

How Effective are Campaigns at Preventing Incidence Increases Regarding Health Related Issues?

Introduction:

The aim of our project is to analyse how campaigns around Ireland have affected the statistics on health related issues. In this project, we will focus on some of the most common cancers in Ireland; **Breast Cancer, Lung Cancer and Skin Cancer**. Although cancer in itself is a complicated and unpredictable disease, there are factors or methods we can use to **reduce our risks of getting cancer**. Factors such as **early signs, preventive measures and routine checks** are some of the most recommended and helpful actions in reducing risks of cancer. But how do we actually find out about all these possible methods? **Campaigns** are considered to be the **best method of spreading awareness**, but have the statistics really been effective? Let's find out!

LUNG CANCER:

Lung cancer has been an ongoing concern in Ireland along with the increasing number of smokers throughout the years. There are **numerous campaigns for lung cancer awareness and tobacco control** in the hope of reducing the percentage of the population from getting diagnosed. The **consistent decrease** in those getting diagnosed from the rise of **lung cancer awareness** has recently **slated**.

Average Incidence Rate 2018-2020

Cancers	Case count			Rate*/100,000	
	Male	Female	All	Male	Female
C00-90 all invasive cancers	20,184	16,723	36,907	725.8	562.2
C00-43, C45-96 all invasive cancers excl. NM5C	13,152	11,641	34,793	477.8	399.1
C33-34 Lung and Trachea	1,503	1,250	2,753	52.8	40.4

Average Incidence Rate 2019-2021

Cancers	Case count			Rate*/100,000	
	Male	Female	All	Male	Female
C00-90 all invasive cancers	18,614	15,721	34,335	999.7	743.7
C00-43, C45-96 all invasive cancers excl. NM5C	12,075	11,349	24,424	696.9	533.8
C33-34 Lung and Trachea	1,386	1,199	2,586	77.4	59.6

The **peak of Lung Cancer Campaigns** were from 2018 - 2021. The consistent campaign work had decreased those diagnosed with lung cancer from 2,753 to 2,586 and the significant decrease in the numbers can be seen from the charts above. As we can see the number of Lung Cancer cases in Ireland has risen since then to 3,086 from 2,586 according to the NCRI. As well as that, the death rate from Lung Cancer has reached number 1 in Ireland as the highest number of deaths from that specific cancer.

2023	New Cases				Deaths		
	Number	Rank	(%)	Cum.risk	Number	Rank	(%)
Prostate	4,216	1	99.8	12.5	592	5	9.9
Breast	3,723	2	92.1	9.8	893	3	17.4
Colorectum	3,294	3	32.3	3.6	1,287	2	11.6
Lung	3,086	4	31.4	3.8	2,020	1	19.4
Melanoma	1,647	5	18.1	1.9	202	16	2.0

Prevalence by Smoking - By Year and Gender (%)

	2015	2016	2017	2018	2019	2021	2022	2023
Total	23	23	22	20	17	18	18	18
Men	24	26	25	22	19	20	21	21
Women	21	20	20	17	16	17	15	15

Conclusion 01

We can see a **sudden drop** in the number of smokers across the years. In 2018, several tobacco control campaigns had been set up as part of Ireland's Health and Well-Being Initiative. The number stayed **consistent** until we see a **little rise** once again from 2021 onwards. This clearly shows that **consistent advertisement and practice of awareness campaigns** is needed for reducing health related diseases.

BREAST CANCER

Breast Cancer is the **most invasive cancer in women** in Ireland as well as the **2nd most common cause of death of women** in Ireland. **1 in 7 Irish Women** will develop Breast Cancer in their lifetimes. There are over **3,400 cases registered annually**. The happier side of the statistics show that almost **23% of cancer survivors are breast cancer survivors** with at least **50,000 Breast Cancer survivors** living in Ireland today.

Average Incidence Rate 2018-2020

Cancers	Case count			Rate*/100,000	
	Male	Female	All	Male	Female
C00-90 all invasive cancers	20,184	16,723	36,907	725.8	562.2
C00-43, C45-96 all invasive cancers excl. NM5C	13,152	11,641	34,793	477.8	399.1
C50 Breast	37	3,667	3,704	1.3	132.8

As we can see from the data set, the number of cases of breast cancer in the entire population at the end of 2020 totalled to **3,704**.

Average Incidence Rate 2019-2021

Cancers	Case count			Rate*/100,000	
	Male	Female	All	Male	Female
C00-90 all invasive cancers	20,184	16,723	36,907	725.6	562.2
C00-43, C45-96 all invasive cancers excl. NM5C	13,152	11,641	34,793	477.8	399.1
C50 Breast	30	3,422	3,452	1.6	156.0

After the **peak of the awareness campaigns and advertisements**, the number of cases at the end of 2021 totalled to **3,452**. Although small, this was a great progress from nearly **4000 cases**. However, the campaigns came to an end through **2022 and 2023**.

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	Number	Rank	(%)	Cum.risk	Number	Rank	(%)
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Colorectum	3,294	3	32.3	3.6	1,287	2	11.6
Lung	3,086	4	31.4	3.8	2,020	1	19.4
Melanoma	1,567	5	18.1	1.9	202	16	2.0

Unfortunately, due to this reduction in awareness campaigns and promotions, the numbers once again begin to rise to a disappointing **3,723 cases** at the end of 2023.

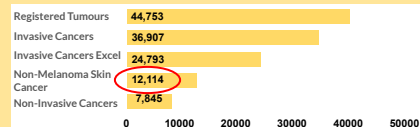
Conclusion 02:

Breast Cancer Awareness has been a passionate campaign through many organisations and it is still continued to this day. Awareness campaigns have reached out to **schools** as well as providing **leaflets** to students to encourage them to discuss and inform their **parents** about the signs of breast cancer. However, this process takes **time** and a **great number of volunteers** to promote in person. Even the smallest **gaps in lack of awareness or inability in reaching out** to certain people can cause the numbers to **instantly rise** again.

SKIN CANCER

Skin cancer is one of the **newer** and constantly **rising** types of cancer in Ireland today. Case number have been reaching new records, even **higher** than breast or lung cancers. Why are they rising so quickly?

Number of cases of Skin Cancer 2022



CLIMATE CHANGE AND ITS IMPACTS:

As we are aware, Climate Change and Global Warming have been recognised as an **international concern** and situations have been progressively getting **worse**. One of the **biggest worries** about global warming is that our Earth's Ozone Layer is slowly **deteriorating**, causing the surface to get **hotter** and hotter. But why is that **relevant** to Skin Cancer?

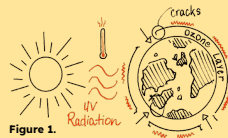


Figure 1.

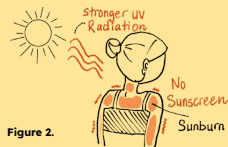


Figure 2.



Figure 3.

The surface of the Earth gets **hotter** and the UV index begins to **rise**. The primary cause of Skin Cancer is **UV Radiation**. So if the sun in our sky begins to **exude more UV Radiation**, our skin becomes more **prone** to Skin Cancer and Precancers.

Our Skin now needs **protection**. The most highly recommended protection measure is known to be **Sunscreen**. We are regularly reminded to always put on sunscreen when going out and to wear protective clothing. The UV index is **slowly rising** and protection is becoming a **necessity**.

The Signs of Skin Cancer are very **frail** and can go **unnoticed**. Therefore, due to the lack of awareness regarding the Signs and Protective Measures, the number of cases has begun to **skyrocket**.

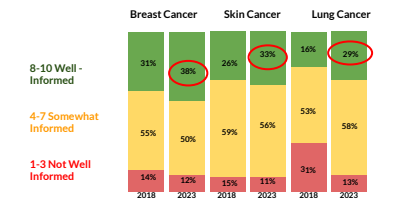
Campaigns regarding Awareness of Skin Cancer have just **recently** been strengthened and advertised, hence the number of cases is significantly **higher** than the other types of Cancer. The knowledge of always wearing sunscreen has been greatly spread across the population and hopefully the number of cases will begin to drop.

Conclusion 03:

The current statistics on Skin Cancer gives a **clear answer** to our question. In comparison, we can see how the numbers **fluctuate** but also progressively **decrease** depending on the amount of **public awareness** on the topic.

Overall Conclusion:

Rating of Knowledge of Symptoms for each type of Cancer



Through our thorough research we have found that the **margin** between those who are **well informed** and those who are not confident in their knowledge is significantly **large**, these statistics **verify** that campaigns do indeed have a slight effect on the statistics, however there is still a further need of awareness to change these statistics and there are numerous methods of achieving those desired results.

Recommendation:

For Lung Cancer:

Smoking is the **most common** cause of Lung Cancer, we believe **Tobacco Control** will be a good focus for reducing these numbers. Implementing **restrictions** on smoking and vaping such as **smoking and vaping bans** and **age restrictions** have had a **successful** impact on the recent statistics.

For Breast Cancer:

Expanding and supporting our Charities as well as holding more **volunteer** and school workshops will attract more attention towards the topic.

For Skin Cancer:

We recommend to **remove the tax** on sunscreen as it will make the product more **inclusive**. We should also **increase the tax** on sunbeds and encourage more in **school and communal** events and workshops. We also recommend providing **free sunscreen** for **younger people**.