Public Health England is launching a local pilot campaign in London to raise awareness of the increased risk of prostate cancer amongst black men. We need your help to make it a success.

What is Be Clear on Cancer?
Be Clear on Cancer aims to tackle late diagnosis of cancer through raising awareness of signs and symptoms of cancer and encouraging people to see their GP earlier, or raising awareness in at risk groups.

Why run a campaign on black men and prostate cancer?
1 in 4 black men in the UK will be diagnosed with prostate cancer at some point in their lives compared to 1 in 8 of all men. Although prostate cancer accounts for 12% of cancer deaths and 4% of all deaths in men in England, it accounts for 22% of cancer deaths in black men and 8% of all deaths in black men. Around 37,000 men are diagnosed with prostate cancer each year in England. Around 9,000 men die from the disease each year in England.

Who is the campaign aimed at?
The campaign will target black men from all socio-economic groups, over the age of 45. It will also target their key influencers, such as wives/partners, friends and family. The campaign is using 45 as opposed to 50 as black men have been shown to get prostate cancer three to five years earlier than other men.

What sort of activity will the campaign include?
The activity will be highly targeted and largely delivered by street teams who will engage directly with the target audience.

What is the key message of this campaign?
• 1 in 4 black men will get prostate cancer.
• Prostate cancer often has no obvious symptoms. If you are a black man over 45 and want to discuss your personal risk of prostate cancer, visit your GP

Where is the pilot happening?
The pilot will run in the London Boroughs of Newham, Hackney and Haringey in North London and Lambeth, Lewisham and Southwark in South London. These boroughs have a high population of the target audience and a higher incidence of prostate cancer compared to the average England incidence.

Has the prostate cancer campaign been run before?
This campaign will run for the first time in October 2014. Public Health England, the Department of Health, NHS England and NHS Improving Quality have taken a number of steps to make the pilot campaign as robust as possible, including:
• Working with a group of experts including a consultant urologist and GP who sit on the independent national Prostate Cancer Advisory Group, Prostate Cancer UK, the Prostate Cancer Risk Management Programme (PCRMP) team within PHE and an expert in multicultural communications
• Testing campaign materials with the target audience and with GPs to ensure that the messages are clear
• Qualitative research amongst the target audience
• Learning from the Newham Community-Based Prostate Clinic (2010/11)4

Campaign supported by Prostate Cancer UK

Prostate Cancer UK is a registered charity in England and Wales (1005541) and in Scotland (SCO39332). Registered company 2653887.

2 Source: Public Health England South West Knowledge & Intelligence Team based on Office for National Statistics and Health & Social Care Information Centre data
**Key prostate cancer facts:**

- Over 99% of men diagnosed with prostate cancer are aged 45 or over.
- Although 1 in 4 black men in the UK will be diagnosed with prostate cancer in their lifetime, compared to 1 in 8 of all men, the majority (90%) of black men are not aware of their increased risk\(^5\).

**What is the likely impact on NHS services?**

This is the first Be Clear on Cancer pilot to focus on prostate cancer. Therefore, there are no previous evaluation results for this specific campaign. The pilot has been designed to provide a benchmark for future campaigns and there are a number of metrics along the patient pathway that will be monitored as part of the evaluation of this pilot.

The national ‘blood in pee’ campaign will be running at the same time and a moderate increase in GP visits is expected during the campaign and in the eight weeks following the campaign. Based on the first national ‘blood in pee’ campaign (autumn 2013), on average each trust saw an additional 6 urgent referrals for suspected urological cancer via the 2WW pathway.

An increase in requests for diagnostic tests is also likely.

**Why do we need your help?**

We need a wide range of health care professionals to support the campaign and help make it a success. Tell your colleagues about the activities; be prepared to answer questions from the public and your patients, prompt discussions with black men and plan for extra demand on your services.

**Key information for healthcare professionals**

It is difficult to predict the exact increase this campaign will create, but it is likely that you will see more men from the black community being referred to your hospitals.

**Symptomatic men** – In line with NICE guidelines for suspected cancer (NICE CG27, June 2005, last modified April 2011)\(^6\) patients presenting with symptoms suggesting prostate cancer should have digital rectal examination (DRE) and a prostate specific antigen (PSA) test after counselling.

Resources that may help you with symptomatic patients during the campaign include:

- **Prostate cancer: diagnosis and treatment (NICE CG175, January 2014)**\(^7\)
- **Prostate cancer overview**\(^8\)

Prostate cancer often has no obvious symptoms, but some symptoms will be related to the lower urinary tract and may be inflammatory or obstructive. Prostate cancer is also a possibility in male patients with any of the following unexplained symptoms: erectile dysfunction; haematuria; lower back pain; bone pain; and weight loss, especially in the elderly.

The NICE guidelines for suspected cancer recommend an urgent two week wait referral in symptomatic patients with high PSA levels in line with the PCRMP as follows:

<table>
<thead>
<tr>
<th>Age</th>
<th>PSA referral value (ng/ml)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-59</td>
<td>&gt;= 3.0</td>
</tr>
<tr>
<td>60-69</td>
<td>&gt;= 4.0</td>
</tr>
<tr>
<td>70 and over</td>
<td>&gt;= 5.0</td>
</tr>
</tbody>
</table>

For the purposes of the pilot, we have advised GPs that black men who present aged 45 to 49 should follow the same protocol as 50 year-olds.

For **asymptomatic men**, the UK National Screening Committee continues to review the evidence for prostate cancer screening but does not recommend it at this time due to issues of overtreatment and over-diagnosis. The PCRMP\(^6\) is in place to ensure that men considering a PSA test are given information concerning the benefits, limitations and risks associated with having a test. A pack of materials has been produced for primary care to help men make an informed choice about the PSA test, including a leaflet for men. If a man still wants a PSA test after consultation and consideration of the leaflet, he can have one free on the NHS. In the pilot, a black men aged over 45 should not be denied a PSA test provided the GP is confident he has made an informed choice.

**Key information for pharmacy teams**

Pharmacists and their teams have a crucial role to play in this local pilot campaign. We know our target audience can delay going to see their GP and may seek permission to make an appointment. Men with symptoms that could indicate prostate cancer may come to the pharmacy to discuss their concerns, so pharmacy staff should be alert to this. Where relevant, encourage customers/patients to visit their GP if they have concerns about symptoms that could be prostate cancer or concerns about being at risk.

Visit the [British Oncology Pharmacy Association’s E-learning Centre](http://www.prostatecanceruk.org/professionals) which can help you raise the subject of cancer with patients.

Pharmacy staff who feel uncomfortable talking about cancer should seek the advice of their pharmacist.

**Campaign Resources:**

You might find it useful to order campaign materials free of charge via the Health & Social Care Publications orderline on 0300 123 1002 or from [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk)

Prostate Cancer UK has a range of free professional and patient support which are available at [http://prostatecanceruk.org/health-professionals](http://prostatecanceruk.org/health-professionals) or by contacting professionals@prostatecanceruk.org.

The public-facing website for Be Clear on Cancer is [www.nhs.uk/prostate](http://www.nhs.uk/prostate)

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\(^5\) Johns Hopkins School of Public Health, [Prostate Cancer Risk Management programme, NHS Cancer Screening Programmes, revised 2009](http://www.cancerscreening.nhs.uk/prostate/index.html#x)

\(^6\) [Prostate Cancer UK 2014](http://www.prostatecanceruk.org/public-awareness)


\(^8\) [http://www.nice.org.uk/guidance/cg175](http://www.nice.org.uk/guidance/cg175)