


# Know the signs. Know your risk. Act early. Prostate cancer awareness campaign toolkit

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# Prostate cancer awareness toolkit

## Our campaign – Know the signs. Know your risk. Act early.

Prostate cancer is much talked about in the press but still, too few people are diagnosed at an early stage, when there are greater treatment options available.

We have compiled relevant information and resources to produce this toolkit, which aims to support you in raising awareness within your teams and communities. Please feel free to use as much (or little) of the information included, to support your own prostate cancer campaign or awareness raising in your area.

### Our target audience

- Black men; men with a family history of prostate cancer and men with BRCA or inherited risk
- Secondary audience: family members and friends

### Our campaign partners

- Thames Valley Cancer Alliance
- NHS England South East
- NHS Thames Valley Integrated Care Board
- NHS Bath and North East Somerset, Swindon and Wiltshire

Use this toolkit to select, adapt and share prostate cancer awareness messages across your services and communities

**Top Tips!**

1. **Choose relevant content:** Think who you are trying to engage and their needs to tailor your message
2. **Adopt Multichannel Approaches:** Combine different methods, such as SMS for direct, actionable reminders and social media with simple graphics for broader engagement
3. **Use provided assets:** We have created a range of resources including downloadable graphics to help you
4. **Use peer messengers**: Leverage local clinicians, community leaders or local champions to cascade information and increase trust

# About prostate cancer

Thames Valley Cancer Alliance

## Facts about prostate cancer

- Prostate cancer is the most common cancer in males in the UK with 55,300 new prostate cancer cases in the UK every year - that's around 150 every day (2017-2019)
- There are around 12,200 prostate cancer deaths in the UK every year - that's 33 every day (2021-2023).
- Prostate cancer is the 2nd most common cause of cancer death in males in the UK, accounting for 14% of all cancer deaths in males in the UK (2017-2019).
- 1 in 8 UK males will be diagnosed with prostate cancer in their lifetime (born in 1961)
- Prostate cancer affects 1 in 4 men from Black African, Caribbean and Black British communities

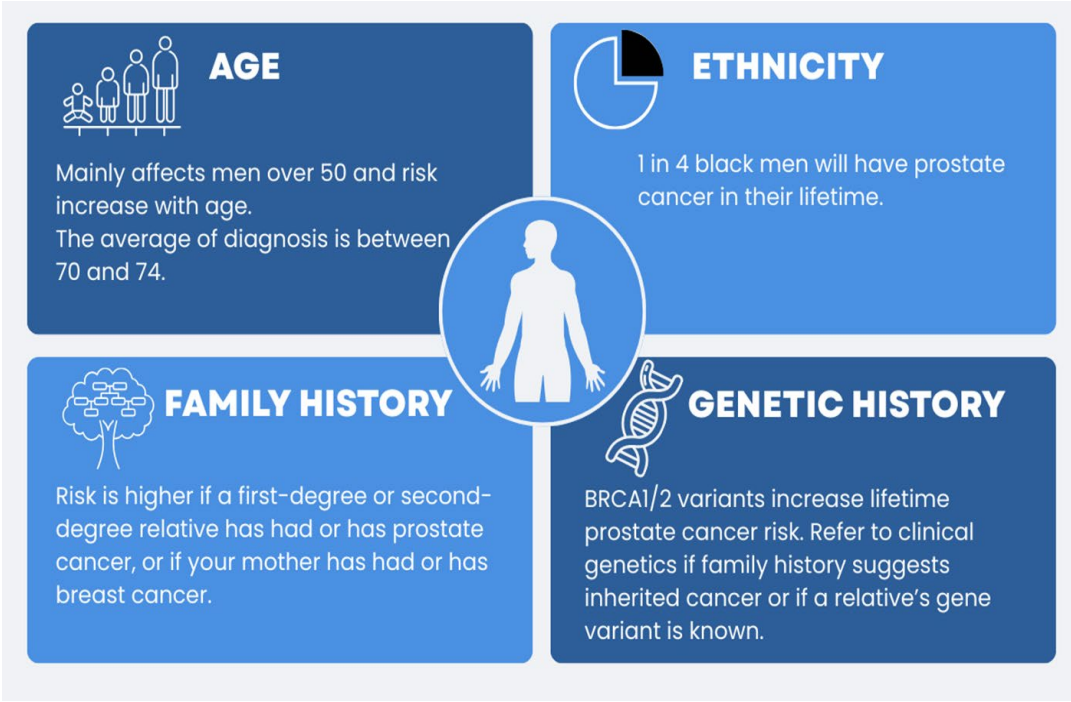
## Prostate cancer risk factors

The exact cause of prostate cancer isn't known but there are some risk factors That increase the likelihood of getting it:

- **Age:** Prostate cancer mainly affects men over 50, and risk increases with age. The average age of diagnosis is between 70 and 74 years.
- **Family history:** Risk of prostate cancer is higher in men whose first degree relative (father, brother) or second degree relative (grandfather, uncle, nephew) has had or has prostate cancer. Risk is also higher in men whose mothers have had or have breast cancer.
- **Ethnicity:** 1 in 4 Black men will have prostate cancer in their lifetime

People with concerns about their risk of prostate cancer can talk to their GP about the pros and cons of PSA testing.

➢ Promote use of the Prostate Cancer UK Risk Checker in 30seconds




References:
1. Prostate cancer risk | Cancer Research UK
2. Prostate Cancer Risk Factors | Prostate Cancer UK | Prostate Cancer UK

# About prostate cancer

## Signs and Symptoms of Prostate Cancer

Early prostate cancer often has no signs or symptoms which is why it's important to understand your risk.

Symptoms of prostate cancer can include:

- Problems urinating, including weak flow, a flow that stops and starts, needing to urinate urgently or frequently, difficulty starting the flow of urine, or feeling like you haven't completely emptied your bladder
- Pain or burning when urinating
- Blood in the urine or semen
- Pain in the back, hips or pelvis
- Problems getting or keeping an erection
- Unexplained weight loss

Many conditions can cause these symptoms, not just prostate cancer. If you have any of these symptoms, talk to your doctor.

Blood in the urine should never be ignored.

References:
1. Prostate cancer risk | Cancer Research UK
2. Prostate Cancer Risk Factors | Prostate Cancer UK | Prostate Cancer UK

# Prostate cancer awareness messages

## Suggested SMS text messages: Generic

- Prostate cancer is the most common cancer in men and knowing your risk could save your life: Prostate cancer
- 1 in 8 men will get prostate cancer. Know the risks and symptoms and take action Prostate cancer
- We are supporting the Thames Valley Cancer Alliance to raise awareness of prostate cancer. Know the signs. Know your risk. Act early. Prostate cancer

## Suggested social media posts or text messages: Black Men

- 1 in 4 black men will get prostate cancer. Know the signs. Know your risk. Act early. Prostate cancer
- Your health is your power. Black men are at a higher risk of prostate cancer - but early detection saves lives. Don't wait, talk to your doctor if you are concerned. Do it for yourself, your family, your community. Check out your risk and more at Prostate cancer
- If you are worried about prostate cancer - don't be too embarrassed to speak to your doctor. It could save your life. https://youtu.be/4CIpWBpAC28

# Prostate cancer awareness – materials

## Know the signs. Know your risk. Act early - TVCA campaign.

Resources at Prostate cancer - thamesvalleycanceralliance.nhs.uk or click images to download.

Social media (PNG):







**Short copy – for X/ Bluesky**

Know the signs. Know your risk. Act early
It's the most common cancer in men in the UK, but do you know your risk?
If you're Black, or have a family history of the disease, your risk may be higher.
If something doesn't feel right, don't ignore it. Speak to your GP.
More: Prostate cancer - thamesvalleycanceralliance.nhs.uk
#ProstateCancer #KnowYourRisk

**Long copy – LinkedIn, Facebook and Instagram**

Know the signs. Know your risk. Act early.
Prostate cancer is the most common cancer in men in the UK, and early prostate cancer often has no symptoms.
Around 1 in 8 men will get prostate cancer. For Black men, it's 1 in 4.
Knowing your risk could make a difference.
Your risk is higher if you:

- are aged 50 or over
- are Black
- have a family history of prostate cancer

Check your risk and more at: Prostate cancer - thamesvalleycanceralliance.nhs.uk and speak to your GP if you're concerned.

Poster (PDF):



# Prostate cancer awareness – social media

## Grow a mo to save a bro – TVCA Movember campaign

Resources at Prostate cancer - thamesvalleycanceralliance.nhs.uk or click images to download







**Short copy for X/ Bluesky**

This #Movember, let's talk prostate cancer.
It often has no symptoms in its early stages, so knowing your risk matters.
Risk is higher if you're 50+, Black or have a family history.
Check your risk: Prostate cancer - thamesvalleycanceralliance.nhs.uk
#ProstateCancer #MensHealth

**Long copy for LinkedIn, Facebook and Instagram**

Movember is more than growing a moustache — it's about starting conversations that could save lives.
Prostate cancer is the most common cancer in men in the UK, but knowing the signs and speaking to your GP can make a difference.
This Movember, we're raising awareness and encouraging men to take notice of changes in their health.
More: Prostate cancer - thamesvalleycanceralliance.nhs.uk

Don't ignore symptoms. Don't put off getting checked. Start the conversation. #Movember #ProstateCancer #MensHealth #CancerAwareness #ThamesValley

# Prostate cancer awareness: social media cont.

## Check your Risk – Prostate Cancer UK

### LinkedIn:

Prostate cancer is the most common cancer in men in the UK, with around 55,300 new cases every year – that's 150 men diagnosed every day.
Early prostate cancer often has no symptoms, which is why understanding your personal risk is so important. The NHS encourages men with concerns to speak to their GP about the pros and cons of PSA testing.

- 1 in 8 men will get prostate cancer
- 1 in 4 Black men will get prostate cancer in their lifetime
- Risk increases with age (over 50), family history, and ethnicity

If you notice symptoms such as urinary problems, blood in urine or semen, persistent bone pain, or unexplained weight loss, don't ignore them – **speak to your GP**.

Take 30 seconds to check your risk and more at using the **Prostate Cancer UK** Risk Checker

Awareness and action leads to earlier diagnosis and better outcomes.
This campaign is led by **Thames Valley Cancer Alliance**, supporting NHS efforts to improve cancer outcomes across England.
#ProstateCancerAwareness #EarlyDetection #NHS #MensHealth #ThamesValleyCancerAlliance

Click image to download



# Prostate cancer awareness – social media cont.

## Facebook:

Prostate cancer is the most common cancer in men in the UK.
Early prostate cancer often has no symptoms, so understanding your risk really matters.

- 1 in 8 men will get prostate cancer
- 1 in 4 Black men are affected
- Risk is higher if you're over 50, have a family history, or are from a Black African, Caribbean or Black British background.

Symptoms can include:

- Problems urinating
- Blood in urine or semen
- Pain in the back, hips or pelvis
- Erectile problems
- Unexplained weight loss

These symptoms can have other causes, but blood in urine should never be ignored. Always speak to your GP.
Take **30 seconds** to use the **Prostate Cancer UK** Risk Checker and find out more about your risk.
#ProstateCancer #MensHealth #NHS #KnowYourRisk #EarlyDiagnosis

## X / Bluesky:

Early prostate cancer often has no symptoms. Know your risk.
Your risk is higher if you're over 50, have a family history of prostate cancer, or are Black.
It takes just 30 seconds to check your risk: Risk Checker
#ProstateCancer #MensHealth

# Prostate cancer awareness – social media cont.

## Instagram:

1 in 8 men will get prostate cancer
1 in 4 Black men are affected
It's the most common cancer in men in the UK

Early prostate cancer often has no symptoms, which is why knowing your risk is vital.

- Symptoms can include:
- Urinary problems
- Blood in urine or semen
- Back, hip or pelvic pain
- Erectile problems
- Unexplained weight loss

❗ Blood in urine should **never** be ignored.

Take 30 seconds to use the Prostate Cancer UK Risk Checker
Talk to your GP about concerns or PSA testing
Led by Thames Valley Cancer Alliance, helping more men across England get diagnosed earlier.

#ProstateCancerAwareness #MensHealth #NHS #KnowYourRisk #ThamesValleyCancerAlliance

# Prostate cancer awareness – newsletters & websites

**Option1:**

**Prostate Cancer Awareness**
Prostate cancer is the most common cancer in men in the UK, with around 55,300 new cases diagnosed each year. Early prostate cancer often has no symptoms, which is why understanding your personal risk is so important. Risk increases with age (over 50), family history, and ethnicity – with 1 in 4 Black men affected. The NHS encourages anyone with concerns to speak to their GP about the pros and cons of PSA testing. You can also take 30 seconds to check your risk using the Prostate Cancer UK Risk Checker.

More at : Prostate cancer - thamesvalleycanceralliance.nhs.uk

**Option 2:**

**Prostate Cancer Awareness for Black Men**
Prostate cancer affects 1 in 4 Black men in the UK, making it one of the biggest health risks facing Black African, Caribbean and Black British men. Early prostate cancer often has no symptoms, so knowing your personal risk is vital. The NHS encourages Black men aged 45 and over, or anyone with a family history of prostate cancer, to speak to their GP about prostate health and the pros and cons of PSA testing. You can also take just 30 seconds to check your risk using the Prostate Cancer UK Risk Checker.
This awareness campaign is led by Thames Valley Cancer Alliance, supporting earlier diagnosis and better outcomes for Black communities across England.

More at: Prostate cancer - thamesvalleycanceralliance.nhs.uk

# Prostate cancer awareness posters and videos

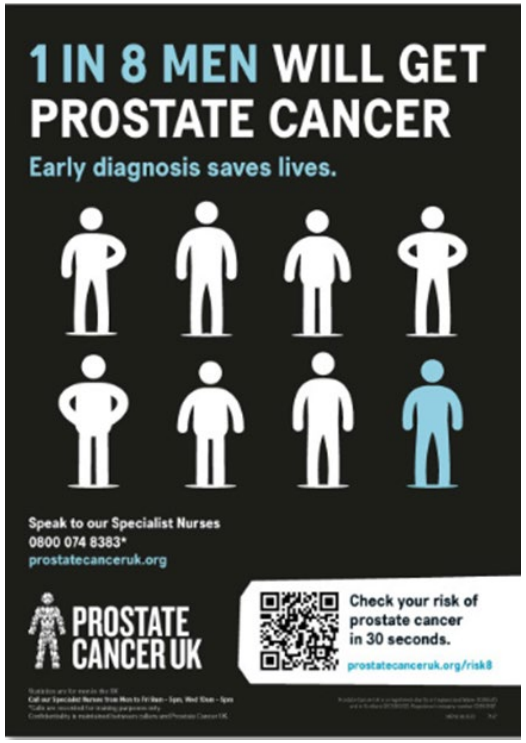
Thames Valley Cancer Alliance

Campaign resources from Prostate Cancer UK and other sources:
Click on the image to access





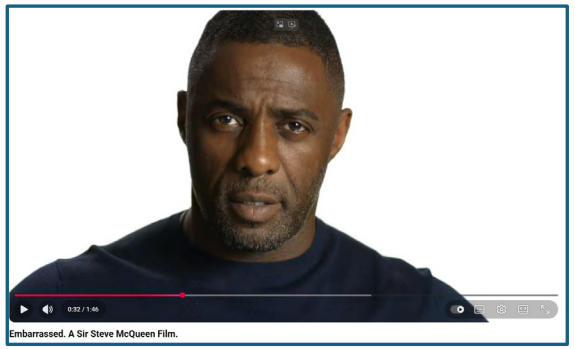





**Translated material:**
Prostate Cancer UK offer information in other languages including: Arabic, Bengali, Chinese, Dari, Fasi, Gujarati, Pashto, Polish, Portuguese, Punjabi, Romanian, Russian, Somali, Tamil, Turkish, Ukrainian, Urdu and Welsh.
Click here to access

**LGBTQ +**

For information to support trans women, visit the Prostate Cancer UK website




Sir Steve Mcqueen's Embarrassed video featuring black celebrities.
Key message: don't be too embarrassed to discuss concerns about prostate cancer with a health professional