



"It's A Man Thing"

Prostate Cancer Awareness Campaign

Lesley Stevenson, Unite ULF Project, EDC Co-ordinator

Background

- **John Hoo**
- **Prof Nick James, QE Cancer Centre,
Birmingham & Warwick University Cancer
Cent**
- **Courtney Pine**
- **Me – lifelong trade unionist and equality
campaigner**

Education through Music



- **Jazz Concert with Courtney Pine,** Bramall Music Building, Birmingham University 7th November 2013
- John wrote, played, recorded and produced **“It’s a Man Thing” CD**
- **Launch CD with Courtney Pine,** Hyatt Hotel Birmingham 21st November 2014
- **Summer BBQ,** Claverdon, Warwickshire, 25th July 2015
- **Jazz Concert with Courtney Pine,** Hyatt Hotel Birmingham 6th February 2016

Facts and Figures

- Prostate Cancer is the commonest cancer amongst men
- Increase in Prostate cancer diagnosed over last 10 years
- If diagnosed early can be cured
- Increase in working men - over the age of 50 years - being diagnosed
- New treatments and tests all the time making survival and detection less invasive
- Prostate cancer accounted for 25% (1/4) of all cancers in men
- Over 40,000 diagnosed each year in UK
- 16% increase in last 10 yrs
- 13% of all male deaths
- 10,000 deaths every year in UK
- 1:8 chance of developing prostate cancer

“Hear Me Now”

The inequality of prostate cancer

- Report launched by David Lammy 2014
- Lack of awareness
- Early detection
- Inequality for black men in diagnoses and worse outcomes
- Younger age
- GPs fobbing off
- Cultural issues
- Also a class issue
- 1:4 for men of African origin will get prostate cancer = twice as likely: 27% (12%)
- Double risk of dying from Prostate Cancer – 8% (4%)
- 19% of cases diagnosed are at an advanced stage prostate cancer in black men
- Prostate cancer accounts for 22% of deaths in black men
- Increase in black men under age 50 being diagnosed

Other risk factors

- **Family history – including breast cancer**
- **Diet**
- **Work – occupation, shifts, sedentary, lack of toilet breaks**
- **Lack of exercise**
- **Access to GP and well being schemes**
- **No national screening programme**
- **Class**

Unite the Union - Awareness

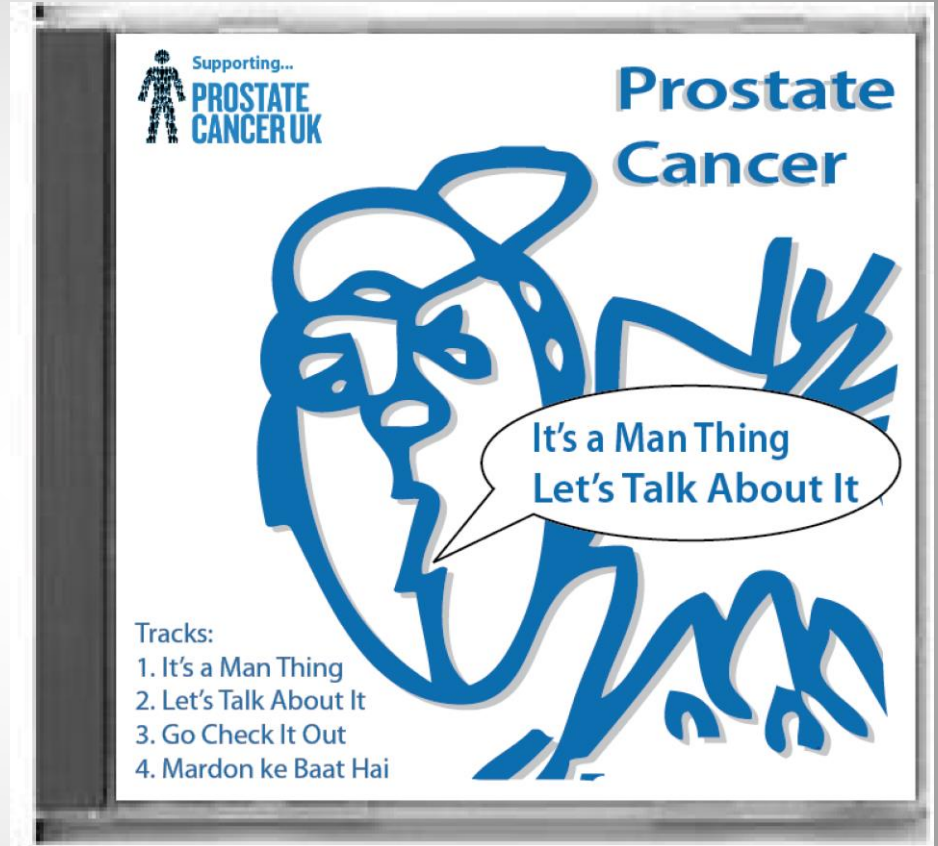
- **Regional and National BAEM**
- **WM and SW Regional support**
- **National & Regional Equalities Conferences**
- **Education Dept & Learn with Unite – ULF Project**
- **Retired Members**
- **Policy, Rules and Sector Conferences**
- **Education courses**

Achievements - Awareness

- **Unite**
- **BAEM & Equality Reps**
- **ULRs**
- **Officers**
- **Activists**
- **TUC Black Workers Conference**
- **SERTUC**
- **Community**
- **Health Professionals**
- **Employers**
- **Media**
- **Presentations**
- **Invites to Committees**
- **Stalls at events**
- **Using the music to get the message across –unique and innovative**

Achievements - fundraising

- CD and online sales of “It’s a Man Thing” (£3.99 or 99p per download)
- Wristbands (£1)
- Organised sold out concerts and a music festival
- Raised over £14,000



NEXT EVENT

Summer BBQ - Saturday 18th June 2016, Claverdon, Warwickshire

- Interested? - send details to John or Lesley to put on the invite list.

Launch of new version featuring Sylvia Amos and Prof James

Other Achievements

- **Produced a short animated advertisement**
- **Produced and circulated leaflets about the campaign**
- **Interviews on local and national media**
- **Links to other Prostate Cancer Groups**
- **Saved lives**
- **Men talking about their health**

ManVan

- **Breast Screening Vans for women**
- **Prostate Screening only in place in Scotland**
- **Tackle Van in Wales**
- **Need to take health checks to men – at workplace or community**
- ***ManVan(s) and health buses***
- **Ours – working with the NHS**



National Express



What our people told us

“Show us that you care about our health. Healthy drivers make happy drivers and happy drivers make better drivers.”
(Birmingham Central)

“I would like the company to do something about employee well-being, not just safety.”
(Acocks Green)

Issues/ checklist

- **Breast and Cervical cancer awareness for women in the 1970s was taken up by unions as a workplace issue**
- **Raise the issue amongst members and employers**
- **Health & Safety meetings**
- **Union structures**
- **Invite local Oncologist/ Urologist/ support group to union meetings and events**
- **Check health policies/ screening/ wellbeing schemes**
- **Survey members**
- **Develop awareness as part of health awareness**
- **Speakers/ play the CD at union meetings and events**
- **Union policy**
- **Education courses/ briefings**
- **TUC Cancer Awareness guidance – negotiate**
- **Support Movember**
- **Support for Carers**
- **Campaign for national screening**
- **Campaign for Man Vans for workplaces and communities**

Finally

- ✓ *buy the CD and use as an educational tool*
- ✓ *Wear your wristband with pride*
- ✓ **LETS TALK ABOUT IT**
- ✓ **GO CHECK IT OUT**

IT'S A MAN THING

Contact Details

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