

PROSTATE CANCER

# INSIGHTS

Winter  
2024

**LUKE HUMPHRIES**  
2024 World Champion

## STAR POWER

Darts champions join forces to target record numbers with lifesaving message for men

### ALSO IN THIS ISSUE...

Stephen Fry on his 'chance' prostate cancer diagnosis

How latest advances have made testing safer than ever

Big impact: the story of your support



**PROSTATE  
CANCER UK**

# SIX OF THE BEST!

## Darts legends hit the bullseye with big message for men

Many of the biggest names in professional darts have joined forces once again to send an important message to men - know your risk of prostate cancer.

Legends of the oche, including reigning world champion Luke Humphries, have come together on the eve of the sport's showpiece event - the World Darts Championship - to support THE BIGGER 180 and help us reach thousands more men.

Last year we teamed up with Paddy Power and the Professional Darts Corporation to raise vital awareness of prostate cancer and £1 million towards our lifesaving work - with more than 130,000 men checking their risk during the tournament.

And when this year's competition gets under way on 15 December, we'll be aiming to go even bigger - by getting our message out to even more men.

Before going head-to-head at Alexandra Palace for this year's crown, six former world champions have thrown their support behind our campaign once again.

They'll be doing their best to hit as many 180s as possible, with Paddy Power pledging to donate £1,000 for every maximum. But they're also urging men to check their risk of prostate cancer using our 30-second online Risk Checker.

### HERE'S WHAT THEY HAD TO SAY...

#### Luke Humphries (2024 World Champion)

It's an amazing campaign and everything that Prostate Cancer UK is doing is fantastic. I'll be doing everything I can to help. It means a lot to me.



#### Gerwyn Price (2021 World Champion)

If everyone out there buys into the online Risk Checker, that will create more awareness and help people find out if they're at higher risk.



#### Michael van Gerwen (2019 World Champion)

Men can find out that they have prostate cancer too late, or not think about it at all. So to be raising this awareness is fantastic. It could save many men's lives - I hope it does.



#### Rob Cross (2018 World Champion)

People love the darts - everybody goes mad for it. And by having this campaign, a lot more people will become aware of prostate cancer. People getting checked and understanding their risk of the disease is so important. I'm proud to support it.



#### Michael Smith (2023 World Champion)

Prostate cancer has never been on my radar but hearing the disease affects 1 in 8 men is a shocking statistic. Men need to be more aware of their risk - and I include myself in that. If it's caught early, it's curable.



#### Peter Wright (2020 and 2022 World Champion)

As a man over 50, I know it's so important to know your risk of prostate cancer. And I also know people affected by this disease, which is why I always wear a Prostate Cancer UK 'Man of Men' badge on the oche.



### WANT TO GET BEHIND OUR CAMPAIGN TOO?

Scan the QR code or visit [prostatecanceruk.org/in-risk](http://prostatecanceruk.org/in-risk) to share the Risk Checker with your mates and the men in your family. It only takes 30 seconds.



# FACT: PROSTATE CANCER TESTING IS SAFER THAN EVER BEFORE

With prostate cancer, knowledge is power. And if you're a man at higher risk of the disease - perhaps because your father or brother had it, or because you're Black - knowing your risk could save your life.

But right now, men are being kept in the dark - and they're not being given the tools they need to do something about it.

That's because NHS guidelines stop GPs bringing up the PSA blood test with men who are most likely to get prostate cancer. Instead, it's each man's responsibility to find out about his risk and ask for a test.



Having the guidelines changed so that GPs can start discussing prostate cancer testing with men like me and my son would be a huge step in the right direction. It would mean I wouldn't worry so much about him having to start those conversations himself

For people like Allan, who was diagnosed with prostate cancer in 2021, that means worrying about family members who might find out they've got the disease too late for a cure.

"My son Adrian is in his 40s now and, because I've had it, I know he's at risk of getting it too," said Allan.

"I'm always reminding him to talk to his doctor about prostate cancer. Having the guidelines changed so that GPs can start discussing prostate cancer testing with men like me and my son would be a huge step in the right direction. It would mean I wouldn't worry so much about him having to start those conversations himself."

The reason GPs are prevented from talking about the PSA blood test is historical - men with a raised PSA level used to be sent straight for a transrectal biopsy, which could cause pain and bleeding, and came with a risk of serious infection.

But, thanks to research, that's no longer what happens.

We've helped to fund vital research that showed a multiparametric MRI scan could safely rule out the need for many biopsies as well as making the necessary ones more likely to detect cancer the first time. And we also supported several hospitals to move over to transperineal biopsies, which have a lower risk of infection.

Our latest research shows that these techniques have drastically reduced the risk to men, and that diagnosing prostate cancer has never been safer and more accurate. In fact, every year more than 100,000 men are avoiding harm during the diagnostic process.

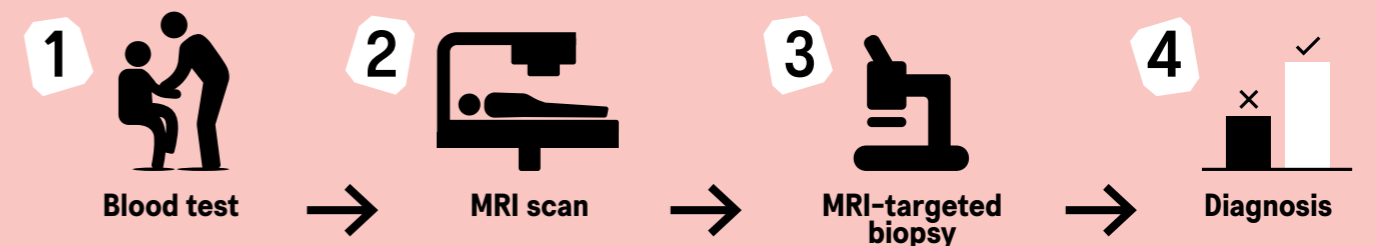
That's why we're calling on the government to overhaul these outdated guidelines on diagnosing prostate cancer, so GPs can speak proactively to men who are most at risk about their right to a free PSA blood test.

Because the more men who know their risk, the more lives we can save.

You can show your support for our campaign by asking your local MP to back our first-year plan for the new government. Complete our simple form in just a few minutes at [prostatecanceruk.org/in-mp](http://prostatecanceruk.org/in-mp)



### THE CURRENT DIAGNOSTIC PATHWAY IN THE UK



[@ProstateUK](https://x.com/ProstateUK) [@ProstateCancerUK](https://facebook.com/ProstateCancerUK) [@ProstateCancerUK](https://instagram.com/ProstateCancerUK)

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# IT'S TIME WE TURNED THE ODDS IN MEN'S FAVOUR



How many important moments in your life have happened by chance? Perhaps you bumped into an old friend at the pub? Maybe you met your partner on holiday or found your dream home while reading the newspaper?

There are so many lifechanging moments that come down to chance. But finding out about prostate cancer shouldn't be one of them.

Far too many men are diagnosed by complete chance - and all too often, they find out too late for a cure.

But with your help, we can change the story and make sure men who have prostate cancer get an early diagnosis - so they can make an informed choice about their health.

Stephen Fry was one of those men whose diagnosis came out of the blue. The actor and comedian found out he had prostate cancer in 2018 after seeing his GP about something completely unrelated.

"I was getting a flu jab and my doctor suggested we run a full check-up. Then, after a PSA blood test and an MRI scan, I got the unwelcome news nobody wants," he said.

"Luckily, despite my cancer being very aggressive, they found it early enough to get rid of it. And that was essentially down to a chance conversation with my GP."

Stephen says he's reassured to know that pioneering scientific research, funded by Prostate Cancer UK, is helping to give men more certainty of a long life.

"With prostate cancer," he added. "I now know you can't leave anything to chance."



**With prostate cancer, I now know you can't leave anything to chance.**

Stephen Fry,  
Prostate Cancer UK ambassador



**We'll develop a model that can predict whether a man's prostate cancer is going to be aggressive based on a simple blood sample**

Professor Ros Eeles  
Institute of Cancer Research, London

## LEADING THE WAY WITH VITAL RESEARCH

Stephen's right. It's vital research that will help us diagnose men earlier, when prostate cancer is easier to treat. And scientists like Professor Ros Eeles are leading the way.

Based at The Institute of Cancer Research in London, Prof Eeles is leading a team of experts across the UK to develop a groundbreaking new tool that could revolutionise prostate cancer diagnosis. It will help doctors predict whether a man's cancer will become aggressive, meaning they can recommend the best treatment at the point of diagnosis - before the cancer spreads.



This £1.5 million project - funded by Prostate Cancer UK - will use advanced AI to analyse blood and tumour samples from 2,000 men across nine different countries. And genetic signatures in these samples will give the researchers clues about which men's cancer is likely to be aggressive.

"We'll develop a model that can predict whether a man's prostate cancer is going to be aggressive based on a simple blood sample," said Prof Eeles. "This will help clinicians overcome significant challenges and could revolutionise the way prostate cancer is diagnosed, treated and managed."



**1 IN 8 MEN WILL GET PROSTATE CANCER.** But all too often they find out by complete chance. Your support will help us fund more pioneering research that will boost the odds of finding prostate cancer earlier.

Scan the QR code to donate today or go to [prostatecanceruk.org/in-donate](https://prostatecanceruk.org/in-donate)



# Faster. Fairer. Better.

## HOW YOUR SUPPORT IS MAKING A DIFFERENCE FOR MEN

Over the last year, we've taken big strides towards a world where no man dies of prostate cancer. Together, we're investing more than ever before in lifesaving research and getting our message to record numbers of men. We're also providing even better information and support to help men and their loved ones find their path through prostate cancer.

None of this would have been possible without you. So here's the difference you've made this year by being part of our movement. The story of your support.

### RAISING AWARENESS

Giving men the power to make an informed choice

8%



increase in the number of men being treated for prostate cancer in our priority areas like Scotland and the West Midlands, where we know there are large numbers of men at high risk

1 in 4

Black men will get prostate cancer - but this year more Black men than ever before checked their risk, double the previous year

1.1 million

men checked their risk of prostate cancer using our online Risk Checker - that's twice as many as the year before



### FUNDING RESEARCH

Driving forward vital improvements in diagnosis and treatment

93p

in every £1 we raised went towards our charitable work, including our groundbreaking TRANSFORM trial, which will tell us the best way to screen for prostate cancer



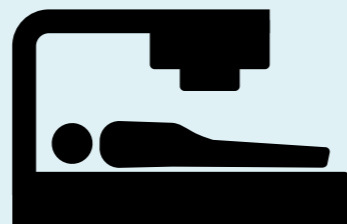
£26.3 million

invested in new research to improve diagnosis and treatment, helping us become the biggest funder of prostate cancer research in the UK this year



3x

more medical centres are now able to provide high-quality MRI scans, up from 32% to 97% this year



### SUPPORTING MEN AT EVERY STEP

Standing up for change and offering the best information and support

10,000

healthcare professionals enhanced their knowledge by attending our courses and webinars



Our Specialist Nurses were there to listen, answer questions and offer support to people facing prostate cancer

14,000 times



97%

of service users said they felt supported and informed after speaking to our One-to-One Peer Support volunteers



## On your marks... Run the Month is back!

Kickstart your New Year by joining an epic challenge, **RUN THE MONTH: MARATHON EDITION**. You can raise money to help save men's lives by running, jogging, walking or wheeling 26.2 miles throughout the month of January.

This is your chance to make a difference by raising awareness of the most common cancer in men. Every mile you cover and every pound you raise will help fund vital research for better prostate cancer tests, potentially leading to earlier diagnosis.

1 in 8 men will get prostate cancer, and early diagnosis is key to saving lives. By taking part, you'll not only raise awareness but contribute to groundbreaking research.

Sign up for free today, and you'll receive a Prostate Cancer UK t-shirt to show your support while clocking up the miles.

Let's lace up our trainers and start 2025 strong - together, we can save lives, one mile at a time!

**RUN THE MONTH**



To sign up for Run the Month: Marathon Edition today, scan the QR code below or go to [prostatecanceruk.org/in-rtm](https://prostatecanceruk.org/in-rtm)

**SIGN UP TODAY.**



# Get kitted out for 2025!

Shop to save lives and bag a great deal on clothing, sportswear and accessories.



£7.50

**Bobble hat**



£6

**Christmas cards**



£20

**Football fans t-shirt**



£12

**Teddy Bear**



£35

**Zip-up hoodie**



# PROSTATE CANCER UK

Scan this QR code or go to [prostatecanceruk.org/in-shop](https://prostatecanceruk.org/in-shop)

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