

WASHROOM EQUALITY FOR ALL

CAMPAIGN TOOLKIT



CREATING WASHROOM EQUALITY



PROSTATE
CANCER UK



P=RIOD
EQUALITY

DOING THE RIGHT THING.

With a strategy to **Always do right, Always seek better and Always put people first**, Churchill Services are committed to foster a safe, respectful and inclusive workplace.

CREATING EQUALITY IN THE WASHROOM.

From male incontinence disposal solution- creating discreet and dignified spaces behind the cubical door, to period equality in the workplace- providing free sanitary products to those who need them. phs are here to help Churchill **continue to build a sustainable and happy place to work.**





**PROSTATE
CANCER UK**



Group

HELPING MEN LIVE WELL

SUPPORTING MEN AND THE ENVIRONMENT

Having a **phs** Male Incontinence Bin in your washroom is a significant gesture that extends beyond just supporting the campaign for men's health needs and creating washroom equality; it's a statement of commitment to environmental sustainability.

1 in 5 workplaces are paying to unblock men's toilets.

By choosing to facilitate these bins, you are aligning yourself with our commitment to diverting hygiene waste away from landfills and saving you money from potential maintenance and unblocking of toilets.

Thanks to our **phs** LifeCycle Strategy the waste we collect from our customers is taken to energy-from-waste sites to produce electricity to power homes, schools, and industries.



phs' initiative also includes the Help Yourself Vend and the bag dispenser, providing discreet and convenient access to essential incontinence products.

By incorporating a disposal method and providing access to products, it showcases your dedication to supporting men's health, promoting environmental responsibility, and championing equality in the washroom.

OUR COMMITMENT

PHS GROUP ARE HERE TO SUPPORT.

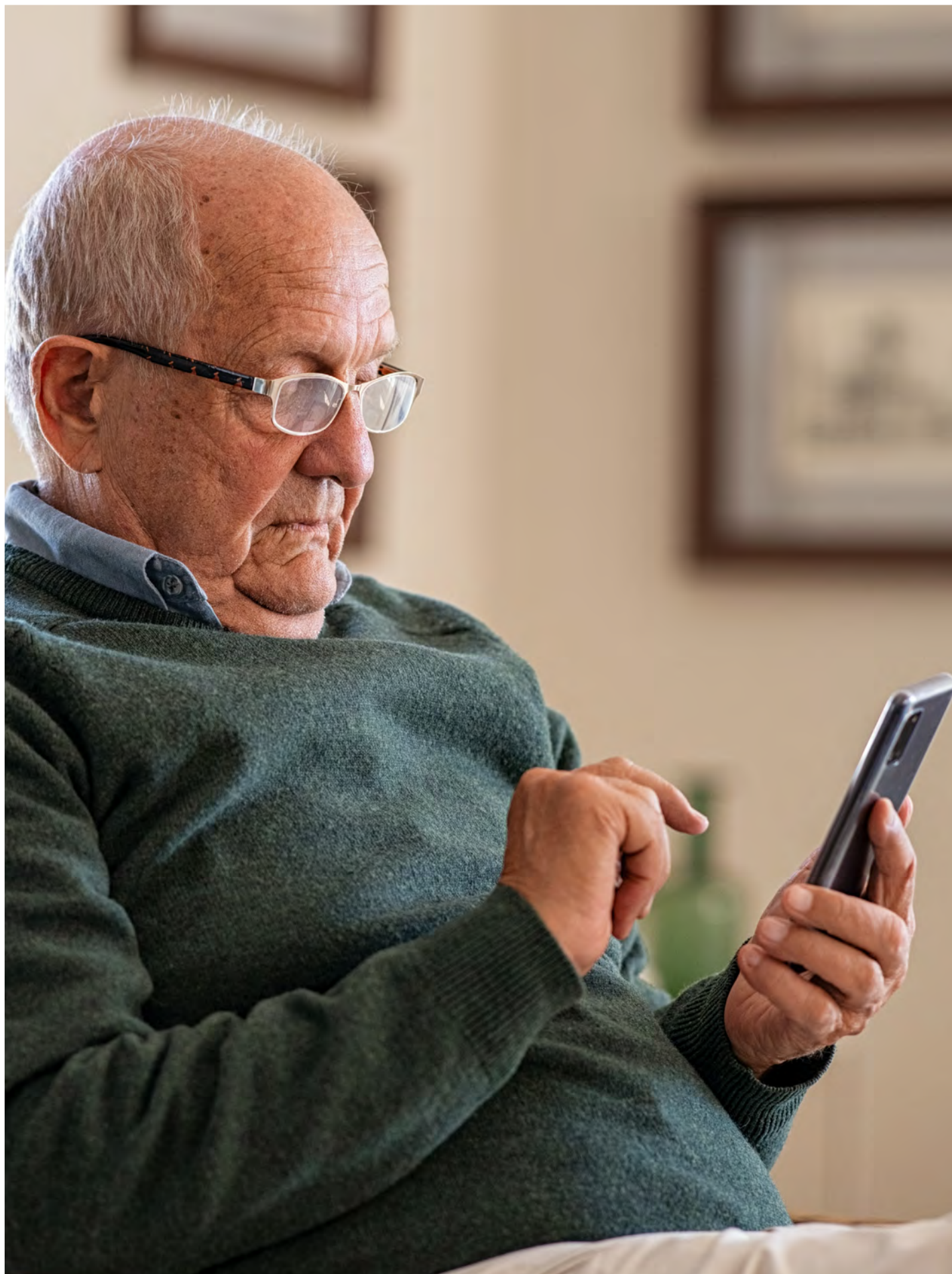


HELPING MEN LIVE WELL

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 Churchill create period equality in the workplace.



YOU WILL ALSO FIND US ACROSS OUR SOCIAL PLATFORMS:

@phsGroup



@churchill.careers



@prostateuk



@prostatecanceruk



We have also created some social assets for you to post on your channels, **page 15**.

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

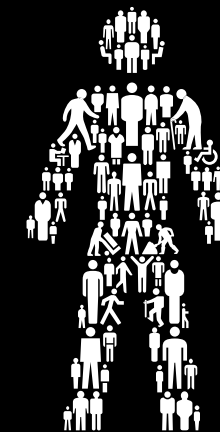
Share with your colleagues, family and networks. View resources **here**.

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.

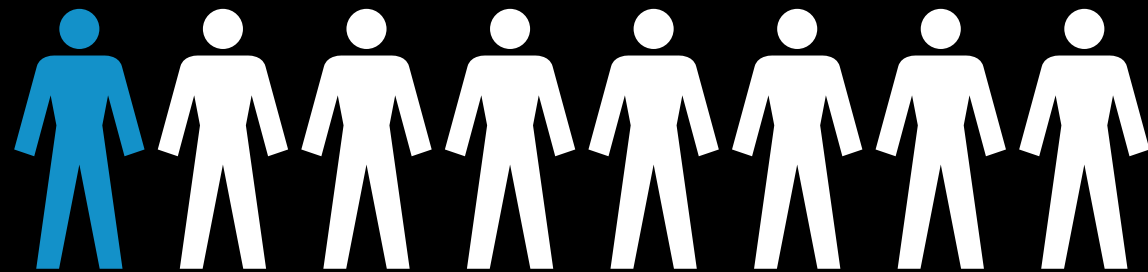
They have a simple ambition – to save and improve the lives of men affected by prostate cancer.

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



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.

**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 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 equality in the washroom.

Dispose with Dignity

Why we're backing phs Group and Prostate Cancer UK's 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 radio therapy.

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 experience 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***.

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, you will be able to work with our clients to provide free period products in the washroom.

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 created a toolkit that includes:

Facts and statistics about male incontinence and period equality

- Tips on how to create social media posts
- Case studies to help prompt conversations
- Downloadable posters
- Example blog copy to support your business

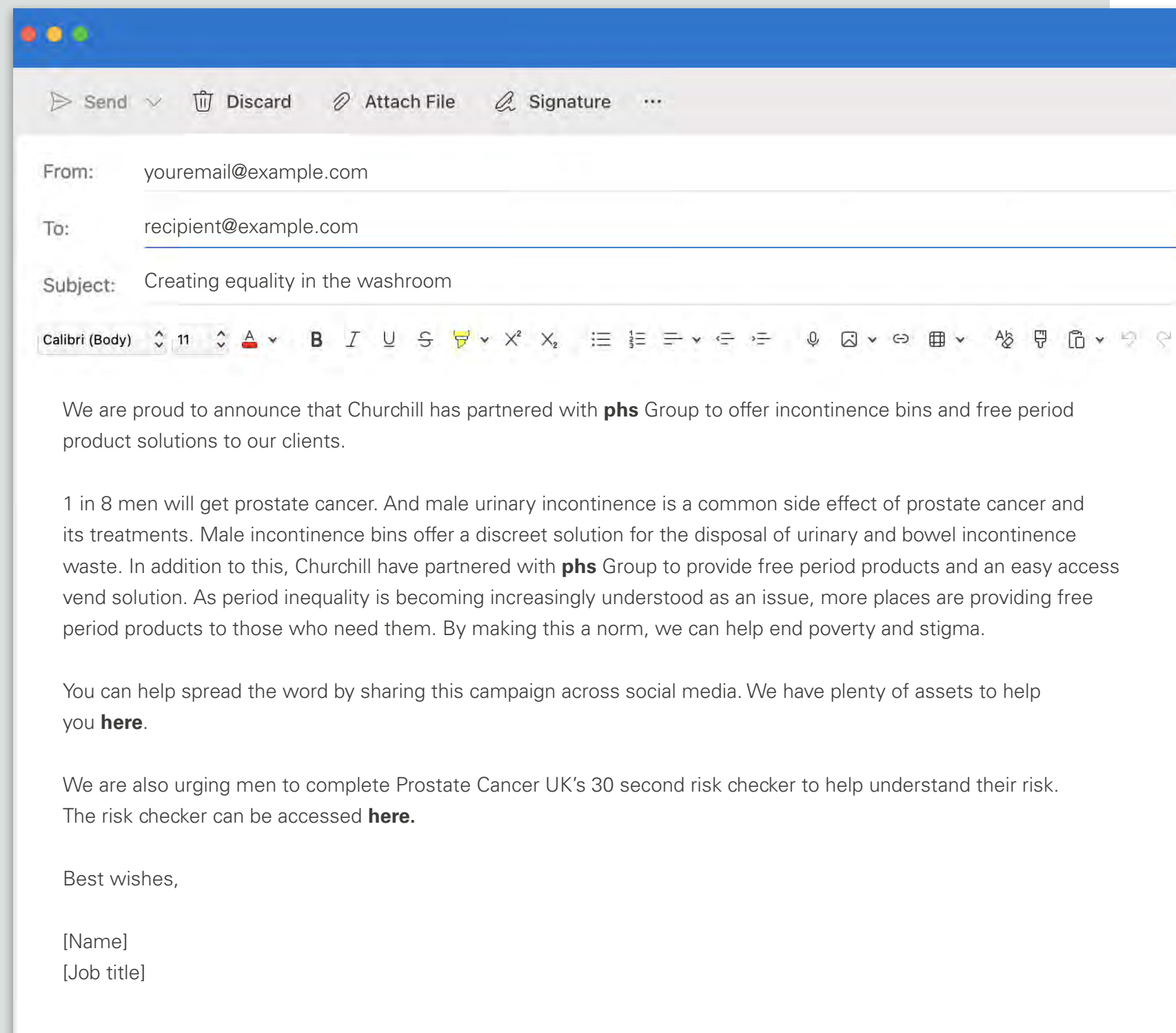
The toolkit has been made available as a resource for everyone to use. It can be downloaded for free.

**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.



The screenshot shows a web-based email client interface. At the top, there's a blue header bar with three colored window control buttons (red, yellow, green). Below this is a toolbar with icons for 'Send', 'Discard', 'Attach File', 'Signature', and a menu icon. The email header fields are as follows:

- From:** youremail@example.com
- To:** recipient@example.com
- Subject:** Creating equality in the washroom

Below the header is a rich text editor toolbar with various formatting options like font face (Calibri), size (11), bold, italic, underline, strikethrough, text color, background color, bulleted list, numbered list, indent, outdent, link, unlink, insert image, insert table, undo, redo, and print. The email body contains the following text:

We are proud to announce that Churchill has partnered with **phs** Group to offer incontinence bins and free period product solutions to our clients.

1 in 8 men will get prostate cancer. And male urinary incontinence is a common side effect of prostate cancer and its treatments. Male incontinence bins offer a discreet solution for the disposal of urinary and bowel incontinence waste. In addition to this, Churchill have partnered with **phs** Group to provide free period products and an easy access vend solution. As period inequality is becoming increasingly understood as an issue, more places are providing free period products to those who need them. By making this a norm, we can help end poverty and stigma.

You can help spread the word by sharing this campaign across social media. We have plenty of assets to help you **here**.

We are also urging men to complete Prostate Cancer UK's 30 second risk checker to help understand their risk. The risk checker can be accessed **here**.

Best wishes,

[Name]
[Job title]

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 it's 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

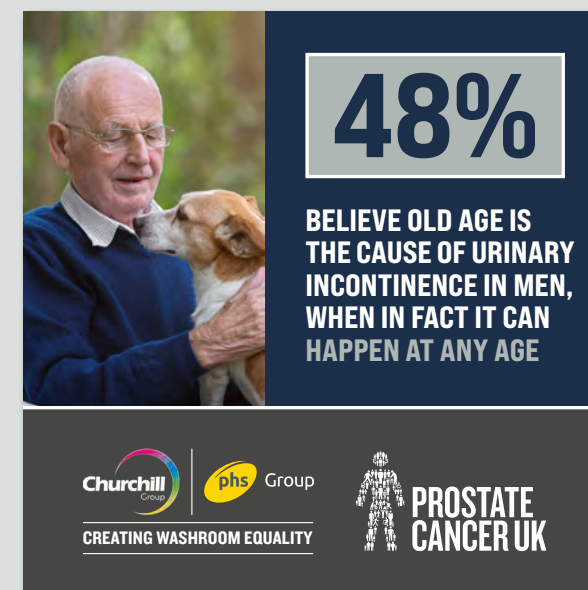
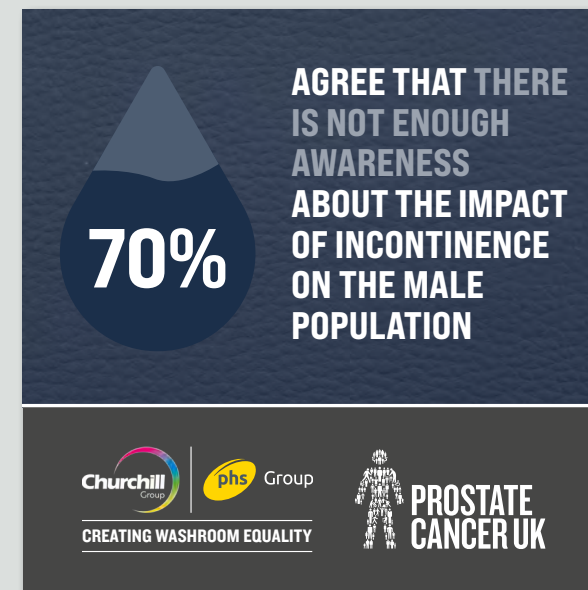
Wednesday 15th February: New research released today uncovers the alarming truth about the widespread prevalence of male urinary incontinence across the UK, and the taboo causing silent suffering in men.

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 19** for downloadable assets.



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



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

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SOCIAL POST ASSETS

CASE STUDIES

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

