

# SAVING BLACK MEN'S LIVES:

A MANIFESTO FOR  
COLLABORATIVE CHANGE





## BACKGROUND

Prostate cancer is the most common cancer in the UK and the second biggest cause of cancer deaths in men. Black men face a 1 in 4 lifetime risk, are more likely to develop the disease younger, and are more often diagnosed at a stage when it is no longer curable.

## Why Black men have worse outcomes

- NHS guidelines treat all men the same, so Black men miss proactive, risk-based conversations that prompt early testing.
- Systemic racism and past negative experiences have created low trust in healthcare among Black people.
- Services often lack cultural competence, making information and support feel inaccessible or “not for us.”
- Risk information is generic, failing to resonate or clearly communicate Black men’s much higher risk.
- Geographic and socioeconomic disparities mean areas with larger Black populations and higher deprivation see more late diagnoses.

## WHY THE WEST MIDLANDS?

Data shows that the West Midlands, which is relatively deprived and has a higher proportion of Black men, has a slightly higher rate of metastatic prostate cancer. This is prostate cancer that has spread to other areas of the body and is no longer curable.

Persistent health inequalities and the region’s slow recovery of urological cancer referrals post-pandemic lead to major concerns about access to timely diagnosis, especially for Black men.

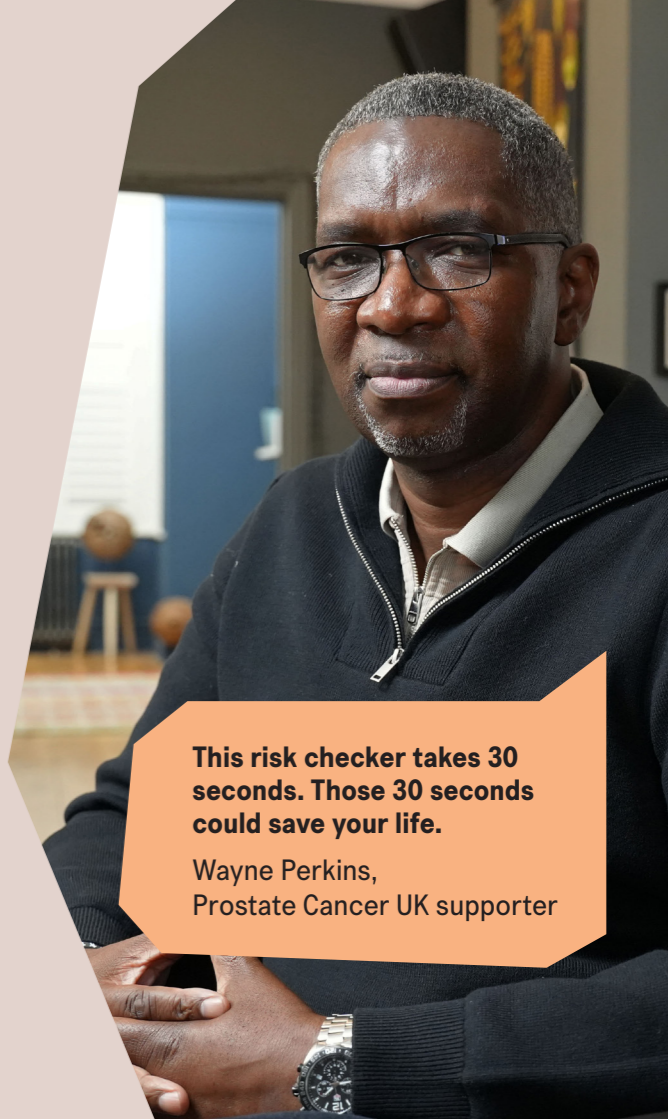
## WHAT WE’RE DOING ABOUT IT

Prostate Cancer UK is committed to ensuring no man dies from prostate cancer – and that no man is left behind. Our Black health equity work spans across community outreach, clinical engagement, and national advocacy. **Over 180,000 Black men have used our 30-second risk checker to understand their risk and start conversations about testing.**

We are also calling for updated NHS guidelines so GPs can proactively speak with Black men about their risk of prostate cancer from age 45, and funding research to produce the evidence the UK National Screening Committee needs to reconsider a prostate cancer screening programme for Black men.

**This risk checker takes 30 seconds. Those 30 seconds could save your life.**

Wayne Perkins,  
Prostate Cancer UK supporter





## OUR PLEDGES

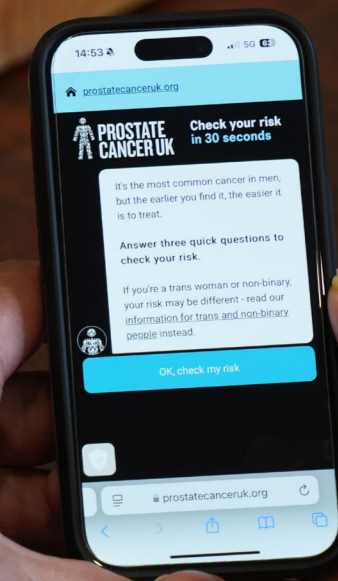
To support earlier diagnosis for Black men in the West Midlands, we pledge to:

- Support the West Midlands health community including, healthcare providers, local government, and Voluntary, Community and Social Enterprise with implementing the manifesto.
- Partner with the West Midlands Cancer Alliance to develop a new bridging fund to invest in community-led partnerships.
- Encourage and promote collaborations between members of the West Midlands health community.
- Create tailored offers from our existing services for the benefit of the West Midlands health community including education, data and evidence, community engagement, and health improvement.

## OUR ASK

We're calling on the West Midlands health community to take four evidence-based actions to deliver more equitable care:

- Implement compulsory intercultural competence training to improve communication, build trust and reduce delayed or missed diagnoses.
- Provide risk information tailored to Black men, so risk is clearer, more relevant and more likely to prompt early conversations and testing.
- Use the West Midlands Cancer Alliance Primary Care Prostate Toolkit to ensure consistent, proactive identification and support for high-risk men across all practices.
- Target resources where need is greatest so areas with higher Black populations and greater deprivation receive focused support to reduce late diagnosis.



**180,000**  
Black men have  
used our online  
Risk Checker



## CONCLUSION

This manifesto provides a clear, evidence-based blueprint to reduce prostate cancer inequalities for Black men in the West Midlands. By improving cultural competence, tailoring information, strengthening early detection systems and directing resources where they are most needed, we can ensure more Black men are diagnosed while their cancer is still curable – and save lives.

## Who we worked with

We thank the Black men whose experiences shaped this work; the West Midlands Cancer Alliance; Dr Natalie Darko (NIHR) for leading the regional audit; the West Midlands Health Inequalities Group; and our Black Men's Health Advisory Group.

**51%** of the public say they've read or heard about Black men over 45 being at higher risk of prostate cancer, up from 41% last year



Working in partnership with Prostate Cancer UK is driving collaborative change across the West Midlands, strengthening our reach, tackling inequalities, and improving early diagnosis for men.

Sarah Hughes,  
Managing Director,  
West Midlands Cancer Alliance



# PROSTATE CANCER UK