

Executive Summary
South Tyneside PCT Love Your Lungs Campaign
April 2010

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2010

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 BLF's Invisible Lives Report, maps COPD risk across the UK and shows South Tyneside PCT to have the highest proportion of people at risk of future hospital admission with COPD in the UK. Residents of South Tyneside are 62% more likely to be admitted to hospital with COPD than the national average.

In January 2009 the BLF worked in collaboration with South Tyneside Primary Care Trust (PCT) to deliver a pilot campaign named Love Your Lungs to raise awareness of COPD and encourage early diagnosis amongst at risk groups within the local area. The campaign comprised of telemarketing to at risk individuals, lung function testing events, stakeholder communications and leaflets, and a local press campaign. Love your Lungs South Tyneside produced very successful results which lead to the BLF delivering similar projects with other NHS Trusts including, Hull, Nottingham City, Nottingham County and Barking and Dagenham. NHS South Tyneside commissioned the BLF for a follow up campaign in April 2010.

2. Aims: To raise awareness of the signs and symptoms of COPD and encourage early diagnosis amongst at risk groups; (as determined through Experian and Mosaic Health Mapping) therefore reducing future emergency hospital admissions.

3. Objectives

- Increase awareness of COPD signs and symptoms
- Increase demand for lung function testing in primary care in South Tyneside
- Identification of those with likely undetected COPD by lung function testing in the community for at risk groups
- Provision of COPD information to at risk groups in community venues

4. Strategy

The following elements combined to provide an awareness raising campaign in South Tyneside throughout April 2010.

- Pre-campaign investigation of target audiences using Mosaic Lifestyle analysis
- Three awareness stands with free lung function testing in targeted community settings
- Pre-campaign communication with health care outlets and community venues to engage support
- South Tyneside PCT co-ordinated a media campaign supported by the BLF

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.

5. Outcomes and Evaluation

Outcomes:

Lung Testing Events	Event One: 116 tested, 25 referred (22%) Event Two: 148 tested, 32 referred (22%) Event Three: 106 tested, 17 referred (16%) Total number of people tested: 370 Total number referred to GP with abnormal lung function - 74 (20%)
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Evaluation:

Lung Testing Events	84% of visitors felt the event increased their awareness of COPD. 11 % already had knowledge of the disease. 63% felt the event increased awareness of the causes of COPD 95% recommended the test to family/friends 53% are trying to take more exercise since the event to improve lung health (42% stated they already exercised) 74% are trying to eat a healthy diet since the event to improve lung health (26% stated they already had a healthy diet) 33% of smokers returning the form have been encouraged to cut down 50% have been influenced to try and give up smoking 17% felt the event had influenced them to give up smoking 100% of smokers therefore, felt the event had encouraged them to cut down or quit.
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C. PR outcomes

In total there were three separate articles of media coverage about Love your Lungs South Tyneside. The campaign fell during Purdah before the general election and therefore input to the press was kept to a minimum.

D. Mosaic Data Analysis

341 postcodes of attendance to the events have been analysed enabling a comparison between South Tyneside residents at high risk and residents tested at lung function testing events.

By looking at the percentage of numbers tested within a particular mosaic sector and comparing it to the South Tyneside 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 three events with their percentages in relation to the numbers tested and the numbers living in South Tyneside. ²

² For example, 23.17% of those tested at the events belonged to Group O. Within South Tyneside, Group O make up 17.5% of the total population

Mosaic Group	All Tested %	South Tyneside Population %	All Index
A	0	0.13	0
B	3.81	4.21	91
C	0	0.74	0
D	1.76	4.67	38
E	9.09	11.23	81
F	0.88	1.64	54
G	0.88	1.16	76
H	2.05	0.26	89
I	8.21	9.84	83
J	9.09	7.93	115
K	21.11	22.85	92
L	2.35	2.11	111
M	11.44	8.16	140
N	6.16	5.54	111
O	23.17	17.5	132
Total	100 %	100 %	100

This data shows the campaign was successful in targeting South Tyneside residents at greater risk of COPD. 64% of those tested at the events belonged to one of the four targeted groups (I, K, M and O). The four together only make up 58% of the South Tyneside population. South Tyneside Group M for example (Elderly people reliant on state support), made up 11.44% of those tested. This is despite the fact that Group M only makes up 8.16% of the entire South Tyneside population. This is what is known as over representation and can also be seen in high risk group O.³

6. Conclusion

The BLF successfully delivered the Love Your Lungs awareness campaign throughout April 2010 for South Tyneside PCT. The lung function testing events potentially identified 50 people living with undiagnosed COPD.

The overwhelming popularity of the free lung function tests demonstrated that when given the opportunity to find out more about lungs with a healthcare setting, the public will respond positively - often spending a significant time queuing.

The BLF would like to thank South Tyneside PCT for their support of this project.

³ The full report for the South Tyneside Follow Up Love your Lungs Campaign includes the Mosaic breakdown of those referred in relation to the numbers tested at events