33	29	62
Aylesbury Vale	57	40	97	42	31	73
Basingstoke and Deane	41	44	85	37	31	68
Bracknell Forest	28	36	64	28	29	57
Brighton and Hove	74	74	148	63	52	115
Canterbury	59	54	113	36	44	80
Cherwell	48	50	98	27	35	62
Chichester	61	33	94	42	25	67
Chiltern	24	24	48	16	18	34
Crawley	29	28	57	33	19	52
Dartford	31	30	61	33	25	58
Dover	60	41	101	48	43	91
East Hampshire	53	43	96	33	26	59
Eastbourne	44	29	73	40	23	63
Eastleigh	48	28	76	29	14	43
Elmbridge	37	37	74	26	25	51
Epsom and Ewell	21	16	37	12	8	20
Fareham	37	30	67	39	28	67
Folkestone and Hythe	50	45	95	54	31	85
Gosport	44	35	79	31	23	54
Gravesham	40	42	82	26	24	50
Guildford	42	28	70	24	18	42
Hart	16	25	41	12	11	23
Hastings	44	42	86	37	28	65
Havant	52	49	101	36	42	78
Horsham	41	39	80	28	21	49
Isle of Wight	57	60	117	33	39	72
Lewes	45	38	83	31	19	50
Maidstone	53	45	98	42	41	83
Medway	116	96	212	82	59	141
Mid Sussex	35	27	62	31	16	47
Milton Keynes	81	71	152	52	53	105
Mole Valley	33	17	50	22	11	33
New Forest	98	73	171	48	43	91
Oxford	33	36	69	29	16	45
Portsmouth	81	63	144	53	44	97
Reading	35	34	69	21	26	47
Reigate and Banstead	37	34	71	24	26	50
Rother	54	43	97	31	34	65
Runnymede	27	29	56	18	13	31
Rushmoor	27	17	44	26	11	37

Sevenoaks	33	37	70	33	34	67
Slough	37	28	65	16	26	42
South Bucks	32	29	61	17	18	35
South Oxfordshire	48	30	78	20	20	40
Southampton	74	97	171	48	59	107
Spelthorne	35	39	74	23	24	47
Surrey Heath	26	21	47	20	16	36
Swale	64	49	113	54	33	87
Tandridge	30	18	48	15	20	35
Test Valley	31	26	57	23	13	36
Thanet	75	57	132	55	54	109
Tonbridge and Malling	38	35	73	30	24	54
Tunbridge Wells	32	38	70	25	20	45
Vale of White Horse	52	39	91	32	22	54
Waverley	41	35	76	28	25	53
Wealden	55	54	109	56	29	85
West Berkshire	48	30	78	30	18	48
West Oxfordshire	39	27	66	27	15	42
Winchester	34	39	73	24	26	50
Windsor and Maidenhead	56	44	100	41	28	69
Woking	25	17	42	12	11	23
Wokingham	40	36	76	22	33	55
Worthing	41	34	75	31	26	57
Wycombe	47	43	90	31	35	66

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
South West	2062	1841	3903	1515	1178	2693
Bath and North East Somerset	47	38	85	37	28	65
Bournemouth	64	61	125	47	44	91
Bristol, City of	153	140	293	100	88	188
Cheltenham	36	38	74	20	26	46
Christchurch	25	17	42	19	15	34
Cornwall & Isles of Scilly	247	216	463	167	152	319
Cotswold	23	28	51	21	17	38
East Devon	63	48	111	42	33	75
East Dorset	34	28	62	29	30	59
Exeter	30	27	57	23	11	34
Forest of Dean	30	33	63	20	22	42
Gloucester	44	46	90	41	31	72

Mendip	45	39	84	45	18	63
Mid Devon	21	24	45	15	16	31
North Devon	51	31	82	41	24	65
North Dorset	24	27	51	16	15	31
North Somerset	80	84	164	51	39	90
Plymouth	107	125	232	91	63	154
Poole	59	48	107	41	31	72
Purbeck	19	19	38	21	13	34
Sedgemoor	58	41	99	33	24	57
South Gloucestershire	93	55	148	58	48	106
South Hams	32	34	66	25	12	37
South Somerset	64	50	114	60	33	93
Stroud	36	22	58	26	11	37
Swindon	68	63	131	42	39	81
Taunton Deane	47	44	91	22	24	46
Teignbridge	57	55	112	38	32	70
Tewkesbury	25	26	51	30	19	49
Torbay	70	65	135	58	27	85
Torrige	22	23	45	22	15	37
West Devon	26	25	51	22	19	41
West Dorset	47	40	87	35	29	64
West Somerset	24	15	39	14	9	23
Weymouth and Portland	30	33	63	31	26	57
Wiltshire	161	133	294	112	95	207

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
West Midlands	2251	1864	4115	1608	1328	2936
Birmingham	390	293	683	254	221	475
Bromsgrove	38	36	74	24	24	48
Cannock Chase	40	36	76	33	15	48
Coventry	139	102	241	91	79	170
Dudley	131	113	244	92	90	182
East Staffordshire	44	47	91	33	32	65
Herefordshire, County of	58	58	116	53	40	93
Lichfield	31	28	59	22	18	40
Malvern Hills	32	35	67	11	25	36
Newcastle-under-Lyme	68	59	127	40	26	66
North Warwickshire	25	24	49	24	16	40
Nuneaton and Bedworth	52	46	98	38	31	69
Redditch	37	32	69	26	16	42

Rugby	38	30	68	27	26	53
Sandwell	150	117	267	104	64	168
Shropshire	99	101	200	89	76	165
Solihull	68	72	140	48	62	110
South Staffordshire	46	38	84	39	31	70
Stafford	35	40	75	23	32	55
Staffordshire Moorlands	43	39	82	22	25	47
Stoke-on-Trent	148	124	272	90	81	171
Stratford-on-Avon	45	38	83	33	34	67
Tamworth	38	27	65	31	17	48
Telford and Wrekin	77	52	129	65	41	106
Walsall	107	83	190	93	54	147
Warwick	48	27	75	35	25	60
Wolverhampton	101	79	180	69	59	128
Worcester	26	26	52	25	19	44
Wychavon	55	32	87	47	27	74
Wyre Forest	42	30	72	27	22	49

	Total number of lung cancer cases registered in 2018			Total number of lung cancer deaths registered in 2018		
	Males	Females	Persons	Males	Females	Persons
Yorkshire and The Humber	2350	2306	4656	1772	1501	3273
Barnsley	120	119	239	95	79	174
Bradford	183	178	361	139	108	247
Calderdale	77	89	166	65	73	138
Craven	22	19	41	13	10	23
Doncaster	150	150	300	116	99	215
East Riding of Yorkshire	157	135	292	115	96	211
Hambleton	41	39	80	27	22	49
Harrogate	66	61	127	42	28	70
Kingston upon Hull, City of	130	119	249	94	77	171
Kirklees	180	162	342	144	116	260
Leeds	339	350	689	231	227	458
North East Lincolnshire	77	83	160	57	48	105
North Lincolnshire	91	82	173	60	45	105
Richmondshire	19	20	39	22	13	35
Rotherham	128	127	255	95	87	182
Ryedale	27	22	49	20	14	34
Scarborough	52	42	94	62	29	91
Selby	37	28	65	26	28	54
Sheffield	230	232	462	183	137	320
Wakefield	158	191	349	120	121	241

York	66	58	124	46	44	90
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<sup>1</sup> Cancer Research UK: Why is early diagnosis important? Available: <https://www.cancerresearchuk.org/about-cancer/cancer-symptoms/why-is-early-diagnosis-important>. Last accessed January 2021.

<sup>2</sup> Kantar data – A representative sample of 2,178 adults were asked about their attitudes to seeking medical help at the current time (September 2020), compared to what they would have done before the coronavirus outbreak in March 2020

<sup>3</sup> Respondents were interviewed on the Kantar omnibus 12<sup>th</sup>-18<sup>th</sup> January 2021. The omnibus surveys a representative sample of the population aged 16+. The questions were asked in England among a total sample of 2,196. Barriers to making a GP appointment were asked of the 1,349 respondents who would not make an appointment with their GP

<sup>4</sup> National Center for Biotechnology Information / BMJ (2001). No man's land: men, illness, and the NHS. Available here: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1121551/>

<sup>5</sup> NHS. (2019). Lung Cancer. Available: <https://www.nhs.uk/conditions/lung-cancer/symptoms/>. Last accessed January 2021.

<sup>6</sup> NHS England (2020) Cancer Waiting Times. Available: <https://www.england.nhs.uk/statistics/statistical-work-areas/cancer-waiting-times/>. Last accessed: January 2021.

<sup>7</sup> Data for 2016-2018 average. Public Health England; <https://www.gov.uk/government/statistics/cancer-registration-statistics-england-2018-final-release>. Last accessed: January 2021.

<sup>8</sup> Public Health England. <https://www.gov.uk/government/statistics/cancer-registration-statistics-cancer-mortality-in-england-2018>. Last accessed January 2021.

<sup>9</sup> Public Health England; Cancer survival in England for patients diagnosed between 2014 and 2018, and followed up until 2019 - GOV.UK ([www.gov.uk](http://www.gov.uk)). Last accessed: January 2021.

<sup>10</sup> National Cancer Registration and Analysis Service, Cancer Outcomes: Emergency Presentation by Cancer site November 2020 [http://www.ncin.org.uk/cancer\\_type\\_and\\_topic\\_specific\\_work/topic\\_specific\\_work/cancer\\_outcome\\_metrics](http://www.ncin.org.uk/cancer_type_and_topic_specific_work/topic_specific_work/cancer_outcome_metrics). Last accessed: January 2021.

<sup>11</sup> Bhopal, A et al. Lung cancer in never-smokers: a hidden disease. *Journal of the Royal Society of Medicine*, 2019 Vol 112(7) 269-271

<sup>12</sup> Cancer Research UK. (2018). New calculations confirm lifestyle changes could prevent 4 in 10 cancer cases. Available: <https://scienceblog.cancerresearchuk.org/2018/03/23/new-calculations-confirm-lifestyle-changes-could-prevent-4-in-10-cancer-cases/>. Last accessed: January 2021.