

# BOG STANDARD CHARTER

## Campaign Toolkit

Creating BOG STANDARD washrooms  
for men living with incontinence.



HELPING MEN LIVE WELL







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# What is the campaign?

For men living with the effects of prostate cancer treatment or incontinence, the washroom should be a safe space.

We want men with incontinence to feel confident and supported wherever they are, whether that be at work, at the gym, pub with friends or out and about. **Because the 1 in 8 men being diagnosed with prostate cancer in their lifetime might be your father, son, or friend, or one day, you.**

That's why we have created the **BOG STANDARD Charter**, to encourage safe spaces for men, to dispose of their incontinence waste with dignity – which will allow them to continue living their lives, free from embarrassment, shame or anxiety.

1. <https://prostatecanceruk.org/prostate-information-and-support/risk-and-symptoms/about-prostate-cancer>



## BOG STANDARD

The **BOG STANDARD** is a set of guidelines designed to educate organisations on providing essential support for men with incontinence.

The standards are categorised into three tiers: Bronze, Silver, and Gold. Each tier represents a different level of commitment and support from organisations.



### Bronze

The foundation tier of the **BOG STANDARD**. Installation of **pbs** Male Incontinence Bins, specifically designed for the disposal of incontinence products. This ensures men have a basic, but essential facilities to dispose of their waste discreetly and hygienically.



### Silver

This tier builds upon Bronze by offering additional support with the installation of vending machines that provide incontinence products. Providing access to necessary products when they are caught short, ensures no one is left without the support they need.



### Gold

Achieving the gold standard means meeting the requirement to provide both Male Incontinence Bins and vending solutions with incontinence products, as well as carrying out awareness raising activities to promote the risk of prostate cancer and/or participating in Prostate Cancer UK activities.

# What to expect from the BOG STANDARD

When an organisation adopts the **BOG STANDARD** customers and visitors can expect to see various signs of commitment to supporting men living with incontinence. The presence of these elements reassures customers that the establishment is a safe and supportive space.

By adhering to the **BOG STANDARD**, organisations not only provide essential facilities but also contribute to a culture of dignity and respect for men living with incontinence. This initiative encourages men to continue living their lives confidently, knowing they have the necessary support when needed.



## Supporting assets

**Plaque:** A visible plaque indicating the organisation's commitment to creating **BOG STANDARD** washrooms and the tier they have achieved (Bronze, Silver, or Gold) – to be placed in a reception area.

**Tier Certificate:** A certificate at the reception or main entrance, informing customers about their **BOG STANDARD** washrooms, what it entails and why it is important. This certificate will include details about the specific facilities available and the support offered by the organisation.

**Window Sticker:** A window sticker displaying the **BOG STANDARD** logo and the achieved tier. This sticker serves as an immediate visual cue to customers, signalling the organisation's dedication to supporting men with incontinence.

**Cubicle Sticker:** This cubicle sticker is a downloadable resource which can be placed behind the cubicle door, informing cubicle visitors of **BOG STANDARD** and its purpose.

# Why supporting the BOG STANDARD is important

Choosing to support the **BOG STANDARD** is a crucial step in addressing the often overlooked but significant issue of male incontinence and prostate cancer. By adopting these standards, organisations play a pivotal role in creating a supportive environment, helping men live their lives with the respect and dignity they deserve and supporting them to manage their incontinence confidently.

Supporting **BOG STANDARD** makes business sense. It also demonstrates your commitment to social value and showcases that your organisation is committed to doing the right thing.

1. <https://prostatecanceruk.org/prostate-information-and-support/risk-and-symptoms/about-prostate-cancer>

2. <https://prostatecanceruk.org/prostate-information-and-support/risk-and-symptoms/about-prostate-cancer>

3 & 4. *BOG STANDARD Whitepaper*: [https://www.phs.co.uk/male-incontinence/resource-hub/whitepapers/?utm\\_source=phs+Group&utm\\_medium=BOG+whitepaper&utm\\_campaign=BOG+STANDARD](https://www.phs.co.uk/male-incontinence/resource-hub/whitepapers/?utm_source=phs+Group&utm_medium=BOG+whitepaper&utm_campaign=BOG+STANDARD)

## 1 in 8 men

will get diagnosed with prostate cancer in their lifetime.<sup>1</sup>



Over **52,000** men every year in the UK received this life-changing diagnosis.<sup>2</sup>



## Four in five men

(79%) miss day-to-day activities due to their incontinence.<sup>3</sup>



## Two-thirds of men

(65%) feel their life would improve if more bins and vends were available to them.<sup>4</sup>

## Our Commitment

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.



### HELPING MEN LIVE WELL

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.

Together, we have introduced the **BOG STANDARD**, a pioneering kitemark designed to create safe, dignified spaces for men to manage their incontinence. Our aim is to set a new benchmark for organisations, by encouraging them to adopt measures that truly support men in need. Organisations can make a profound impact on the lives of countless men through the provision of necessary facilities and products and participating in awareness drives.

We hope to inspire widespread adoption of **BOG STANDARD** washrooms and drive a significant change in how male incontinence is addressed.

## 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.

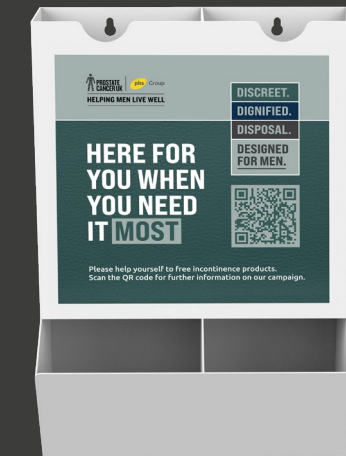
By choosing to facilitate these bins, you are aligning yourself with our commitment to diverting hygiene waste away from landfills and saving you money from potential maintenance and unblocking of toilets.

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.

**DISCREET.  
DIGNIFIED.  
DISPOSAL.**

**DESIGNED  
FOR MEN.**

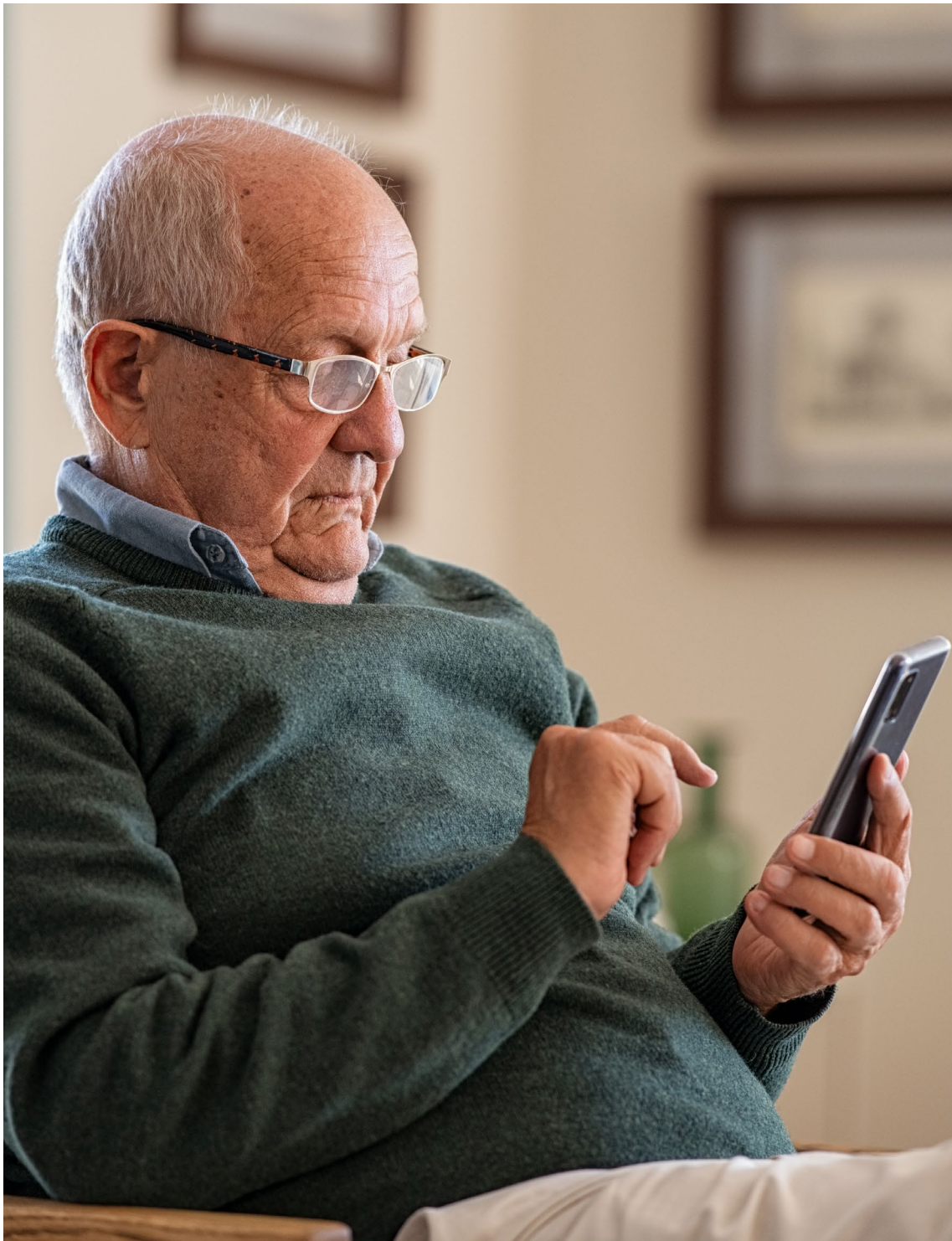
There is a male incontinence waste disposal bin in this cubicle.



**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.





# Find us on social media

@phsGroup



@prostateuk



@prostatecanceruk



Please like and share our stories.

We have also created some social assets for you to post on your channels on [page 25](#)

If you have any further questions, please email [press@phs.co.uk](mailto:press@phs.co.uk)

# How can you help?

To help drive awareness of your **BOG STANDARD** tier in your organisation, please consider the following:



- 1 Share our messages on social media, email, and your company intranet.**  
Encourage all men to complete Prostate Cancer UK's 30-second online [Risk Checker](#).
- 2 Download our campaign resources.**  
Share these with your colleagues, family, and networks.
- 3 Display your commitment.**  
Showcase your support for this initiative by proudly displaying your very own **BOG STANDARD** plaque, certificate, and stickers for everyone to see.

# OVERVIEW OF



PROSTATE  
CANCER UK

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

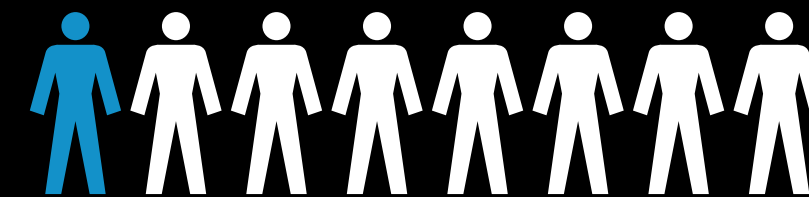
They have a simple ambition – to save and improve the lives of men affected by prostate cancer.

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<sup>1</sup>.**

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

66%

**OF MEN (TWO THIRDS) ARE WORRIED ABOUT BECOMING INCONTINENT<sup>2</sup>.**

1. <https://prostatecanceruk.org/prostate-information-and-support/risk-and-symptoms/about-prostate-cancer>

2. <https://www.ucc-today.com/journals/issue/launch-edition/article/boys-need-bins-campaign>



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.

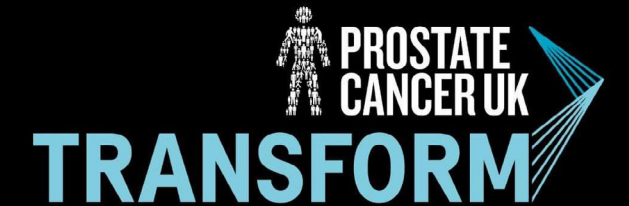
Prostate cancer is treatable if caught early, but sadly over 10,000 men every year are diagnosed too late for a cure in the UK. We believe every man should get an equal chance of a cure, but this is only possible if his cancer is caught early.

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](#)



# PROSTATE CANCER UK'S TRANSFORM TRIAL



The TRANSFORM trial is a landmark £42 million research initiative led by Prostate Cancer UK, aiming to revolutionise prostate cancer screening and significantly reduce mortality rates. This trial, the largest of its kind in 20 years, will engage hundreds of thousands of men across the UK to determine the most effective screening methods for detecting prostate cancer early.

The trial seeks to address the urgent need for a standardised screening programme, as prostate cancer remains the most common cancer without screening protocol in the UK. The trial will test for various screening methods to identify the best strategies for early detection of aggressive prostate cancers.

Co-led by six of the world's top prostate cancer researchers, the trial is expected to more than double the impact of current screening efforts, potentially reducing prostate cancer deaths by 40%. The results of this trial could pave the way for regular, nationwide prostate cancer screening, ensuring men at risk are identified and treated early, thereby enhancing survival rates and quality of life.

**“12,000 MEN DIE OF PROSTATE CANCER EACH YEAR AND IT'S THE MOST COMMON CANCER THAT DOESN'T HAVE A NATIONAL SCREENING PROGRAMME. IT'S ABOUT TIME THAT CHANGED.”**

Dr Matthew Hobbs, Prostate Cancer UK Director of Research





## CASE STUDY

**Martin Wells, 70, is a former self employed professional, and lives in Burnley, Lancashire.**

**Martin was diagnosed with prostate cancer in 2007 and underwent surgery to remove his prostate.**

# “I FEEL I DON’T WANT TO GO ANYWHERE NEW.”

“I was diagnosed after I went to the GP to finally sort out a different unrelated issue.”

“People say to me, ‘oh you look so well Martin’, but nobody knows what’s going on in my mind; how much more pronounced my incontinence is, how I grapple with some of my day-to-day tasks because of it, and how I feel.”

“I have ADHD, and it can mean that I find it challenging to plan for the unexpected and there’s quite a few unexpected leaks and searching for toilets when you’re incontinent.

“Sometimes being a man can get in the way of being a man with prostate cancer. My bravado can cover things up, but living with incontinence can sometimes feel catastrophic.



“My partner is very spontaneous, and he will suggest a trip or an activity and might want to go at short notice – but I can’t manage that as I used to anymore. I have to plan carefully where I’ll be going and what shops, cafes or hotels are around, and will they have loos I can easily access? I think to myself - will they have a bin or not?

“I want to look forward to a great time on a weekend away. I don’t want to worry a bout where to change my incontinence products and what I do with them after I’ve changed them. I don’t want to drop urine-soaked pads in the general waste bin in the toilet or out in public view. I just want to be able to change my products in the cubicle.

“If there were bins everywhere it would make my life so much easier. It would make life so much more joyful, because I wouldn’t be missing moments like spontaneous trips or short city breaks with my partner. I’m unable to be in the moment, and I feel I don’t want to go anywhere new.

“Living like this means living with low-level anxiety every day and perpetually anticipating stress.

“The frustrating thing is that it doesn’t have to be like this. If we have the right support and the right facilities around us – like sanitary bins in men’s loos.

“I expect there to be toilet paper in the loo, so why not a bin for my incontinence pads?”





## CASE STUDY

**Peter Jones, 76, from Watford in Hertfordshire was diagnosed with prostate cancer in 2018 and had an operation to remove his prostate the same year.**

**The treatment was successful in removing the cancer but left him with incontinence.**

# “YOU WOULDN’T EXPECT A WOMAN TO CARRY HER SANITARY PADS OUT INTO THE STREET TO FIND A BIN, SO WHY WOULD YOU THINK IT’S OK FOR MEN TO DO IT?”

“My incontinence really affected me mentally. My confidence just went through the floor. I didn’t want to see anybody, I didn’t want to go out and I didn’t want anybody coming round.

“It wasn’t fair on my family and in the end I agreed to go out and my wife and I went to the theatre together. I had to go and change my pad in the toilet, but there was nowhere for me to put it. In the end I had to put the used pad in a carrier bag and put it back in my shoulder bag and put it under my seat during the second half.



“Every time I went somewhere it became so difficult in terms of what to do with the pad. Sometimes I would have to walk down the street with in it in a plastic bag and put it in a bin in the middle of the street.

“I missed out on so much, so many moments with friends and family. I used to be quite an outgoing guy.

“In the end I thought – I really don’t want to be doing this and I don’t want to go out anymore. I made excuses not to go anywhere and I got really depressed with it.

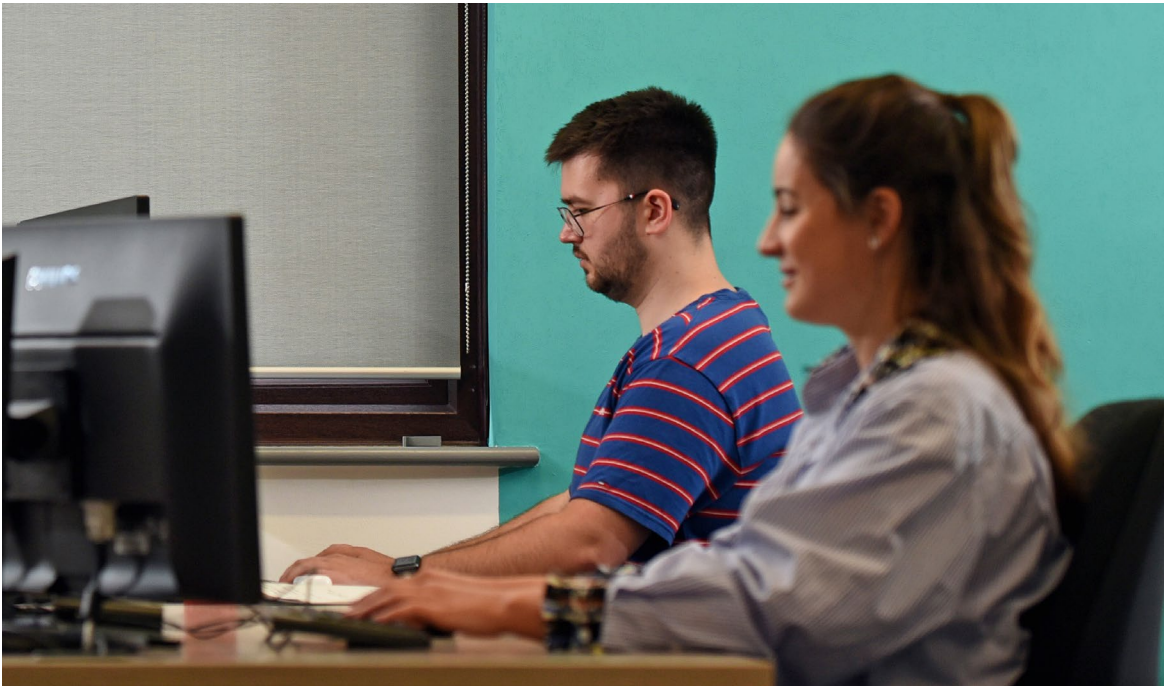
“If I could have changed my pad and binned the old one it would be something. But most of the time, you go to the loo and you come out with a carrier bag with a wet pad in it, and I just thought to myself, this isn’t the way that I want to live my life. I stopped playing golf, stopped seeing my friends and stopped people coming around.

“You wouldn’t expect a woman to carry her sanitary pads out into the street to find a bin, so why would you think it’s ok for men to do it?”



# 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 Dispose with Dignity and the **BOG STANDARD**.



You can post the adjacent blog exactly as it. However, if you want to customise it, here are some tips on how do so:

### Add a quote from your business

For example this could be a quote from your CEO about why the business has adopted **BOG STANDARD**, or a quote from an employee about why they are glad these facilities have been added to your washrooms.

### Take photographs in your premises

To bring the blog to life you could add a photograph of the incontinence bins and vending machines in your washroom, or a photo of the plaque in your reception area.

### Explain your commitment

You could add a few sentences about your business and why adding male incontinence bins is important to you. For example, you could explain how providing these essential washroom facilities aligns with your business’s values.



### Why we’ve achieved BOG STANDARD

*[insert your business name]* are proud to have achieved the *[Gold/Silver/Bronze]* tier of **BOG STANDARD**. This demonstrates our commitment to supporting men living with incontinence by ensuring they are provided with the facilities they need to dispose with dignity in our premises.

### What is BOG STANDARD?

Research by **phs** Group into male incontinence found that men were not being provided with the facilities they need when they are outside their home, and that this was having a negative effect on the lives of thousands of men across the UK, with 78% of men living with incontinence too anxious to leave the house. To combat this, **BOG STANDARD** was created.

**BOG STANDARD** is a set of guidelines launched by **phs** Group in collaboration with Prostate Cancer UK. Achieving **BOG STANDARD** means that male incontinence bins can be found in washrooms at our premises. These bins were specifically developed to ensure they meet the needs of the people who need them.

### The importance of supporting men living with incontinence

- 1 in 8 men in the UK will get prostate cancer, and some will experience incontinence as a side effect of their treatment. Over 52,000 men every year in UK receive this life-changing diagnosis\*.
- 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\*\*.

Statistics show that thousands of men across the UK are living with incontinence, and research from **phs** Group found that many of these men are suffering due to a lack of access to disposal facilities and sanitary products when they are out and about.

We have chosen to implement **BOG STANDARD** in our business, as it is likely that men living with incontinence are already using our washrooms, therefore we think it is vital to provide them with necessary disposal facilities.

We believe that choosing to support The **BOG STANDARD** is a crucial step in addressing the often overlooked but significant issue of male incontinence and prostate cancer. By adopting these standards, we are playing a key role in creating supportive washroom environments, helping men live their lives with the respect and dignity they deserve.

### Working with phs group

We decided to partner with **phs** Group as they are consistently doing pioneering work to create washroom equality for all. 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.

The hygiene waste collected in our **phs** Male Incontinence Bins will also be diverted away from landfill and sent to energy from waste facilities via the **phs** LifeCycle Strategy\*. The energy created from this waste will be used to power homes, hospitals and even schools.

To get involved and learn more about being **BOG STANDARD** visit *[link to landing page]*.

\* Prostate Cancer UK

\*\*Incontinence Statistics (*allaboutincontinence.co.uk*)

+*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 Dispose with Dignity, your **BOG STANDARD** washrooms, and the importance of completing the Risk Checker.

A screenshot of an email client's composition window. The top bar contains icons for Send, Discard, Attach File, Signature, and a menu icon. Below this, the email headers are filled out: From: youremail@example.com, To: recipient@example.com, and Subject: BOG STANDARD Dispose with Dignity. A rich text editor toolbar is visible, featuring options for font face (Calibri), size (11), color, bold, italic, underline, strikethrough, bulleted list, numbered list, indent, outdent, link, unlink, insert image, and insert table. The body of the email contains three paragraphs of text. The first paragraph states that [insert your organisation] has partnered with phs Group to create BOG STANDARD washrooms. The second paragraph explains that BOG STANDARD accreditation means supporting men to discreetly dispose of their incontinence waste behind the cubicle door, and mentions partnerships with Prostate Cancer UK, noting that 1 in 8 men will get prostate cancer. The third paragraph states that prostate cancer is the most common cancer in men and urges men to complete Prostate Cancer UK's 30-second risk checker and share the campaign on social media. The email ends with a sign-off, followed by placeholders for the sender's name and job title.

## Social post examples

To help spread the word about your **BOG STANDARD** washrooms, please share it on your social media profiles to demonstrate support to men living with incontinence.

See [page 28](#) for downloadable assets.





## Displaying your BOG STANDARD tier

Display your **BOG STANDARD** tier plaque in the reception/entrance area alongside a certificate, showcasing to customers/visitors/colleagues that you're an organisation that cares and has the necessary facilities to support men with the disposal of their incontinence waste.

Proudly display your **BOG STANDARD** tier with a window sticker in your entrance doorway/front window, showcasing your building as a place that supports washroom equality and a cubicle sticker to reaffirm your organisations commitment to creating safe spaces behind the cubicle door.



**BOG STANDARD washrooms** ensure no one misses out on every day moments and special occasions.





Download your resources

Cubicle posters

Cubicle sticker

Landing page

Social media assets

Whitepaper

Window sticker & reception signage

Web/blog copy

Case studies

Internal email template

Letters

34% of men found it hard to locate a bin in public toilets.<sup>1</sup>

1. BOG STANDARD Whitepaper [https://www.phs.co.uk/male-incontinence/resource-hub/whitepapers/?utm\\_source=phs+Group&utm\\_medium=BOG+whitepaper&utm\\_campaign=BOG+STANDARD](https://www.phs.co.uk/male-incontinence/resource-hub/whitepapers/?utm_source=phs+Group&utm_medium=BOG+whitepaper&utm_campaign=BOG+STANDARD)





**PROSTATE  
CANCER UK**



**Group**

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**HELPING MEN LIVE WELL**

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**Dispose with Dignity and create  
BOG STANDARD washrooms with us**

[www.phs.co.uk/BOGSTANDARD](http://www.phs.co.uk/BOGSTANDARD)