

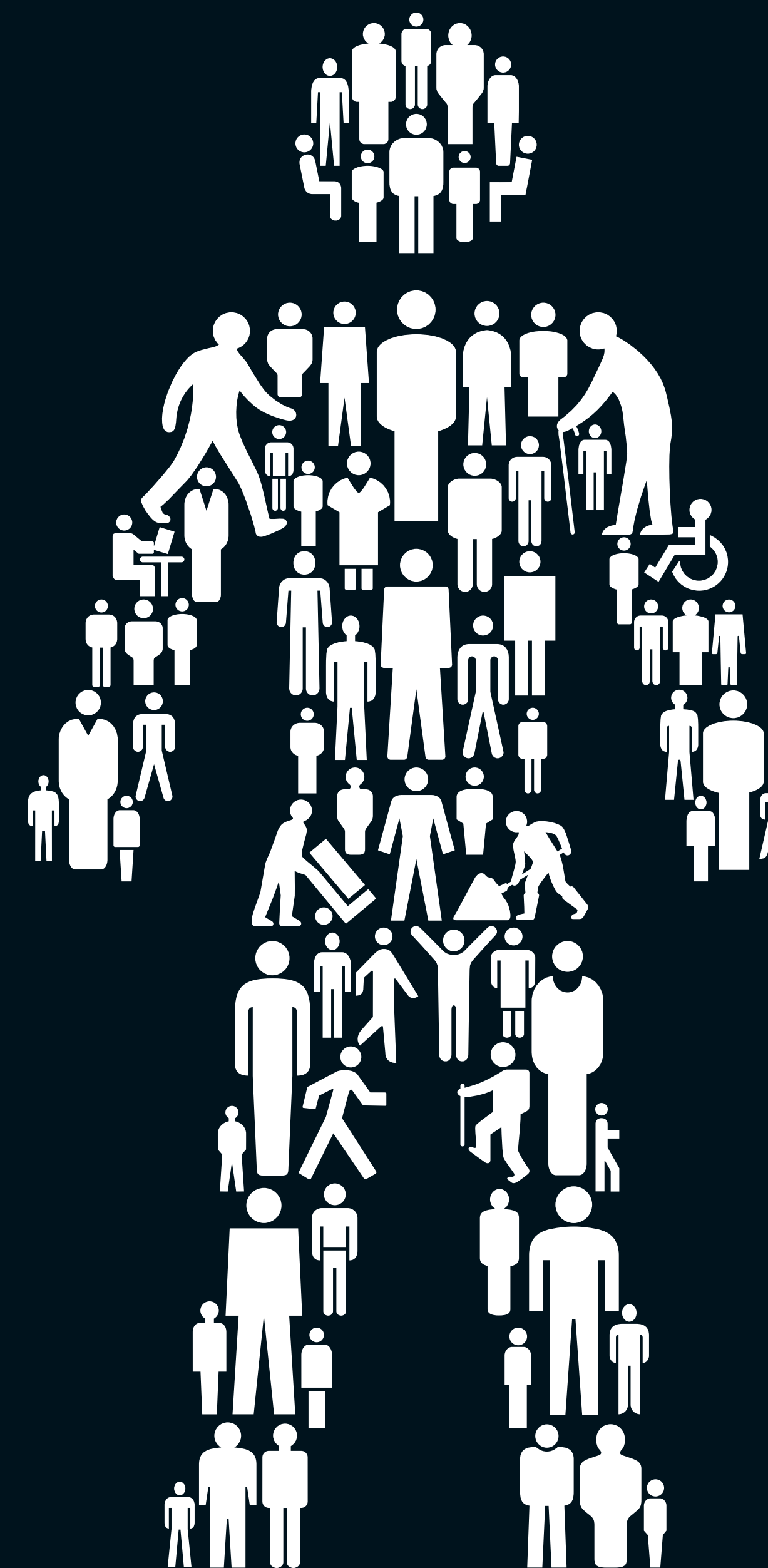
In partnership with



Find the **14,000** men

Campaign tool kit

**PROSTATE
CANCER UK**



What is the campaign?

Due to the pandemic, 14,000 undiagnosed men haven't started urgent prostate cancer treatment. The earlier prostate cancer is caught the easier it is to cure. Finding these men is crucial to save lives.

Prostate Cancer UK is working in partnership with the NHS to find more than 14,000 men in the UK who need treatment for prostate cancer but have not yet come forward for a diagnosis.



Professor Peter Johnson,
National Clinical Director
for Cancer at NHS England

“Prostate Cancer UK’s online risk checker is an excellent tool to give people greater understanding of their level of risk and help them make an informed choice about what actions they can take. The more men we can encourage to use it, the greater impact this campaign can have on catching more prostate cancers early, saving many lives.”

Key dates

- 17 Feb** Campaign goes live! Look out for our national press story and multi channel media campaign.
You can promote this campaign anytime from 17 Feb onwards.
- 24 Feb** Watch our social channels for a top secret announcement to share with your networks.
- 1 Mar** We're asking our supporters to change their social media profile pictures to increase awareness of the campaign.
- 31 Mar** Join us for an online prostate cancer awareness talk open to all.

If you have any further questions please get in touch with your Prostate Cancer UK contact.



How can I help?

Top 3 ways you can help find the 14,000 men

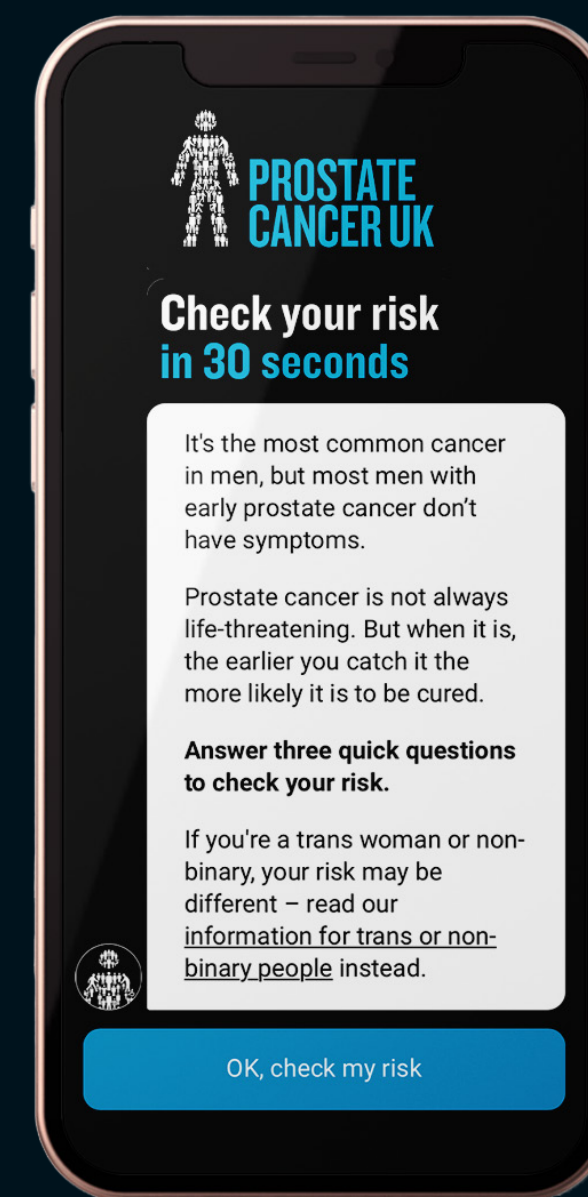
- 1 Share our messages on [social media](#), [email](#), [company intranets](#) and [WhatsApp](#) to ask men to complete our 30 second online risk checker
- 2 Download our [campaign resources](#) and share with your friends, family, communities, colleagues and networks
- 3 Find out more about prostate cancer awareness talks you and your company can access

See the '[Download your resources](#)' section to get videos, social graphics, posters and more.

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Download your resources



Your resources

Download posters, videos and social media graphics here:

prostatecanceruk.org/risk-checker-resources

You can order printed materials here:

shop.prostatecanceruk.org/our-publications

If you have any questions speak to your Prostate Cancer UK contact



Example posts for Twitter

Example 1:

Our partner [@ProstateUK](#) has joined forces with the NHS to find 14,000 undiagnosed men who haven't begun urgent prostate cancer treatment due to the pandemic.

1 in 8 men will get prostate cancer.

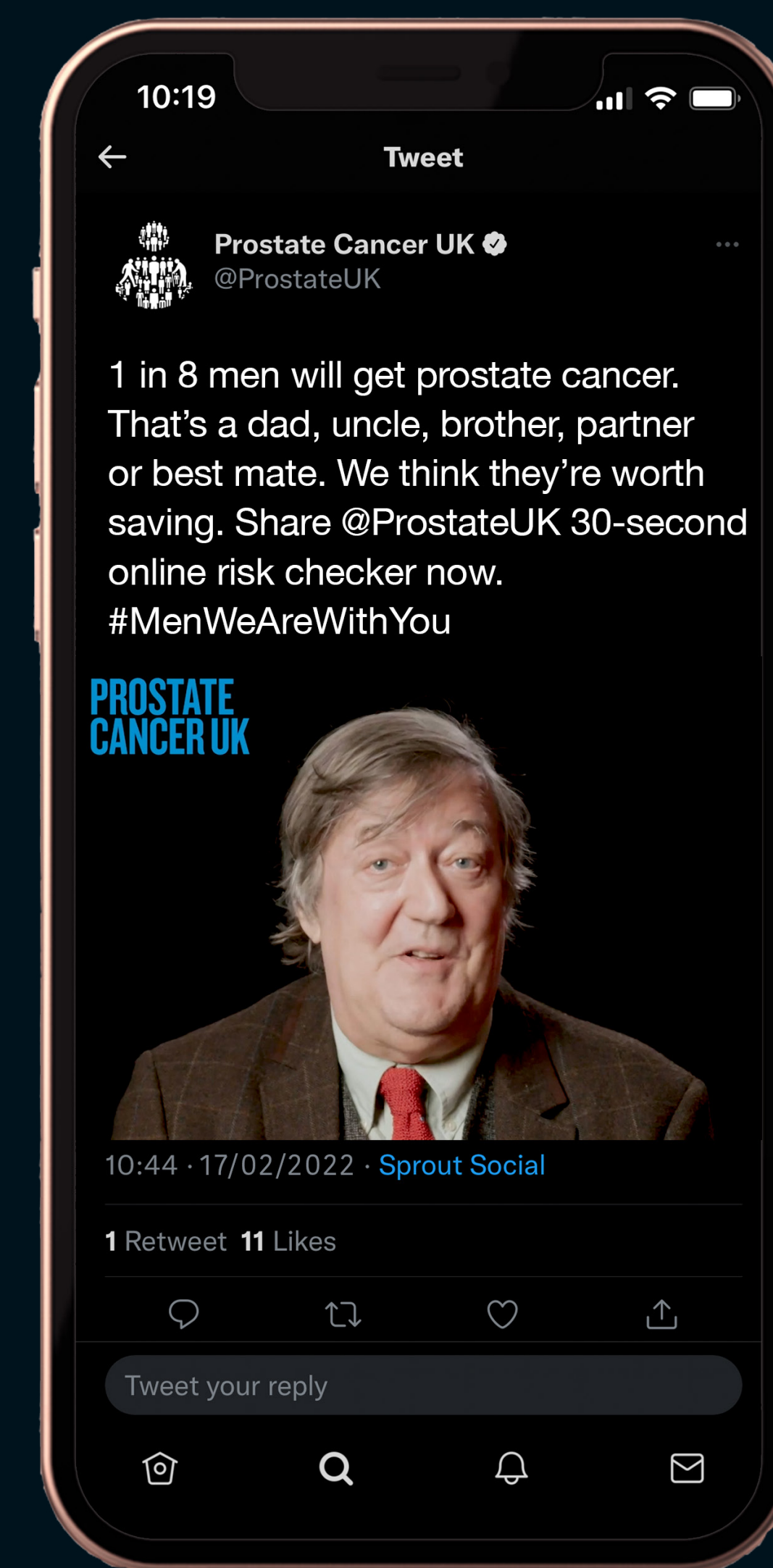
Share Prostate Cancer UK's 30-second risk checker and help find them.
[#MenWeAreWithYou](#)

Example 2:

1 in 8 men will get prostate cancer.
That's a dad, uncle, brother, partner or best mate.

We think they're worth saving.

Share [@ProstateUK](#)'s online risk checker now.
Early diagnosis saves lives.
[#MenWeAreWithYou](#)



Example posts for Facebook

Example 1:

Big news: Our partner [@ProstateCancerUK](#) has joined forces with the NHS to find 14,000 undiagnosed men who haven't started urgent prostate cancer treatment due to the pandemic

1 in 8 men will get prostate cancer.

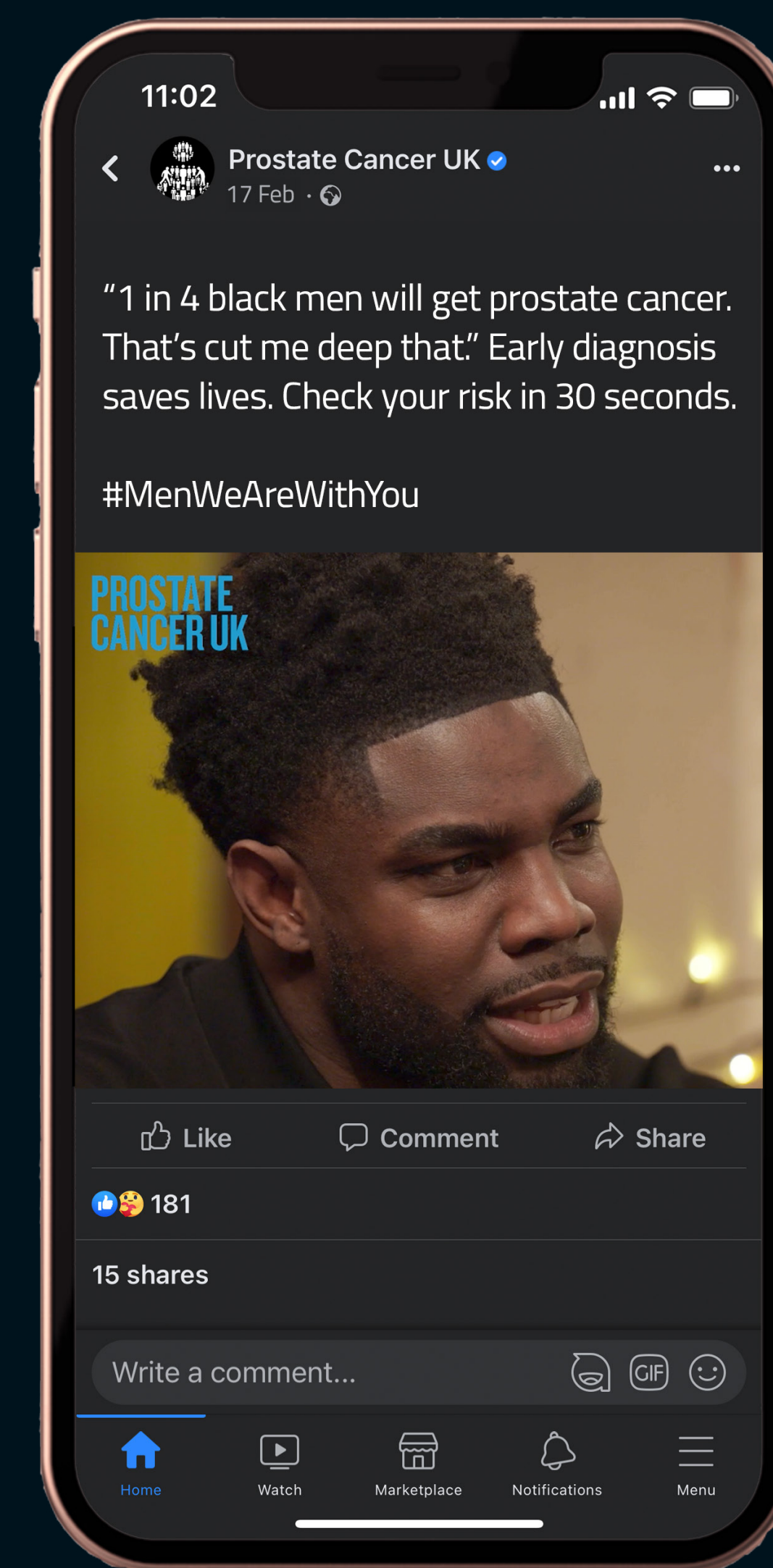
Share Prostate Cancer UK's 30-second risk checker and help find them.

Example 2:

1 in 8 men will get prostate cancer. That's a dad, uncle, brother, partner or best mate.

We think they're worth saving.

**Share [@ProstateCancerUK](#)'s online risk checker now.
Early diagnosis saves lives.**



Example posts for Instagram

Example 1:

Big news: Our partner [@ProstateCancerUK](#) has joined forces with the NHS to find 14,000 undiagnosed men who haven't started urgent prostate cancer treatment due to the pandemic..

1 in 8 men will get prostate cancer.

Share Prostate Cancer UK's 30-second risk checker and help find them.
[#MenWeAreWithYou](#)

Example 2:

1 in 8 men will get prostate cancer. That's a dad, uncle, brother, partner or best mate.

We think they're worth saving.

Share [@ProstateCancerUK](#)'s 30-second online risk checker now.
[#MenWeAreWithYou](#)



In partnership with



Example posts for LinkedIn

We're proud to be supporting Prostate Cancer UK to help find the 14,000 men.

Our partner [@ProstateCancerUK](#) has joined forces with the NHS to find 14,000 undiagnosed men who haven't started urgent prostate cancer treatment due to the pandemic.

1 in 8 men will get prostate cancer.

Share Prostate Cancer UK's 30-second risk checker and help find them.
[#MenWeAreWithYou](#)



Example email copy

Subject: The next 30 seconds could save a life

Body: Dear **XXXX**

Help find the 14,000 men

We are supporting Prostate Cancer UK and NHS England's campaign to find 14,000 men who have not started treatment for prostate cancer since the beginning of the pandemic.

Share the risk checker and help save lives.

1 in 8 men will get prostate cancer. A dad, brother, uncle, partner or best mate. We think they're worth saving.

That's why Prostate Cancer UK has partnered with the NHS to ask the public to share its 30-second risk checker – to help men understand their risk of prostate cancer.

You can help too. Check your own risk of prostate cancer, or for a loved one now. It takes 30 seconds. Then share Prostate Cancer UK's online risk checker with your network.

[Insert your LINK here]

You can also visit prostatecanceruk.org/risk-checker-resources to download Prostate Cancer UK's campaign resources to share with your community, colleagues and networks.

Sign off



Example web or blog copy

Find the 14,000 men

Why we're backing Prostate Cancer UK & NHS England's new campaign

Prostate cancer is more common than you think. It's the most common cancer in men. 1 in 8 men will get prostate cancer. That could be a dad, uncle, brother, partner or best friend. It's why Prostate Cancer UK and the NHS have joined forces to launch a campaign to find the 14,000 men who have not started treatment for prostate cancer since the beginning of the pandemic.

Early diagnosis saves lives

New figures show that prostate cancer accounts for a third of those not treated for cancer compared to before the pandemic. Prostate cancer is very treatable if caught early. It's important for men to know their risk because early prostate cancer often has no symptoms.

Joe Appiah, from Bromley, was diagnosed with prostate cancer during the pandemic. He didn't have symptoms. "I'd seen adverts about prostate cancer, but I didn't know how badly black men were affected, or how to get a test. I didn't have symptoms and wasn't aware of any family history. So until my friend told me to speak to my GP, I didn't think about it – especially with Covid too. My friend saved my life. Thanks to him it was caught just in time."

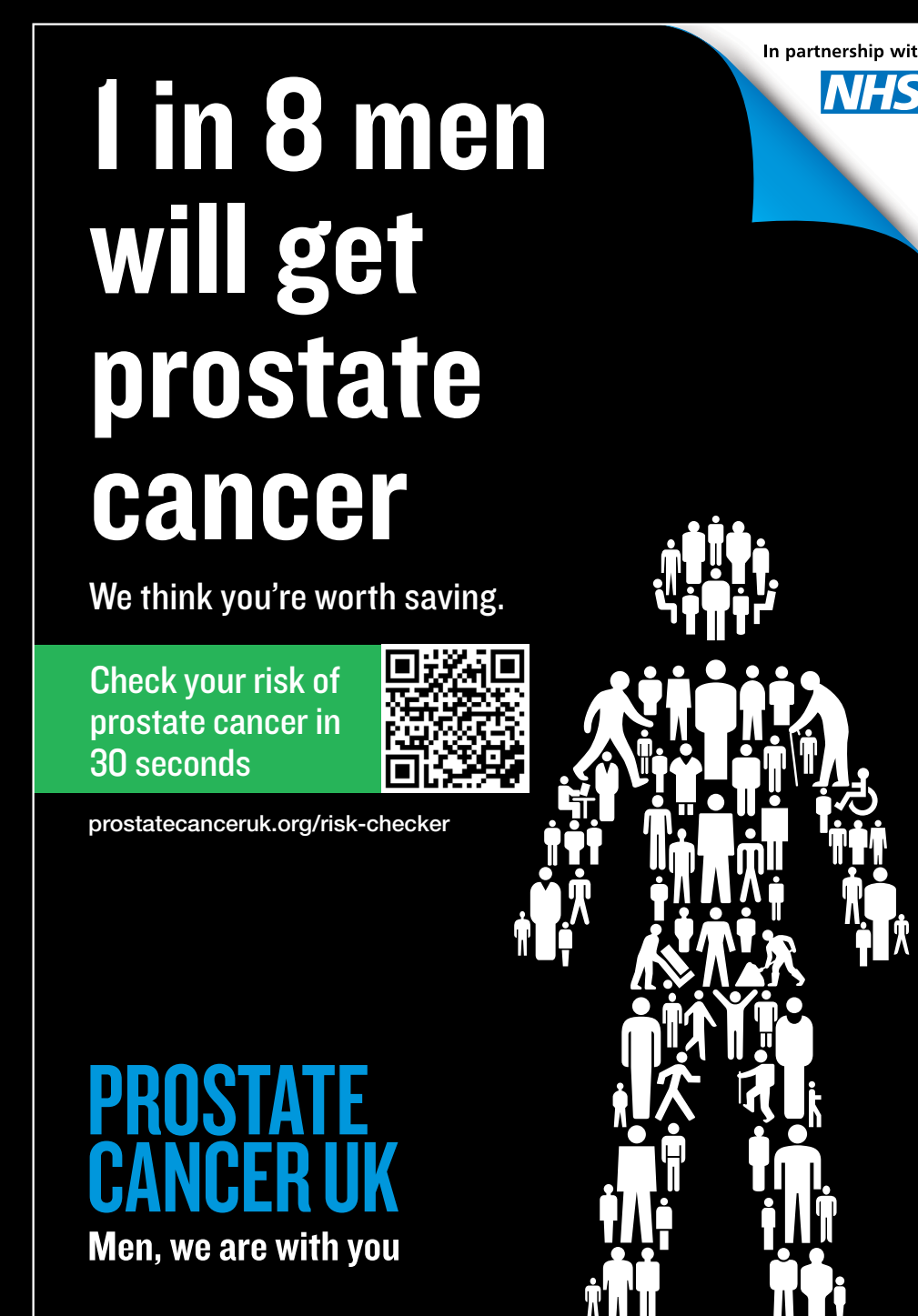
Check your risk and share the risk checker with loved ones

It takes 30 seconds to complete and could save lives.

ADD LINK

How you can help

Visit prostatecanceruk.org/risk-checker-resources to access posters, graphics, videos and further information



In partnership with **NHS**

1 in 8 men will get prostate cancer

We think you're worth saving.

Check your risk of prostate cancer in 30 seconds

prostatecanceruk.org/risk-checker

PROSTATE CANCER UK
Men, we are with you

Don't wait for symptoms



I'd seen adverts about prostate cancer, but I didn't know how badly black men were affected, or how to get a test. I didn't have symptoms and wasn't aware of any family history. My friend saved my life. Thanks to him it was caught just in time, when it was still in the prostate. My doctor told me it was ready to escape. If I'd waited a year down the line, until I got symptoms, things would have been very different.

Joe Appiah, Prostate Cancer UK supporter in Bromley.



Share with your loved ones



I'm passionate about raising awareness about prostate cancer following my own diagnosis. Whether I'm sharing Prostate Cancer UK beer mats in the pub, wearing my "Man of Men" badge or including messages about the online risk checker in my email signatures – I know this makes a difference, and has encouraged colleagues and friends to take action on their health.

Mark Nugent, Contractor for EDF, in Newcastle.



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Track your impact

Your **Prostate Cancer UK contact** can provide you with unique links to help you track the impact of your posts on social media and digital channels.

Download campaign resources here:
prostatecanceruk.org/risk-checker-resources



Thank you

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PROSTATE CANCER UK

Men, we are with you

Download resources here: prostatecanceruk.org/risk-checker-resources
Ask your contact for further information