

'Blood in pee' campaign set to tackle bladder and kidney cancers

October 15 2014

Today sees the launch of an NHS awareness campaign, backed by Premier League football clubs, to tackle bladder and kidney cancers.

A number of Premier League sides are backing the 'blood in pee' campaign, which aims to raise awareness of a key symptom of the cancers.

Liverpool, West Ham, Southampton and West Bromwich Albion are offering their support for the campaign, set up by Public Health England.

It is hoped that encouraging people to go to the doctor when they first spot the symptom will give them a better chance of surviving the disease.

Prognosis is worse when the cancers are diagnosed at a late stage, with figures showing that only a third of people survive beyond a year.

The difference is stark for those people diagnosed early, as 90 per cent survive at least 12 months.

The campaign was launched after data showed almost half (43 per cent) of people do not go to their doctor the first time they spot blood in their urine. Instead, they often wait until they notice it a second time.

Figures suggest around 17,000 people are diagnosed with either bladder or [kidney cancer](#) each year, and some 7,500 people will die from the

diseases.

Clubs will publicise the campaign using special posters at toilets in the ground that will turn red to reveal a message urging fans to check their urine and contact a doctor with any concerns.

Cancer Research UK's director of early diagnosis, Sara Hiom, said diagnosing and treating the disease early was "vital".

"Cancer Research UK fully supports the Be Clear on Cancer campaign. This campaign is encouraging both men and women to recognise blood in pee as a possible symptom of these cancers and to tell their doctor if they experience it," she said.

"We can and must do more to reduce the number of premature deaths caused by cancer. Alongside campaigns like this, Cancer Research UK continues to fund research that will improve our understanding of the disease – research is helping us better prevent, diagnose and treat [cancer](#)."

Provided by Cancer Research UK

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