It's the silent killer that claims the lives of around 10,000 men a year in the UK.

This year, 40,000 more will be told: “You've got prostate cancer.”

Yet most men know little about the most common form of male cancer until they – or someone close to them – gets the news. It doesn’t have to be this way.

It may be embarrassing to talk about “down there.” But ignoring the risks won’t make them go away.

So let’s talk. Because when it comes to prostate cancer, talking quite simply saves lives.

It’s true that it’s a disease that can be hard to spot. But by spreading the word about the disease and telling the men we love to consider their risk factors, we can catch it before it’s too late.

The good news is that there have been huge advances in research – but much more needs to be done.

Yes, prostate cancer is a hard nut to crack. But that’s why Prostate Cancer UK launched The Sledgehammer Fund in January so that you too can spread the word – and prevent one man every hour from dying from the disease.
Fighting to make a change

Chief Executive of Prostate Cancer UK Owen Sharp explains why he wants to make a difference – and how you can also spread the word.

“Back when I was starting out as a nurse, I did a lot of my training placements on the men’s wards of some of the big hospitals in the West End of Glasgow. Many of the patients I met were traditional Glaswegian, fun-loving, hard-working, football-obessed men who loved to do a lanky student nurse like me about my daft English accent. The men I met were not the sort to feel sorry for themselves. Those wards were places of great humour and comradeship. But what I learnt about caring for those patients will always stay with me. One man I will never forget was Danny.

Danny had never been ill in his life – and he wasn’t the type who wanted to talk about his health. Like the rest of them, he took part in the normal ward banter. But more powerful than the words he spoke was the fear in his eyes.

However tough Danny was beyond the walls of that hospital, he was scared. Behind the bravado, I saw the fear of being sick, of not knowing what was going to happen to him. I wanted to help him. I felt that being ill was somehow a sign of weakness and his treatment was taking away that fear. But I knew nothing could help him – that he was going to die.

I also made him the fear that being ill was somehow a sign of weakness and his treatment was taking away that fear. But I knew nothing could help him – that he was going to die.

The men I met were not the sort to feel sorry for themselves. Those wards were places of great humour and comradeship. But what I learnt about caring for those patients will always stay with me. One man I will never forget was Danny.

Danny had never been ill in his life – and he wasn’t the type who wanted to talk about his health. Like the rest of them, he took part in the normal ward banter. But more powerful than the words he spoke was the fear in his eyes.

However tough Danny was beyond the walls of that hospital, he was scared. Behind the bravado, I saw the fear of being sick, of not knowing what was going to happen to him. I wanted to help him. I felt that being ill was somehow a sign of weakness and his treatment was taking away that fear. But I knew nothing could help him – that he was going to die.

I also made him the fear that being ill was somehow a sign of weakness and his treatment was taking away that fear. But I knew nothing could help him – that he was going to die.

This is why we must stand together and put a stop to this inequality once and for all. Men like Danny deserve better.”

Owen Sharp, CEO of Prostate Cancer UK

---

**LET’S TALK ABOUT IT**

More than 10,000 men of all ages are killed by prostate cancer each year in the UK.

---

**THE PROSTATE CANCER UK SPECIALIST NURSE’S STORY**

For the last five years, John Robertson, 56, has worked as a specialist nurse answering calls to Prostate Cancer UK’s helpline.

---

**EVENTS CALENDAR**

March is Prostate Cancer Awareness Month – you can help by pop-papers into your local Marks & Spencer and picking up a selected plant, a pin badge or keyring.

There are also many other ways you can help the charity throughout the year...

---

**LET’S TALK ABOUT IT**

People can speak to a Prostate Cancer UK, Specialist Nurse, in confidence, on 0800 074 8339 to find out more about prostate cancer and prostate disease: prostatecanceruk.org
Although the prostate is as small as a walnut, it’s a hard nut to crack - and it’s going to take a sledgehammer to do it.

**CELEBRITY SUPPORT**

**LEM FERDINAND**
Former England Football striker

“If you’re watching a football match and suddenly it’s decided to go into extra time, a lot of people think that must be a bit of a joke. It’s like, ‘What’s going on?’ But with prostate cancer, it’s the same. You know it’s there. You know it can affect you. But you don’t think it’s going to happen to you, it’s not immediately obvious. It’s like Judiciary. You know, it’s there, it’s there, it’s there, but you don’t really think about it. And it’s the same with prostate cancer. You know it’s there, you know it’s there, you know it’s there, but it doesn’t immediately affect you. It’s a disease that’s taken a while to get the recognition it deserves.

**DARSH VADER actor**

There was a whole lot about prostate cancer before I was diagnosed with it. To share my story I organised a gala to raise funds for Prostate Cancer UK. It was a charity/arts/culture event that got everyone together from the arts, who had been affected by prostate cancer, to those involved in the arts, myself included. It was a joyous event full of hope.

**NEIL FOX**
Breakfast Host, Magic FM

“It was just before Christmas 1999 when my father phoned me to tell me he had been diagnosed with prostate cancer. He was a very fit man, a very strong man, and it was a real shock to me. I think for so long, I thought that prostate cancer was something that happened to older men, and that it was something that was difficult to talk about. I think for so long, I didn’t even think about it.”

**MARK GOODIER**
Radio Presenter

“Prostate cancer is a disease nobody likes. But the sooner we can talk about it, the better chance of getting through it. I think it’s important that everyone talks about it, because if we don’t talk about it, then people don’t know what it is. If we talk about it, then people will understand it. And if people understand it, then they’ll be more likely to ask questions.

**KAZIA PELKA**
Actress

“My father died from prostate cancer. He was 75 years old. And it’s something that affects men of all ages. You don’t expect it. I didn’t expect it to happen to my father. And when it happened, it was a shock. But I think it’s important that we talk about it, because if we don’t talk about it, then people won’t know what it is. If we talk about it, then people will understand it. And if people understand it, then they’ll be more likely to ask questions.

Hit or Myth

**MYTH NO.1**

“Most men already know where their prostate is, and what it does.”

Most men don’t know about it – until they’re diagnosed. It’s important that we raise awareness of the fact that prostate cancer can be cured.

**MYTH NO.2**

“It’s true that 4 in 10 men aged over 50 have prostate cancer.”

There’s a saying “you’re only as young as your last 40 years” and that’s true of prostate cancer. It’s also true that 4 in 10 men aged over 50 have prostate cancer. It’s also true that 4 in 10 men aged over 50 have prostate cancer.

**MYTH NO.3**

“We don’t and there are lots of inspiring stories of those who’ve beaten prostate cancer.”

The PSA test is a blood test for a protein called PSA. It’s the best test we have at the moment, but it’s not perfect. You can’t just pick up the disease by having a PSA test. You need to have a biopsy to confirm the diagnosis.

**MYTH NO.4**

“There should be screening for men included in the NHS.”

The PSA test is not currently included in the NHS, but it’s important that men are aware of the symptoms of prostate cancer.

**MYTH NO.5**

“If you catch prostate cancer late, there’s nothing to be done.”

Prostate cancer can be difficult to talk about, but it can be cured. You can’t ignore it. You can’t live with it. You can’t die from it. You can’t ignore it. You can’t live with it. You can’t die from it. You can’t ignore it. You can’t live with it. You can’t die from it.
**Prostate cancer kills one man every hour; a family loses a father, brother, partner or son. Let's stop the clock.**

**Signposts**

**Warning signs to look out for**

*Sadly prostate cancer often goes undetected because it sometimes presents with no warning signs. However, the following could all be signs of prostate cancer, but they could also be signs of other prostate problems... so you need to get your doctor to check you over.*

**Watch out for**

- Weak or reduced flow when peeing
- Feeling like your bladder isn’t completely empty after peeing
- A sudden need to pee
- Moving problems starting to pee

**Rarely my experience:**

**Problems getting or keeping an erection**

**Blood in your pee or sperm**

**Wanting to pee more often, especially at night**

**Pain in your lower back,**

**A pain in your lower back, or pain or pressure in your tummy**

**E ven then, Guy still tried to push it off. When his doctor told him that prostate cancer testing was completely reliable, he seized on it as an alternative to doing nothing.* It was back in June last year when Guy was 53, a drama teacher from Brighton, says, ‘Before my father had a problem, I was completely oblivious. I barely knew what the prostate was.’**

**My doctor said I didn’t need the test**

**Even though his dad had undergone surgery to remove his prostate the year before, Guy Williams still didn’t know much about prostate cancer.**

Guy, 53, a drama teacher from Brighton, says, ‘Before my father had a problem, I was completely oblivious. I barely knew what the prostate was.’

Once they took you out of the hospital, they half-finished and it was almost ready to start spreading – so they only just got to it. So when Guy returned to work, he was a changed man. Back at school, he organised an assembly to talk more about it. As the son of a father who had the disease, he wanted to show his friends and grandparents had also been affected by it and encourage them to bring the subject up in other families. He then got in touch about prostate cancer without warning and didn’t want to leave it. If it’s 25 years from now, Guy will have lived 25 years longer than his dad would have if he’d chosen to ignore his test results and had learnt that his prostate was in trouble.

Guy says: ‘He was sitting up, and then I was sitting down. I think it was by chance that he joined over 36,000 of his father’s colleagues across the country who also fund-raises for the charity, dedicating my life to prostate cancer awareness.’

Guy, 53, a drama teacher from Brighton, says, ‘Before my father had a problem, I was completely oblivious. I barely knew what the prostate was.’

**PIN IT FOR LATER**

**I didn’t know I was in a high risk group**

**When they were wheeling Phil Kissi into the operating theatre after he was diagnosed with an aggressive form of prostate cancer, he made a promise.**

**Phil, 54, a part-time athlete, recalls: “I said to myself, ‘God, if you get me through this I will dedicate my life to campaigning to raise awareness of prostate cancer, to helping young boys get away from gun crime and into work, and to becoming a running coach for young athletes.”**

**Postman Richard Littlefield is looking forward to welcoming his first grandchild and thanks to the fact his wife Debbie persuaded him to get tested for prostate cancer.**

**I was by chance that Debbie caught some of a conversation on ITVs Loose Women about prostate cancer.**

**Debbie says: “Richard didn’t have any symptoms, in fact he was always in shape. It was a shock when he found out.”**

**When doctors told then Richard had some of the potential signs of prostate cancer, what followed was some tense discussions about which option to choose.**

**Debbie says: “Within a few days Richard had made the decision to have surgery and not just keep monitoring the condition.”**

**Debbie says: “Richard was offered surgery and immediate treatment to save his life. But it was perfectly honest. I think we both wanted it out of the way...”**

**Jonathan says: “By looking at how the prostate gland behaves at a cellular level, we can use this information to create models that can be used to predict the behaviour of prostate cancer...”**

**Phil says: “I got Phil and had done a test and an MRI scan.**

**‘I was exceptionally fit at the time and although I felt there was nothing wrong with me, I was about to get married and I needed to know for my own peace of mind.’**

**When doctors told then Richard had some of the potential signs of prostate cancer, what followed was some tense discussions about which option to choose.**

**Debbie says: “Within a few days Richard had made the decision to have surgery and not just keep monitoring the condition.”**

**Debbie and Richard have already raised over £5,000 for Cancer Research UK, and the money they have raised has been matched by the charity, so they have already made £10,000 for prostate cancer research.**

**Prostate Cancer UK, believes the innovation will be a game changer in the field of diagnosis.**

**As is stands, there are many options for treating the disease, including hormone treatment, freezing the cancer cells, radiotherapy and removal. By being able to see more clearly what is happening inside the gland — and how the cancer has spread — Jonathon says doctors will be able to select the best course.**

**Phil had an operation to treat the cancer at Guy’s and St Thomas’ hospital in London.**

**Guy, 53, a drama teacher from Brighton, says, ‘Before my father had a problem, I was completely oblivious. I barely knew what the prostate was.’**

**A ground-breaking project could make it easier for prostate cancer to be diagnosed and decide how best to treat it.**

**Researchers at Aberdeen University, Wales, are looking at ways to combine using both ultrasound and MRI.**

**Roscoe, who is working on the project, believe prostate cancer UK, believes the innovation will be a game changer in the field of diagnosis.**

**As is stands, there are many options for treating the disease, including hormone treatment, freezing the cancer cells, radiotherapy and removal. By being able to see more clearly what is happening inside the gland — and how the cancer has spread — Jonathon says doctors will be able to select the best course.**

**Phil had an operation to treat the cancer at Guy’s and St Thomas’ hospital in London.**

**Guy, 53, a drama teacher from Brighton, says, ‘Before my father had a problem, I was completely oblivious. I barely knew what the prostate was.’**
Put the Fun into FUNDRAISING!

There are loads of fun ways to raise money for Prostate Cancer UK. The charity has a wide range of events, with something to suit everyone. If you are not the sporty type and don’t fancy running 10k or doing a cycle ride, there is a host of other ways to support the charity.

Kick Off For Cancer

- Last year Prostate Cancer UK held a Football League Mascot Race, which was won by York City FC’s Yorkie the Lion. Yorkie beat 25 other mascots in the 100m dash, leaving Billy Brewer (Burton Albion FC) and Chaddy Owl (Oldham Athletic AFC) to pick up second and third place. The Football League is joining with Prostate Cancer UK throughout the 2012/13 season to raise money and awareness. If you’re in a Sunday league, why not organize a sponsored fun run, or a local tournament, in aid of Prostate Cancer UK. Maybe you could ask your local school to design a mascot for your team, or host a football quiz at your local pub. And as you do spare a thought for Captain Blade, Sheffield United’s mascot, who came last in the Mascot Race – he may sound sharp but his running was pants!

SAY PANTS TO PROSTATE CANCER!

A recent survey of the UK’s underwear habits revealed that nearly a third of men don’t change their pants every day. With this in mind, Marks & Spencer is using humble boxers and briefs to raise funds for Prostate Cancer UK’s specialist nurse-led helpline during Prostate Cancer Awareness Month. By donating 10% of the retail selling price of selected men’s Autograph underwear until 28 March, M&S is hoping men will say ‘pants’ to their old habits and – more importantly – to prostate cancer.

Campaigning at Parliament

Last week, a team of volunteers spoke with politicians at Westminster to gather support for Prostate Cancer UK’s new Quality Checklist. On Thursday, 28th March, volunteers will be doing the same at the Scottish Parliament.

The checklist advises men with prostate cancer about information, care and support they should expect and demand, based on the experiences of other men who have had the disease before them.

The charity thinks men should have the best care wherever they live, and is calling on NHS organisations across the UK to sign up to the checklist to commit to providing top quality care and support for all men with prostate cancer.

Delivering Awareness!

Over a two year period Royal Mail staff hope to raise £1 million, with the organisation pledging to match what they raise up to a further £2 million. Funds raised will provide up to 50 specialist prostate cancer nurses. Nurses will be based at the heart of communities, helping over 44,000 men.

For info on how you can get involved in a fundraising event, or even organize your own, visit prostatecancer.org/get-involved

Prostate Cancer UK has been selected as Royal Mail’s Charity of the Year after more than 36,000 employees selected the charity.

Prostate Cancer often has few or no warning signs and there is no single test that’s foolproof. However your GP can do a range of tests to find out if you have a problem with your prostate. Your doctor can:

1. Test your urine to make sure you haven’t got an infection
2. Do a Prostate Specific Antigen (PSA) blood test
3. Give you a digital rectal examination (DRE) to feel for any abnormalities

If your GP thinks there might be a problem they will refer you to a specialist. The specialist is likely to:

1. Give you another PSA test
2. Give you another digital rectal examination (DRE)
3. Biopsy your prostate, taking tiny samples of the tissue to test
4. If you are diagnosed with cancer and they think the cancer may have spread outside your prostate they may do some scans including:

   A CT scan to check whether cancer has spread to your lymph nodes near the prostate. This can help decide on the right treatment for you
   A bone scan, to see whether cancer cells have spread from the prostate to the bone as this is a common place for the cancer to spread
   An MRI to create a 3-D picture of the area round your prostate if you are considering treatments such as radiotherapy or surgery
   An ultrasound scan which can check urine flow and whether you have an enlarged prostate

A Prostate Cancer UK specialist nurse can talk you through all of these procedures, through its free and confidential Helpline, and what the results may mean for treatment. Visit prostatecancer.org for more information.

Donate £5 to The Sledgehammer Fund. Text CRACK to 70004 or call 0800 082 1199. Find out more at prostatecanceruk.org