

To:  
CCG Clinical Leaders  
CCG Accountable Officers  
CSU Managing Directors  
Foundation Trust CEs  
Medical Directors  
Directors of Nursing  
Communications Leads  
Local Authority CEs  
NHS England Regional  
Directors  
PHE Regional Directors  
PHE Centre Directors

National Cancer Programme  
NHS England  
Skipton House  
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Friday, 06 July 2018

**NHS England Publications Gateway Reference: 08074**

Dear Colleagues

**Blood in Pee: Be Clear on Cancer campaign launching July - September 2018**

As you may be aware through NHS England updates, Public Health England will be re-running the Be Clear on Cancer '*Blood in Pee*' campaign from 19 July to 23 September 2018. This campaign aims to raise public awareness of visible haematuria which is a symptom not only of bladder and kidney cancer but other cancers and conditions too. Blood in urine is a key symptom in 64% of bladder cancer patients aged 40 years and above and 18% of kidney cancer patients in this age group.

Bladder and kidney cancer are both in the top ten cancers most commonly diagnosed and we know that improvements can be made in patient outcomes by diagnosing and treating patients earlier.

We need your help and support to make the most of this opportunity. We would encourage you to:

- Cascade this letter and the campaign overview attached amongst relevant teams, so where possible, they can plan for any changes in the demand for services.
- Visit the [Campaign Resource Centre](#) to get updates and order your free campaign resources.
- Be aware of the key messages of the campaign and champion the importance of supporting this activity.

The '*Blood in Pee*' campaign has run across England three times before. It has repeatedly shown an increase in awareness of the symptom, and through data and

anecdotal feedback we know the campaigns are prompting more presentations to the GP and that there are encouraging indications of changes in cancers diagnosed and at an earlier stage.

The overview attached provides more detail on the campaign and how you can register to get further information.

The team at Public Health England are currently planning to run one other national campaign during this financial year, launching early in 2019. Further details on this campaign will follow later in the year.

I would like to thank you for your support of Be Clear on Cancer activities to date.

Yours sincerely

A handwritten signature in black ink, appearing to read 'C Harrison', with a horizontal line drawn underneath it.

**Professor Chris Harrison**

Medical Director, The Christie NHS Foundation Trust, Manchester  
National Clinical Director (Cancer), NHS England