

WASHROOM EQUALITY FOR ALL

CAMPAIGN TOOLKIT



PROSTATE
CANCER UK



P=RIOD
EQUALITY

CREATING WASHROOM EQUALITY

ISS ARE A COMPANY OF BELONGING

Our purpose is putting people first and we're dedicated to a safe, diverse, and inclusive workplace.

We're committed to delivering greater workplace inclusion for people living with disabilities, and driving progressive new initiatives on gender balance, age awareness and culture.

Creating equality for all in the washroom.

ISS have partnered with phs to deliver washroom equality for all. Together we're on a mission to create discreet and dignified spaces behind the cubical door for incontinence , and sanitary disposal for all that need them because we believe in being part of something bigger.

Do your clients want to join ISS in creating equality in the washroom?





Group

CREATING WASHROOM EQUALITY

Did you know

3-6 MILLION PEOPLE IN THE UK

suffer from urinary incontinence*

Historically, male washrooms lack amenities, especially when it comes to the disposal of hygiene waste such as incontinence products. Tackling the taboo and protecting the environment, we know what men need when they visit the washroom, and we are driven to provide facilities that enable all to dispose of their incontinence and sanitary waste with dignity.

phs Group Dispose with Dignity Campaign

phs are proud to partner with Prostate Cancer UK to highlight the challenges faced by men experiencing male incontinence, to provide a platform for their voices to be heard, and together, to be a catalyst for change.

Prostate Cancer UK and **phs** Group are also working to lobby the Government for changes in legislation to ensure men have the same access women currently have to facilities to dispose of incontinence products easily, hygienically and discreetly. **phs** are engaging businesses across the country to install incontinence bins to ensure they provide better and fairer facilities to **ALL** their customers and their staff.



CREATING WASHROOM EQUALITY



PROSTATE
CANCER UK

DISPOSE WITH DIGNITY

The **phs** Male Incontinence bin can be used to dispose of all incontinence products safely and discreetly

- Incontinence products ✓
- Intermittent catheters ✓
- Stoma devices ✓
- Sanitary products ✓



Want to know more about
incontinence services?

Scan with your phone camera



For further information please contact us on :

029 2080 9098 | productinfo@phs.co.uk | www.phs.co.uk/maleincontinence



OUR COMMITMENT

PHS GROUP ARE HERE TO SUPPORT.



HELPING MEN LIVE WELL

Working with the largest men's health charity in the UK, Prostate Cancer UK, gives us the insight into the struggles men face during or after treatment for prostate cancer. This can also include urinary incontinence because of prostate removal, or other treatments such as radiotherapy.



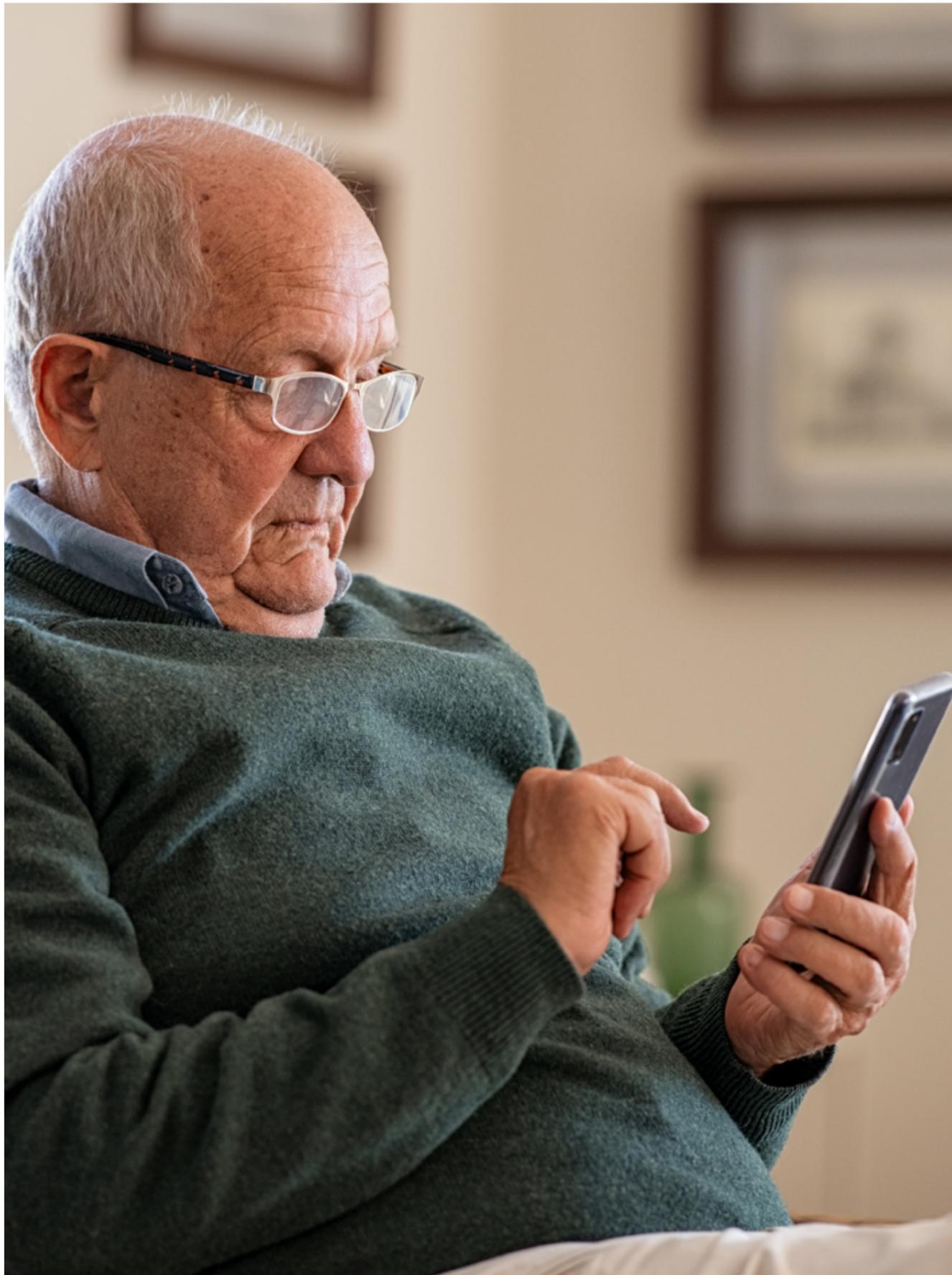
Our extensive involvement in creating period equality in the UK also positions **phs** Group as one of the leaders in breaking the stigma and taboo around periods and we're excited to commit to helping ISS create period equality in the workplace.



WHEN DOES THE CAMPAIGN LAUNCH?

**THE CAMPAIGN GOES LIVE
ON THE 15TH OF FEBRUARY!**

Look out for our national press story and multi-channel media campaign. You can promote this campaign anytime from the 15th of February onwards.



YOU WILL ALSO FIND US ACROSS OUR SOCIAL PLATFORMS:

@phsGroup



@issworld



@prostateuk



@prostatecanceruk



We have also created some social assets for you to post on your channels, **page 19**.

If you have any further questions, please email **press@phs.co.uk**

HOW CAN YOU HELP?

TOP 3 WAYS YOU CAN HELP TO DRIVE AWARENESS



1.

Share our messages on social media, email, your company Intranet.

We will be encouraging all men to complete **Prostate Cancer UK's 30 second online Risk Checker**.

2.

Download our campaign resources

Share with your colleagues, family and networks. View resources **here**.

3.

Help us campaign to Government!

On Prostate Cancer UK's website, you will find a letter template, which you can download and send to your local MP to urge Government to provide the necessary facilities for men to dispose of their incontinence products, discreetly. Download the letter **here**.

OVERVIEW OF



PROSTATE CANCER UK

Prostate Cancer UK are the largest men's health charity in the UK.

They have a simple ambition – to save and improve the lives of men affected by prostate cancer.

They are the driving force in prostate cancer research in the UK. They invest millions into research to find better ways to diagnose prostate cancer and improve treatments to help men live long and live well.

They work with the NHS to make sure men get access to these breakthrough tests and treatments, and influence government decision-makers to improve men's outcomes and experiences.

Prostate Cancer UK help men make informed choices about prostate cancer.

They spread the word about who is at risk of prostate cancer, especially to those at higher risk, through their award-winning online Risk Checker tool, which you can find **here**.

CHECK YOUR RISK IN 30 SECONDS

Prostate cancer is the most common cancer in men, but most men with early stage prostate cancer don't have symptoms.

Prostate cancer is not always life-threatening. But when it is, the earlier you catch it the more likely it is to be cured. Check your risk by answering three quick questions:

Click here for the risk checker 



CASE STUDY

Mervyn Bryans, 68, is a former civil servant and lives in Dundonald. He was diagnosed with prostate cancer at the age of 57.

“IN MY CASE, LIKE MANY OTHERS, I’M GOING TO HAVE DIFFICULTY FOR THE REMAINDER OF MY LIFE WITH INCONTINENCE.”

“The disposal of pads isn’t considered. You may have to change pads, carry pads, keep your pads to dispose of them at home. If there were incontinence bins available in an ordinary toilet you could deal with it in a proper manner.

There also need to be better access to obtain pads too. If you run out, you can’t just buy these new incontinence pads anywhere.

I want to speak up about this to try and help someone else’s journey. Businesses may think it’s a very minor thing. But it’s not a small amount of men and it could make a huge difference.”



CASE STUDY

Errol Mckellar, is 65 and based in Dunmow, Essex- originally from Brent in North London.

He was diagnosed with prostate cancer in 2010, and continues to experience urinary incontinence as a result.

“I GOT THE ALL-CLEAR FOR PROSTATE CANCER IN 2017, BUT I STILL HAVE TO LIVE WITH THE SIDE EFFECTS AND ISSUES, ALTHOUGH THINGS ARE NOT AS BAD NOW AS THEY WERE.”

“The incontinence is an interesting one, and it can really affect you and your confidence and how you behave, how it affects your family and your partner. It’s trying to always know where your nearest toilet is.

Adjusting is hard work, but you do get there. Initially it was very difficult. I’m so thankful for this campaign from Prostate Cancer UK and **phs** Group. I feel at last someone is taking this situation seriously.”

WEB/ BLOG COPY TEMPLATE

This content has been created for you to share on your website, to showcase to your customers, how you are supporting men live well.

Making washrooms inclusive

At ISS, we always strive to do the right thing. This includes providing a safe service that meets the needs our people, our customers, and the communities we work in. We are also passionate about innovation, and are always looking ahead to ensure we meet the growing needs of our customers.

Therefore, we are delighted to announce we have partnered with **phs** Group to make our washrooms even more inclusive by offering:

- Male Incontinence Waste Bins and Disposal Bags to support those with urinary and bowel incontinence.
- Help Yourself Vend period product dispensers with organic products to support period equality for all.

Facts about Male Incontinence

Male incontinence is a topic that is rarely talked about. This has resulted in a common misconception amongst the generally public, that male urinary incontinence is a problem only affecting old men. But research shows this is an incorrect stereotype.

Globally, it is estimated that 1 in 4 men over 40 years will experience some form of urinary leakage in their lifetime, while the annual incidence rate for urinary incontinence for men over 40 is around 4% in the UK*. In addition to this, 1 in 8 men will get prostate cancer**, with many of these men experiencing urinary problems as a side effect of their treatment.

How can we support men with incontinence issues? Historically, male washrooms lack the same amenities as women's washrooms. This is particularly apparent when it comes to the disposal of hygiene waste such as incontinence products.

At ISS, we are working in partnership with **phs** Group and Prostate Cancer UK to raise awareness of the need to create 'safe spaces' for all to dispose of their incontinence waste.

Working to create period equality

While many of us would think that access to period products is a basic necessity, this is not always the case. In fact, a significant proportion of people in today's modern society are either not able to afford or cannot access period products. This is known as period inequality, sometimes called 'period poverty'.

As period inequality is becoming increasingly understood as an issue, more places are providing free period products to those who need them. By partnering with **phs** Group, ISS will be able to work with our clients to provide free period products in site washrooms.

Everything you need to help end stigma

To fight stigma and raise awareness of male incontinence and period equality in the workplace, **phs** Group have worked with ISS to prepare a toolkit specifically designed to support users of our washrooms.

The toolkit includes:

- Key dates to add to your calendar
- Facts and statistics about male incontinence and period equality
- Tips on how to create social media posts
- Case studies to help prompt conversations
- Example blog copy to support your business

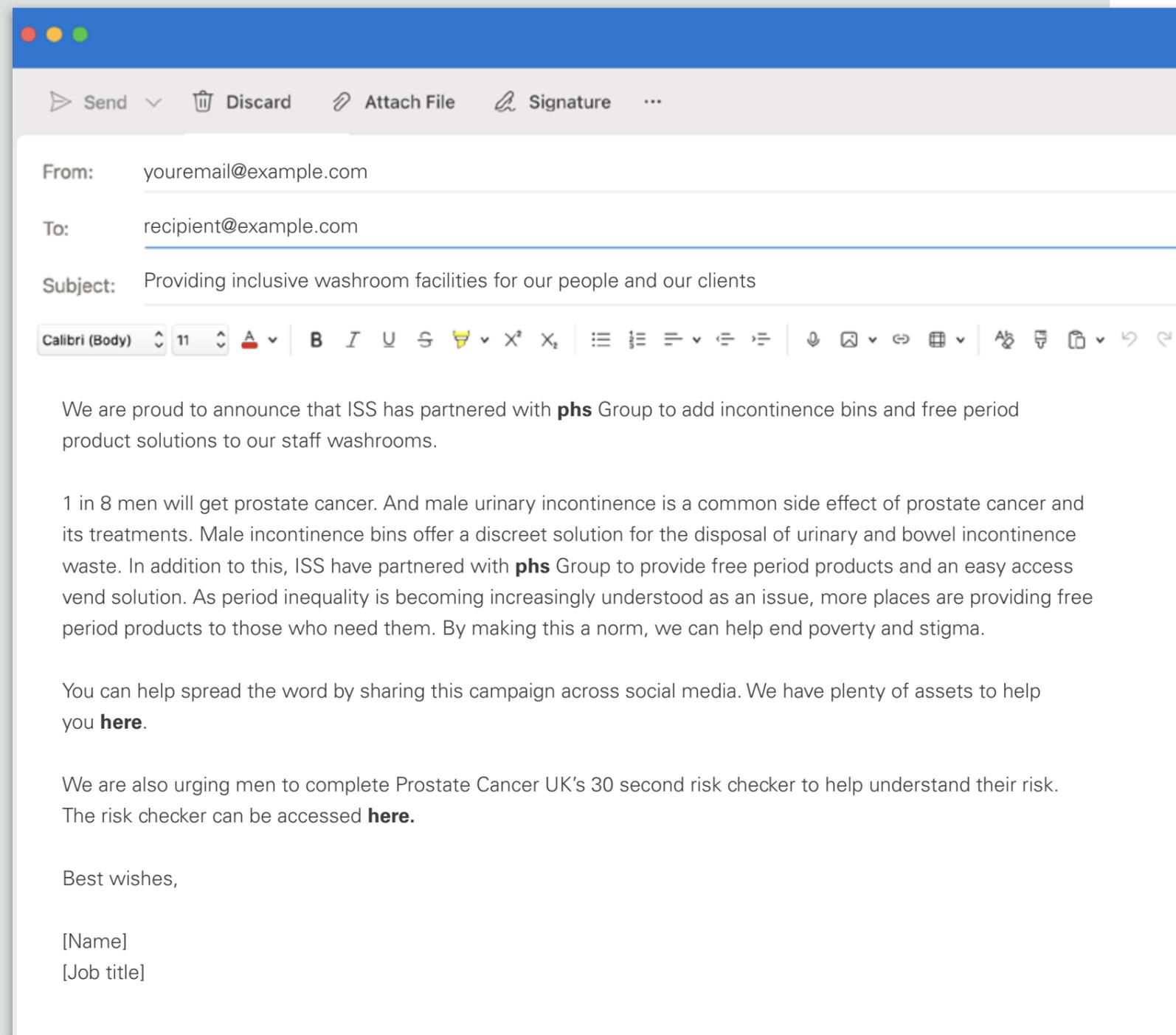
The toolkit has been made available as a resource for everyone to use. It can be downloaded for free.

**Source: National Library of Medicine

**Source: Prostate Cancer UK

INTERNAL EMAIL COPY TEMPLATE

This content has been created for you to share internally with your colleagues, to create awareness around bin accessibility and the importance of completing the Risk Checker.



PRESS RELEASE TEMPLATE

This content has been created for you to share externally with your customers or prospective customers. It will help you showcase how you are supporting **phs** Group and Prostate Cancer UK with its ambition to help men live well and to build a future where men's lives are not limited by incontinence.



OVER HALF OF UK MEN EXPERIENCE URINARY INCONTINENCE: CALL FOR ACTION AS LACK OF AWARENESS AND PUBLIC FACILITIES TAKES TOLL ON MALE MENTAL HEALTH

- New figures reveal previous assumptions about the prevalence of the condition may be vastly underestimated
- Men experiencing the condition become socially isolated, anxious and depressed due to poor provision of facilities to change incontinence products
- Prostate Cancer UK and phs Group launch campaign to tackle the taboo surrounding incontinence issues
- Government urged to make legislative changes and ensure male toilets provide male incontinence bins

Wednesday 15th February: New research released today uncovers the alarming truth about the widespread prevalence of male urinary incontinence across the UK, and the taboo causing silent suffering in men.

The report, *Binning the taboo: disposing with dignity*, reveals that more than half (51%) of the men surveyed, of all ages, have experienced symptoms associated with urinary incontinence. This is leaving nearly **eight in 10 men anxious to leave the house.**

[Click here to read the full report](#)

SOCIAL POSTS EXAMPLES

See **page 20** for downloadable assets.



70%

AGREE THAT THERE IS NOT ENOUGH AWARENESS ABOUT THE IMPACT OF INCONTINENCE ON THE MALE POPULATION

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PROSTATE CANCER UK



25%

HAVE RESORTED TO FLUSHING THEIR USED HYGIENE PRODUCTS DUE TO A LACK OF SUITABLE DISPOSAL METHODS

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48%

BELIEVE OLD AGE IS THE CAUSE OF URINARY INCONTINENCE IN MEN, WHEN IN FACT IT CAN HAPPEN AT ANY AGE

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1 IN 25 MEN
AGES OVER 40

WILL EXPERIENCE SOME FORM OF URINARY LEAKAGE EVERY YEAR IN THE UK

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X

PROSTATE CANCER UK

DISCREET.
DIGNIFIED.
DISPOSAL.
DESIGNED FOR MEN.



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PROSTATE CANCER UK

DOWNLOAD YOUR MALE INCONTINENCE RESOURCES

CUBICLE POSTERS

LANDING PAGE

WHITEPAPER

WEB/BLOG COPY TEMPLATE

INTERNAL EMAIL TEMPLATE

PRESS RELEASE TEMPLATE

SOCIAL POST ASSETS

MP LETTER

CASE STUDIES

**We don't mean
to blow our own
trumpet but we
have experience in
creating campaigns
that fight for
equality...**



Period poverty is just one example of how we are making a difference

Member of Welsh Government's Period Dignity Task force we are making a difference

Appointed to the UK Government's official Period Poverty Task force

Commissioned two period poverty research whitepapers

Won 'Best Education Campaign', 'Best Innovative New Service' CIPR awards

Partnered with Lil-Lets to create educational lesson plans for schools

Developed a period product vending machine, providing free products





phs

P=RIOD
EQUALITY

Did you know

PERIOD INEQUALITY

exists in the UK?

We believe that everyone should have access to the period products they need.

Our passion for period equality started back in 2019 and has since grown in strength. We support the UK government, local authorities, and businesses to create period equality in washroom environments, because period products are a necessity, not a luxury.



OVERVIEW OF



P=RIOD
EQUALITY

At phs Group, we believe everyone should have access to the period products they need.

Businesses, school, colleges, universities, and the public sector have a vital role to play in ending period inequality in the UK.

phs Group, have supported this ambition with an extensive range of period products, guidance, and resources to ensure no-one misses out because of their period.

What is period equality?

While many of us would think that access to period products is a necessity, this is not always the case. In fact, a significant proportion of people in today's modern society are either not able to afford or cannot access period products. This is known as period inequality, sometimes called 'period poverty'.

Awareness of this issue has been growing and there are regional, national, and global movements to help create period equality; increasing access to period products to ensure nobody is held back because of their period.

Making a difference.

The **phs** Period Equality journey began back in 2019 and has since grown into day-to-day job. We were appointed by the UK Government's official Period Poverty Taskforce with one common goal: eliminating period poverty, creating equality for all.

In partnership with Bloody Good Period, **phs** Group is leading one of just three workstreams tasked at improving access to period products for those who need it. We believe that bringing together our expertise, experience and resources will create a force to be reckoned with.

We also sit on the Welsh Government's Period Dignity Taskforce and Blaenau Gwent's Period Equality Taskforce, which have been set up to ensure products are reaching those who need them.

We also support the Department for Education in providing over 20,000 schools with period products, lessons plans and the resources they need to ensure no learner goes without because of their period.

The award-winning phs Period Equality also supports businesses to create period equality in the workplace, providing free period products to their workforce.

This proposition strengthens a business' corporate social responsibility credentials and shows that the business cares and wants to 'do the right thing'.

**HOW DID PHS
GROUP HELP
PORTLAND
COLLEGE
WITH PERIOD
PRODUCTS?**



**Click the button to watch
the case study**

DOWNLOAD YOUR PERIOD EQUALITY RESOURCES

CUBICLE POSTERS

LANDING PAGE

SOCIAL POST ASSETS

CASE STUDIES

For more information visit:
www.phs.co.uk/maleincontinence
www.phs.co.uk/equality/corporate-pe

