

In partnership with



Find the
14,000
men

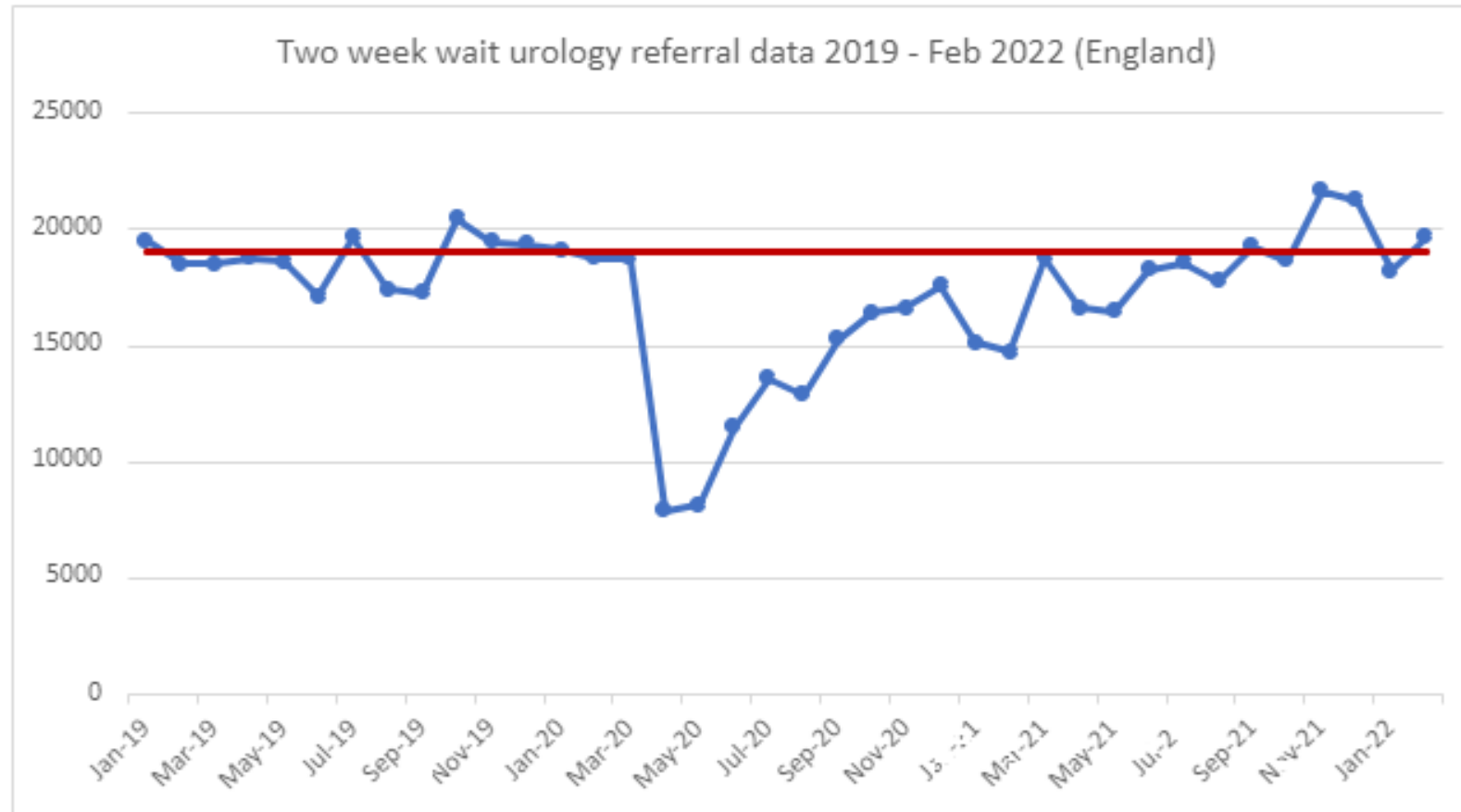
**PROSTATE
CANCER UK**
Men, we are with you



**PROSTATE
CANCER UK**

Chiara De Biase – Director of Support and Influencing

The scale of the challenge – a summary



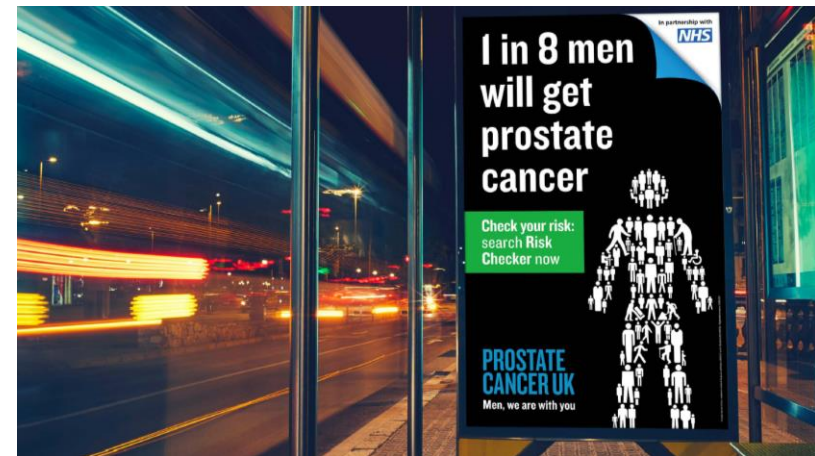
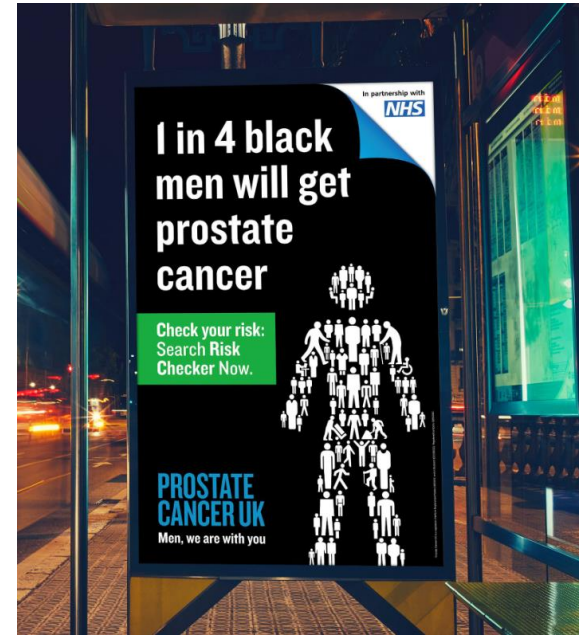
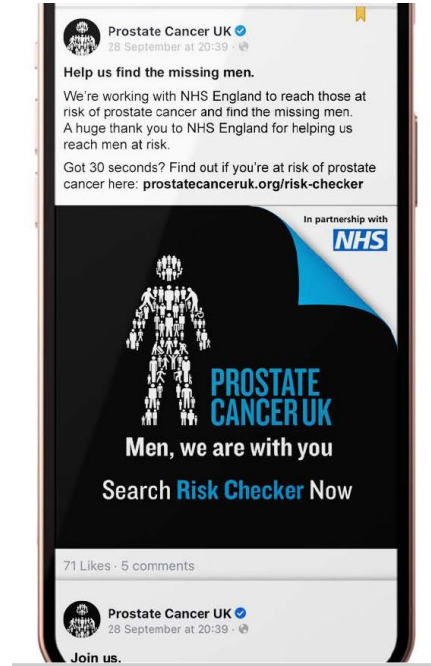
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The partnership campaign opportunity - February 2022



- £1.9M partnership between Prostate Cancer UK and NHSE
- 6 weeks – starting on Thursday 17th February, 2022
- Multi-channel
- Regional targeting
- Hotspot targeting for Black men >45
- Devolved nations



What did it look like?





Campaign highlights Part 1

 **BBC Breakfast**  @BBCBreakfast

"Early diagnosis saves lives"

A campaign has been launched to urge more men to get checked for prostate cancer.

Chiara De Biase from Prostate Cancer UK explains the process 





9:01 AM · Feb 17, 2022

85 Reply Share

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← Tweet



 **Sajid Javid**  @sajidjavid

1 in 8 men will get prostate cancer.

[@ProstateUK](#) has launched a 30 second tool to check your risk which could save your life.

Check it out and also answer our call for evidence on what you want to see in our 10 year cancer plan.


[gov.uk/government/con...](#)

 **Prostate Cancer UK**  @ProstateUK · 17 Feb
Find the 14,000 men.

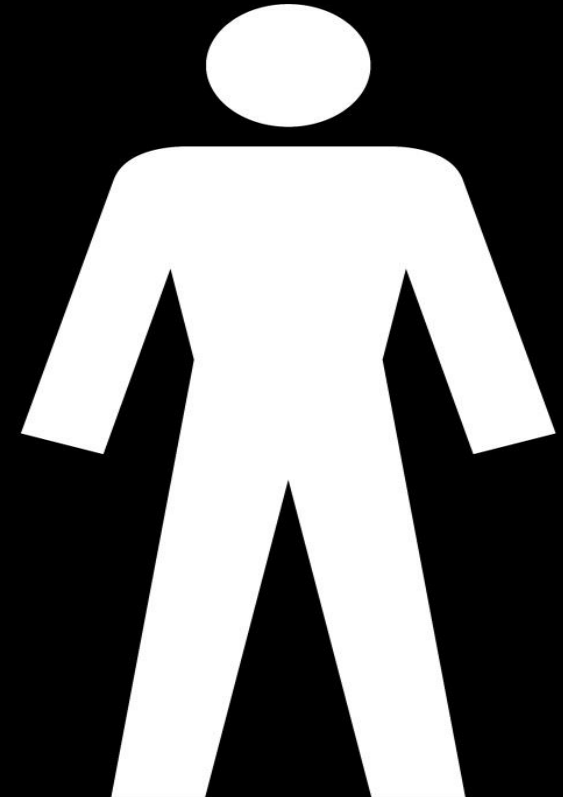
We've joined forces with the NHS to find the undiagnosed men who haven't started prostate cancer treatment due to the pandemic.

1 in 8 men will get prostate cancer. Share our risk checker and help find them: [bit.ly/3ckmRBy](#)

#MenWeAreWithYou



3:25 pm · 19 Feb 2022 · Twitter for iPhone



Campaign highlights Part 2

New 30-second online risk checker to help detect prostate cancer

PROSTATE Cancer UK and NHS together are launching a national campaign to address the 17 per cent drop in prostate cancer referrals in the North East. According to the latest statistics released by NHS England, urological cancer referrals in North East England have dropped by 3,000 since the start of the pandemic. The campaign is also looking to reach more than 11,000 men nationally who need treatment for prostate cancer but have not yet come forward. Men who are encouraged to use Prostate Cancer UK's 30-second online risk checker to learn more about their level of risk and what action they can take, including getting checked by their GP if they are higher risk.

Prostate cancer is very treatable if caught early so men are being urged to check their risk "without delay", so it can be found before the cancer spreads. New figures show that prostate cancer accounts for a third of those not treated for cancer compared to before the pandemic.

Previous NHS research found that half of people would delay coming forward to their GP during the height of the pandemic because they didn't want to be a burden. Jeff Sealing, sports journalist and television presenter, said he has proudly supported the work of Prostate Cancer UK for "many years now".

He said: "I've walked across the UK, met scientists, researchers, volunteers and so many inspiring people that have been inspired by this devastating disease. "I don't do statistics as part of my job, facts and figures can make you stop and think."

NHS in search for 14,000 prostate cancer victims

AN NHS unit has been launched to help men who have prostate cancer. The new unit, called the Prostate Cancer Support Unit, will help men who have been diagnosed with prostate cancer. It will offer support and advice to men who have been diagnosed with prostate cancer. The unit will also offer support and advice to men who have been diagnosed with prostate cancer. The unit will also offer support and advice to men who have been diagnosed with prostate cancer.



SUPPORT UNIT



John Burn and his wife Linda

The Northern Echo

Stars back 'catch-up' prostate cancer plan



MORE than 14,000 men thought to be living with undiagnosed prostate cancer due to the pandemic are being targeted by a campaign from the NHS and Prostate Cancer UK. The campaign is being led by actor Nicola Tallett, who has been diagnosed with prostate cancer. The campaign is being led by actor Nicola Tallett, who has been diagnosed with prostate cancer. The campaign is being led by actor Nicola Tallett, who has been diagnosed with prostate cancer.



HEALTH

Thousands of 'missing' prostate diagnoses

By Ella Pickover

Around 14,000 men in England could have undiagnosed prostate cancer and may be in need of urgent treatment, a charity has warned.

More than 58,000 men in England have begun treatment for prostate cancer since the start of the pandemic - 14,000 fewer than would have been expected previously, according to Prostate Cancer UK. The charity said it was concerned

that the number of "missing" patients would continue to grow. It comes after I revealed in January that the number of patients being diagnosed with prostate cancer fell 54 per cent in England between April and June 2020. The condition is treatable if caught early. However, for many people, symptoms do not appear until the disease has already spread, so the charity is urging men to use its risk assessment tool or to contact their GP if at higher risk.

Actor Stephen Fry, who was diagnosed with prostate cancer in 2017 after a routine health check, has backed the campaign, saying he was "knocked back" when he received a diagnosis of prostate cancer, particularly as he had no symptoms to indicate anything was wrong. Fry said: "Prostate Cancer UK's risk-checker can help you understand your risk and the next steps to take."

Search for 14,000 'missing' prostate cancer sufferers

Katie Gibbons

About 14,000 men who may have prostate cancer have not been diagnosed and could be in need of urgent care, a charity has warned. More than 58,000 men in England have begun treatment for prostate cancer since April 2020, but that is 14,000 fewer than would have been expected compared with numbers before the pandemic, according to Prostate Cancer UK. NHS officials are working with the charity to find these "missing" men and encourage them to be checked as soon as possible.

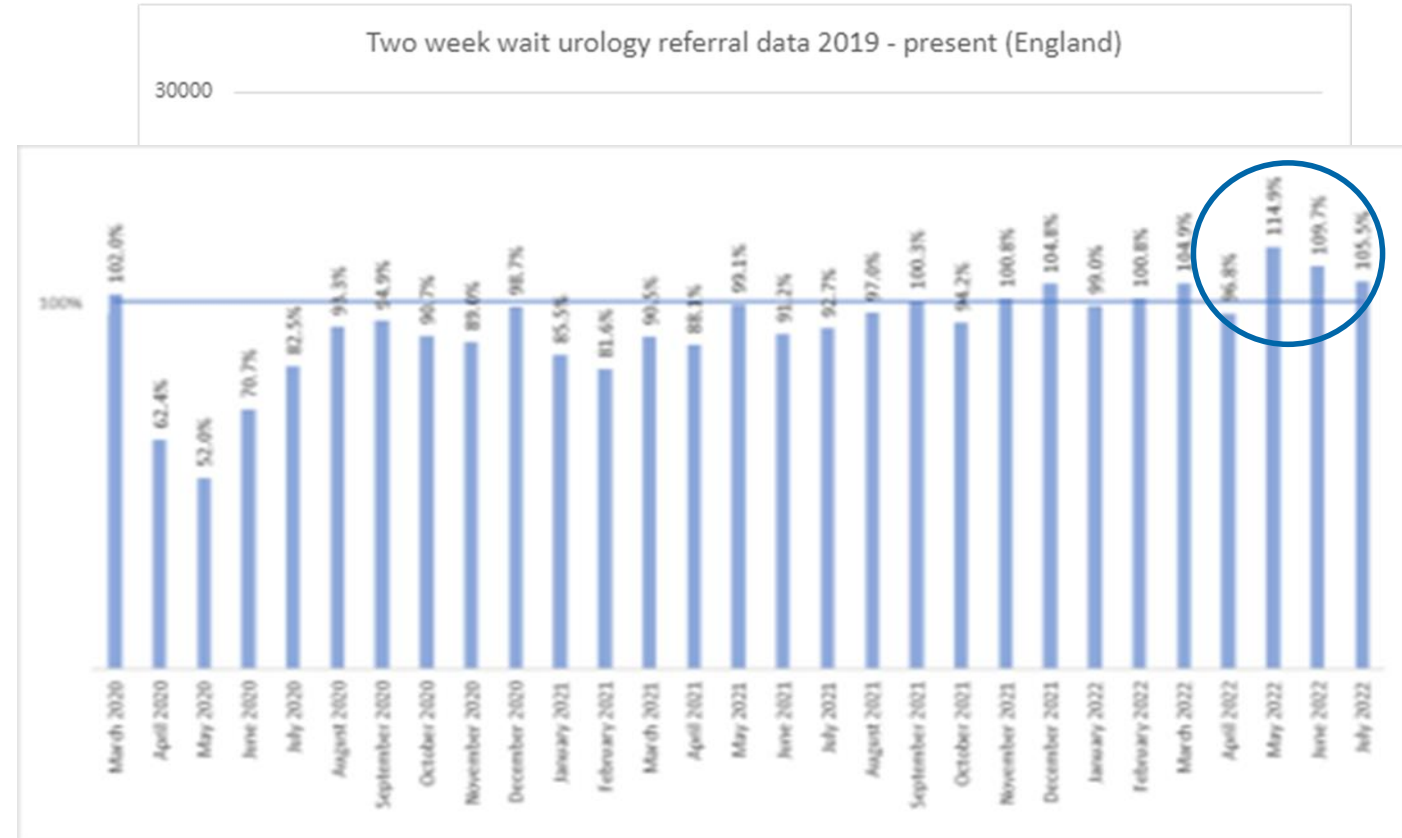
Men are being urged to use a 30-second online tool developed by the charity that will alert them if they are at high risk of the disease. NHS research has suggested that a significant number of people delayed coming forward to their GP when Covid-19 was at its height because of a combination of not wanting to burden the health service and fears of infection in medical settings.

Although urological cancer referral rates in England were back at usual levels by the end of last year, with overall levels of cancer referrals at record levels since March 2021, the NHS and the charity are warning that more men need to come forward. Anyone with symptoms, such as problems urinating or needing to go more often, should speak to their GP. Stephen Fry, the actor who had prostate cancer diagnosed in 2017 after a routine health check, and Bill Turnbull, the television presenter, have backed the campaign. "As you can imagine, I was pretty knocked back when I received a diagnosis of prostate cancer, particularly as I had no symptoms to indicate anything was wrong — something I later learnt is very common. Thankfully it was caught early, making it more treatable," Fry said. "Prostate Cancer UK's risk-checker can help you understand your risk and the next steps to take."



So, did it work?

- KPIs
- Brand awareness
- Specialist nurses



But what does this mean for the missing men?

2382....and
counting



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Referral conversation rate

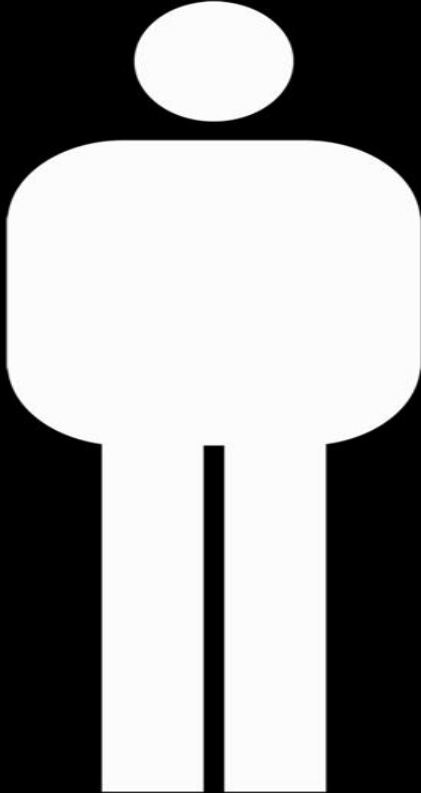
16.6%

Feb 2022

18.2

%

May 2022



Real world impact



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BBC Breakfast 
@BBCBreakfast

Be more like Joe and Ted...
Joe Appiah appeared on [#BBCBreakfast](#) after being diagnosed with prostate cancer.
Ted Sayers was watching TV and took the simple test suggested by [@ProstateUK](#) - a decision which saved his life
bbc.co.uk/news/topics/cw...



14.6K views

08:40 · 15/07/2022 · Twitter Media Studio - LiveCut

Thank you



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