

DISPOSE WITH DIGNITY

CAMPAIGN TOOLKIT



HELPING MEN LIVE WELL



WHAT IS THE CAMPAIGN?

Men can leak too.

Between 3-6 million people in the UK suffer from urinary incontinence*, and whilst leaks have traditionally been seen as a female issue, it's time for a national conversation about the

1 IN 25 MEN AGED OVER 40

who will experience some form of urinary leakage every year in the UK*

* <https://pubmed.ncbi.nlm.nih.gov/20541241/>



PROSTATE
CANCER UK



Group

HELPING MEN LIVE WELL

phs Group is working in partnership with Prostate Cancer UK

Both are driven to remove the stigma around male urinary incontinence by raising awareness with the public, providing guidance for men and creating innovative product solutions. These product solutions will create 'safe spaces' for men to dispose of their incontinence waste.



OUR COMMITMENT

**PHS GROUP AND PROSTATE CANCER UK
ARE HERE FOR THESE MEN.**



As the leading hygiene services provider in the UK, Ireland, and Spain, **phs** Group know what men need when they visit the washroom and are driven to provide facilities that enable all men to dispose of their incontinence products with dignity.



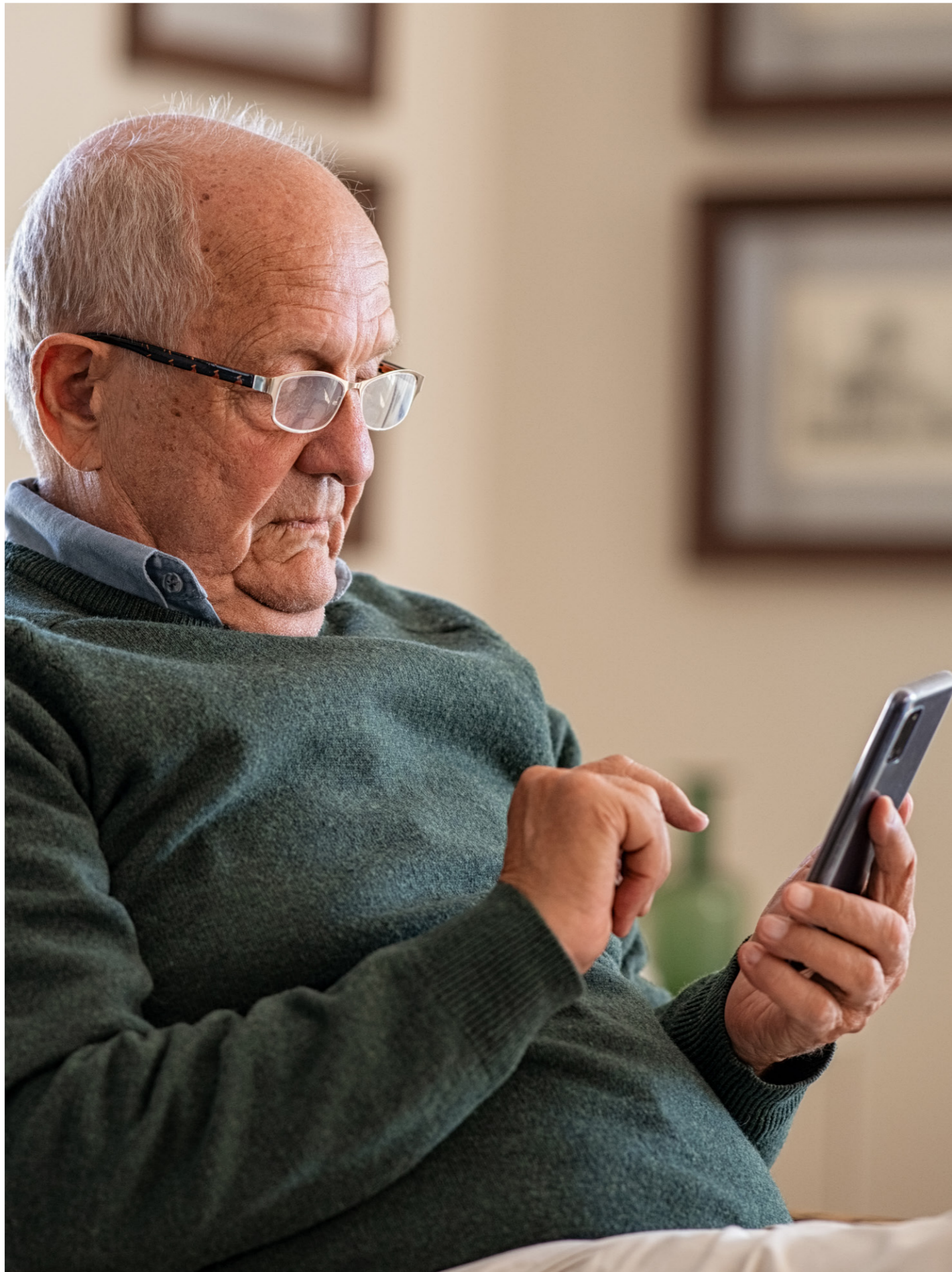
Prostate Cancer UK is the largest men's health charity in the UK, understanding and helping men navigate the issues they face during and after treatments for prostate cancer. This can include incontinence as a result of prostate removal or other treatments such as radiotherapy.



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



@prostateuk



@prostatecanceruk



Posting updates from **15th February**.
Please like and share our stories.

We have also created some social assets
for you to post on your channels, **page 17**.

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.

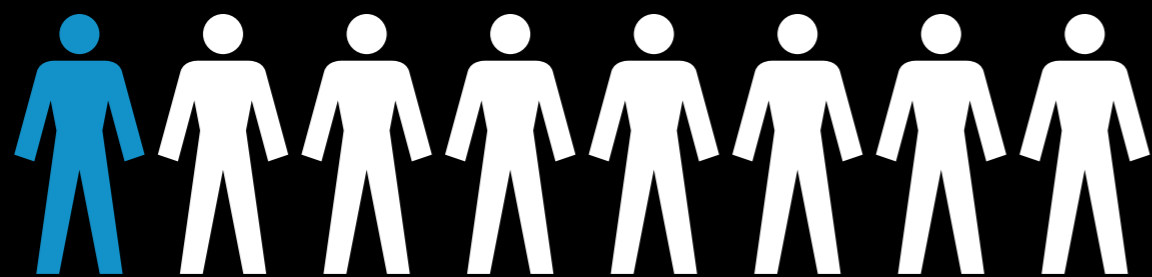
They have a simple ambition – to save and improve the lives of men affected by prostate cancer.

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**.



1 IN 8 MEN

WILL GET PROSTATE CANCER AND SOME WILL EXPERIENCE INCONTINENCE AS A SIDE EFFECT OF THEIR TREATMENT.

For men who are treated for their prostate cancer, **between 2% to nearly 60%** will experience urinary and bladder incontinence.

As many as 1 in 2 (60%) men who have a radical prostatectomy may experience urinary incontinence.

OUR NEW RESEARCH WITH PHS GROUP SHOWS THAT FOLLOWING TREATMENT FOR PROSTATE CANCER,

66%

OF MEN (TWO THIRDS) ARE WORRIED ABOUT BECOMING INCONTINENT.

Prostate Cancer UK support those who face incontinence problems as a result of treatment with Surgery Support packs containing informative materials and provisions.

THEY SEND OUT OVER

4,000

OF THESE PACKS EVERY YEAR, ALONGSIDE 6,400 FACT SHEETS FOR MEN DEALING WITH THESE ISSUES.





THEIR SPECIALIST NURSE SERVICE AND HEALTH INFORMATION ALSO PROVIDES VITAL SUPPORT FOR PEOPLE LIVING WITH PROSTATE CANCER.

The Specialist Nurses team are experts in discussing incontinence as a potential side effect for men having surgery or radiotherapy, and provide a friendly, expert ear for men seeking support.

Prostate Cancer UK are driven to remove the stigma around male incontinence by raising awareness with the public, providing guidance and support for men and campaigning for the provision of male incontinence bins to be made available for men nationally.

They are working alongside **phs** Group to help men live well and to build a future where men's lives are not limited by incontinence.

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 treatable if caught early, but sadly over 10,000 men every year are diagnosed too late for a cure in the UK. We believe every man should get an equal chance of a cure, but this is only possible if his cancer is caught early.

To know your risk today, answer three simple questions with Prostate Cancer UK's 30 second online risk checker:

[Click here to check your risk](#)





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.

Dispose with Dignity

Why we're backing phs Group and Prostate Cancer UK's new campaign

phs Group is a leader in washroom hygiene and are passionate about recognising needs, designing innovative and sustainable solutions to address and deliver them.

phs Group have been steadfast in their commitment to recognising women's issues causing adversity, tackling period inequality and raising awareness about the barriers to education for girls and women caused by a lack of access to sanitary products.

Now, **phs** Group want to bring down the barriers for incontinent men, too, by leading the way, helping to normalise the problem so that nobody feels too embarrassed or ashamed to talk about it.

Together with Prostate Cancer UK, **phs'** Group campaign will highlight the challenges faced by men experiencing male urinary incontinence, to provide a platform for their voices to be heard, and together, to be a catalyst for change.

Prostate Cancer UK is the largest men's health charity in the UK and understands men and the struggles they face during and after treatment for prostate cancer. This can include urinary incontinence as a result of prostate removal, or other treatments such as radiotherapy.

Male urinary incontinence: the facts

One in three men over 65 are estimated to have a urinary incontinence problem in the UK, with 1 in 25 men aged over 40 will experiencing some form of urinary leakage every year in the UK.* Furthermore, The NHS estimate that between 3-6 million people in the UK suffer with some degree of urinary incontinence.**

DISCREET. DIGNIFIED. DISPOSAL.

phs Group are committed to creating safe spaces for men and have therefore created an innovative male incontinence bin designed to help men dispose of their waste safely and discreetly.

We are proud to be supporting this campaign, by installing male incontinence bins across our washrooms. And what's more, the hygiene waste collected in our bins will be sent to energy from waste facilities, which will be incinerated to create energy to power homes, hospitals and even schools***.

What can you do to help?

Help us spread the word! 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**.

Click here to download the letter, posters, and social media assets.

*<https://pubmed.ncbi.nlm.nih.gov/20541241/>

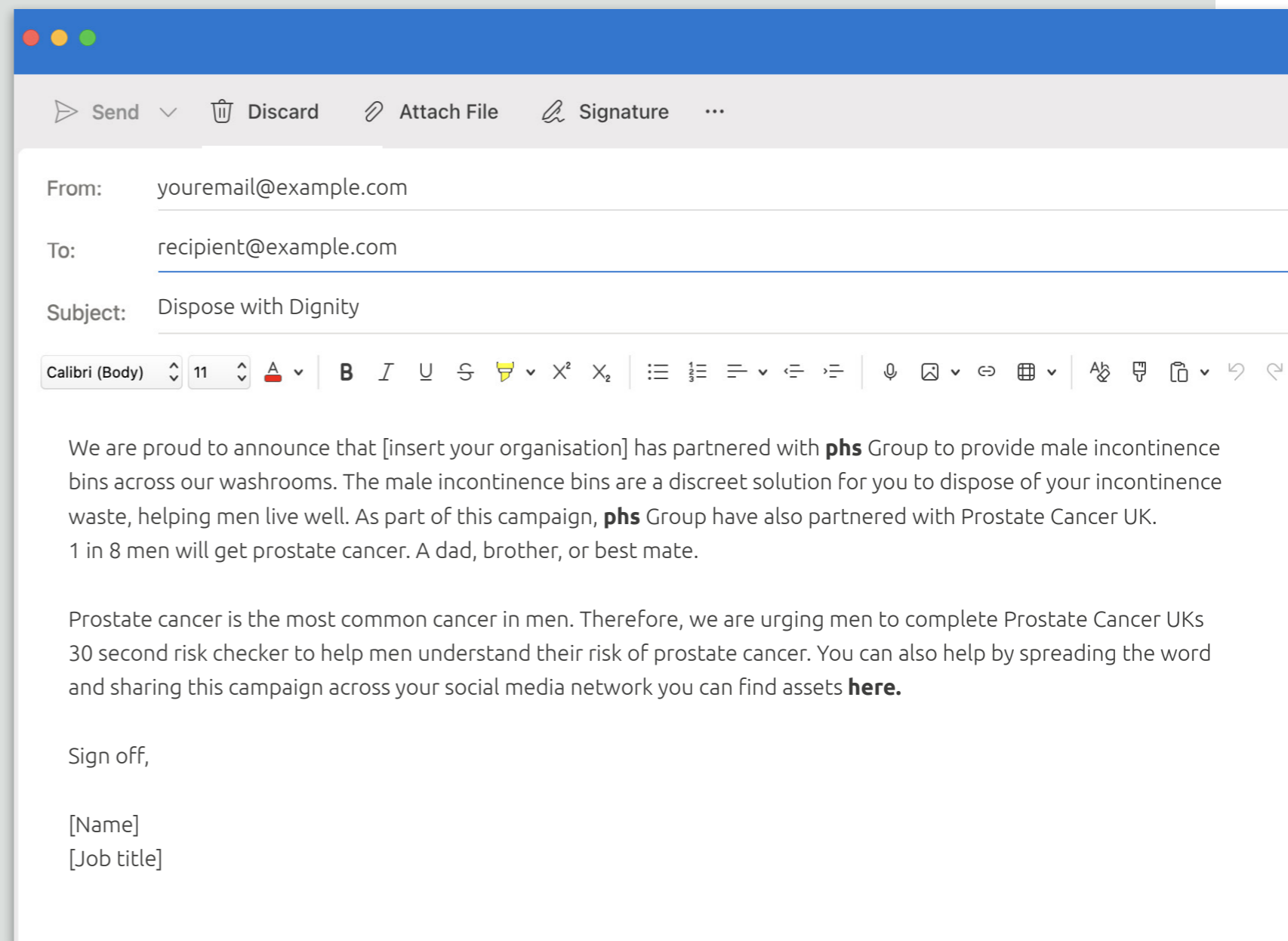
**NHS: <https://www.allaboutincontinence.co.uk/incontinence-statistics> and <https://pubmed.ncbi.nlm.nih.gov/23945476/>

*****phs** has an objective to divert up to 95% of customers waste away from landfill via energy from waste facilities

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.

[DOWNLOAD TEMPLATE](#)



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.



HELPING MEN LIVE WELL

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 18** for downloadable assets.

DISCREET.
DIGNIFIED.
DISPOSAL.
DESIGNED FOR MEN.



PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

1 IN 20
MEN
AGED 60
AND OVER
SUFFER FROM BOWEL
INCONTINENCE*



PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

70%

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



PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

AS MANY AS
60%
OF MEN WHO HAVE A
RADICAL PROSTATECTOMY
MAY EXPERIENCE URINARY
INCONTINENCE*



PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

7 IN 10
MEN
WITH URINARY
INCONTINENCE

SAID THEY WOULD
BE MORE LIKELY TO
USE A RESTAURANT
OR BUSINESS IF
THEY KNEW THEY
HAD PROVISIONS
IN PLACE IN THE
WASHROOM TO
SUPPORT THEM



PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

1 IN 5 MEN

FIRST START EXPERIENCING URINARY
INCONTINENCE SYMPTOMS BETWEEN
THE AGES OF 18 AND 25 YEARS



PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

DOWNLOAD YOUR RESOURCES

CUBICLE POSTERS

LANDING PAGE

WHITEPAPER

WEB/BLOG COPY TEMPLATE

INTERNAL EMAIL TEMPLATE

PRESS RELEASE TEMPLATE

SOCIAL POST ASSETS

MP LETTER

CASE STUDIES



**PROSTATE
CANCER UK**



Group

HELPING MEN LIVE WELL

For more information visit:

www.phs.co.uk/maleincontinence