



## 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
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#### 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.

If you need more information, please email the [Improvement Programmes Team](#).