

# 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

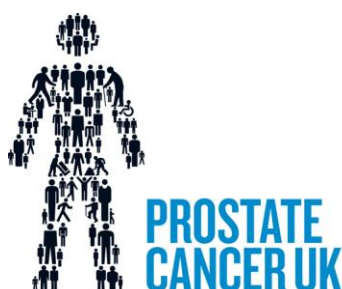
In 2017 we launched our flagship public health campaign, **Stronger Knowing More**, with the primary aim of increasing awareness amongst black men aged 35 and over of their increased risk, and equipping them with the information and tools to act. The key to saving lives is early detection, and therefore 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](http://www.StrongerKnowingMore.org) to find out more.

### Faith groups package

If you would like to incorporate prostate cancer awareness at your place of worship, there are several ways we can support you:

- Stronger Knowing More supporter pack containing tailored information for black men
- A range of general prostate cancer information leaflets
- A Prostate Cancer UK representative to speak and/or host an information stand
- Information for attendees about volunteering
- Content for newsletters, including ‘Supporting Prostate Cancer UK / Stronger Knowing More’ charity logo



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