

Prostate Cancer UK

'Stronger Knowing More' campaign

Prostate cancer and black men

Prostate cancer is the most commonly diagnosed cancer in men in the UK. It's estimated that by 2030, prostate cancer will be the most common overall. **1 in 4 black men** will be diagnosed with prostate cancer at some point in their lifetime, double the risk faced by all men (1 in 8). However, whilst black men have an increased risk of developing prostate cancer, their awareness of their risk remains low, with a 2016 public awareness survey revealing that just **14% of black men were aware of their increased risk**. We believe this isn't good enough, and want to address this inequality.

The campaign: Stronger Knowing More

In 2017 we launched our flagship public health campaign, **Stronger Knowing More**, with the primary aim of increasing awareness amongst black men aged 35 and over of their increased risk, and equipping them with the information and tools to act. The key to saving lives is early detection, and therefore it's our mission to encourage black men to be aware of their risk, and to have confidence to talk to their GPs about it. We have the crucial support of prodigious ambassadors such as former Olympian **Linford Christie**, ex-English cricketer **Gladstone Small**, and actors **Danny John-Jules** and **Rudolph Walker** fronting the campaign.

Visit www.StrongerKnowingMore.org to find out more.

Volunteer package

If you are interested in learning about how you can spread awareness of this vital message, there are several ways we can support you:

- Stronger Knowing More supporter pack containing tailored information for black men
- A 'life-saving conversation' booklet with the key messages and how to talk about them
- Information about buddying up with one of our trained speaker volunteers to gain confidence



**PROSTATE
CANCER UK**

Helping more men survive prostate cancer and enjoy a better quality of life