

Strategy 2025 to 2030



Setting the Scene

At Prostate Scotland, we're committed to increasing awareness and providing information on prostate disease and prostate cancer at every stage of a man's journey. With one in ten men at risk in Scotland, prostate cancer is the most common cancer affecting men but through earlier detection, 80% of men survive prostate cancer. In Scotland, a greater number of men are diagnosed at a later stage of prostate cancer than elsewhere in the UK. Higher risk groups, such as those with a family history or those from an African and Caribbean ethnicity, are not as well informed of the disease. Prostate Scotland also provides information and support on benign prostate disease which affects 34% of men in Scotland.

Prostate Scotland's 5 Year Strategy sets out how our team will work collaboratively to achieve our mission with our Board, volunteers, supporters and partners. Our aims for 2025 to 2030 are to raise awareness, educate stakeholders and support men and their families who are impacted by prostate cancer and benign prostate conditions.

Words from our Chair, Robert Wilson

Cases of later stage prostate cancer diagnosis and benign disease continues to rise in Scotland. To achieve our mission, we will continue to grow a skilled staff team working alongside our Board and volunteers to reach men across Scotland, focusing on more deprived and rural communities. We continue to value the dedication and commitment from our fundraisers, who enable us to make such a difference to men and their families and look forward to working with you all over the next 5 years. Our Promise at Prostate Scotland is Inform, Support, Advance - no man should die from lack of knowledge.

Who we Are

Prostate Scotland was formed in 2006 by three Trustees when their family lives were touched by prostate cancer. Over the last seventeen years we have built a staff team of ten, eight Trustees and over eighty volunteers, many with clinical expertise or who are living with prostate cancer or disease. Our team works across Scotland to raise awareness, educate and support men and their families who are impacted by prostate cancer and benign prostate conditions.

Our staff and volunteers hold awareness raising talks in local communities and deliver Toolbox Workshops to a range of businesses across Scotland. By collaborating with our partners, we deliver programmes providing training, education and peer support, helping men to live better with prostate cancer.

Our supporters and fundraisers who individually, as part of a family or as part of workplace teams, work tirelessly to raise money allowing us to continue to do what we do. Fundraising takes all forms, including our annual Burns Supper, pub quizzes, golf events, musical evenings, Kilt Walks, bike rides and even sheep auctions.



Achievements in 2024



5 Prostate Football Fans in Training programmes delivered
Kilmarnock (2), Rangers, St Johnstone and Aberdeen



75 men completed Prostate Football Fans in Training



23 Living Well with Prostate Cancer courses delivered



174 men completed Living Well with Prostate Cancer course



39 Toolbox Workshops delivered



805 people reached through Toolbox Workshops



466 Prospacks given out



20,304 Leaflets distributed



178 Awareness Talks delivered, reaching 4,238 people

“ The programme has been a god send for me, giving me a new lease of life and the ability to face my prostate cancer journey head on. It's improved my overall wellbeing and mental health. I've made friends with the other guys, sharing the confidence to talk about our treatments and experience.

Participant of Living Well with Prostate Cancer course



Vision - the difference we will make

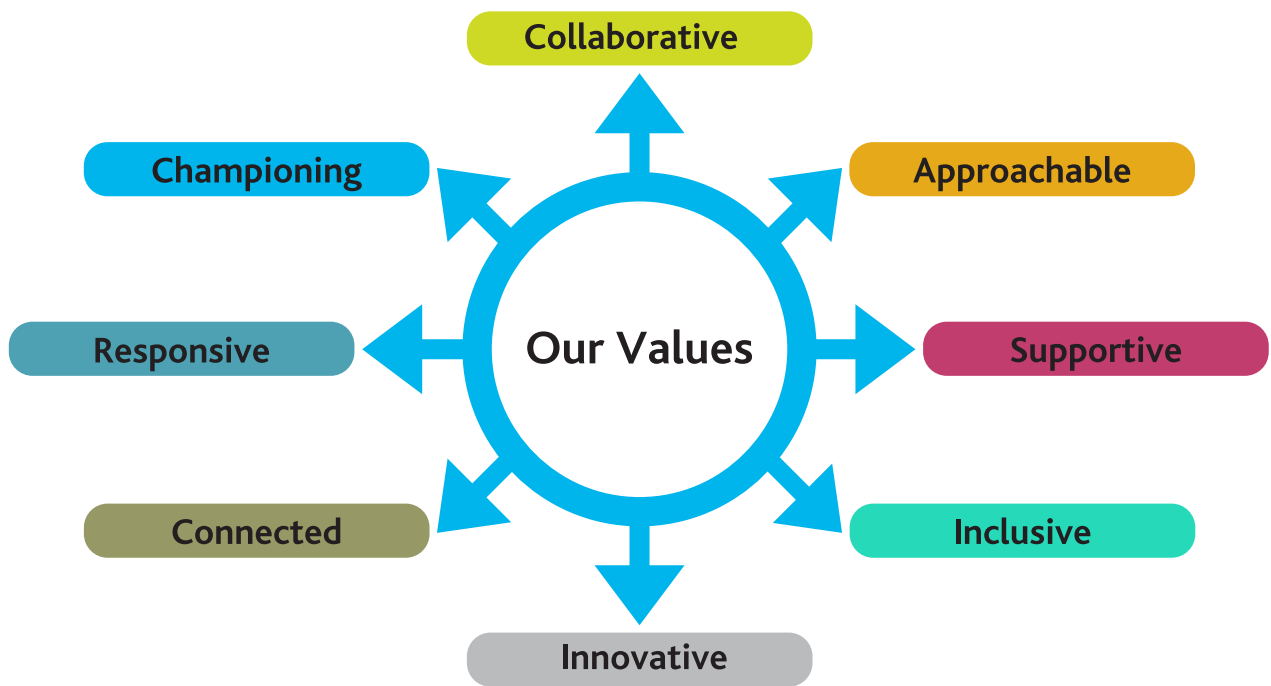
Prostate Scotland will be the first point of contact in Scotland for information on prostate cancer and other prostate conditions. Men will be more informed, confident to secure earlier diagnosis, empowered to make the right treatment choices and supported to live better with all forms of prostate disease.

Mission – how we will make a difference

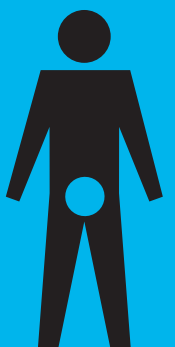
Nationally, we will raise awareness on prostate cancer and other prostate conditions, improving education, providing information and expanding support for men impacted. We will work with partners to improve access to diagnostics, influence treatment developments and promote research.



Our Values



Our Promise



Over the next 5 years, we will . . .

Raise awareness, working towards earlier diagnosis

We will increase our visibility across Scotland reaching a wide range of stakeholders including men, their families, our partners working in healthcare, other charities and policy makers in the Scottish Government and NHS.

Our communications will aim to be accessible and inclusive. Our plans include investing in a new website, building our PR profile and delivering coordinated digital marketing campaigns to raise awareness and provide information to men, their families and to healthcare professionals

Provide information on prostate cancer and other prostate conditions, their symptoms and treatment options

We will provide information by sharing men's stories, encouraging men to learn about prostate cancer and disease and to talk about their own health, seeking medical advice earlier. Using clinical expertise and lived experience we will work with men and healthcare colleagues to review information, giving men and their families the facts about symptoms, treatments and living with prostate conditions when they need it.



“ I can't fault the support I received from Prostate Scotland - as a cancer patient or a fundraiser. Keep up the great work you already do. ”

Fundraiser/Supporter

Support men and their families to live well with prostate cancer and other prostate conditions

Delivering support through NHS treatment centres linked with Maggie's Centres across Scotland, we will continue to offer training and peer support to men impacted by prostate cancer, to live better. This will be done by rolling out programmes such as Prostate Football Fans in Training and Living Well with Prostate Cancer with partners at Scottish Professional Football League Trust, Maggie's and Ayrshire Cancer Support.

“ 5 star! It was perfect, life changing. I hope it receives funding forever so it can continue to be useful to as many men as possible. ”

Prostate Football Fans in Training Player

Raise profile of prostate cancer and other prostate conditions, testing and treatment

We will build visibility of prostate conditions, by generating media interest through strong PR, consistent communications and messaging and by working with our partners in other prostate cancer research and support charities in the UK.

We will strengthen the data we gather, using it to evidence the impact of prostate cancer and disease on men and their families. The data will also inform conversations with the Scottish Government on the need for earlier detection for prostate cancer, particularly for men in higher risk groups.



Educate on prostate cancer and other prostate conditions

We will continue to grow our network to include professionals in primary, secondary and allied healthcare and to reflect lived experience of prostate conditions. This experience and expertise will inform how we reach and educate stakeholders and support men and their families, providing tools and information that is seamless between testing, diagnosis, treatment and rehabilitation.

“ I recommend the Prostate Scotland literature, either online or paper, to all my prostate cancer patients. I only ever get positive feedback about the information provided. I now see it as an essential tool in discussing any prostate cancer diagnosis with patients.

Dave Douglas, Consultant Urologist, Aberdeen Royal Infirmary

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Pursue sustainability

We will source funding to continue our valuable COMPASS project delivering training and peer support to men, helping them to live better with prostate cancer. We will continue to support our dedicated fundraisers and explore how to sustain fundraising efforts, as well as diversify income streams. We will communicate the impact of fundraising efforts more clearly, utilising new software and an enhanced commitment to digital content. We will invest in enablers such as a CRM, new website, PR, building our volunteer and staff team, demonstrating how we use funds raised and the difference this makes.

Strengthen governance

Changes to our team in 2024 introduced additional staff, Trustees and skills to help strengthen our governance. A new CRM Donorfy will become embedded in our daily work, improving data capture, analysis and reporting. We will introduce a new governance framework to assess risk, strengthen operations and review procedures in all functions of the organisation. This will enable our organisation to run effectively whilst supporting the lives of people facing prostate disease and cancer in Scotland.



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