

INSIGHTS

Winter
2025



HOPE OF A BETTER FUTURE FOR MEN

How we reached a major milestone in our landmark screening trial as the first men are invited to take part



ALSO IN THIS ISSUE...

One man's mission to reach football fans with dad's lifesaving message

How TV Bill's prostate cancer legacy inspired a star-studded cycle ride

The new MRI scans that could spare thousands a biopsy they don't need



**PROSTATE
CANCER UK**

A LETTER THAT COULD TRANSFORM LIVES THIS CHRISTMAS

As you read this, researchers behind the most ambitious prostate cancer screening trial for 20 years are taking a giant step forward. One that brings them closer to the vital new evidence we need to secure routine testing for every man at risk of the disease.

This December, thousands of letters are landing on doormats. But these aren't your typical Christmas cards.

That's because, in one west London borough, the very first men are being invited to take part in our landmark screening trial, TRANSFORM. It marks a major milestone in this once-in-a-generation research project, as we begin to gather the critical evidence that will lead us to a nationwide prostate cancer screening programme for all men.

Men living in the London borough of Ealing who are eligible for the study will have the first opportunity to take part in TRANSFORM, our £42 million trial to find the best way to screen for prostate cancer.

Spearheaded by six of the world's leading prostate cancer experts, TRANSFORM will test multiple screening options – including fast MRI scans, genetic testing and blood tests – to find the safest, most accurate method of screening for the disease.

This simple invitation could mean a potentially lifesaving early diagnosis – not just for the men taking part, but also for the thousands of men each year who will benefit from the results of the trial in the future.

"This is a pivotal moment in the history of prostate cancer research," says our Director of Research, Dr Matthew Hobbs.

"Right now, too many men are diagnosed with prostate cancer by chance, with many finding out when it's already too late for a cure. We know early diagnosis would save thousands of these men's lives every year."

"TRANSFORM is the research that will get us there, and we're proud to be leading the way."

This is a pivotal moment in the history of prostate cancer research.



Samuel, from Essex, was diagnosed with prostate cancer in 2017. As a Black man, he was at higher risk of the disease and has a strong history of prostate cancer in his family. He also has three sons, who'll also be at higher risk in the future.

"For me, getting a screening programme is so important. Black men are twice as likely to get prostate cancer. My dad died of prostate cancer, my uncle had it too and because it's in the family, my four brothers and my three sons all have an even higher risk."

"So many men don't know about prostate cancer, so catching it in time for them to be cured is often down to luck. It would be wonderful to know there was a process to check my sons regularly. I don't want it to be down to luck for them."

Of course, this is just the beginning. As more trial sites open across the country, TRANSFORM will recruit thousands of men to test the potential screening options. Then, in just a few years' time, the trial will be dramatically scaled up, with hundreds of thousands of men invited to take part in the second stage.

The scale of the trial will enable the researchers to see the long-term impact of screening. How many men are diagnosed with prostate cancer? How many have unnecessary biopsies and treatment? And how many lives are saved?

"This is by far the biggest, most exciting trial in prostate cancer screening and diagnosis in over 20 years" says Professor Hashim Ahmed, (pictured right) one of the six experts leading the trial, who will oversee the first trial site.

"I'm delighted to be working with Prostate Cancer UK alongside some of the best minds in prostate cancer research."

This is by far the biggest, most exciting trial in prostate cancer screening and diagnosis in over 20 years.



OUR JOURNEY TO SCREENING

1990s

We begin funding research into genetic risk factors



2009

We fund research into using mpMRI pre-biopsy



2017

We lead a campaign to roll out mpMRI nationwide

2020

We launch our online Risk Checker



2021

We fund research into faster MRI scans



2022

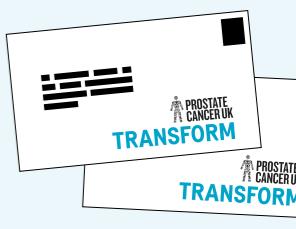
We lead calls to screen men at highest risk

2023

We announce £16m in government backing for TRANSFORM

2025

The first TRANSFORM trial site opens in Ealing, west London



WANT TO FIND OUT MORE ABOUT TRANSFORM?

Our videos take you behind the scenes to see how this once-in-a-generation screening trial is taking shape.

You can watch them at: prostatecanceruk.org/in-trial

OUR ROAD TO SCREENING:

What early diagnosis means to me



Our TRANSFORM trial will pave the way to a safe, accurate and effective screening programme that gives every man at risk of prostate cancer the chance of an early diagnosis. This vital research will lead us to the best screening method, saving thousands of men's lives every year.

To those who've campaigned with us, raised funds for us, volunteered in their communities and led the pioneering science, it will be a landmark moment. Here, just a few of those people share what screening means to them.

Dr Bunmi Olajide
London GP and Prostate Cancer UK Clinical Champion



Early diagnosis is our best chance of stopping prostate cancer in its tracks. Today there are still far too many men who only find out they have it when it's already too late for a cure. We have to change this.

Screening has the potential to change the way we diagnose and treat prostate cancer. Spotting harmful cancer at the earliest opportunity should lead to quicker treatments and significantly better outcomes for those men affected, ultimately saving lives.

Prof Mark Emberton
Researcher at University College London and TRANSFORM co-lead



Stay up to date with the latest on our TRANSFORM trial and prostate cancer screening at prostatecanceruk.org/in-screening

Early diagnosis can save lives – that's a fact. So my hope is that a screening programme will make sure more men get their chance to find it early. And there'll be no need to fear this disease anymore.

Johnny Nelson MBE
Former professional boxer and Prostate Cancer UK supporter



Ruth Triggs
Prostate Cancer UK volunteer and campaigner

From where we were 10 years ago when my husband

Andrew died of prostate cancer, to where we are today – we've come so, so far. Now we're ready to take that important next step. We're so much closer to that screening programme that we desperately need, which will allow men to get diagnosed earlier and hopefully be treated, cured, and not have that awful period that my family had.

DON'T FEAR YOUR FOE: WILLIAM'S MISSION TO KEEP DAD'S MESSAGE ALIVE

When lifelong Millwall supporter Brian Kilgannon was diagnosed with incurable prostate cancer in 2013, it was his boyhood club's famous motto – We Fear No Foe – that proved a personal source of strength.

Those powerful words inspired an award-winning film that Brian made to share his story with fellow football fans and help raise awareness of the disease. Brian's moving film was shot at Millwall's stadium, The Den, ending with a striking image of empty seats and the words: 'Don't let Brian's message go unheard'.

Now, Brian's son William is making sure fellow supporters hear the family's story loud and clear – reaching a new generation of fans by creating his own version of the film, 10 years after his dad's death.

"The Den means so much to me and my family," says 22-year-old William. "It's where my dad – my hero – first spoke out about his diagnosis. I want to honour his legacy, celebrate his efforts and encourage as many Millwall fans as possible to get behind us and show their support."

Much like his dad's original film, William's new version shares the same lifesaving message for men: check your risk of prostate cancer and find it early, when it's easier to treat.

It was premiered in front of thousands of Millwall fans at their home game against Preston in November.

"My dad was my idol," says William. "He was always so positive and believed in helping others. It's why he stood at The Den 11-and-a-half years ago to talk to fans not just of Millwall, but of each and every football club."



I want to honour my dad's legacy, celebrate his efforts and encourage as many Millwall fans as possible to be aware of their risk of prostate cancer.

William says his dad had symptoms before his diagnosis and knew something wasn't right.

But as a man in his late 40s, he simply wasn't aware he was at risk. He thought prostate cancer was "just an old man's disease".

"Time has moved on, yet men like my dad are still being taken from us far too young," says William. "So don't leave it late. Find out if you're at risk of prostate cancer and what you can do to find it early."



You can watch William's new film at prostatecanceruk.org/in-millwall

IF YOU OR SOMEONE YOU LOVE HAS BEEN AFFECTED BY PROSTATE CANCER, YOU'RE NOT ALONE.

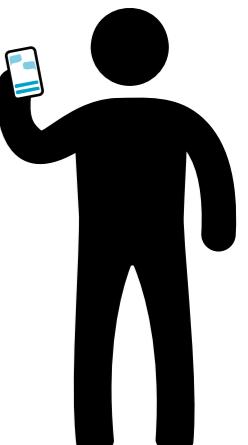


We're creating a new online space where you can read expert insights and real-life stories from people who've been there too. Whether you're a man who's been diagnosed with prostate cancer, or their partner, family member or friend, find the practical and emotional support to help you move forward. Sign up for free at prostatecanceruk.org/in-hub

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MEMORIES OF BILL INSPIRE TV STARS TO SADDLE UP



We're used to seeing them presenting the morning news on breakfast television – but now a team of much-loved broadcasters have swapped the sofa for the saddle by hopping on their bikes to help save men's lives.

BBC presenter Louise Minchin and Channel 5's Dan Walker were among those who took part in Sir Chris Hoy's Tour de 4 cycling event in Glasgow, using pedal power to raise vital funds and awareness of the most common cancer in men.

Louise was inspired to ride in memory of her former colleague Bill Turnbull, a broadcasting giant and Prostate Cancer UK ambassador, who died from the disease in 2022.

My dear friend Bill is the reason I'm taking part in the Tour de 4 and riding to raise money for Prostate Cancer UK. Without him and his cheeky sense of humour, I would never have taken up cycling and been able to be on the start line this morning. I'm eternally grateful to him.

Dan Walker, whose father has been diagnosed with the disease, was there to support us too.

As the son of a father who also has prostate cancer, I'm delighted to be involved. If Sir Chris asks, you say yes!

The first ever Tour de 4 fundraising event was organised by Olympic legend Sir Chris, following his diagnosis of terminal prostate cancer last year.



INSPIRED TO GET INVOLVED IN YOUR OWN CYCLING EVENT?

Pick a route, hop on your bike and ride to save lives. Find out more at: prostatecanceruk.org/in-ride



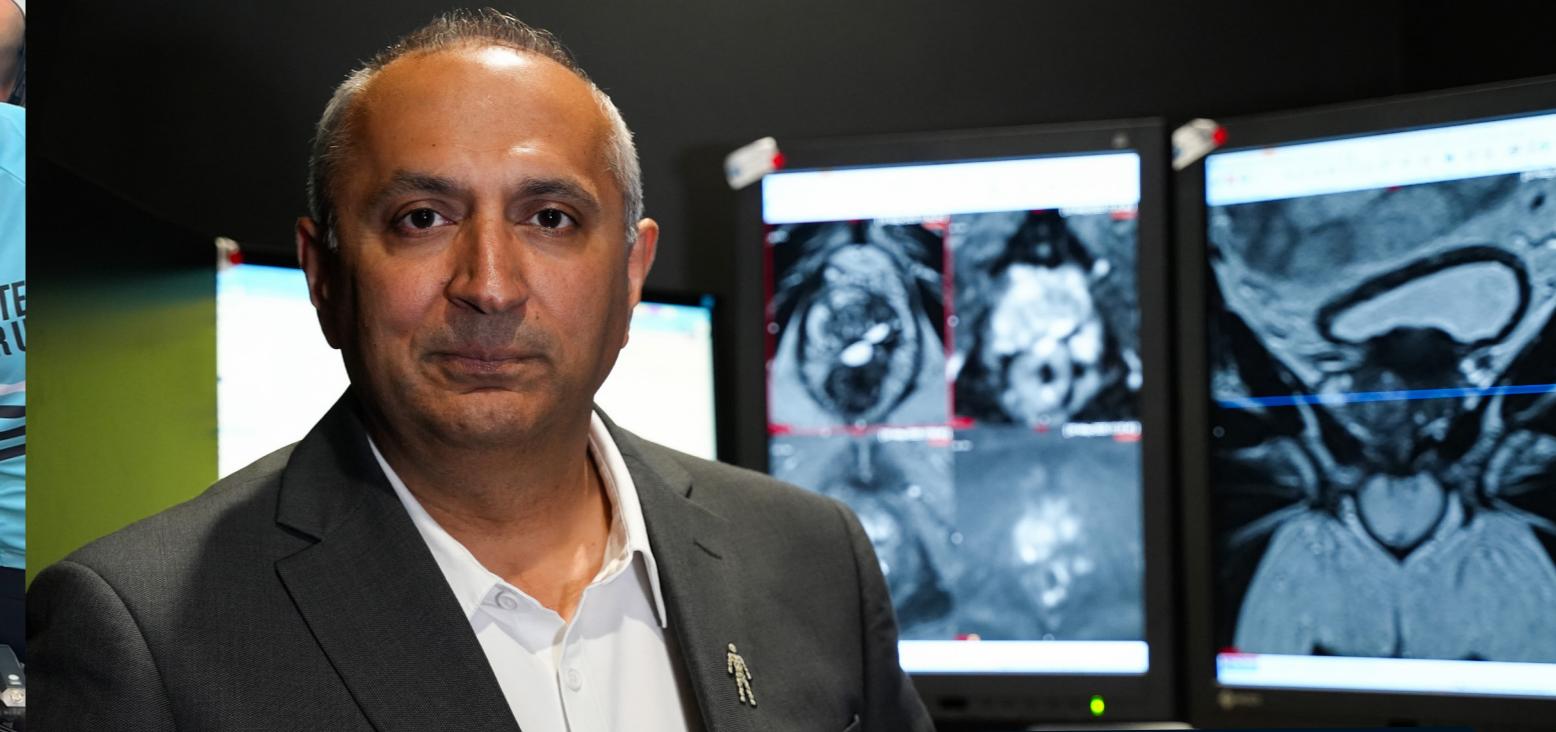
COULD THESE NEW MRI SCANS HELP THOUSANDS OF MEN AVOID PROSTATE BIOPSIES?

Every year, thousands of men face the anxiety and discomfort of a prostate biopsy. But in many cases, their biopsy isn't needed and can even cause them harm. Now, thanks to your support, innovative research could help to change this.

Led by a team at University College London (UCL), the £1.5 million ASPIRE trial is testing advanced MRI scanning techniques that could help doctors decide more accurately who really needs a biopsy.

The team is building on a promising technique called VERDICT, which gives a more detailed picture of the prostate using existing MRI machines. In earlier studies, which you helped to fund, VERDICT reduced the number of unnecessary biopsies by up to 90 per cent.

Now, researchers are comparing VERDICT with two similar methods across different hospitals and MRI machines to make sure they work reliably everywhere.



Professor Shonit Punwani is leading the team of researchers at University College London.



1 IN 4 OF OUR RESEARCH PROJECTS ARE FUNDED BY GIFTS IN WILLS.

To find out more about leaving a gift to Prostate Cancer UK, scan the QR code or visit: prostatecanceruk.org/in-legacy

In the first stage of the trial, around 20 men will have the new scans in two different MRI scanners – to make sure the results are consistent.

Next, a further 600 men will undergo the new scans alongside a standard MRI. This will help the researchers compare the scans' ability to spot harmful cancers.

Finally, at one hospital, doctors will use the new MRI to guide real-time decisions on whether to refer men for a biopsy – meaning some could avoid the procedure if the scan shows no serious cancer. These men will be followed up a year later to make sure nothing was missed.

Together, these stages will lay the groundwork for a future national trial that could change the way prostate cancer is diagnosed – sparing thousands of men an unnecessary biopsy.

HELP
SAVE LIVES

WITH EVERY MILE

Take on **Run the Month: Marathon Edition** this January. Run, jog, walk or wheel to complete 26.2 miles throughout the month and help fund lifesaving prostate cancer research.

Every mile you conquer and every pound you raise helps more men understand their prostate cancer risk and funds crucial research for better tests – meaning more men are diagnosed early enough to be cured.



SIGN UP NOW



PROSTATE CANCER UK