



**North Midlands – Shropshire &
Staffordshire Area**
Anglesey House
Towers Plaza
Wheelhouse Road
Rugeley
WS15 1UL

Email – a.pickard@nhs.net

Date 25th July 2018

Dear colleagues

Re: Be Clear on Cancer – Blood In Pee Campaign (replaces Mental Health Campaign)

The proposed Mental Health Campaign that was due to run during this quarter has been postponed as a result of a lack of suitable campaign resources. As a result, it has been agreed to run the Blood in Pee campaign instead which supports the national PHE campaign that has recently launched.

Contractually we are going to run this campaign from 6th August for 4 weeks until 1st September, although the national campaign is running until 23rd September.

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.

The main message to the public is **“If you notice blood in your pee, even if it’s just the once, tell your doctor”**

Resources

There is a wide range of resources that are available to order and/or download from the Public Health England Campaign Resource Centre -

<https://campaignresources.phe.gov.uk/resources/campaigns/43-blood-in-pee>

You do need to register with the resource centre before ordering materials, but this is very simple and is free of charge. The registration link is located in the top right hand corner of their homepage and it only takes a few seconds to complete and activate the account.

A specific BIP Pharmacy Pack is available to order which contains a variety of resources to promote the campaign including posters, leaflets and shelf-barkers.

Data collection and PharmOutcomes

As a reminder, it is a contractual requirement for the information to be transferred from the data collection sheet onto the relevant campaign module on PharmOutcomes within 7 days of the end of each campaign please. Failure to do so may result in a breach notice being issued.

If you have any queries regarding this campaign or access to resources please contact me via email, or speak to one of your LPC representatives.

Yours faithfully,

A handwritten signature in black ink that reads "A. Pickard". The signature is written in a cursive style with a large initial 'A'.

Andrew Pickard
Pharmacy Advisor, NHS England North Midlands, Staffordshire and Shropshire Area