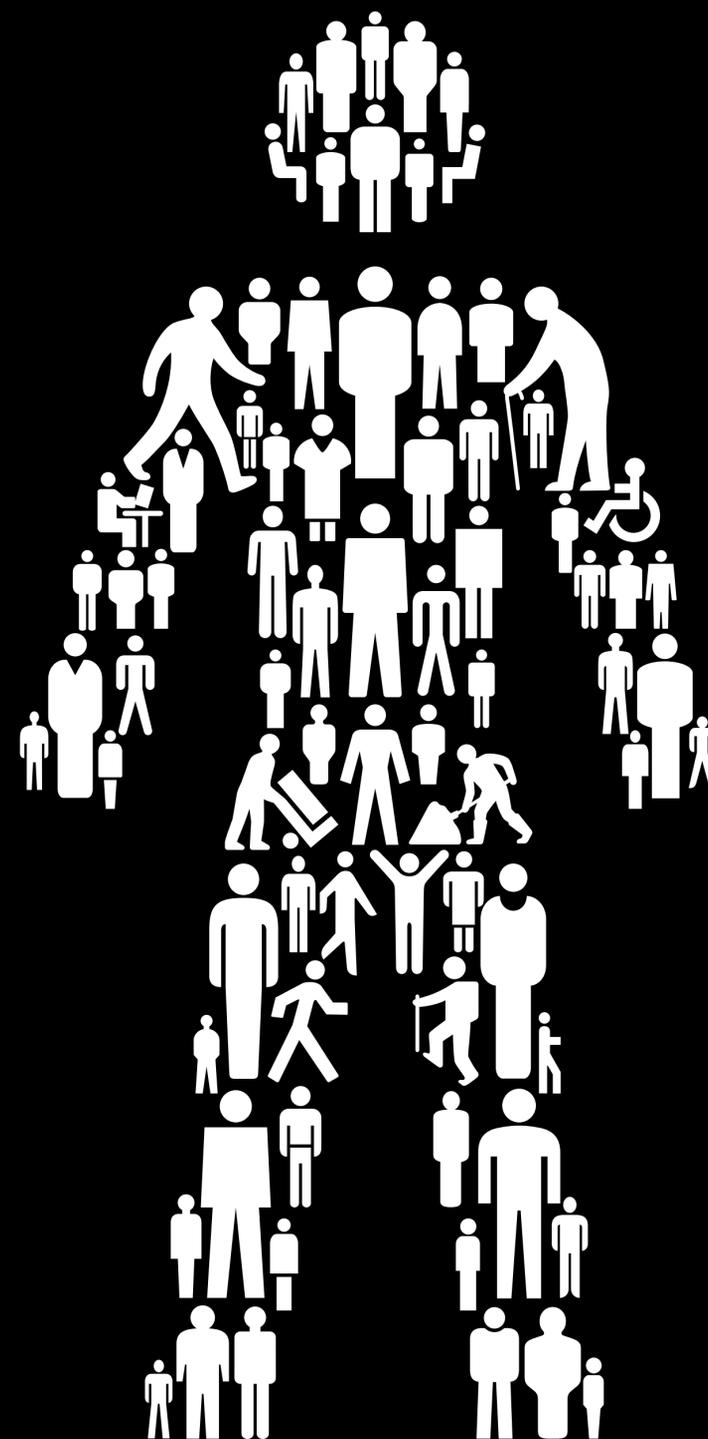


In partnership with



Prostate cancer risk awareness campaign

**PROSTATE
CANCER UK**



In partnership with

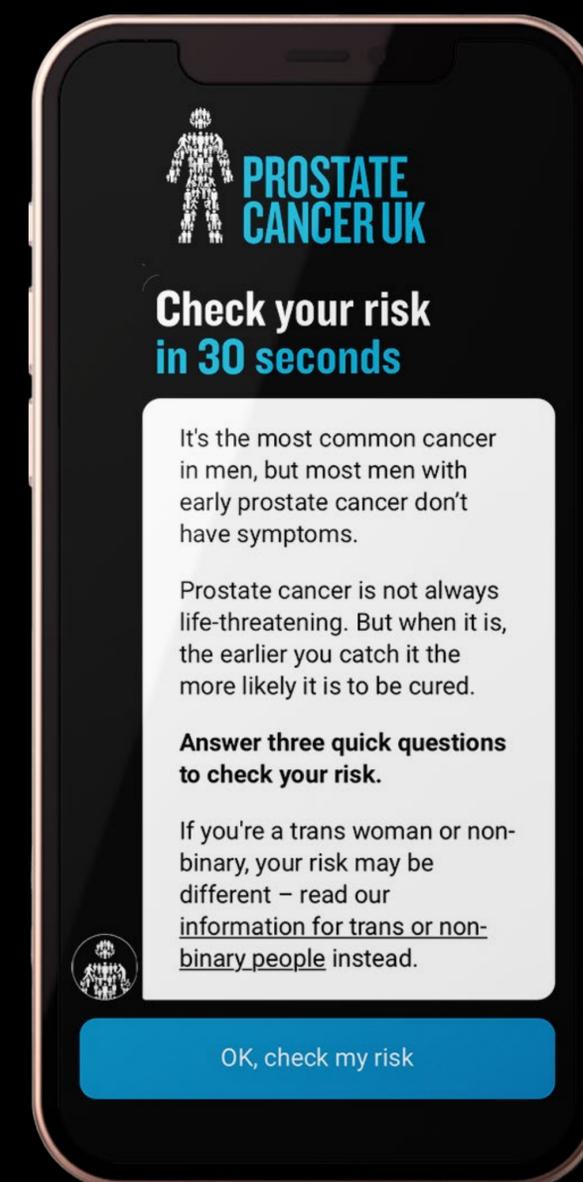


What is the campaign?

Prostate Cancer UK is working in partnership with NHS England to deliver a prostate cancer risk awareness campaign, launching 17 Feb.

Due to the pandemic, referrals and treatments for prostate cancer dropped significantly, with men less likely to visit their GP to discuss prostate cancer. Latest statistics show this remains a significant problem, and Prostate Cancer UK will launch the campaign with a news story based on new statistics being released by NHS England, showing the latest impact.

The news story will run alongside a large-scale advertising campaign funded by NHS England, aiming to reach men 45+ and asking them to check their risk using Prostate Cancer UK's 30 second risk checker (prostatecanceruk.org/risk-checker) so they understand their risk of prostate cancer and can make an informed choice about the PSA test.



Why are we running this campaign?

The NHS has prioritised cancer throughout the pandemic, reflected by the fact treatment levels have been back at 100% since Spring 2021 and referral levels have been at record highs.

But some cancers have been particularly hit by the pandemic for various reasons. This means significantly fewer people have begun treatment than we'd have usually expected (the 'treatment gap'). Of these, prostate cancer accounts for the biggest proportion.

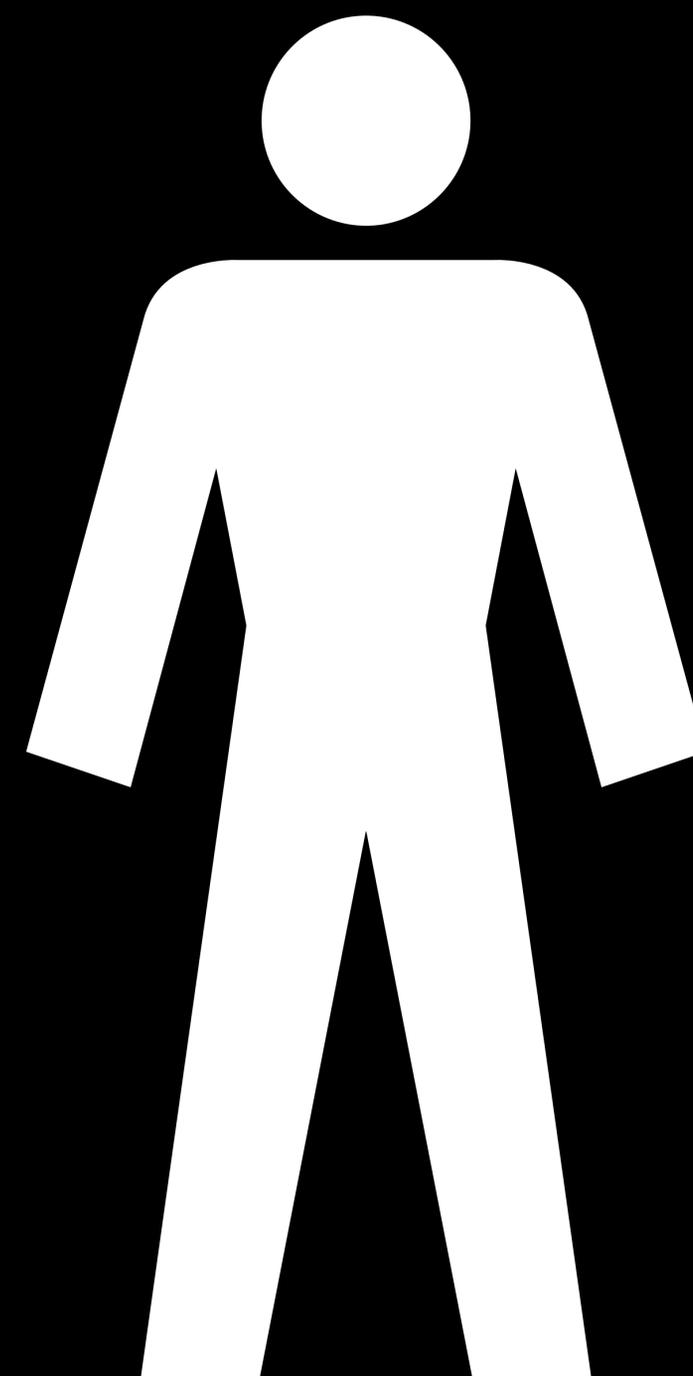
Unlike some cancers with clear symptoms, like lung cancer which has been covered in two public awareness campaign phases under the 'Help Us Help You' banner during 2021, campaigning on prostate cancer is complicated because it doesn't cause symptoms at an early stage.

But the size of the treatment gap compels us to act and so Prostate Cancer UK and NHS England are working together on a co-branded risk awareness campaign, one of several actions to address the issue.

Who is the campaign targeting?

The campaign will target men at higher risk of prostate cancer to help them understand their risk and what they can do about it.

Prostate cancer mainly affects men over 50. Risk is higher for black men or men with a family history of prostate cancer from the age of 45. Therefore, the campaign will target men 45+ using multiple channels including TV, radio, newspapers, out of home (e.g. bus stops) and online advertising throughout this 6 week campaign.



What is the risk checker?

The Prostate Cancer UK risk checker is designed to reach men at higher risk of prostate cancer and give them the information that they need to make an informed choice as to whether or not to have a PSA test.

Prostate Cancer UK carried out extensive audience testing to ensure that the structure of the information and the language used aligns with the questions that men ask about prostate cancer and the PSA test.

The risk checker provides balanced information that supports the NHS guidance set out in the [Prostate Cancer Risk Management Programme](#) and makes clear the advantages and disadvantages of the PSA test.

There will also be the option for men to be emailed a copy of their risk checker results and links to further information and they are encouraged to bring this email to their GP consultation to support an informed discussion about the PSA test.

What can I do to support men who've taken the risk checker?

The risk checker highlights that if men have urinary symptoms, they should speak to their GP to find out what's causing them.

See [NICE – LUTS in Men](#) for more information.

For asymptomatic men, the risk checker advises them: “You may want to speak to your GP about your risk. Most GPs offer phone and video appointments, so you may not need to go in.”

The risk checker provides clear and balanced information about the PSA test to help men decide whether to have a PSA test or not. Men who contact their GP for a consultation after taking the risk checker will therefore already have some understanding of the pros and cons of the PSA test. The PSA test is available free to any well man aged 50 and over who requests it.

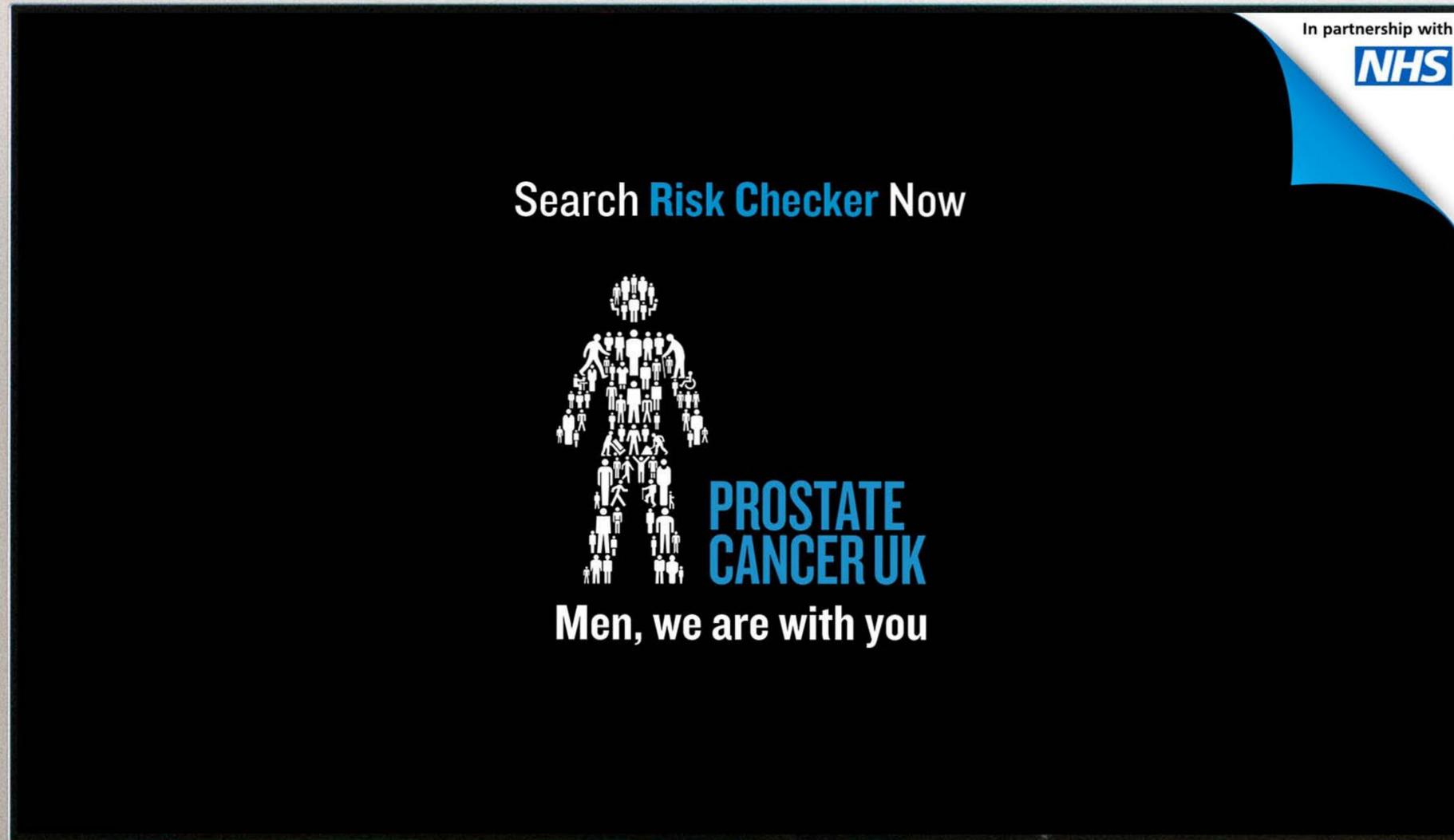
See [Prostate Cancer Risk Management Programme \(PCRMP\)](#) for more information.



During the pandemic there has accumulated strong evidence that men have not been coming forward to discuss their risk of prostate cancer and therefore it is more likely that they will eventually present with advanced and incurable disease. This strategy of raising public awareness is designed to address this worrying situation. The Prostate Cancer UK risk checker is aligned to the NHS Prostate Cancer Risk Management Programme and offers the men an informed choice of whether to engage with the initiative or not. I hope all health care professionals will feel able to support this NHS England funded campaign to find men in the UK who need treatment for prostate cancer but have not yet come forward for a diagnosis.

Professor Mike Kirby FRCP – Editor Trends in Urology & Men’s Health, previously, Visiting Professor to the University of Hertfordshire, Centre for Research in Primary & Community Care, & The Prostate Centre, London

How will it look?



How will it look?

In partnership with
NHS

1 in 8 men will get prostate cancer

Check your risk:
Search Risk
Checker Now.

**PROSTATE
CANCER UK**
Men, we are with you



Prostate Cancer UK is a registered charity in England and Wales (1055516). With a licence of 100200020. Registered company: 20423241.

How will it look?

In partnership with
NHS

1 in 4 black men will get prostate cancer

Check your risk:
Search Risk
Checker Now.

**PROSTATE
CANCER UK**
Men, we are with you



Prostate Cancer UK is a registered charity (1055181) and a company limited by guarantee (02023261). Registered in England. 02023261.

How will it look?

1 in 8 men will get prostate cancer

We think you're worth saving.

Check your risk of prostate cancer in 30 seconds.



prostatecanceruk.org/risk-checker

PROSTATE CANCER UK

Prostate Cancer UK is a registered charity in England and Wales (1002541) and in Scotland (SC036032). Registered company 02653887.



Men, we are with you

In partnership with
NHS

How will it look?

"I didn't know 1 in 4 black men get prostate cancer"

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1 in 4 black men will get prostate cancer

in partnership with 

Early diagnosis saves lives.

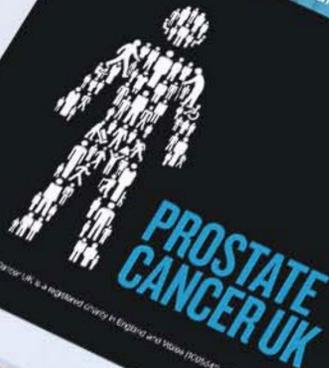


Errol McKellar, diagnosed at 52

Thomas Kagezi, diagnosed at 56

Gilly Morgan, diagnosed at 48

Godfrey Fletcher, diagnosed at 47



Check your risk of prostate cancer in 30 seconds.

prostatecanceruk.org/risk-checker

Men, we are with you

Prostate Cancer UK is a registered charity in England and Wales (1030451) and in Scotland (SC030030). Registered company 02052987.

Where will I see the campaign?

Our **TV adverts** will appear on channels such as ITV, Channel 4 and Sky Sports.

You'll hear us on **radio** stations like Absolute Radio, LBC networks and talkSPORT.

We'll be in **local and national newspaper adverts** including the Daily Telegraph and Daily Mirror, to support our press campaign targeting national and regional broadcast, print and online titles across the UK.

You'll see **out of home advertising** (like bus stop ads) at various sites across England.

You can interact with **social media** ads as well as posts from our channels throughout the campaign.



What will be available for me to support the campaign?

We'd love you to support our campaign by sharing the risk checker on your social media channels, and with your healthcare colleagues and networks. We'll also provide some suggested copy, video and images.

You'll be able to download:

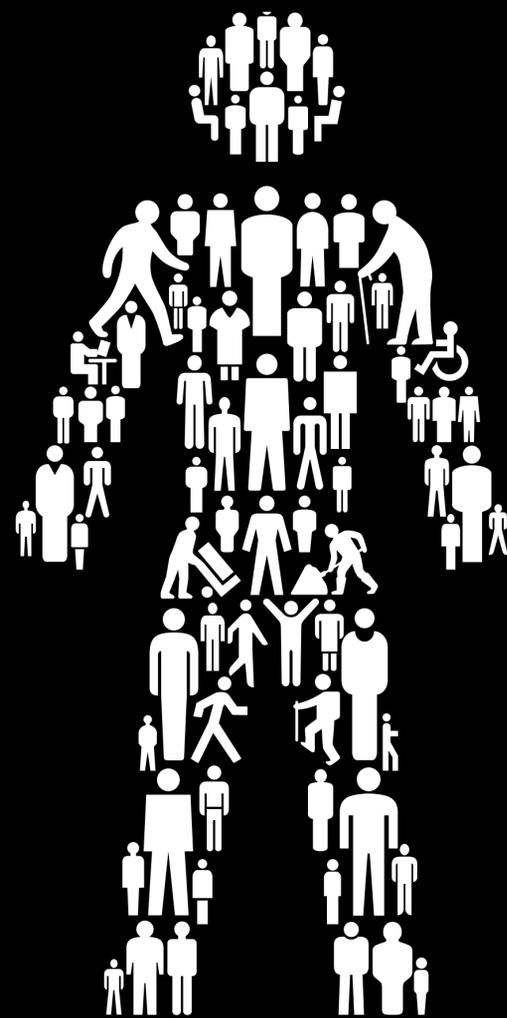
- Poster
- Email footer
- Social media assets – e.g. sharable videos and graphics from celeb ambassadors
- 30 second video for big screen display (without sound)

Contact campaigns@prostatecanceruk.org to find out more about the campaign and how you can support.

For more support for your practice during the campaign, [click here](#).



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Men, we are with you