



FIND IT EARLIER

A CAMPAIGN FOR MEN'S HEALTH
WEEK AND FATHER'S DAY 2024

Together we can help get more men a life-changing
earlier diagnosis for prostate cancer.





Overview

It's about time men stopped dying from a curable disease. How? By getting more men an early diagnosis.

1 in 8 men get prostate cancer. But the earlier you find it, the easier it is to treat. And an earlier diagnosis could save your life.

Ahead of Men's Health Week and Father's Day this year, we're launching a nationwide campaign to help men get an earlier diagnosis. By:

- Inspiring men to check their risk of prostate cancer using our 30-second online [Risk Checker](#).
- Calling on people to help fund our groundbreaking research trial TRANSFORM – blazing a path towards a screening programme where men at risk are tested regularly and accurately for prostate cancer.

Over 2.5 million men have already taken our award-winning risk checker. **But there are millions more at risk who haven't.**

Our campaign is aimed at men at higher risk: men over 50, Black men and men with a family history of prostate cancer.

We'll be breaking down barriers that have stopped men from taking lifesaving action until now – like worries about getting a finger up the bum as a test.

And reaching men in areas of the UK that have higher rates of late-stage diagnosis – Scotland, the Northwest, Wales, Midlands and the Southwest.

Next page: how you can help

How you can help

 Spread the word to reach more men 

In this toolkit you'll find a bunch of messages, pictures and videos that you can use to support our campaign, whether that's at work, with your mates, or in your local community.

In here you'll find:

- Where you'll see (and hear!) the campaign in late May, June and July
- Downloadable pictures, videos, infographics and posters to share far and wide
- Key messages to help tell others what our campaign is all about
- Example messages for emails and social posts to make it quick and simple to show your support





Where you'll find us



Our “Find it Earlier” campaign launches on TV on the 25 May, airing to the nation on ITV during half-time of the FA Cup final!

After that you'll find us:

- ❑ **TV and Radio:** Our adverts will run across ITV, Channel 4, Channel 5 and Sky to name just a few, with a special radio version playing across Greatest Hits, Heart and Smooth Radio in areas of the country worst affected by late diagnoses.
- ❑ **Social Media:** We're pushing our risk checker to men across the UK, and sharing our campaign with supporters across our Facebook, X (Twitter), Reddit, YouTube and TikTok.
- ❑ **Partnerships:** We're taking over talkSPORT on Monday 10 June to “kick off” Men's Health Week and appearing in The Sun across online and print news throughout the week.
- ❑ **Press:** We'll be revealing new research on the barriers stopping men checking their risk with national newspapers and broadcasters. Keep an eye out for interviews with men across the country who have got a life-changing earlier diagnosis, alongside some special celebrities in support!

Time to get sharing!



Click here to download our campaign pack to help you spread the word: [DOWNLOAD HERE](#)

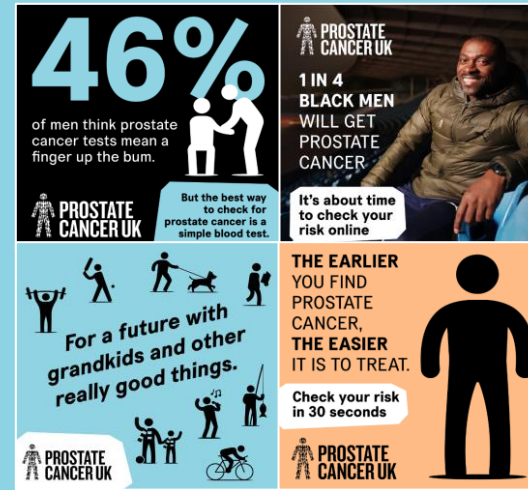
In it you'll find:



TV adverts, reminding men of all the really good things that can happen in the future – if you find prostate cancer early.



Meet Alfred, he got a lifesaving earlier diagnosis. Watch and share his story with this video.



Campaign images and infographics to support us on social.



A poster to print and put up in the local pub, doctors waiting room or anywhere you can reach men!



We'd also love you to share posts from our social media with your followers, and we'll be posting lots through the campaign! Head to our [Facebook](#), [X \(Twitter\)](#), [YouTube](#) and [TikTok](#) to see what you can share today.

Key Messages

- ❑ 1 in 8 men get prostate cancer, and if you're Black your risk is double.
- ❑ You're at higher risk of prostate cancer if your dad or brother had it, if you're Black, or if you're over 50.
- ❑ The earlier you find prostate cancer, the easier it is to treat, and an earlier diagnosis could save your life.
- ❑ Finding prostate cancer earlier gives you more time doing what you want, spending more time with family and friends, and making memories that last a lifetime.
- ❑ So it's about time you checked your risk. Take Prostate Cancer UK's 30-second online risk checker now: prostatecanceruk.org/risk
- ❑ Worried about what happens next? The best test for prostate cancer is a simple blood test you can get free from your GP. You don't need a finger up the bum to test for prostate cancer.



Example Copy: Social Media



The earlier you find prostate cancer, the easier it is to treat.

So, it's about time you checked your risk.

Take @ProstateCancerUK's 30-second online risk checker now: prostatecanceruk.org/risk

1 in 8 men get prostate cancer. But the earlier you find it, the easier it is to treat.

So it's about time you check your risk.

Take @ProstateCancerUK's 30-second online risk checker now: prostatecanceruk.org/risk

An earlier diagnosis means more time doing what you like, with those you love, and it might just save your life.

Take @ProstateCancerUK's 30-second online risk checker now: prostatecanceruk.org/risk

I'm sharing @ProstateCancerUK's risk checker to help get more men diagnosed earlier. Because the earlier you find prostate cancer, the easier it is to treat.

Check your risk in just 30 seconds: prostatecanceruk.org/risk

The earlier you find prostate cancer, the easier it is to treat. That means more time doing what you want, spending more time with family and friends and making memories that last a lifetime.

Take @ProstateCancerUK's 30-second online risk checker now: prostatecanceruk.org/risk



Tag @ProstateCancerUK



Copy & paste these!
...and don't forget to tag us!



Example Copy: Email



Subject: The next 30 seconds could be life-changing...

Hi XX,

Do you want more long hot summers, family BBQs and time to watch the kids grow up? Do you want thousands more men across the country to have more time to do the same?

For this Men's Health Week and Father's Day, I'm supporting Prostate Cancer UK's "**Find it Earlier**" campaign to get thousands more men across the UK a life-changing earlier diagnosis of prostate cancer. 1 in 8 men will get prostate cancer, and for Black men the risk is double. But the earlier you find prostate cancer, the easier it is to treat, and an earlier diagnosis could save your life.

That's why Prostate Cancer UK is asking for dads, brothers, partners, sons, and mates across the country to share its 30-second risk checker. The free online tool helps men understand their risk of prostate cancer and what they can choose to do about it. So, it's about time you checked your risk of prostate cancer, and shared this with your friends, families and work mates: <https://prostatecanceruk.org/risk>

Want to find out more about how you can show your support? Visit [Prostate Cancer UK's campaign hub](#) today.

Sign off



Thank You

We're grateful for your support, and helping us reach men across the UK with this important campaign.

To learn more about the campaign and keep up to date, visit our [campaign hub page](#).

If you have any questions about sharing the campaign with local press or media, get in touch with pressoffice@prostatecanceruk.org

Or if you have any feedback on the campaign, contact feedback@prostatecanceruk.org

