



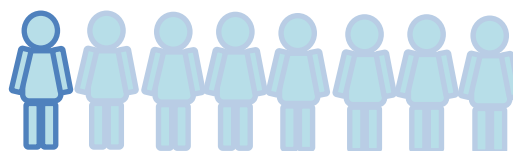
Prostate Cancer Health Campaign

Prostate Cancer

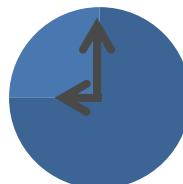
According to Prostate Cancer UK¹:



Prostate Cancer is the most common cancer in men. It's the third biggest cancer in the UK.



1 in 8 men will get prostate cancer in their lifetime.



Every 45 minutes, one man dies from prostate cancer

It is reported that prostate cancer usually develops slowly; many men will have it for years before spotting any signs. You can help by bringing about an awareness of how serious prostate cancer is.

Top tips for your campaign

- Alongside this campaign, you may want to consider other topics which affect men such as mental health. You can download our mental health briefing sheet here for ideas on where to find resources: www.numarknet.com/download/detail/1340
- Some men may be less inclined to engage in a conversation around this topic so ensure your display has sufficient leaflets that can be taken— it's about planting the seed, they may not be interested now, but will refer to later on.
- Make every contact count! Your display should be inviting so that you can opportunistically have the conversation with everyone as they may know someone that will find the information useful such as partners, spouses, carers etc

Suggested Resources

- **Prostate Cancer UK** have a fantastic range of publications you can order: prostatecanceruk.org/prostate-information/our-publications
- **Comic company** provide resources to support men's health such as leaflets and banners: www.comiccompany.co.uk/

You may want to book an awareness talk by Prostate UK who have trained volunteers to carry out talk to groups which pharmacy teams would benefit from: prostatecanceruk.org/get-support/book-an-awareness-talk-or-stand

Engaging with your customers

- Hi we're raising awareness of prostate cancer and other topics which affect men, have you seen the information leaflets we have available on our display?
- We are supporting our customers this week/month on the topic of *prostate cancer* Would this be of any interest to you or perhaps someone you know?
- Hi how are you? Not sure if you have seen our display over here, we're highlighting messages on prostate cancer, would you mind if we had a quick chat about this?

¹ <https://prostatecanceruk.org/prostate-information/about-prostate-cancer>

Checklist for running your health promotion

To support you in preparation for a [prostate cancer awareness campaign](#), use this checklist to ensure you have everything in place before, during and after the event.

	Action	Resource	Completed
1	Key health awareness days	<ul style="list-style-type: none"> Men's health week - www.menshealthforum.org.uk/ Movember - uk.movember.com 	<input type="checkbox"/>
2	Suggested Resources	<ul style="list-style-type: none"> Order your resources in plenty of time See 'Suggested Resources' section of this briefing sheet. 	<input type="checkbox"/>
3	Engage your team	<ul style="list-style-type: none"> Speak to your colleagues about the health promotion and the key messages you are promoting. You may want to agree to have a member from Prostate UK to come along to visit you for an awareness talk: prostatecanceruk.org/get-support/book-an-awareness-talk-or-stand Log notes from your team meeting using the template on NumarkNet: www.numarknet.com/download/detail/1048 	<input type="checkbox"/>
4	Up skill your knowledge - Training	<ul style="list-style-type: none"> Counter Excellence for managing Prostate cancer is accessible via the Numark training platform: www.numarknet.com/training/numark-training-library Prostate UK provide free online training and education courses prostatecanceruk.org/for-health-professionals/online-learning 	<input type="checkbox"/>
5	Set up your health promotion zone (hpz)	<ul style="list-style-type: none"> For advice on how to set up your hpz, please see the guide available at: www.numarknet.com/download/detail/1040 Try and highlight statistics on your campaign by using coloured card – you can find statistics from Prostate Cancer's info graphic: prostatecanceruk.org/prostate-information/are-you-at-risk/infographic-what-is-my-risk 	<input type="checkbox"/>
6	Raise awareness of your event	<ul style="list-style-type: none"> Tell your customers about your health promotion or display a poster in your pharmacy. Generate local interest by updating your website, using social media– get help here: www.numarknet.com/7523. Consider holding a fundraising day to raise vital funds for Alcohol Concern: www.alcoholconcern.org.uk/Pages/Fundraisers/ Important: if you offer the flu service in pharmacy, men who do have prostate cancer will be eligible for a free flu jab. 	<input type="checkbox"/>
7	Signposting	<ul style="list-style-type: none"> Consider signposting to services in pharmacy e.g. alcohol intervention and blood pressure services. For more information on providing the service, please take a look at our service toolkits at www.numarknet.com/pharmacy-services/private-services Ensure your signposting folder is up to date to refer customers to well man clinics in the area: www.nhs.uk/common-health-questions/mens-health/what-are-well-man-clinics/ See our signposting guidance 	<input type="checkbox"/>
8	Replenish resources	<ul style="list-style-type: none"> Consider keeping a small stock of resources behind the counter so that you can replenish your health promotion zone when required. 	<input type="checkbox"/>
9	Record your outcomes	<ul style="list-style-type: none"> Take photos of your hpz to store with your health promotion summary sheet (attached) to evidence the activity. Talk to your customers following their health promotion experience to get their feedback using the template on NumarkNet: www.numarknet.com/download/detail/1037. 	<input type="checkbox"/>

Health Promotion Summary Sheet

You can use this **summary sheet** to evidence your health promotion activity. Don't forget to take photographs of your health promotion display and attach it to this sheet. Retain this document in your evidence portfolio if you are a Healthy Living Pharmacy or Health+Pharmacy.

Health Promotion	
Brief outline of what the Health Promotion is about	
Event date / date range for campaign	
Initials of staff members who participated in campaign day/week/month	
Name of leaflets or promotional materials used in the health promotional zone	
Give three examples of advice which was given during the promotion	