



Under Embargo until November 1st 2021.

Prostate Cancer Campaign: raising awareness of prostate cancer with and for Black men

Key Messages:

- 1 in 4 Black men will get Prostate cancer in their lifetime, compared to 1 in 8 men of other ethnicities
- Family history heightens risk of Prostate Cancer
- You can request a PSA test from your GP which can identify if there are any issues that need further investigation
- Prostate cancer can be detected early and treated
- Black Men aged over 45 are at a heightened risk of Prostate Cancer
- In males in the UK, Prostate cancer is the most common cancer with over 50,000 new cases every year (CRUK)

Target Audience:

Primary: Males, Black, Aged 45+ living in Wessex

Secondary: Partners, children and grandchildren of men who are at heightened risk of Prostate Cancer

Internal: GP's – to increase and promote the need to carry out PSA on non-symptomatic men if they have family history or concerns about Prostate Cancer
([See Prostate Cancer UK risk checker tool](#))

Website:

<https://cancermatterswessex.nhs.uk/prostate-cancer-campaign/>

Suggested copy

The copy below can be used for your websites, newsletters or bulletins to help describe and raise awareness of the Prostate cancer campaign:



[Raising awareness of prostate cancer with and for Black men](#) is important because Black men are at twice as much risk of prostate cancer and from a younger age, than other men. Prostate cancer affects 1 in 4 men from Black African, Caribbean and Black British communities. A far higher rate than the 1 in 8 men it affects from other communities. In addition to this startling statistic, Black men are also at risk from the age of 45 rather than 50 years old, as in other men. If they have symptoms, Black men are less likely to act on them and visit their doctor. This means that if it is cancer, it can be harder to treat. This latest campaign aims to raise awareness and using real-life experiences of Black men who have been for their PSA test to reassure other men, that the risks must be addressed and that going to see your GP really can make a difference.

Wessex Cancer Alliance, with support from Dorset Race Equality Council and Wessex Voices, are listening to and working with Black men, their partners and other organisations in Dorset, Hampshire and the Isle of Wight to understand how aware men are of this heightened risk.

Together, they are also exploring the barriers men face which can prevent them seeking help.

From the conversations, it is clear that the following issues need to be considered and addressed:

- GP awareness about health issues for the Black community generally, and specifically heightened prostate cancer risk
- Black men's general awareness of their health and access to health services
- Black men's and community awareness of their higher risk of prostate cancer
- Men's lack of awareness of the current tests for prostate cancer
- Stigma around prostate cancer and the possibility of having a rectal examination

If you wish to share your experience or any issues you have faced when considering a PSA test or speaking to a health professional about your symptoms, we invite you to join our discussion group and to support our awareness campaign. Visit <https://cancermatterswessex.nhs.uk/prostate-cancer-campaign/> and get in touch today.

[Suggested Social Media messages - Twitter:](#)

- Prostate Cancer can be detected early with a PSA test carried out by your GP. If you have a family history or are aged over 50, you can ask for a PSA test. Find out more here: <https://prostatecanceruk.org/prostate-information/prostate-tests/psa-test>
- Three key risk factors for Prostate cancer in men 1) Family history, 2) being 50+ 3) Black men are twice as likely to get prostate cancer. Do two or more of those apply to you? If so, please speak to your GP and ask for a PSA test #Cancer #Menwearewithyou
- ZOOM! Want to help us with our Prostate awareness campaign? Come join us at X – we'd love to hear your ideas! Email nathalie.sherring@dorsetrec.org.uk to join the call. (dates TBC)



- Men! Do you know the signs and symptoms of Prostate Cancer? Know your risk and when to seek advice.
<https://cancermatterswessex.nhs.uk/prostate-cancer-campaign/>
- If you have any concerns about prostate cancer, please speak to your GP. The first check is a PSA test which can be done at your GP surgery and they can quickly reassure you or arrange for further tests if needed. #Cancer #Prostate #Earlydetection
- Communities Against Cancer can support organisations and community groups to raise awareness of cancer with grants of up to £5k find out more:
<https://actionhampshire.org/what-we-do/projects/communities-against-cancer/>
- Free online training with Communities Against Cancer! Help to raise awareness of cancer in your community #LetsTalkAboutCancer
<https://actionhampshire.org/what-we-do/projects/communities-against-cancer/>
- Duke shares his experience of going for a PSA test – it wasn't as bad as he had been expecting! Know your risk and ask your GP for a PSA test today:
<https://youtu.be/6xSacrZEnho>
- Hugh is a prostate cancer survivor. He tells us about his cancer experience and how important it is to get treated early! #LetsTalkAboutCancer
<https://youtu.be/4L4mR9BRcNs>
- Do you know the signs and symptoms of prostate cancer? Do you know if you are at heightened risk? Find out more today #LetsTalkAboutCancer
- Are you part of a group that supports your local community? Could they help raise awareness of cancer? £5k available from Communities Against Cancer: <https://actionhampshire.org/what-we-do/projects/communities-against-cancer/>
- @ProstateUK's fantastic Specialist Nurses spoke to almost 15,000 men in the last year. If you have any questions about prostate cancer, give them a call on 0800 074 8383 or visit <https://prostatecanceruk.org/nurses>

Suggested Social Media messages - Facebook:

- Do you #knowyourrisk? You may be at increased risk of prostate cancer if you are a Black man, 50+ or have a history of prostate cancer in your family. Check your risk with @prostatecancerUK prostatecanceruk.org/risk-checker
- 1 in 4 Black men will get prostate cancer in their lifetime, and are twice as likely to get prostate cancer than other men. If they have symptoms, Black men are less likely to act on them and visit their doctor. Find out about the work we are doing with and for Black men to raise awareness of this heightened risk: cancermatterswessex.nhs.uk/prostate-cancer-campaign/



- Duke went for his PSA test after deliberating over this for a while. It was his daughter who convinced him to go and Duke is really glad he did. The experience was not as bad as he had expected it to be! Watch now: <https://youtu.be/6xSacrZEnho>
- Hugh is a prostate cancer survivor and he has a really clear message to other men – get tested, it could save your life. Watch now: <https://youtu.be/4L4mR9BRcNs>
- “One day I walked past Hoxton station and I came across Errol. He was handing out leaflets outside his car garage. He gave me a leaflet about prostate cancer and a black man’s risk, and it made me think that I should go and see my GP and get a PSA test, so I did”.

Hear from Thomas, who after a chance meeting, was prompted to visit his GP and was able to catch his prostate cancer early.
prostatecanceruk.org/prostate-information/further-help/real-life-stories/thomas-kagezi
[@prostatecancerUK](https://twitter.com/prostatecancerUK)

- “I had recently lost my father to the disease and that spurred me on to visit the doctor, as I knew the family connection meant I was more likely to develop the disease”.

Meet Denton, who raises awareness about prostate cancer in his community and encourages Black men to talk about their health.
prostatecanceruk.org/prostate-information/further-help/real-life-stories/denton-wilson-s-story [@prostatecancerUK](https://twitter.com/prostatecancerUK)

- “...a lot of men shy away from talking about medical issues. But prostate cancer affects one in four black men, so awareness is important.”

Gilly was diagnosed with prostate cancer and later found out he had a family history of the disease. Read more about his story and why he encourages other Black men to speak to their GP or their partner if they are worried about their health. prostatecanceruk.org/prostate-information/further-help/real-life-stories/gilly-morgan
[@prostatecancerUK](https://twitter.com/prostatecancerUK)



- A PSA test is a blood test carried out by your GP, which can help diagnose prostate problems including prostate cancer. Find out more about the test here: prostatecanceruk.org/prostate-information/prostate-tests/psa-test
- Prostate cancer can be difficult to talk about. Stigma, embarrassment and taboo can prevent men from the BAME Community accessing help. Listen to this podcast from Black Men Rising: anchor.fm/blackwomenrising/episodes/Black-Men-Rising---TheUntold-Cancer-Stories--Ep-5-Lets-Talk-About-Prostate-Cancer-em35c5. See more from Black Men Rising on Instagram @blackmenrisinguk or at blackwomenrisinguk.org/
- 1 in 4 black men will get prostate cancer in their lifetime and are at a higher risk from a younger age. You should have a PSA test to check your risk if; you are 45+ and have a history of prostate cancer in the family. If you're worried about prostate cancer, contact your GP (face-to-face, by telephone or via e-consult).
- @ProstateUK's fantastic Specialist Nurses spoke to almost 15,000 men in the last year. If you have any questions about prostate cancer, give them a call on 0800 074 8383 or visit <https://prostatecanceruk.org/nurses>



You might also like to look at:

@ macmillancancer



@cancerresearchuk
@prostatecanceruk
@orchidfightingmalecancer



- A PSA test is a simple test carried out by your GP which can help detect prostate cancer early. You can ask for a PSA test if you are over 50 – however, if you are Black or if you have a family history of prostate cancer you could be at increased risk and may want to speak to your GP about a PSA test at 45. Find out more here: <https://prostatecanceruk.org/prostate-information/prostate-tests/psa-test>

Resources

- Website <https://cancermatterswessex.nhs.uk/prostate-cancer-campaign/>
- Adam Hills – Live prostate examination on 'The Last Leg' for Stand Up to Cancer: https://youtu.be/bBgBX8Uq_kA
- Prostate cancer and the PSA test (Macmillan): <https://youtu.be/Nya1FYWXXMw>
BSL version: <https://www.youtube.com/watch?v=qQaF7i0ruBw>
- Duke's video: <https://youtu.be/6xSacrZEnho>
- Hugh's video: <https://youtu.be/4L4mR9BRcNs>
- Images for the campaign are also available; please email to request a copy: jemma.jones@copiaproductions.com or louise.harbert@helpandcare.org.uk



Awareness Dates:

NOVEMBER 2021	November Movember information re: prostate cancer: https://uk.movember.com/mens-health/prostate-cancer	See social media for suggested tweets/messages
	Communities Against Cancer Zoom session (3rd, 10th, 18th, 25th)	These Zoom sessions cover how to reduce your risk of cancer, awareness of symptoms, cancer screening, importance of early diagnosis and health inequalities. These are friendly, informal workshops for people working/volunteering in the community or voluntary sector.
January 2022	Martin Luther King Day (17th)	
MARCH 2022	Prostate Cancer Awareness Month	See suggested social media posts and share throughout the month
	Commonwealth Day (14th)	
April 2022	Stephen Lawrence Day (22)	
June 2022	Windrush Day (22)	



July 2022	Reggae weekender 29-31 July	Organised by Afro-Disiac and cancer messaging will be shared during this event
-----------	------------------------------------	---

Communication Channels

- WCA Bulletin
- PPI Newsletter
- WCA Website
- Cancer Matters Wessex website
- Wessex Voices website
- Dorset Race Equality Council – Social media and website
- WCA Twitter
- DCP Twitter
- Dorset REC twitter
- HIOW ICS comms – facebook/twitter/website
- Dorset ICS Comms - facebook/twitter/website
- Primary Care Lead GPs
- Primary Care Newsletter
- Youtube (for any videos produced)
- LinkedIn
- Email
- Face to Face engagement and virtual webinars.