

In partnership with Public Health England, we are currently supporting the **Be Clear on Cancer 'Blood in Pee' campaign from the 19th July to the 23rd September 2018** in order to raise awareness.

The main message for the public is:

If you notice blood in your pee, even if it's 'just the once', tell your doctor.

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.(source: Professor Chris Harrison, National Clinical Director (Cancer), NHS England).

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.

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.

