

# Transforming the future for prostate cancer

The Prostate Cancer Charity's  
2020 goals and 2008-2014 strategy





# Introduction from Chairman and Chief Executive



**Paul Forster**



**John Neate**

‘Transforming the future for prostate cancer’ sets out five major goals that we believe need to be achieved for people affected by prostate cancer by 2020. These goals will be reached when everyone concerned – people affected by the disease, charities, health professionals, the NHS, researchers and supporters – moves in the same direction with a sense of united purpose.

The Prostate Cancer Charity, as the UK’s leading voluntary organisation working with people affected by prostate cancer, has an essential role to play in leading the prostate cancer community to reach these 2020 goals. This document explains what we will be doing over the next six years (2008-14) to fulfil this role. It explains where we will be providing services directly and where we will be working with others to secure the vital improvements we must see in men’s experiences of prostate cancer.

By defining 2020 goals in terms of changes we want to achieve across the key aspects of

prostate cancer, we ensure that people affected by prostate cancer are placed firmly at the centre of all we do.

Although we can be encouraged by the significant advances made over recent years in the profile of prostate cancer, we still face enormous challenges in making up the ground lost through the historical legacy of neglect. We know, for example, that long term under-funding of prostate cancer research has resulted in many unanswered questions about prostate cancer testing, treatment and awareness-raising. We also know from national surveys that prostate cancer patients report a worse experience of NHS care than patients with other common cancers. This situation must change – and change urgently.

A number of themes from The Prostate Cancer Charity’s previous strategies will be continued and strengthened here. In addition, new elements are being introduced. Our key emphases will include:

- Placing people affected by prostate cancer at the heart of all we do
- Campaigning to improve men’s experience of prostate cancer through our own efforts and jointly with other organisations
- Bringing the views of people affected by prostate cancer and the Charity’s overall knowledge and experience to bear in training health professionals and helping to shape standards of treatment and care

- Integrating all of the Charity's resources and outlets – media, marketing, research, services, fundraising and campaigning – to achieve our priorities
- Diversifying our approaches to raising awareness of prostate cancer – to target not only men themselves, but also the families, partners and carers in their lives
- Prioritising our work in African Caribbean communities – where there is a heightened risk of prostate cancer
- Extending our reach to include all sectors of the population, particularly those who are normally less responsive to health care messages
- Developing the Charity's influence at the national and local level – working across the Four Nations of England, Scotland, Wales and Northern Ireland
- Recognising the vital role of volunteers in the work of the Charity through a structured programme of training and support

Supporters and other members of the public often express concern at the overall number of registered prostate cancer charities. While diversity is valuable, it can also bring duplication and confusion. The Prostate Cancer Charity is always ready to discuss with other charities how we might work more closely together – including through merger – where this would enable people affected by prostate cancer to be served more effectively.

We want to mobilise a movement for change in the UK in tackling prostate cancer. We can only do this when everyone with an interest in prostate cancer is prepared to take some form of action – to donate their time, skill or finances, to support campaigns, to contact the media or to raise awareness about prostate cancer. We do hope that the ideas we have set out here will inspire you to get involved.



**Paul Forster**  
Chairman



**John Neate**  
Chief Executive



# Our Vision, Mission Principles and Values



## Our Vision

A world where lives are no longer limited by prostate cancer



## Our Mission

Fighting prostate cancer on every front –  
through research, support, information and campaigning

## Principles and values

We will adopt the following strategic principles and values in extending the Charity's influence and in implementing this strategy:

- Ensuring that people affected by prostate cancer are at the heart of all we do and are systematically involved in all our work
- Adopting innovative and creative approaches in tackling prostate cancer
- Preserving integrity and independence in all we say and do
- Ensuring that our public positions and priorities are well informed and defensible
- Seeking opportunities for partnership working, both as an expression of a collaborative attitude and to avoid duplication of effort or unhelpful competition
- Modelling good practice to other organisations
- Influencing other organisations to pursue positive programmes of action on prostate cancer

# 2020 goals and strategy 2008-14



The aim of this document, 'Transforming the future for prostate cancer', is to drive change that will make a significant difference to the lives of people affected by prostate cancer. We have established five major goals for 2020, setting out the changes to be achieved across the various key aspects of prostate cancer.

The 2020 goals are informed by our own ambitions and beliefs about what can be achieved. They are also informed by the knowledge and experiences of a range of important stakeholders, including people affected by prostate cancer as well as leading clinicians, researchers and policy makers. They are challenging yet realistic.

We have developed a number of specific targets to enable us to monitor progress against the 2020 goals. Details of the current baseline for each of the targets and how we will measure progress against these are available in a separate document, '*Transforming the future for prostate cancer: goals and measures*', and on the Charity's website.

Underpinning the 2020 goals is the Charity's own organisational strategy (2008-2014), identifying the key steps that we will be taking over the next six years to move towards achievement of the goals.

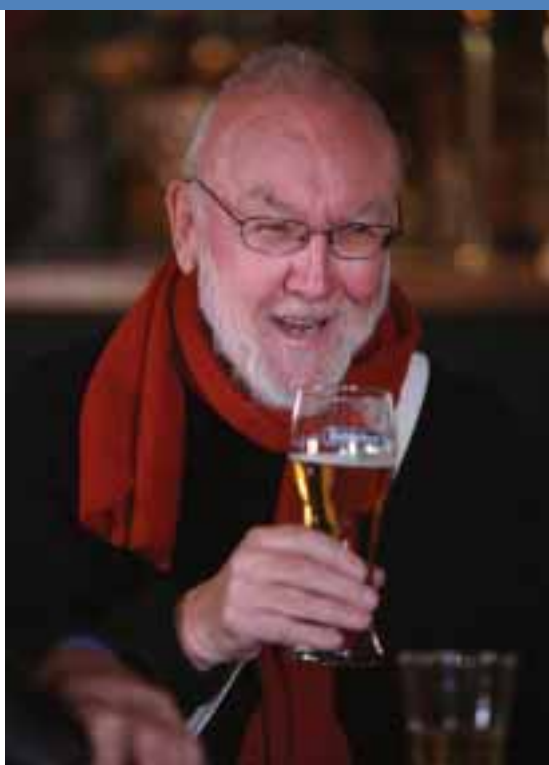


# Goal one





By 2020, significantly more men will **survive** prostate cancer



# Goal one

## Targets

- The total annual death rate from prostate cancer will have been **reduced by 30%** – from 25 per 100,000 to 18 per 100,000 total population
- **80%** of all prostate cancer cases will be diagnosed at a stage when they can be more successfully treated, i.e. confined within the prostate gland



## Actions 2008-14

Progress on reducing the death rate from prostate cancer is firmly linked to the research agenda. Critically important will be the development of a specific diagnostic test to identify aggressive prostate cancers and differentiate them from slow growing forms of the disease. This test should lend itself to being used as the basis for a national screening programme and would enable treatment to be focused on those men for whom prostate cancer poses a serious risk to health.

Other priorities for research include achieving a better understanding of the causes of prostate cancer and means of preventing it, the reasons for the increased risk of prostate cancer in African Caribbean men, better control of advanced disease, and the development of more effective treatments.

Achievement of reduced prostate cancer death rates will also be dependent on ensuring that men across the UK have equal access to the same range of high quality services (Goal 4) and that new treatments, for which good evidence exists, are rapidly introduced into clinical practice and made available for all men who will benefit from them.



## We will

- **Increase research spending** broadly in line with overall growth in the Charity's income, funding the highest quality research across the UK on a fully competitive basis – across the spectrum from basic research in the laboratory, to translational research, to clinical research with patients, to psychosocial research into the physical, psychological and emotional issues affecting men with prostate cancer and their families
  - **Invest the Charity's resources strategically** to add value to the overall prostate cancer research effort in the UK, addressing the key research questions identified above and helping to develop prostate cancer research capacity
  - **Lobby for increased research** directed at developing a new, specific diagnostic test for prostate cancer, capable of distinguishing aggressive prostate cancers and forming the basis for a national screening programme
  - **Lobby for increased research** into prostate cancer prevention
  - **Lobby for increased research** into the improvement of survival and quality of life for men who have advanced prostate cancer
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- **Consider** whether the Charity should fund **prostate cancer research overseas** where that might offer benefit to men affected by prostate cancer in the UK
  - **Engage actively with the wider research community**, both in the UK and internationally, and fund research jointly with other research organisations where this will produce greater return
  - **Communicate the results** of our research investment to the public and use our research effort to engage supporters with our work, increasing our overall income
  - **Lobby** to ensure that overall research funding in the UK is significantly increased and that new evidence-based treatments are rapidly and consistently introduced across the UK and made available for all men who will benefit from them

# Goal two





By 2020, society will **understand** the key facts about prostate cancer and will **act** on that knowledge



# Goal two

## Targets

- **75%** of men and women will know that prostate cancer is the most common cancer in men
- **70%** of men and women will know what the prostate gland does
- **70%** of men and women will know about lifestyle factors, as evidence about these factors emerges, that may reduce the risk of prostate cancer
- **70%** of men and women over the age of 45 will know the risk factors for prostate cancer
- **70%** of men and women over the age of 45 will know key signs and symptoms of prostate cancer
- **90%** of men with a concern about prostate cancer symptoms will act on that knowledge and will visit their GP



## Actions 2008-14

Public awareness of the function of the prostate gland and about prostate cancer is low. The fact that self checking is not possible, that evidence on preventative action is weak, that there is no specific test for prostate cancer that will reliably distinguish aggressive prostate cancers from slow growing forms, and that there is no national screening programme for prostate cancer, means that there is no simple, clear call to action. We also understand too little of what influences men's behaviour in responding to messages about prostate cancer.

It is vital to find effective ways of communicating about prostate cancer so that men, their partners and families are best equipped to deal with it.



## We will

- **Review existing research** and commission new research, as required, to understand what influences men in responding to health messages about prostate cancer
- **Identify the evidence** on the effectiveness of complementary therapies and lifestyle changes in helping prevent prostate cancer or slowing progression of the disease
- **Work with external partners** as appropriate to develop clear and effective awareness-raising messages and ways of delivering these messages that empower men from all sections of society in responding to the threat of prostate cancer
- **Ensure that the impact** of targeted prostate cancer awareness campaigns is effectively evaluated – both in terms of increased understanding and behaviour change
- **Extend our awareness-raising** work to include not only men, but also the families, partners and carers in their lives – particularly women who are often key influencers of men's health behaviour
- **Recruit and train men and women** across the UK, as part of our National Volunteer Programme, to help us raise awareness of prostate cancer in local communities
- **Lobby Government** to fund national awareness campaigns on prostate cancer, to be delivered in partnership with the voluntary sector
- **Use all the Charity's communication channels** and activities, including fundraising, media, marketing, service provision and campaigning, to achieve greatest impact in raising awareness of prostate cancer
- **Consider the role of paid-for advertising** in maximising the impact of awareness campaigns
- **Optimise the value of both traditional and new media** in delivering prostate cancer awareness messages and campaigns



# Goal three





**By 2020, African  
Caribbean men and  
women will know  
more about prostate  
cancer and will act  
on that knowledge**



# Goal three

## Targets

- **75%** of African Caribbean men and women over the age of 30 will know that African Caribbean men have an increased risk of prostate cancer compared with white men
- **All African Caribbean men** with a prostate cancer concern will have access to high quality and culturally appropriate information, care and services
- The proportion of African Caribbean men who are diagnosed with prostate cancer when it is no longer contained within the prostate gland will have been **reduced by 25%**

## Actions 2008-14

In the UK, African Caribbean men are three times more likely to develop prostate cancer – and are more likely to develop cancer at an earlier age – than white men.

There is evidence that too few African Caribbean men are aware of this heightened risk. It is also known that there are barriers within African Caribbean communities, which may be cultural or concerned with the organisation of health services, which may cause men to delay seeking advice about prostate cancer concerns, resulting in the cancers being more advanced at diagnosis.

The Prostate Cancer Charity has a significant track record of work related to prostate cancer within the African Caribbean population. This has included funding research into prostate cancer risk and working in local communities to raise awareness.

Although the African Caribbean population in the UK is relatively small (less than 2%), we believe that with concentrated effort, a significant and positive difference can be made to the impact of prostate cancer on African Caribbean men.



## We will

- **Maintain the Charity's position** as the leading voluntary sector authority on prostate cancer in African Caribbean communities
- **Review existing research and commission new research**, as required, to understand what influences African Caribbean men in responding to health messages about prostate cancer
- **Deliver and evaluate** targeted prostate cancer awareness campaigns to African Caribbean communities – both to men and women
- **Work with African Caribbean community** leaders to understand barriers to access to health services and to devise ways of tackling these barriers
- **Lobby Government and the NHS** to ensure that health services are accessible and culturally appropriate to African Caribbean men
- **Work with health professionals** to ensure that they are fully aware of, and respond effectively to, cultural issues which affect African Caribbean men's access to health services
- **Continue to review the Charity's own information** and service provision to ensure that it is culturally appropriate to African Caribbean communities
- **Recruit volunteers** from African Caribbean communities to support the development and delivery of targeted awareness-raising activities
- **Ensure that work with African Caribbean communities is integrated** across all of the Charity's activities and communication channels, including fundraising, media, marketing, service provision and campaigning, to achieve greatest impact in raising awareness of prostate cancer

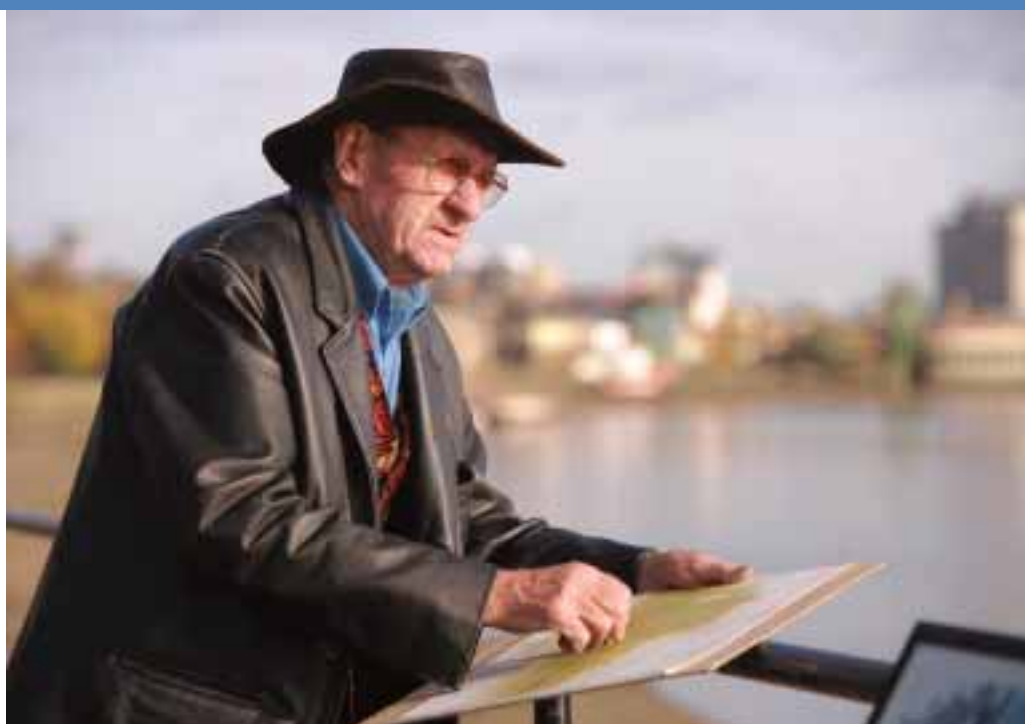


# Goal four





By 2020, **inequalities in access** to high quality prostate cancer services **will be reduced**



# Goal four

## Targets

- **All men** affected by prostate cancer, regardless of where they live in the UK, will have access to the same range of high standard services related to diagnosis, treatment – including management of side-effects – and information and support
- **All men**, for whom it is relevant, will be advised of the potential to take part in clinical trials
- **The overall reported NHS experience** of men affected by prostate cancer will have moved from being the worst compared to other common cancers (breast, lung and colorectal) to being on par with the best



## Actions 2008-14

We know from national surveys that the overall NHS experience of men affected by prostate cancer is worse than for patients with other common cancers. We also know that there are variations in standards of NHS prostate cancer diagnosis, treatment and care across the UK.

The Prostate Cancer Charity has worked hard to achieve change on behalf of people affected by prostate cancer and we believe that through our efforts, we have already made a difference. However, there is much more to be achieved and we intend to take relentless action, through campaigning, and through collaborative work with Government, the NHS and health professionals, to bring about the necessary improvements.



## We will

- **Mobilise people locally and nationally** in lobbying for improvements across the range of issues affecting prostate cancer – from research through to ongoing support for men with the disease
- **Collaborate with other charities**, particularly through the Prostate Cancer Charter for Action, in lobbying with a common voice for NHS service improvements
- **Deliver campaigns** designed to achieve improvements in particular aspects of prostate cancer research, health services, support and information
- **Define a 'gold standard'** for prostate cancer services and care which should be available to all prostate cancer patients within the NHS and lobby for this standard to become the norm across the UK
- **Engage with Government and the NHS** in shaping arrangements for delivering high standards of care across the UK and monitoring the quality of service delivery
- **Work with health professionals**, including through education programmes, to enhance the standards of care and treatment provided to men affected by prostate cancer
- **Work with the NHS** and agencies involved in co-ordinating and supporting clinical trials in the UK, to promote access for men with prostate cancer to relevant clinical trials



# Goal five





By 2020, people affected by prostate cancer will have their **information** and **support** needs addressed effectively



# Goal five

## Targets

- All men with concerns about prostate cancer will have access to timely and accurate information from their GP about the pros and cons of current diagnostic tests, e.g. the PSA test, and will be enabled to exercise an informed choice about whether to undergo these tests
- All men with suspected prostate cancer will have access to full and timely information to enable them to make informed decisions about further investigation and diagnostic tests, e.g. biopsy
- All men diagnosed with prostate cancer will have access to a named clinical nurse specialist to provide them with information and support throughout their treatment
- All men diagnosed with prostate cancer will have their information and support needs assessed at the point of diagnosis – and periodically throughout their treatment – and will be provided with timely and accurate information about treatment options and treatment side effects
- All men living with prostate cancer will have access to information and support to enable them to live as normal a life as possible

## Actions 2008-14

Prostate cancer is a disease of complexity and uncertainty. There are still far too many questions unanswered about its causes, how to prevent it, how to reliably distinguish between aggressive and slow growing forms of the disease, and how best to treat it once diagnosed.

There are many questions which a man faces in deciding his approach to the possibility that he may have prostate cancer. There are many more questions he faces in deciding on treatment options. All of this means that effective, timely and accessible information and support are essential throughout the journey to enable men to reach informed choices about the route they wish to take.

- All families, partners and carers of those affected by prostate cancer will have access to relevant information and support
- All people affected by prostate cancer will be signposted by the NHS to the extensive information and support available from national organisations like The Prostate Cancer Charity and from local support groups



## We will

- **Continuously review our information** and support services to ensure that they are high quality, appropriate and accessible to everyone affected by prostate cancer
  - **Develop our services** in response to the needs of people affected by prostate cancer and their preferences for how they wish to access information and support – whether through publications, peer support, by telephone, online or via other new technologies as they emerge
  - **Work with the NHS** to offer every man with a prostate cancer concern, throughout his journey, access to support and information provided by The Prostate Cancer Charity
  - **Use all channels**, including the media and companies with which we work, to ensure that people affected by prostate cancer receive our information and are aware of our services
  - **Work with the NHS and lobby** to ensure that the Government's Prostate Cancer Risk Management Programme (designed to assist GPs in counselling men with concerns about prostate cancer, but who do not have symptoms), is regularly reviewed and effectively and consistently implemented
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- **Campaign for increased provision** of clinical nurse specialists within the NHS – seeking to ensure that the ratio of clinical nurse specialists to numbers of men diagnosed with prostate cancer is increased to match the best of provision for other common cancers
  - **Develop, with academic partners** where appropriate, our own health professional education programme to improve the ability of health professionals to understand and meet the needs of people affected by prostate cancer
  - **Work with health professionals** and academic partners to develop tools to aid assessment of men's physical and emotional needs (e.g. relating to continence, sexual wellbeing, depression and anxiety) and ensure that men are referred to the appropriate specialists for advice and support

# Delivering the strategy

**We will implement this strategy by working jointly with key stakeholders and by using the full range of the Charity's skills and resources. We will continuously review the way we work to ensure that the Charity is run effectively and always ready to take on the challenges we face.**

## Four Nations

The Charity will develop its work across the Four Nations of the United Kingdom in ways that ensure that the ambitious programme set out in this strategy can be achieved for all men affected by prostate cancer and their families, irrespective of where they live.

### **We will:**

- Continue to build our work in Scotland, influencing national policy on prostate cancer and enabling access for everyone to the Charity's services
- Learn from our experience of working in Scotland to determine how we can best provide a focus for our work in Wales and Northern Ireland
- Consider how we can best develop our work regionally in England

## Involving people with prostate cancer

One of our guiding principles is to ensure that people affected by prostate cancer are at the heart of all we do and are systematically involved in all our work. Prostate Cancer Voices is a network of people affected by prostate cancer. The Charity uses their knowledge and experiences to inform the development of our support services. We add their voice to our campaigning for improved prostate cancer health care services.





### **We will:**

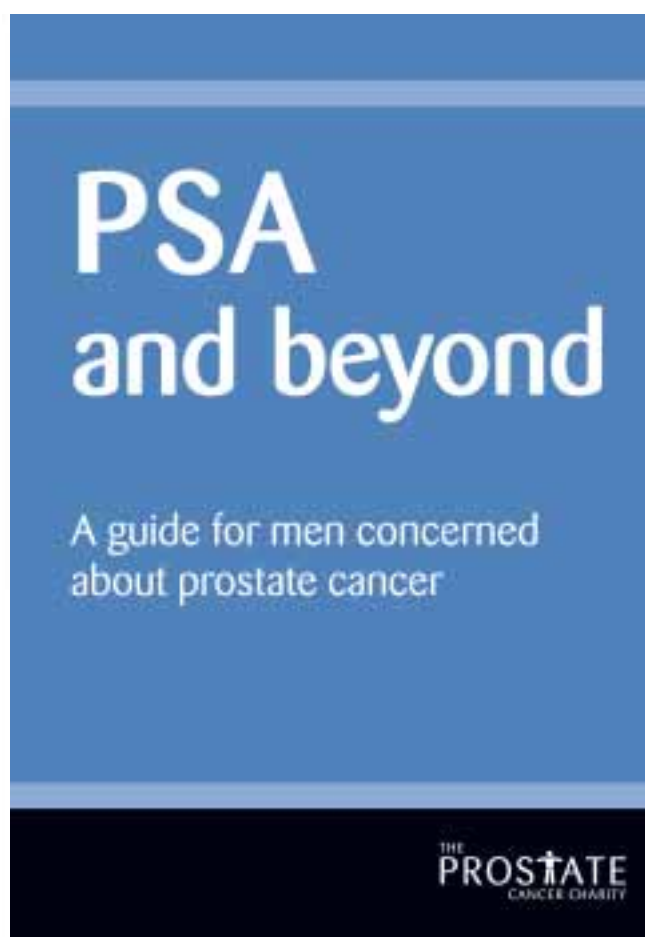
- Develop structured plans for ensuring that people affected by prostate cancer are able to inform all of the Charity's activities
- Ensure that people affected by prostate cancer are represented on key advisory and decision-making groups, for example, the Board of Trustees and Research Advisory Committee
- Seek the views of people affected by prostate cancer on the relevance and quality of our policy positions and services

## **Fundraising**

The Charity will aim to increase its income to at least £20 million per annum by 2014 to support the expansion and development plans set out in this strategy.

### **We will:**

- Implement the agreed six-year Fundraising Strategy based on a prudent mix of high return donations (e.g. from major donors) and sustainable sources (e.g. direct marketing) – maximising income potential and spreading risk
- Ensure that our fundraising is carried out in a way that not only achieves income targets, but also supports our services, communications and campaigning goals and offers a means of engaging our supporters
- Maximise unrestricted income, while recognising the contribution made by project related funding in achieving our overall priorities
- Compare our fundraising costs with other charities and plan to increase our Return on Investment (ROI) to 3.5:1 by 2014



# Delivering the strategy

## Human resources

The Charity has grown considerably since it was established in 1996 and implementation of this strategy will require further, significant growth. It will adopt best practice in the management of its people – both paid staff and volunteers – and will aim to become known as a first class employer within the sector.

### **We will:**

- Develop a human resources strategy, providing an overall framework for the creation of relevant human resources policies and practice
- Develop a comprehensive equality and diversity strategy, including an action plan and awareness training for all members of staff
- Carry out periodic reviews of remuneration, reward and performance management arrangements, ensuring that they enhance the Charity's reputation as a first class employer, enable the recruitment of excellent staff and create a positive working environment
- Continue to invest in generic and IT training for all staff to ensure they are equipped with the skills to carry out their roles and that they are developed to meet future needs. Introduce a management training programme to ensure that all staff with supervisory and budgetary responsibilities can lead effectively
- Emphasise the agreed 'UNITED' staff values, reinforcing these through effective induction, ensuring that everyone working for us understands our values and culture
- Undertake regular working culture surveys to test staff satisfaction, ensuring that action plans flow from these to enable continuous improvement of our culture
- Build our network of well trained and supported volunteers across the UK to act as positive ambassadors for the Charity

## Finance

The Charity will adopt best practice in the management of its financial resources.

### **We will:**

- Carry out periodic reviews to ensure that our financial controls, investment strategy, reserves policy and projected income and expenditure plans are adequate, protecting and maximising the value of the Charity's assets and helping to deliver its goals
- Compare our costs with other charities and respond openly to queries from the public about the Charity's finances
- Ensure that statutory accounts are prepared in an accessible format which provides openness and understanding of the Charity's affairs



## Knowledge management and technology

As a 'know how' organisation, information and knowledge are critical to the Charity's success. It is therefore essential that we take a structured approach to the management of that information and knowledge. It is also important to utilise fully the power of technology in supporting knowledge management arrangements.

### **We will:**

- Develop a comprehensive knowledge management system that captures relevant data, information and knowledge and makes this available to support all of the Charity's work
- Continuously review how we use technology to support the delivery of this strategy and to provide information and support to people affected by prostate cancer
- Continuously review our website and introduce an intranet, ensuring that these are managed as an integral part of our overall knowledge management arrangements
- Plan appropriate investment in our information technology, telephony and database systems to enable them to effectively support the overall work of the Charity – they will form the cornerstone of our knowledge management arrangements

## Governance and risk management

The Charity will adopt best practice in the governance of its affairs and will manage its risks proactively.

### **We will:**

- Keep our Memorandum and Articles of Association under review to ensure that they are effective in guiding and supporting the work of the Charity as it continues to grow
- Carry out periodic skills audits to inform the recruitment of new Trustees and build a Board with an appropriate skills, gender and ethnic balance
- Ensure that the Board regularly reviews its performance
- Regularly review and assess all key risks and ensure that we have plans in place to manage those risks proactively

# The challenges

## Society trends

Rising individualism and consumerism in society have led to changes in attitudes to health and to the way that individuals view charities. There is a greater expectation of public accountability by charities, increased questioning of how charities are run, and heightened demand for personal attention in service delivery.

Widespread – and increasing – availability of the internet and new technologies has spawned an information revolution in which people quickly become well informed and empowered to ask searching questions.

Government policy to expand the role of the voluntary sector in public service delivery and the initiatives set out under the Cancer Reform Strategy offer new opportunities for The Prostate Cancer Charity to extend its reach through joint work with the Department of Health and the NHS.

Competition for funds between charities is becoming increasingly intense, with ever greater professionalism and use of creative advertising.

All of these trends require that The Prostate Cancer Charity should be continuously scanning its environment, constantly adapting itself to the new realities and finding innovative ways of meeting the needs of people affected by prostate cancer.

## Prostate cancer incidence

In the UK 35,000 men are diagnosed with prostate cancer every year – the equivalent of 100 per day. Prostate cancer diagnoses have increased by 60% over the past ten years. Increased detection through PSA testing has almost certainly played a key role in the increased incidence, together with an ageing population.

Prostate cancer is primarily a disease of old age. It is estimated that over the next 25 years, there will be a nearly 60% increase in men over the age of 65 in the UK.

## Prostate cancer mortality

In 2005, 10,000 men died from prostate cancer in the UK. Unlike incidence, mortality rates have increased only slightly over the last 20 years. Mortality rates for prostate cancer have been highest amongst the 85+ age group. Mortality overall has now stabilised.

Mortality rates in the USA and the rest of Europe have been falling in recent years. We do not yet know whether this is due to PSA testing, improved treatments or changes in the way statistics are recorded.



## The cancer of complexity and uncertainty

We do not know how to prevent prostate cancer, we do not have a reliable screening test and we cannot tell the difference between prostate cancers that kill and those that do not.

Often this means that we cannot give clear answers. The role of The Prostate Cancer Charity is to guide people through these complexities and uncertainties while acknowledging the reality of a disease about which too little is known. The only way to resolve these complexities and uncertainties is through funding research.

There is no definitive test for prostate cancer. The PSA test indicates whether a man might have prostate cancer and is currently the best test available. The Prostate Cancer Charity supports men's right to have a PSA test if they feel that they need it and to be properly informed of its pros and cons.

Debate rages about the case for introducing PSA-based national screening in the UK. The Prostate Cancer Charity does not support a PSA-based screening programme, because the PSA test is not reliable and as yet there is no evidence that such a programme would save lives. Major trials in the United States and Europe, currently underway, should provide further answers to this important question. In the absence of the clarity we need, prostate cancer awareness messages are complex with no clear call to action.

We fund, and encourage others to fund, research into the development of a test that could be used to screen for prostate cancer. Most importantly we want to see the development of a test that will identify whether the cancer is aggressive or not. This will help men make more informed decisions about which treatments to choose, if any.

There is a complex range of treatments for prostate cancer. Some of these have severe side effects. As yet, there is no firm evidence to tell us which treatments for prostate cancer produce the best results. Again, major trials are underway to answer this question.



# The challenges

Finally, we do not yet know what causes prostate cancer and how it might be prevented.

The late start of research into prostate cancer, coupled with the relatively slow rate of progression of the disease in many cases, means that it will take some time before answers to these key dilemmas are available.

The implications of these uncertainties are that greater research investment needs to take place to enable the important questions to be answered as quickly as possible, leading to the development of more specific diagnostic tests and better treatments.

In the meantime, men need to be better informed about prostate cancer and to have access throughout their journey to timely information, enabling them to make important choices about prevention, testing and treatment.

This is the big agenda that drives the 2020 goals for prostate cancer and our strategy for 2008-14. Our overriding aim is to transform men's experience of prostate cancer and – working together – we can achieve that.



## **Photography**

Philip Meech, cover, pages 7, 8, 9, 10, 12, 13, 14, 15, 16, 21, 22, 23

John Birdsall, pages 9, 11, 17, 19, 24

iStockphoto, pages 15, 20, 25, 26, 33, 34

Getty Images, page 5



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