



Executive Summary
NHS Hull *Love Your Lungs* Follow-up Campaign
September 2010

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1. Background

Chronic obstructive pulmonary disease (COPD) is the UK's fifth biggest killer, each year causing more deaths than breast, prostate and bowel cancer. Despite this, awareness of COPD is very low in the UK. Research published in 2006 indicated there are at least 3.7 million people with COPD in the UK.¹ However, 2.8 million of these are unaware they have the progressive, possibly terminal disease. These are the 'missing millions'. The Experian ranking of COPD risk across the UK shows Hull PCT to have the third highest proportion of people at risk of future hospital admission with COPD in the UK. Residents of Hull are 52% more likely to be admitted to hospital with COPD than the national average.

The BLF has been campaigning to raise awareness of COPD and encourage early diagnosis amongst at risk groups working with PCTs including South Tyneside, Nottingham City, Islington and Barking and Dagenham. NHS Hull and the BLF worked together to deliver a Love your Lungs campaign during January and February 2010; and a follow up campaign in September 2010.

2. Aims

To raise awareness of the signs and symptoms of COPD, to encourage early diagnosis amongst at risk groups (as determined through Experian's Mosaic Health Mapping), and therefore reduce future emergency hospital admissions.

3. Objectives

- Increase awareness of COPD signs and symptoms in NHS Hull
- Increase demand for lung function testing in primary care in Hull
- Identify those with likely undetected COPD by lung function testing in the community for at risk groups
- Provide COPD information to at risk groups

4. Strategy

The following elements combined to provide a fully integrated awareness raising campaign in Hull throughout September 2010:

- Pre-campaign communication with health care outlets to engage support

¹ Shahab L, Jarvis MJ, Britton J and West R. Thorax 2006; 61;1043-47. Prevalence, diagnosis and relation to tobacco dependence of chronic obstruction pulmonary disease in a nationally representative population sample.

- Provision and distribution of COPD campaign materials (posters/leaflets/beer mats) to GP surgeries, pharmacies, health centres, libraries and other venues
- NHS Hull were responsible for the local media campaign
- 4 awareness stands with free lung testing in targeted community settings

5. Outcomes and Evaluation

5.1 Outcomes

Lung Testing Events	Event One: 122 tested, 20 referred (16%) Event Two: 167 tested, 43 referred (26%) Event Three: 108 tested, 31 referred (29%) Event Four: 146 tested, 24 referred (16%) Total number of people tested: 544 Total number referred to GP with abnormal lung function: 119 (22%)
Stakeholder Communication	58 packs sent to local GP surgeries 73 packs sent to other outlets including pharmacies, libraries community centres 33 packs sent to local pubs in high risk areas

5.2 Evaluation

163 evaluation questionnaires were received, which has given the following information:

Lung Testing Events	75% of visitors felt the event increased their awareness of COPD (18% already had knowledge of the disease). 68% felt the event increased awareness of the causes of COPD (22% already knew the causes). 97% recommended the test to family/friends 50% are trying to take more exercise since the event to improve lung health (43% stated they already exercised) 43% are trying to eat a healthy diet since the event to improve lung health (51% stated they already had a healthy diet) 52% of smokers returning the form have been encouraged to cut down 19% felt the event had influence them to give up 14% have been influenced to try and give up smoking Therefore, 86% of the smokers who returned the evaluation form felt the event had encouraged them to cut down or quit.
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6. Mosaic Data Analysis

541 postcodes of attendance to the events have been analysed enabling a comparison between Hull residence at high risk and residents tested at lung function testing events. Initial analysis showed that 30% of the postcodes were outside of the Hull PCT boundary, most of them originating from East Riding of Yorkshire. Therefore, we analysed the 367 postcodes within the PCT boundary to conclude whether the high-risk Mosaic groups we wished to target in Hull had been tested.

By looking at the percentage of numbers tested within a particular Mosaic group and comparing it to the Hull population as a whole, it is possible to gauge exactly how successful the campaign has been in targeting specific groups - both those you want to capture and those you do not.

The table below lists all the Mosaic groups that were tested at the four events with their percentages in relation to the numbers tested and the numbers living in Hull. The highlighted groups are those that were overrepresented in the sample.

Mosaic Group	Tested postcodes within NHS Hull boundary %	NHS Hull Adult Pop %	Index
A	0.00	0.00	n/a
B	1.36	0.85	160
C	0.00	0.26	0
D	0.27	0.38	72
E	10.08	9.81	103
F	1.36	2.55	53
G	4.63	9.54	49
H	0.82	2.50	33
I	10.35	13.22	78
J	20.44	14.58	140
K	10.35	9.44	110
L	4.36	1.12	388
M	5.72	6.63	86
N	4.63	4.33	107
O	25.61	24.80	103
Total	100	100	100

This data shows the campaign was successful in targeting Hull residents at greater risk of COPD. Our high-risk target groups were K, M and O. Forty-two percent of those residents tested were in one of the three target groups. For example, 10.35% of those tested at events belonged to Group K (residents with sufficient incomes in right-to-buy social housing); and Group K makes up 9.44% residents in Hull. Therefore, Group K is overrepresented in the group tested. There were also a significant number of

people tested who belonged to the lower-risk group J (owner occupiers in older-style housing in ex-industrial areas).

It is worth mentioning that, although people from groups L (active elderly people living in pleasant retirement locations) and N (young people renting flats in high density social housing) are high-risk for COPD, they were not targeted because neither group was overrepresented within the Hull PCT (compared to the UK average). However, the results of this analysis show that a greater percentage of people belonging to groups L and N were tested at the events, compared to the percentage of the Hull population they represent. Therefore, despite representing a smaller percentage of Hull's population (compared to their percentage of the UK population), those people classified as groups L and N, living in Hull, came to the events.

7. Conclusion

The British Lung Foundation successfully delivered the follow up Love Your Lungs awareness campaign throughout September 2010 for NHS Hull. The lung testing events alone potentially identified 119 people living with undiagnosed COPD. The post-event evaluation also showed that those who returned the questionnaires were spurred on to make behavioural change and 86% of the smokers who responded felt the event had influenced them to cut down or quit smoking.

We would like to thank NHS Hull for their support of this project, which has enabled us to raise awareness of this disease in one of the key 'hotspots' for COPD in the UK.