Prostate Cancer UK Strategy 2022-2025

The Why and What?

The needs of men

1. To know what a prostate is/to know how to take control of the risk of prostate cancer
2. To be engaged in a way that aligns to my culture, beliefs, and rituals and gives me a voice
3. A reliable test/screening programme that diagnoses my cancer whilst it can still be cured
4. Open and transparent support to enable informed choices re: diagnosis and treatment and give back control
5. Better and more accurate treatments that give men the best chance of survival with the minimum necessary side effects
6. A robust, systematic active surveillance programme where my emotional wellbeing is also supported
7. To live with the disease so I can have the best quality of life possible and die well
8. To be empowered to use my experience to help others

Long term ambition
To save and improve the lives of men affected by prostate cancer

Every day purpose
We are all pulling together to ensure men live longer and better because we find diagnostic and treatment solutions, help men take back control and make informed choices about their prostate cancer. We influence government decision makers to improve men’s outcomes and experiences. We offer hope that the next generation of men will not be affected so badly by prostate cancer.

Strategic pillars

- Reach and activate more men to make an informed choice about their prostate cancer risk
- Reduce health inequalities and become relevant to the communities most impacted, starting with Black men
- Accelerate early diagnosis and the delivery of better, more precise treatments
- Transform the experience and support for men with prostate cancer to live and die well

Business drivers
To ensure the brand is mission/impact led, attractive to desired segmented audiences and associated with synergistic brand partners

Grow our income from £34.6M to £40M over the next 3 years with a view to reaching £50M by 2027

To invest and develop our culture and people; ensuring we have an inspired, motivated, and skilled workforce working with efficient interoperability who are supported through any change management

To develop the insight and involvement of customers, particularly those affected by prostate cancer, underpinned by a data strategy to understand, and serve everybody who engages with us
Clinical Champions Programme

At Prostate Cancer UK we want every man with or at risk of prostate cancer to have access to the same high-quality diagnosis, treatment and support, no matter where in the UK he lives. Through our Clinical Champions programme we want to identify and invest in clinical leaders who will transform prostate cancer care.

Application Process

- Please use our strategy (above) as a guide when outlining your improvement project in the application form.
- Please refer to the Clinical Champions Role Description before completing your application.
- Your application will be reviewed by Prostate Cancer UK, other Health Professionals and men living with or who have been affected by prostate cancer.

For any questions on the programme or application process, please email Kerryn Pratt – Improvement Programmes Manager at improvement@prostatecanceruk.org.

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