



It is time to declare ‘I’m aware’

Interest in prostate cancer has grown steadily over the past few years and so too has awareness of the disease. You may already know that prostate cancer is the most common cancer in men. If so, this is cause for celebration, as awareness is the beginning of action. Yet, as we enter our third Prostate Cancer Awareness Month, there is much still to be done to give men and their families access to the treatment and care they deserve.

This year Prostate Cancer Awareness Month will seek to not only raise awareness of prostate cancer as a cause, but also of some of the issues affecting the 250,000 men living with the disease in the UK. It will call on people to join the charge against prostate cancer and declare ‘I’m aware’.

Despite recent improvements in the way in which prostate cancer is tackled in this country, many men are still subject to an ongoing legacy of neglect which they can encounter even before diagnosis. Government guidelines state that every man over 50 who does not have symptoms of prostate cancer is entitled to ask his GP for a simple PSA test blood test which can indicate that there may be a problem with the prostate gland. Yet, 70% of men aged 50-70 do not even know that the test exists, let alone their right to request it – men are effectively being denied the right to make a choice. This is why we are determined to make men and their families aware of the disease. It is vital that men develop their knowledge of prostate cancer and take control of their health. Our Day of Action, on Wednesday 30 March, aims to redress gaps in knowledge and inequalities in prostate cancer services, by calling on politicians to support us in improving men’s ability to make an informed choice about whether to have the PSA test.

The media has already played a tremendous role in helping the Charity to make critical advances in building the public profile of the disease and locking it firmly in the spotlight. We thank you for your support. There is still a long way to go, and we hope you will join us in keeping prostate cancer – which kills one man every hour – resolutely on the agenda. By featuring The Prostate Cancer Charity this March, you will be helping us to keep prostate cancer firmly in the public eye, so that many more people will be able to declare ‘I’m aware’. We can then continue to support the thousands of men and their families affected by prostate cancer each year in the UK – through our support, information and campaigning work – and provide future hope through our research programmes.

This is why we need your support this Prostate Cancer Awareness Month.

A handwritten signature in black ink, appearing to read 'John Neate'.

John Neate
Chief Executive, The Prostate Cancer Charity

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www.prostateaware.org.uk

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About Prostate Cancer Awareness Month 'I'm aware'

This pack provides an overview of the Charity's third Prostate Cancer Awareness Month, offers up to date information on the signs, symptoms and treatments for the disease, as well as acquaints the media with the resources and spokespeople the Charity has available. The Prostate Cancer Charity's Media and PR Team is available to answer any questions you may have.

Prostate cancer statistics

- Prostate cancer is the most common cancer in men in the UK
- 37,000 men are diagnosed with prostate cancer every year in the UK
- There are 250,000 men living with prostate cancer and beyond in the UK
- One man dies every hour of prostate cancer in the UK
- In the UK, the equivalent of 100 men per day will be diagnosed with prostate cancer
- African Caribbean men are three times more likely to develop prostate cancer than white men
- In England and Wales, men have a one in nine lifetime risk of getting prostate cancer
- Around half of adults in the UK do not know that prostate cancer is the most common cancer in men



About Prostate Cancer Awareness Month

- Prostate Cancer Awareness Month is an annual health awareness campaign organised by The Prostate Cancer Charity.
- Prostate cancer is the most common cancer in men in the UK. Despite recent improvements in prostate cancer services, many men are still subject to a legacy of neglect, ranging from difficulties in diagnosis through to limited access to information and support to help them cope with the impact of treatment for the disease. Throughout March, The Prostate Cancer Charity is calling on people to join the charge and declare 'I'm aware'.
- Thousands of individuals and groups across the UK will join forces to show that they are aware of prostate cancer. There are numerous ways to get involved, from staging an information day, taking part in a Day of Action or holding their own Do Blue fundraising event.
- Marks & Spencer, which has raised over £1,000,000 for The Prostate Cancer Charity in the past five years, is backing Prostate Cancer Awareness Month. People are urged to visit their local store to show that they are aware of the fight surrounding the most common cancer in men.
- Anyone wanting to participate in Prostate Cancer Awareness Month can request an information pack by calling 020 8222 714, emailing aware@prostate-cancer.org.uk or visiting the campaign website www.prostateaware.org.uk.

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An interview with John Neate



Ahead of the Charity's third Prostate Cancer Awareness Month, The Prostate Cancer Charity's Chief Executive, John Neate, explains why it is urging people to speak out and declare 'I'm aware' this March.

Q: What is Prostate Cancer Awareness Month?

A: Prostate Cancer Awareness Month is an annual health awareness campaign organised by The Prostate Cancer Charity.

Prostate cancer is the most common cancer diagnosed in men in the UK. Despite this, we still have a long way to go in terms of understanding the causes and identifying the most effective ways of diagnosing and treating prostate cancer, as well as improving the public's knowledge of some of the issues facing men and their families affected by the disease. By delivering a month of concentrated activity, we stand a better chance of making a greater impact in reaching out to men and getting them to think about their health.

Prostate Cancer Awareness Month also offers those who support our work, from healthcare professionals to support groups, the opportunity to schedule their own local events during the month to reach even more men.

Our partnership with Movember, the annual moustache-growing event, means that more and more people, are becoming aware of prostate cancer, especially the younger generation, who have embraced this in their thousands. We want to keep the momentum going this March, uniting health professionals, our corporate partners, support groups – and the 37,000 men diagnosed with prostate cancer every year and their families – in a groundswell of support and a celebration of knowledge.

Q: Why have you chosen the theme of 'I'm aware'?

A: Although we can be encouraged by the steady increase in prostate cancer knowledge over recent years, there is much still to be done to give men and their families access to the treatment and care they deserve.

By saying 'I'm aware', people are celebrating their knowledge – knowledge, which could ultimately save a life. Prostate cancer is a complex disease. Some men will not initially display any symptoms, but we urge people to be aware of the signs that may indicate a problem with a prostate, and to make sure their loved ones are in the know too.

Despite some recent improvements in men's experience of prostate cancer, it remains that there is still no test deemed reliable enough to form the basis of a national screening programme. Although we are investing in our research programme, and lobbying government to make finding a test capable of distinguishing between aggressive and slow-growing forms of the disease a research priority, this will not happen overnight.

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In the meantime, a critical facet of awareness is that all men should know of their right to have a PSA test, a simple blood test, which is the cornerstone of prostate cancer diagnosis and the best we have at the moment. Government guidelines state that every man over 50, who does not have symptoms of prostate cancer, is entitled to ask his GP for the test. There is a shocking lack of awareness – 70% of men aged 50-70 do not even realise that this test exists, let alone their right to ask for it. Our message is that all men should be aware and be given balanced information on the pros and cons of the test by a health professional. It is vital that men develop their knowledge of prostate cancer and take control of their health.

Q: Why raise awareness about prostate cancer?

A: Prostate cancer is a disease which kills one man every hour in the UK, yet around half of adults are unaware of its prevalence.

It is important that men of all ages are aware of their prostate and the things that can go wrong with it. Although men can't self examine their prostate and currently there is no reliable test for the disease, it is still important to learn about the prostate gland and store the information away until you need it. It's also important for men to be aware of their right to request a PSA blood test and the role that it can play in diagnosis.

Q: Who needs to know about prostate cancer?

A: All men need to know about prostate cancer and take a greater interest in their health. Every day in the UK, 100 men per day are diagnosed with the disease – finding out about it could save your life.

Some men are at an increased risk of developing prostate cancer. A man's chances of developing prostate cancer are two and a half times greater if a close relative, such as a father or brother, is diagnosed with the disease. Also, African Caribbean men are three times more likely to develop prostate cancer than white men.

However, prostate cancer does not just affect men. A diagnosis of prostate cancer impacts on friends and family too. During Prostate Cancer Awareness Month, it is important that information about the disease reaches as many people as possible, so that we can help make our fathers, grandfathers, uncles, brothers and sons, husbands and partners aware too.

Q: Is there anything that men can do to prevent prostate cancer?

A: Whilst men cannot alter their ethnicity or family history, making a few dietary changes may reduce a man's risk of prostate cancer. The typical Western diet is high in saturated animal fats and red meat. Researchers think this may be responsible for the higher rates of prostate cancer in Western countries. By reducing the amount of animal fat in your diet and eating more of certain fruits and vegetables, you can improve your overall health and may lower your risk of prostate cancer developing or spreading. Some studies have shown that lycopene commonly found in tomatoes, in particular, is thought to help prevent prostate cancer. We produce a diet fact sheet for men concerned about prostate cancer which can be downloaded from our website at www.prostate-cancer.org.uk

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Q: What should men, and the women in their lives, look out for?

A: The typical symptom that many people associate with prostate cancer is getting up several times in the night to pee, and whilst in some cases this is true, most men with early prostate cancer will have no symptoms at all. However, if you are experiencing problems with peeing, such as a weak or reduced urine flow, needing to pee more often or difficulty in passing urine, then you should consult your doctor. Although often associated with prostate cancer, these symptoms could also be a sign of a number of less serious prostate problems, such as infection or inflammation.

Q: What should men do if they are concerned about prostate cancer?

A: The most important thing that men can do is not to panic. If you recognise any of the possible symptoms I described or if you think you might have a prostate problem, go and see your GP. You can talk to your doctor about your concerns, your symptoms and also ask any questions you might have. Your doctor may ask you to fill out a questionnaire about your symptoms to see how much bother they are causing in your daily life. There are also a few tests that your doctor may carry out to find out if you have a prostate problem. We also operates a confidential Helpline, staffed by specialist nurses, which is there to offer support to men and their families concerned about the disease.

Men who do not have symptoms, but are concerned to find out more about the health of their prostate gland, should also be aware of their right to request a PSA test from their GP and to be given balanced advice on its pros and cons.

Q: How important are partnerships to Prostate Cancer Awareness Month?

A: Our corporate partnerships offer immeasurable value to the month. The support from our long standing partnership with M&S has meant that we've been able to reach thousands of men across the UK who we would be unable to without their support. Stores nationwide will stock a special range of men's underwear, as well as trolley tokens, bottle openers and pin badges, each bearing the Charity's blue man emblem. Staff will also be taking on an array of fundraising endeavours. A newer partnership with Betfair will give the Charity the perfect opportunity to reach cricket, rugby, football fans and many others to raise awareness. As Betfair has more than three million customers, the vast majority of whom are male, their support, like that of Marks & Spencer, is invaluable.

Q: What is the Charity doing to raise awareness this year?

A: Our third Prostate Cancer Awareness Month will run in March 2011, with a four week programme of events, campaigning and awareness raising activities. With events taking place across the UK there are lots of ways to get involved, visit www.prostateaware.org.uk for details of events happening near you.

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Activities and events during Prostate Cancer Awareness Month

Thousands of individuals and groups across the UK will join forces to declare 'I'm aware' this Prostate Cancer Awareness Month. In addition to staging information days and local fundraising events there are some key ways you can get involved this March.

Sky Diving Day

Helping to drive awareness of prostate cancer sky high this Prostate Cancer Awareness Month, will be the Charity's sky diving team who will be taking to the skies on Saturday 5th March in Oxford. Replicating the 'I'm aware' pose as they jump from a height of 10,000 feet, they will be using the adrenaline filled experience to highlight some of the issues men with prostate cancer can face.

Real Man Cup



Football fans can help give prostate cancer the 'red card' by signing up to play in the 2011 Real Man Cup.

Taking place at Wembley Goals Centre, on Saturday 12 March, and backed by Crystal Palace legend Mark Bright, the annual five-a-side football tournament will see up to 50 teams battle it out to win the coveted Real Man Cup.

Last year, more than 28 teams took part in the event, which raised more than £6,000 for the Charity, spurred on

by former Tottenham Hotspurs defender, Graham Roberts, who watched the teams battle it out and presented winning team with their trophy.

Footballer-turned-pundit Bright, who will attend on the day, is a committed supporter of the Charity's work to raise awareness in African Caribbean men of their increased risk of prostate cancer."

The Prostate Cancer Charity needs to recruit 50 teams, with up to eight players, aged 18 and over. The team entry fee is £150, which includes a donation to the Charity. Social teams, work teams and families are all welcome.

Do Blue

People are invited to join scores of groups, offices and individuals across the UK and 'Do Blue' to celebrate their awareness – as well as to raise funds for the prostate cancer. Last year's highlights involved people diving into a bath of turquoise jelly and dying their hair blue for a month. Whatever people do, whether they persuade their colleagues to don blue-themed fancy dress, a sponsored swim or travel to work in a navy wig, by doing it blue they will be declaring 'they are aware'.

Day Of Action

On Wednesday 30 March 2011, we are holding a Day of Action for Prostate Cancer Awareness Month to call on politicians to improve men's awareness and understanding of the PSA test.

The PSA test is a blood test that measures levels of the prostate-specific antigen (PSA), a protein that in high levels may indicate the presence of prostate cancer. However, only three in 10 men know the test even exists. There are pros and cons to the PSA test, but until men know about it they won't be able to decide whether having the test is right for them.

On the Day of Action, we need your help in encouraging politicians to work with us to try out new ways of delivering information to men about the PSA test.

To find out more about all of these activities visit:
www.prostateaware.org.uk

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Partnership with M&S



Marks & Spencer has been a huge supporter of Prostate Cancer Awareness Month, raising £1,000,000 in five years. The successful partnership gives the Charity a platform to raise awareness in communities, which it would not have alone.

This year, stars from the screen, studio and sport have come together to support the partnership.

Leaving their day jobs firmly behind them, a group of famous faces have put their design skills to the test and created a special range of men's underwear, which will be sold in M&S stores nationwide to raise funds for The Prostate Cancer Charity.

Ex-England footballers Les Ferdinand MBE and Jamie Redknapp, television presenters Adrian Chiles and Ben Shephard and sportsmen Jason Leonard OBE and Jimmy White have put their individual stamps on six different styles of underpants, which will be sold in M&S stores nationwide in aid of The Prostate Cancer Charity.

This is the first time that M&S, a committed supporter of the Charity, has created a full range of celebrity-designed products. The six stars enjoyed leaving the day job behind and turning their hands to creating the underpants, which will be on sale, from Tuesday 1 March.

Ben Shephard, who is backing the campaign as his father was treated for prostate cancer, said: "I have to say, I am very proud of the design for my M&S pants. I even did market research and took them to my hairdressers. They agree they will be pretty popular. Even Jeremy Paxman will be queuing up for a pair!

"I wanted to show my support for the awareness month and design these pants because my dad, David, was actually diagnosed with prostate cancer a couple of years ago. Two of my best friends' dads were also treated for the disease. The three of us were in the pub one day and there was a surreal moment when we realised that all of our fathers had been diagnosed at the same time. It made us aware just how prevalent prostate cancer is."

Healthy competition is already emerging in the celebrities – most of whom have had friends or family affected by the disease, the most common cancer in men in the UK – over whose design will prove the most popular with customers.

Les Ferdinand MBE said: "I had a lot of fun designing these pants for M&S. I was more than happy to get involved as the proceeds will go to The Prostate Cancer Charity. I am particularly keen to add my voice to this. African Caribbean men are three times more likely to develop prostate cancer, yet there has been a taboo around this in the past.

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“By visiting M&S and buying some pants from this range - and hopefully my Tottenham Hotspur FC-inspired ones will be a hot favourite - people will be joining the Charity, and me, in making a step towards greater understanding.”

Jamie Redknapp added: “I’m really honoured to be part of this project with M&S and the Prostate Cancer Charity. It’s a really important cause and I hope my design sells well and raises vital funds for research into the disease.”

TV presenter, Adrian Chiles, is keen to get the message out there about prostate cancer after a friend was diagnosed with the disease: “With my design I have effectively worn my heart – which clearly belongs to West Bromwich Albion FC – on my M&S underpants. Everyone knows I am a massive ‘Baggies’ fan, and I naturally looked to the terraces for my inspiration. What struck me was that the 37,000 men diagnosed with prostate cancer every year would not even fit into our stadium, the Hawthorns, let alone their families.

“As well as showing off my, as yet, little known design skills, I had a personal reason for supporting Prostate Cancer Awareness Month. A friend of mine was recently treated for the disease. I am now more aware of prostate cancer myself, and all men need to understand the potential signs and symptoms. It is fantastic that M&S is supporting the awareness month in this way.”

The range will hit stores today to time with Prostate Cancer Awareness Month, which will aim to bring this disease – which kills one man every hour in the UK – further out into the open. The Prostate Cancer Charity is urging people to declare ‘I’m Aware’ throughout the month, and take pride in increasing their knowledge of the disease.



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Partnership with Betfair



Dave Prowse OBE meets staff from Betfair

The Prostate Cancer Charity is Betfair's official charity partner of 2011. This exciting new partnership is set to raise £150,000 over the course of the year to help men and their families affected by the disease. Having successfully launched the partnership, back in January, with the help of Star Wars legend, Dave Prowse MBE, who was successfully treated for prostate cancer last year, Betfair is proud to support Prostate Cancer Awareness Month in March.

Star Wars legend, Dave Prowse, who has been a strong supporter of The Prostate Cancer Charity ever since his diagnosis in 2009, was keen to lend his support to the partnership with Betfair, which will

seek to make their customers and 2,000 staff more aware of some of the potential signs and symptoms of the disease.

The Charity has strong roots in the world of sport, with links to cricket, rugby, football, cycling and many others. Betfair, with more than £3,000,000 customers, the vast majority male, means that the partnership offers the perfect opportunity to raise awareness of the most common cancer in men amongst the sporting community. The partnership will also help to reach out to younger people to make them aware of the most common cancer in men, which could potentially affect their lives in the future.

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Throughout 2011, staff across the company will raise awareness and take part in a variety of fundraising events and individual challenges to support the Charity. As well as backing Prostate Cancer Awareness Month, staff will be taking part in marathons, skydives, and Movember, an annual sponsored moustache growing event in November. Every penny that Betfair raises will go towards improving the lives of these men and their families affected by the disease.

Georgina Corbett, Corporate Responsibility Manager for Betfair, said: "Following a fierce staff vote, Betfair is thrilled to announce The Prostate Cancer Charity as our Charity of the Year 2011. We feel that there are natural synergies between our business and the Charity and we hope not only to raise vital funds, but increase awareness, particularly amongst men, of this common cancer.



"Our staff have proved themselves to be fantastic and proactive fundraisers, helping to raise over £300,000 in the past two years for our charity partners, and we're looking forward to building on this in the year ahead."

Darth Vader actor, Dave Prowse MBE, left the dark side when he attended the official launch of the partnership at Betfair's headquarters in Hammersmith, London. Hanging up his famous helmet and cape to speak candidly about his own experiences of the disease, the Darth Vader icon praised the new partnership, which is aiming to give men a sporting chance in the battle against prostate cancer.

Dave Prowse said: "The force is strong with Betfair as they look set to raise an incredible amount of money for The Prostate Cancer Charity this year. Having been treated for prostate cancer myself, I know how important it is to raise awareness of this disease, which this partnership looks sure to do.

"I am eternally grateful to everyone at Betfair for getting involved with this important cause. Betfair will be able to influence millions of people and it's wonderful that they have joined together with The Prostate Cancer Charity team."

The Prostate Cancer Charity's Director of Fundraising, Mark Bishop, said: "We are delighted to be Betfair's official charity partner of 2011. There are 250,000 men living with prostate cancer in the UK and every penny that Betfair raises will go towards improving the lives of these men and their families affected by the disease.

"The Charity has strong roots in the world of sport, with links to cricket, rugby, football, cycling and many others. We are aiming to reach out to younger people to make them aware of the most common cancer in men, which could potentially affect their lives in the future. Our new partnership with Betfair is a match made in heaven - together we are a better bet for fighting prostate cancer."



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Our supporters

The Prostate Cancer Charity is fortunate enough to be supported by a number of high profile celebrities, who give up their time to help us continue to raise awareness of the disease. Some of them have been captured by celebrity photographer Jason Bell, one of the most renowned portrait photographers in the UK. The resulting images, set against a backdrop of sky, will be used in a high-profile advertising campaign, aimed at reaching thousands of people across the UK. Here they explain why it is so important to declare 'I'm aware' this Prostate Cancer Awareness Month.



Zoe Wanamaker

"Sadly, every year in the UK 10,000 men die of prostate cancer. Having seen first-hand what a devastating impact this disease can have, not only on those who are diagnosed but on their loved ones too, I am proud to support Prostate Cancer Awareness Month. It is vital that we join together to help raise awareness of this once taboo disease, so that many more men are able to fight and win their battle with prostate cancer."



Julia Bradbury

"I was aware of prostate cancer but thought it probably won't affect our Dad – as I'm sure many daughters and sons do. It was a chance discussion with my uncle, who had been recently diagnosed, that prompted me to ask Dad if he'd been tested. He hadn't and the results were not what we wanted to hear. He has had an operation now and is making a good recovery. Thank goodness we talked about it and I hope that this Prostate Cancer Awareness Month will get many more people thinking and talking about this disease too."

Photo by Jason Bell



Max Beesley

"My father was diagnosed five years ago now. He did what all the doctors suggested, and more. He is a fit man and the news he had cancer came as a shock to him. But instead of worrying and not being proactive he wanted to do all in his power to push towards a positive outcome. He is one of the many lucky ones, one of the guys that get treated early on.

"The main thing I have learnt from this journey is life can be great, at least give yourself a chance to stick around, even if it means feeling a little uncomfortable at the prospect of an intimate inspection. It really is nothing to worry about and is so important to early detection.

"This Prostate Cancer Awareness Month I want all men to start thinking more about their health and not be afraid to speak out if things start to go wrong or if they want further health advice because a family member has had prostate cancer. My message is simple; if in doubt, check it out!"

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Photo by Jason Bell

Kyran Bracken

“So many of us will be touched by cancer in our lifetime, yet some forms of cancer are more widely spoken about than others. This Prostate Cancer Awareness Month, I am proud to add my voice to the thousands of others who will be taking to the streets to declare ‘I’m aware’. It is time for us to join together and show our support for the 250,000 men and their families living with prostate cancer in the UK so that they can get the support and information they need to help them cope with the impact of this disease.”

Sharleen Spiteri

“When my dad sat down and told me he had prostate cancer, hundreds of questions went through my head, I just didn’t know what to think. He’s as right as rain now and I am so thankful that he is still here, winding everyone up, but what happened to my dad really made me think.

“I think a lot of men shy away from prostate cancer – they don’t want to be prodded and poked ‘down there’. We women tend to be quite good at getting ourselves checked out, especially if we think there might be something wrong. What I would really like to see this Prostate Cancer Awareness Month is all of the women out there rallying the men in their lives to join with the Charity and show that they are aware of this disease. Together we really can make a difference to the lives of men affected by prostate cancer.”

Ken Hom

“When I was diagnosed with prostate cancer I absorbed myself in finding out as much as I possibly could about the disease and I scoured the internet for hours. It is such a shock to find out that you have cancer and all sorts of emotions go through your head. The first thought is ‘am I going to die?’ and it is only with the support of your family and loved ones and friends that you can get through it.

“I am aware of the devastating impact that prostate cancer can have on a man and his family but I believe that I am one of the lucky ones. I came close to death but now I am enjoying life more than ever before. This Prostate Cancer Awareness Month, I want to help make more people aware of this disease. If more people know about prostate cancer, it might encourage men to visit their doctor and get early screening. I believe that is what saved my life and hope it will potentially save other lives.”

Dr Christian Jessen

“We are often told that men are sometimes reluctant to go to their doctor when things start to go wrong, particularly if they think they have a problem ‘down south’. For many men, the idea of a prostate problem can conjure up an image of the dreaded ‘brown finger test’, as my father calls it, and will put men off from visiting their doctor altogether.

“If caught early enough, prostate cancer is a very treatable disease and this Prostate Cancer Awareness Month I would like all men to put aside their reluctance and start listening to their bodies more. Taking an interest in your health now, could save your life in years to come.”



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Case studies and spokespeople

Whether you need help in explaining the treatments available for prostate cancer, understanding more about the inequities surrounding the disease or in illustrating the impact on real people, The Prostate Cancer Charity's team of spokespeople is able to help.



Case studies

The Prostate Cancer Charity has an active network of case studies across the UK. Whether discussing their experience of being diagnosed, or supporting a partner, father, grandfather or brother, each is willing to help show why it is so important to declare 'I'm aware' this Prostate Cancer Awareness Month.

Pelham Reilly has worked tirelessly with The Prostate Cancer Charity to raise awareness of the disease in his local community and beyond.

Pelham was diagnosed with prostate cancer two years ago following a routine health check and is currently undergoing hormone therapy for the disease. Like many men, Pelham had none of the possible symptoms of the disease and so his diagnosis came as a huge shock to him and his family. Last year, Pelham decided to take to the roads across South West England during Prostate Cancer Awareness Month, sporting a head of brightly coloured blue hair, in a bid to get people talking about the disease.

"Receiving a cancer diagnosis hit me for six, but thanks to my family's support I'm managing to get through it. It was only because I changed surgeries and was given a general health check that I was ever tested for prostate cancer. I came up with the idea to dye my hair blue because I thought it would get people asking questions. I feel very passionate about raising people's awareness of the disease and I would encourage everyone to do their bit for this year's Prostate Cancer Awareness Month."



Helpline nurses

Suresh Rambaran, is just one of The Prostate Cancer Charity's Support and Information Specialist Nurses who staff our free, confidential Helpline. Answering an average of 25 calls per day, they are a lifeline to men and their families concerned about prostate cancer.

Our team of Specialist Nurses is available to answer a range of questions from the possible signs and symptoms of prostate cancer, to the impact a diagnosis can have on the whole family.

Researchers and clinical advisors

Traditionally, prostate cancer has not attracted the level of research funding enjoyed by other forms of cancer. However, the Charity works hard to redress this balance. Our aim is to encourage, support and fund research into the causes, prevention, treatment and impact of prostate cancer on men and their families.

We have a number of scientists and leading clinical advisors who are available for interview to discuss their work – from research into the development of the disease to the impact on carers of men with prostate cancer.

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Other key Charity spokespeople

We also have a range of spokespeople available who are experts in their field, adept at providing information to the print, broadcast and online media.



John Neate, Chief Executive

John is regularly in demand as a media spokesperson, commenting on a wide range of issues including the strategic overview of the Charity's research, support, information and campaigning activity and the global challenge facing the disease.



Mark Bishop, Director of Fundraising

Mark is at the helm of all of the Charity's Fundraising endeavours. Mark is available for interviews around the success of the M&S partnership, as well as how he hopes Do Blue fever will spread the nation, and get people thinking about prostate cancer.



Ruth Holdaway, Director of Operations and Marketing Communications

Ruth spearheads the Charity's campaigning and service provision for men and their families affected by prostate cancer. She is available to discuss the key improvements that must be made to improve the services available to men and their families affected by prostate cancer.



Dr Sarah Cant, Head of Policy and Campaigns

Sarah can be contacted to discuss the Charity's growing policy and campaigning activity, from access to the PSA blood test, the need to increase the number of clinical nurse specialists to the need to improve access to information and support services to help men cope with the impact of the disease.



Ann Ferguson, Head of Scotland Operations

Ann oversees the Charity's work in Scotland. She is available to comment on issues concerning men's experience of prostate cancer in Scotland as well as the Charity's success in pioneering a unique volunteering programme which uses trained volunteers, who have personal experience of prostate cancer, to provide one to one support and deliver awareness raising talks throughout the country.



Sarah Porch, Head of Services

Sarah is available to discuss the Charity's awareness-raising activity, work to reach the African Caribbean community and offer an overview on our information and support services, including the Charity's Helpline.

Contact the Media and PR Team:

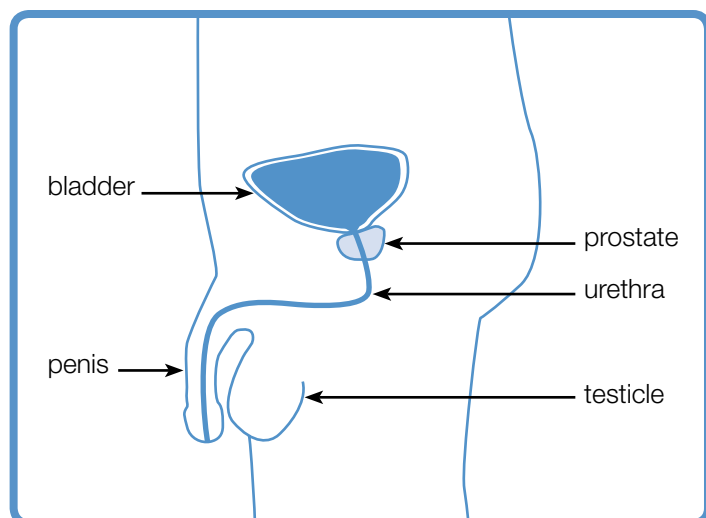
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Prostate cancer - the headlines

What is the prostate gland?



Only men have a prostate gland. It is usually the size of a walnut and its main function is to make some of the fluid of semen. It lies just underneath the bladder and surrounds the tube (urethra) that men pass urine and semen through.

What is prostate cancer?

Prostate cancer is the most common cancer in men. It can develop when cells in the prostate gland start to grow in an uncontrolled way.

Who is at risk?

The risk factors associated with prostate cancer are:

- Age: Prostate cancer mainly affects men over the age of 50. Younger men can be affected but this is rare. Nine out of 10 prostate cancer cases are diagnosed in men aged 60 and over.
- Ethnicity: African Caribbean men are three times more likely to develop prostate cancer than white men
- Family: Men are 2.5 times more likely to develop prostate cancer if their father or brother has had it

- Diet: Eating a diet rich in saturated fat, dairy products and red meat, may increase a man's risk of developing prostate cancer (and other health conditions)

What are the symptoms?

Prostate cancer may cause similar symptoms to non-cancerous prostate problems. Some men with prostate cancer will have no symptoms at all.

The following may be signs of prostate cancer:

- A weak urine flow
- Needing to urinate more often, especially at night
- A feeling that the bladder has not emptied properly
- Difficulty in starting to pass urine
- Dribbling urine
- Needing to rush to the toilet, so that a man may even leak urine sometimes

Other, less common symptoms of prostate cancer may include:

- New pain in the lower back, hips or pelvis
- Problems getting or keeping an erection
- Blood in the urine or semen – but this is rare

If men experience any of these symptoms or have any questions about their risk of prostate cancer they should visit their GP.

How is prostate cancer diagnosed?

Men might decide to go to their GP if they have some urinary symptoms, are worried about a possible prostate problem or because they feel they are more at risk of developing prostate cancer. Tests the GP may carry out include; a prostate specific antigen (PSA) blood test and a digital rectal examination (DRE).

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The PSA test is a blood test that measures the total amount of prostate specific antigen (PSA) in the blood. PSA is a protein produced by normal cells in the prostate and also by prostate cancer cells. It's normal for all men to have a small amount of PSA in their blood.

A raised level may indicate a prostate problem but not necessarily prostate cancer.

Another common way of helping to diagnose a prostate problem is for the doctor to feel the prostate gland through the wall of the back passage (rectum). This is known as a DRE. Using a gloved finger, the doctor or nurse can feel for any hard or irregular areas, suggestive of prostate cancer and judge its size.

Some men over the age of 50 and younger men at increased risk of prostate cancer, may also choose to have a PSA test, based on balanced advice about its pros and cons.

Men with a raised PSA level or an abnormal DRE are referred to a specialist who may wish to carry out a biopsy to check for prostate cancer.

Treatments for prostate cancer

There is a complex range of treatments for prostate cancer and all have possible side-effects which can significantly affect quality of life.

Here are some of the more common forms of treatment.

Active surveillance

Active surveillance is a way of monitoring prostate cancer which aims to avoid or delay unnecessary treatment in men with low risk early stage prostate cancer.

Many prostate cancers are detected at an early stage by a PSA test. Prostate cancer can be slow growing, and for many men the disease may never progress or cause any symptoms. In other words, some men with prostate cancer will never need any treatment. Treatments for prostate cancer can cause side effects which can affect quality of life. By monitoring the cancer through active surveillance, men can avoid or delay these side effects.

Typically, monitoring involves:

- PSA testing – every three months for two years, then every six months
- Regular Digital Rectal Examinations (DRE) every three to six months for two years, then every year.
- Repeat prostate biopsies every few years, depending on the treatment centre.

Brachytherapy

There are two types of brachytherapy:

1. Permanent seed brachytherapy, also known as low dose rate brachytherapy, involves implanting tiny radioactive seeds into the prostate. The radiation from the seeds destroys cancer cells in the prostate. This treatment is suitable for men with localised prostate cancer when the cancer is thought to be contained within the prostate gland.
2. Temporary brachytherapy, also known as high dose rate brachytherapy, involves inserting a pellet of high-dose radiation into the prostate gland for a few minutes at a time to destroy cancer cells. The pellet is then removed. This treatment is suitable for men with localised prostate cancer and for some men whose prostate cancer may have spread to the area just outside the prostate (locally advanced disease).

Possible side effects include problems passing urine and erectile dysfunction.

Radiotherapy

The aim of radiotherapy is to destroy prostate cancer cells while limiting any damage to normal cells. High energy X-ray beams are directed at the prostate gland from outside the body. These beams damage the cells and stop them from dividing and growing. Cancer cells are not able to recover from this damage and die, but normal healthy cells can repair themselves more easily.

Each short treatment session takes place five days a week, for between four and seven weeks. Hormone therapy is commonly used before radiotherapy and sometimes afterwards to help improve the effects of treatment.

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This treatment is suitable for men with localised prostate cancer and for some men whose prostate cancer has spread to the area just outside the prostate (locally advanced disease). Some men may have a combination of external beam radiotherapy and brachytherapy.

Radiotherapy can also be used after surgery if the cancer recurs.

Possible side effects include bowel problems, discomfort passing urine and erectile dysfunction.

Surgery

The whole prostate gland can be removed in an operation called a radical prostatectomy. This is suitable for treating cancer that is contained within the prostate.

There are three types of prostatectomy:

- Open prostatectomy
- Laparoscopic prostatectomy (keyhole) - by hand
- Laparoscopic prostatectomy (keyhole) - robot assisted.

Possible side effects include erectile dysfunction and incontinence.

Hormone therapy

Prostate cancer needs the male hormone testosterone to grow. Hormone therapy helps control prostate cancer by stopping the production of testosterone or stopping testosterone reaching the prostate cancer cells. Hormone therapy will not cure prostate cancer but it can keep the cancer under control for many months or years.

Hormone therapy shrinks the cancer, slows down its growth and reduces symptoms and for many men it may be a lifelong treatment. It is usually a treatment for men whose cancer has spread outside the gland (locally advanced prostate cancer) or to other parts of the body (advanced prostate cancer).

Hormone therapy is also commonly used before radiotherapy and sometimes afterwards to help improve the effects of treatment.

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Common side effects of hormone therapy include; hot flushes, loss of libido, erectile dysfunction and breast swelling & tenderness.

Diet and prostate cancer

There is some evidence that certain foods may slow down the growth of prostate cancer or reduce the risk of it returning after treatment. The research at the moment is limited and it's not clear how different foods impact upon the growth of prostate cancer. However, by eating healthily men can take control over their own health and actively do something to improve it. It will also benefit overall health and reduce the risk of other medical problems such as heart disease and diabetes.

Some of the nutrients found in different foods may help to slow down the growth of prostate cancer. Other foods may increase the risk of the cancer growing. The evidence at the moment is limited and more research is needed. However, there is some scientific evidence that the following foods may affect prostate cancer.

Foods that may be beneficial to men with prostate cancer:

- Tomatoes. They contain an anti-oxidant called lycopene, which may slow down the growth of prostate cancer. Lycopene is also found in lower levels, in watermelon, pink grapefruit, guava and papaya.
- Pomegranate juice. There is some evidence that pomegranate juice may benefit men with prostate cancer.
- Cruciferous vegetables (the cabbage family). Some studies suggest that cruciferous vegetables may slow down the growth of prostate cancer or reduce the risk of aggressive prostate cancer.
- Soy. Some studies have suggested that soy may slow down the growth of prostate cancer.
- Green tea. There is some evidence that green tea may protect against prostate cancer growing and advanced cancer.
- Omega-3 fatty acids. These are found in oily fish, some nuts and vegetable oils. Some studies suggest that omega-3 fatty acids may protect against advanced prostate cancer.



Photo by Georgia Glynn Smith

Foods that may increase the risk of prostate cancer growing:

- Dairy products and calcium. Eating large amounts of dairy products may increase the risk of prostate cancer growing and of advanced cancer.
- Red meat. Some studies have found that eating too much red meat such as beef, pork or lamb may increase the risk of advanced prostate cancer.
- Processed meat, such as ham, bacon, sausages and burgers. Processed meat may increase the risk of prostate cancer growing.
- Well cooked meat. Some research suggests that meat cooked at very high temperatures or very well done can increase the risk of advanced prostate cancer.

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Contact us

To find out more about how we can help you to get your audience to declare 'I'm aware' this Prostate Cancer Awareness Month, please contact:

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Prostate Cancer Awareness Month
March 2011

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