

PROSTATE CANCER

INSIGHTS

Spring
2025

MAN ON A MISSION

Sir Chris Hoy on the extraordinary impact of his prostate cancer story – and his lifesaving message for every man.



**PROSTATE
CANCER UK**

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How your support has driven a record-breaking year for research

Our campaign for change to save Black men's lives

Sex after treatment: your questions answered

MAKING
A STAND TO
SAVE
BLACK
MEN'S
LIVES

Right now, our health system is failing Black men. There are major inequities in the way prostate cancer is diagnosed and treated. And at the same time, outdated NHS guidelines mean it's up to men to find out about their risk and what they should do next.

We know the statistics all too well. 1 in 4 Black men will get prostate cancer, which is double the risk of other men. And that's why we need to change these guidelines right now, so GPs can talk to Black men about their risk of prostate cancer from the younger age of 45 and give them the best chance of a lifesaving early diagnosis.

We're not alone in calling for change. Earlier this year, nearly

10,000 supporters like you signed our letter to Health Secretary Wes Streeting, demanding urgent action. And our campaign is already making an impact in Westminster.

Several politicians, including Lord Darren Mott OBE and Bell Ribeiro-Addy MP, have backed a change to the NHS guidelines. And Wes Streeting himself has publicly acknowledged the need for more targeted screening based on risk.

And they're not the only ones. Champion boxer Daniel Dubois, singer and actor Omar and many other star names from music, sport and entertainment have all come out in force to support our campaign.

Daniel Dubois

Boxer, World Heavyweight Champion

"If you're Black and over 45, it's important to know your risk and what you can do about it. That's why I'm supporting this campaign to change NHS guidelines and get more Black men a lifesaving early diagnosis."



Femi Elufowoju Jr OBE

Theatre director and actor

"I was told my GP might be reluctant to give me a test - and that's exactly what happened. Too many Black men find out they have prostate cancer completely out of the blue."



Les Ferdinand

Former England international footballer

"It's ludicrous that GPs can't start a conversation with Black men about having an increased risk and getting a PSA blood test. This needs to change."



Baroness Floella Benjamin

Actress and broadcaster

"Our health system treats Black men the same as other men who have a much lower risk of the disease. And it's putting lives in danger."



INSPIRED TO TAKE ACTION?

You can stand with us by signing our letters and petitions, writing to your local MP and sharing our campaigns. Scan the code or follow the link to join our mailing list and be the first to hear about our next campaign.

prostatecanceruk.org/in-campaign



SEX AND
PROSTATE
CANCER:

your questions answered

Sex is an important part of our lives. And lots of men who've had treatment for prostate cancer tell us changes affecting their sex life are among their biggest concerns. So we decided to put your questions straight to the experts - to help you get the answers you're looking for.

Sophie and Heather are two of our Specialist Nurses, who provide professional information and support to thousands of men and their loved ones every year through our Sexual Support Service. When it comes to sex and relationships, they know prostate cancer treatment can raise questions you might not find easy to talk about at first. That's why they're here to help.

WILL I STILL BE ABLE TO GET AN ERECTION AFTER TREATMENT?

Heather: This is one of the questions we hear most often. The short answer is yes - in many cases, men are still able to get an erection after treatment. It often depends on the type of treatment, your recovery and how your body responds. There are also lots of ways to help restore your erection. Many men find success with medications, while others use penile pumps or injections.

I'M WORRIED I'LL LOSE MY SEX DRIVE. WHAT CAN I DO?

Sophie: Your sex life might look different after treatment but there are still plenty of ways to enjoy pleasure and connection with your partner. You might find it helps to focus on intimacy first. This might mean trying things like non-sexual touch, sensual massage or role play. Talking honestly with your partner about what feels good for both of you is key.

CAN MY PARTNER GET SUPPORT TOO?

Sophie: Yes, of course! Many couples find it helpful to have a call where you can both talk to us together. Sometimes just having that space to hear each other's thoughts and ask questions together can make a big difference.

Whatever's on your mind, our Specialist Nurses are here to listen and offer any extra support you might need - so you can move forward with your life. If you'd like to talk, you can call, email or speak to us online. Go to: prostatecanceruk.org/in-nurses



TALKING CREATES AWARENESS. AND AWARENESS *DRIVES* ACTION

He's one of Britain's most successful sportsmen and a six-time Olympic Gold Medal winner, famous for his drive and determination on the track. But for Sir Chris Hoy, the last 12 months have presented a completely different kind of challenge.

Since he revealed his prostate cancer diagnosis was terminal last year, the champion cyclist has made it his personal mission to raise awareness of the disease and change perceptions of people living with advanced cancer.

Sir Chris's story has captured the country's imagination. And thanks to his incredible courage, we've seen a huge increase in the number of men visiting our website to check their risk of prostate cancer.

We spoke to Sir Chris about coming to terms with his diagnosis, starting a national conversation on men's health and his important prostate cancer message for every man.

SIR CHRIS ON...
his prostate cancer diagnosis

"I found out I had stage four prostate cancer without any symptoms. By the time I felt pain, it was secondary cancer in my bones. If I'd thought to check when I was younger, maybe I'd have caught it in time. That's why raising awareness is so important. So others don't end up in the same situation."

SIR CHRIS ON...
the support of his family and friends

"Going public with my diagnosis was scary. You're opening up your life to the world – and that's daunting. I've been incredibly lucky to have so much support from my family, friends and even the general public. Their kindness has lifted me up and given me a sense of purpose."



SIR CHRIS ON...
prostate cancer screening and his hopes for the future

"Prostate Cancer UK's TRANSFORM trial could completely revolutionise the way men are screened and diagnosed. It's exciting to be part of something so impactful, something that could save countless lives. By the time my kids are grown, I hope prostate cancer won't have the same devastating impact it does today. It's about creating a future where early detection and treatment are the norm."

SIR CHRIS ON...
starting conversations about men's health

"Men often put their health last. We make sure everyone else is looked after but we forget about ourselves. We need to break down barriers and make health a priority for men everywhere. Talking creates awareness. And awareness drives action."

SIR CHRIS ON...
the importance of checking your risk

"The online Risk Checker takes just 30 seconds. You can do it any time of day, it's so simple and easy. It's not just about waiting till you're 50. Often there are no symptoms, which is why we need to be proactive. Getting on the front foot is crucial."

To check your risk now, scan the QR code or go to prostatecanceruk.org/in-risk

SIR CHRIS ON...
his new 'Tour de 4' fundraising bike ride

"It's really important for me to shine a spotlight on what a stage four cancer diagnosis can look like and demonstrate that it's possible to live well and lead a happy life. I'm so excited about this event and I hope we can raise vital funds to support the great work that's being done by so many charities."



L-R: Sir Chris with World Darts Champion Luke Littler; appearing on BBC Breakfast with our CEO Laura Kerby; getting back on the bike to launch the Tour de 4 event.



A RECORD-BREAKING YEAR FOR RESEARCH

Your support is enabling us to invest more in lifesaving research than ever before. In 2023/24, we committed more than £26 million towards groundbreaking research, making us the biggest funder of prostate cancer research in the UK.

This research is changing the way we diagnose and treat prostate cancer – whether it's hunting for weaknesses in the disease that we can exploit with new treatments, or gathering evidence for a national screening programme that could save thousands of lives.

Here, we dive deeper into one of our most recent projects that reflects this range of research – a trial that could change both diagnosis and treatment by improving the way we spot and treat high-risk prostate cancer.

THE CHALLENGE

When a man is diagnosed with prostate cancer, doctors can look at his biopsy to see whether the cancer is aggressive and likely to spread outside the prostate. This is called high-risk prostate cancer.

What the biopsy can't tell us is whether the cancer has already spread and needs further treatment, such as hormone therapy.

Instead, doctors use two separate imaging tests: a CT scan (which takes detailed pictures inside a man's body) and a bone scan (which looks for cancer in his bones).

Unfortunately, these two scans aren't perfect. They can miss small amounts of cancer that have spread, which can continue to grow if not treated.

That means some men whose cancer has spread are missing out on extra treatment that could stop this happening. And others whose cancer hasn't spread may be receiving treatment they don't actually need and running the risk of side effects.



Professor Hashim Ahmed

MORE PRECISE DIAGNOSIS AND TREATMENT

That's why we're funding research to test a new type of scan. It's called PSMA PET/CT and it uses a special dye that's injected into the body to highlight cancer cells so the scanner can see them.

Research shows this type of scan can help doctors see more of the cancer that's spread – but we don't yet have the definitive evidence to base treatment plans on it.

The AVIDITY trial aims to answer this question. It will recruit men with high-risk prostate cancer from around

the UK. Half will receive a CT scan and a bone scan, and the other will receive the new PSMA PET/CT scan. Both groups will have their cancer treatment decisions made based on their imaging results.

The researchers will follow up with these men two years and four years after the first scan to see if their cancer has spread.

'EITHER WAY, MEN BENEFIT'

If the new scan proves more effective, it could become the standard method for guiding treatment decisions about high-risk cancer, reducing the risk of the disease coming back.

If not, both men and their doctors can be reassured that the current scans and treatment plans are good enough at picking up the spread of prostate cancer – without the extra cost to the NHS of introducing new scans.



A study like AVIDITY is needed to show that the new imaging test really does make a difference. If it does, it can be used in all men. If it doesn't, we'll have avoided diverting valuable resources to something that's not useful. Either way, men benefit.

Prof Hashim Ahmed



The AVIDITY team

The research you made possible in 2023/24

£13.6m on TRANSFORM

TRANSFORM is our £42m clinical trial aiming to find the best way to screen men at risk of prostate cancer. Starting this year, GPs will invite thousands of men to take part, making it the biggest trial in prostate cancer screening for 20 years.

£7.1m on Transformational Impact Awards

From clinical trials of life-extending treatments to new ways to spot the disease early, these grants aim to move promising ideas from the lab to the clinic so men can benefit sooner.

£3.0m on Research Innovation Awards

These grants fund innovative research projects that could change the way prostate cancer is diagnosed and treated, like testing new treatments or piloting new scans.

£1.3m on Career Acceleration Fellowships

These grants aim to help researchers launch their careers in prostate cancer, giving them the funding to investigate their own research ideas and build up a network of collaborators.

One in four of our research projects – like AVIDITY – are funded by gifts in Wills. This spring, we've partnered with the National Free Wills Network, giving you the opportunity to write or amend your Will for free. There's no obligation to include a gift, but by choosing to support us in this way you'll be helping to fund world-class research. *Thank you.*



prostatecanceruk.org/in-legacy



**PROSTATE
CANCER UK**



**THE BIG
GOLF RACE**

SAVE LIVES

WITH EVERY SWING

Take on **The Big Golf Race** and play 36, 72 or 100 holes in one day to help fund lifesaving prostate cancer research.

Every hole you play brings us closer to a future where early diagnosis saves lives.



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