

The Hear Me Now campaign

A campaign to confront the uncomfortable reality of prostate cancer amongst Black African and African Caribbean communities.



About the Hear Me Now Campaign

The Hear Me Now campaign was developed following the 2013 launch of a major report, 'Hear Me Now', highlighting the inequitable impact of prostate cancer on Black communities. Building on the momentum generated by the release of a follow-up, parliamentary-backed report 'Hear Me Now: One Year On', highlighting the community's experience of the disease, the campaign is now seeking to empower local communities in areas with high black populations to engage with commissioners and decision makers to reduce the burden of prostate cancer and address this health inequality.

The Hear Me Now partnership is funded by Janssen, and is overseen by a steering group comprising of BME Cancer Communities, Cancer Black Care, the NHS BME Cancer Network, Prostate Cancer UK and Janssen.

In January 2016, the Hear Me Now coalition convened two roundtable events in north and south London for representatives, like yourself, from Clinical Commissioning Groups and local authorities with high black populations to examine what local initiatives could be put in place to improve health outcomes in these areas. This included considering the case for prostate cancer to be recognised in Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies. Taking on board the feedback from you and other representatives in attendance at these meetings, our focus has now been on developing ways to support you progress this issue in your commissioning areas.

Saving lives: increasing awareness of the 1 in 4 risk among Black men

Whilst being one of the most at-risk groups, awareness remains very low amongst Black men. Findings from a 2016 awareness study commissioned by Prostate Cancer UK revealed that only 14% of Black men were aware they had an increased risk of developing the disease. A shocking 48% of Black men felt uninformed about prostate cancer. Low awareness results in late presentation, which in turn leads to limited treatment options and poorer outcomes. Additionally, the study also revealed that Black men were more than twice as likely to be refused a PSA test by their GP, than men from other ethnic backgrounds.

In January 2017, Prostate Cancer UK will launch a targeted public health campaign to finally get this issue heard. Delivered over a year long period, the campaign will be specifically aimed at Black men, with the goal of raising their awareness of their higher than average risk of prostate cancer.

Our offer

As one of the localities in England with a high Black population we have designed free, tailored, education which we will be seeking to have accredited by the Royal College of General Practitioners (RCGP) for health professionals in your commissioning area to fit around local need and protected learning time.

To enable your GPs to better support their patients through this complex issue and be prepared to have conversations with patients at higher risk, Prostate Cancer UK is currently developing an education module for professionals working in primary and community care. The module will be delivered as part of Prostate Cancer UK's programme of primary care education, and will focus on increasing awareness and understanding among GPs and other healthcare professionals of the different at-risk groups which include; men with a family history of prostate cancer, older men, obese men and Black men. A particular focus will be on Black men given that they represent the group most at-risk.

The training has been developed and peer-reviewed by prostate cancer experts using the latest prostate cancer data. The training provides guidance on interpreting the latest Prostate Cancer Risk Management Programme guidelines published in March 2016, as well as Prostate Cancer UK's supporting PSA Consensus Statements. The training will be delivered by GPs, Prostate cancer Specialist Nurses and Urologists, offering the provision of learning materials and patient resources. It will be

available to all GPs and Healthcare professionals practicing in one of the 20 identified Clinical Commissioning Groups which span areas with high Black populations, with sessions available for booking from 1 October 2016 until 30 June 2017.

Our ask

- To allocate Prostate Cancer UK a 1 – 1½ slot at your next available Protected Learning Session between 1 October 2016 to 30 June 2017 for a Prostate Cancer UK representative to deliver the Men at-Risk primary care awareness education module.
- To support Hear Me Now by encouraging GP Practices located within one of the 20 identified Clinical Commissioning Groups to make available Prostate Cancer UK resources for at-risk men e.g. posters, health information leaflets.