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One in three UK men say they know nothing about prostate cancer

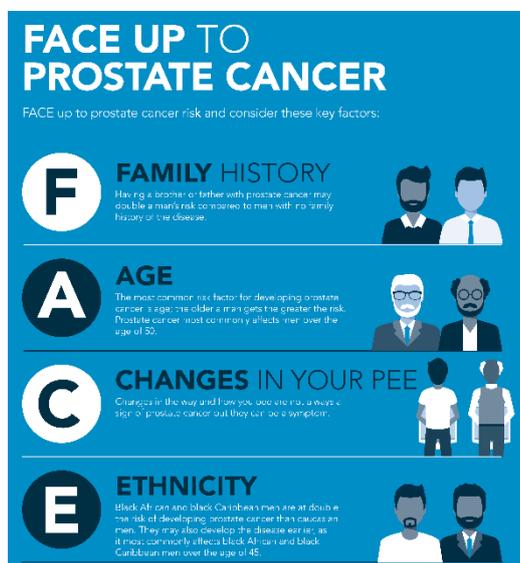
A new survey released today by male cancer charity, Orchid, to coincide with **Male Cancer Awareness Week (9-15 April)**, highlights a worrying lack of awareness amongst men of prostate cancer, its symptoms and risk factors.

Of particular concern is the lack of awareness amongst those men at potential high risk of developing prostate cancer – men aged over 50, black African and black Caribbean men and men with a family history of prostate cancer.

The survey reveals that 31.4% of UK men say that they know nothing about prostate cancer whilst 60.4% of men say they are not confident in identifying the signs and symptoms of prostate cancer. More worrying, is that despite being at higher risk of developing the disease, men aged over 45 are the least knowledgeable when it comes to prostate cancer and 57% of black African and black Caribbean men were not aware that their ethnicity affected their risk of developing prostate cancer. In addition, 22.8% of men with a family history of prostate cancer were not aware that this affects their own risk of developing the disease.

“It’s not acceptable that we are seeing 40% of prostate cancer diagnoses in the late stage, and a mortality rate that is unnecessarily high. Too many men are not facing up to prostate cancer and their own individual risk and they are not seeking help and advice earlier enough” says Rebecca Porta, Orchid Chief Executive. *“If we can tackle this from both sides, by getting many more men and GPs to talk about prostate cancer risk, we can help to improve outcomes in the longer term – both for patients and the health service”*.

With early diagnosis critical to improving patient outcomes, Orchid is calling upon healthcare professionals to help male patients be more risk aware and to consider intervention with their at-risk patients to discuss risk factors and symptoms. To help bring the key risk factors in prostate cancer front of mind, and prompt discussion with male patients, Orchid has launched a **‘F.A.C.E. up to prostate cancer’** campaign highlighting 4 key risk factors:



FACE UP TO PROSTATE CANCER
FACE up to prostate cancer risk and consider these key factors:

- F FAMILY HISTORY**
Having a brother or father with prostate cancer may double a man's risk compared to men with no family history of the disease.
- A AGE**
The most common risk factor for developing prostate cancer is age: the older a man gets the greater the risk. Prostate cancer most commonly affects men over the age of 50.
- C CHANGES IN YOUR PEE**
Changes in the way and how you pee are often a warning sign of prostate cancer and they can be a symptom.
- E ETHNICITY**
Black African and black Caribbean men are at double the risk of developing prostate cancer than Caucasian men. They may also develop the disease earlier, as it most commonly affects black African and black Caribbean men over the age of 45.

Family history - having a brother or father with prostate cancer may double a man’s risk compared to men with no family history of the disease.

Age - the older a man gets the greater the risk, with prostate cancer most commonly affecting men over the age of 50.

Change in urinary habits – changes in urinary habits are not always a sign of prostate cancer but they can be a symptom.

Ethnicity - black African and black Caribbean men are at double the risk of developing prostate cancer than Caucasian men and may develop the disease earlier too, most commonly affecting men from this group over 45.

Dr. Jonny Coxon, GP Partner and Secretary of the Primary Care Urology Society supports a call for improvements in risk analysis of patients, and advises that “GPs would benefit from better use of algorithms that take into account factors such as age and family history, as well as prostate size and PSA. Whilst such algorithms exist, they seem too difficult to easily access in routine care and, in addition, we eagerly await a simple system that could advise GPs who have checked a man’s PSA what the individual risk is, and when or if the test should be repeated”.

[Orchid](#) is the only male specific cancer charity in the UK. It provides support for patients via its male cancer helpline - 0808 802 0010 - and advice and information for healthcare professionals, including a [guide](#) on ‘having a conversation with patients about prostate cancer’.

- ENDS –

Notes to Editors

The **Orchid survey of ‘Men’s Attitude to prostate Cancer Risk’** was conducted in March 2018 by Censuswide and canvasses the opinion of 1,101 UK males.

Prostate cancer experts available for interview:

- **Rebecca Porta** – Orchid Chief Executive
- **Katharine Mutsvangwe** – Orchid Male Cancer Information Nurse and Oncology Nurse at Barts and the London NHS Trust
- **Professor Dan Berney** - Professor and Principal Investigator at the Barts Cancer Institute at Queen Mary University of London
- **Greg Shaw** – Consultant Urological Surgeon at UCL Hospitals
- **Dr Jonny Coxon** – GP and Secretary of the Primary Care Urology Society

Prostate cancer

Prostate cancer is the most common male cancer with over 47,300 cases diagnosed per year. Prostate cancer kills more than 1 man an hour in the UK equating to 11,300 men every year.

Orchid

Orchid is the UK’s leading registered charity focused exclusively on male-specific cancers. Formed in 1996 by a testicular cancer patient, Orchid exists to save men’s lives from testicular, prostate, and penile cancers through pioneering research, the provision of specialist information and support, campaigns and raising awareness. www.orchid-cancer.org.uk

Orchid has published a new report - ‘Prostate Cancer: Britain’s Growing Problem’ – to coincide with Male Cancer Awareness Week, which runs from 9th – 15th April. The report presents current and future data regarding prostate cancer incidence and commentary regarding the key issues from some of the UKs leading experts in this field. It also sets out a series of urgent calls to actions in relation to diagnosis, treatment and patient care.

An advance copy of the report is available for download [here](#).

For further information, expert interviews, copies of the report, case study interviews or a high resolution image of the FACE infographic, please contact Justin Wilkes or Molly Jones on 01444 811099 or justin@spinkhealth.com, molly@spinkhealth.com