DISPOSE WITH DIGNITY

CAMPAIGN TOOLKIT

PROSTATE CANCER UK | phs Group

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*


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.
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.

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.
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.
YOU WILL ALSO FIND US ACROSS OUR SOCIAL PLATFORMS:

@phsGroup

@prostateuk  @prostatecanceruk

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

1 IN 8 MEN

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

CASE STUDY

“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.”
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.

“CASE STUDY

“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.”
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.

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***phs has an objective to divert up to 95% of customers waste away from landfill via energy from waste facilities
We are proud to announce that [insert your organisation] has partnered with phs Group to provide male incontinence bins across our washrooms. The male incontinence bins are a discreet solution for you to dispose of your incontinence waste, helping men live well. As part of this campaign, phs Group have also partnered with Prostate Cancer UK.

1 in 8 men will get prostate cancer. A dad, brother, or best mate. Prostate cancer is the most common cancer in men. Therefore, we are urging men to complete Prostate Cancer UK’s 30 second risk checker to help men understand their risk of prostate cancer. You can also help by spreading the word and sharing this campaign across your social media network you can find assets here.

Sign off,

[Name]
[Job title]
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.
DOWNLOAD YOUR RESOURCES
For more information visit:
www.phs.co.uk/maleincontinence