



Increasing awareness of prostate cancer

Increasing awareness of Prostate cancer and further encouraging early diagnosis have been significant priorities of Prostate Scotland over the past year and will continue to be so in 2020. 2019 saw the development and rolling out of a new initiative 'Pull Your Finger Out' aimed at increasing awareness of prostate cancer across Scotland. This initiative was well received and supported by many stakeholders and generated awareness to many new audiences, through the use of a variety of communication channels and routes.

The campaign was inspired by survey research commissioned by Prostate Scotland that found only just half of the members of the public surveyed could name a single symptom of prostate disease and a third of men over 55 (the most vulnerable group) were similarly unaware.

Reaching out across Scotland

The Pull Your Finger out Initiative included awareness and information features about prostate cancer through a special partnership with the Daily Record and several regional newspapers across Scotland. Many of our fundraisers and supporters contributed to these features, which were published online and in print, and promoted through social media. Our specially developed awareness materials to support this activity were distributed in community centres and social clubs.

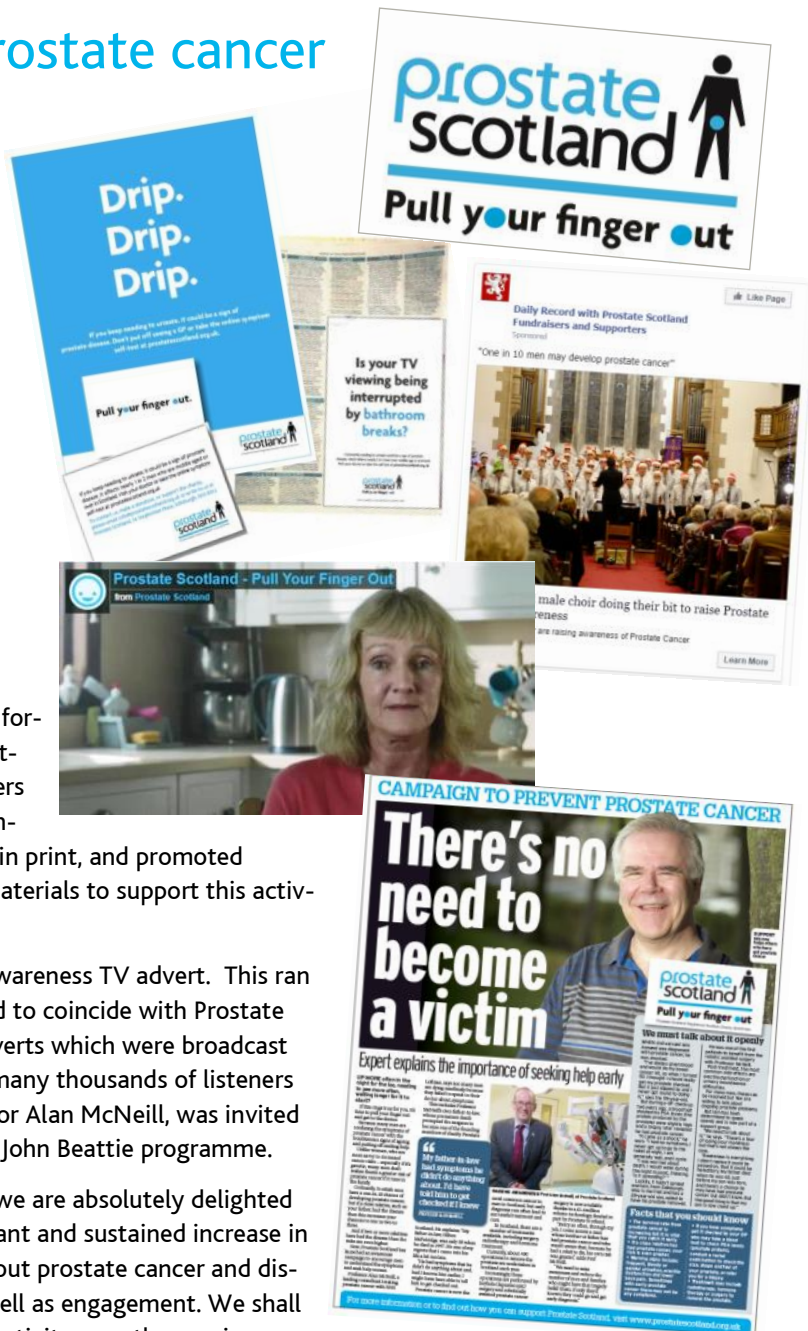
For the second part of our initiative, we launched our first awareness TV advert. This ran in prime time and day time slots on STV in the run up to and to coincide with Prostate Cancer Awareness month. We also developed two radio adverts which were broadcast on several local radio stations. We were also able to reach many thousands of listeners when our trustee and consultant urological surgeon, Professor Alan McNeill, was invited to speak about prostate awareness on BBC Radio Scotland's John Beattie programme.

Following these numerous activities, we are absolutely delighted to report that we have seen a significant and sustained increase in demand for information materials about prostate cancer and disease and in visits to our website, as well as engagement. We shall be taking forward further awareness activity over the coming month and throughout 2020, as well as working to increase support for men with prostate cancer and disease and for their families.

Robot-assisted prostate cancer surgery

Three years ago, Prostate Scotland assisted in the introduction of robotically-assisted radical prostatectomy in Scotland which revolutionised surgery options for men in the east, west and south of Scotland diagnosed with early prostate cancer. This treatment had previously not been available in these areas, and now over 550 men have been able to

take advantage of this option. We raised enough funds to also set up a new fellowship and training scheme to support the training of surgeons in Scotland to perform robot assisted prostate cancer surgery and were pleased to make the first award in 2018. Two new fellows were awarded in 2019 and have commenced their training.



• Prostate Scotland on the pitch



Dundee United Football Club extended a warm welcome to Prostate Scotland at Tannadice Park one Saturday last March for their second Prostate Awareness Day during their match against Alloa Athletic Football Club.

Dundee United players warmed up in bespoke t-shirts to symbolise the partnership between Prostate Scotland, DUCT (Dundee United Community Trust) and ArabTRUST, and the teams exchanged commemorative Prostate Scotland pennants. Our discreet 'Brief Guides to Prostate Disease and Prostate Cancer' were distributed



to supporters inside the stands, and posters were put up throughout the grounds. Two prostate awareness stations were set up where supporters could take the opportunity pre-match and at half time to speak to Prostate Scotland and Clinical Nurse Specialists from Ninewells Hospital in Dundee. Dundee United Managing Director Mal Brannigan said: "Dundee

United is delighted to be working with Prostate Scotland, DUCT (Dundee United Community Trust) and ArabTRUST to raise awareness about the most common cancer in men in Scotland. Thanks to tremendous advances in treatment, there are many men who would not be living as full a life as they are today and we all need to continue to support the results achieved from research. Early detection and subsequent diagnosis is key and today is all about communicating those first symptoms to look out for."

Community Trust Chairman David Dorward said: "Generally speaking, as men we are still not very good at looking after our own health and it is high time for an attitude change. Tannadice brings together thousands of male supporters on a matchday and as such, it is the ideal place to start having the conversation we might otherwise choose to avoid."

ArabTRUST Chairperson Susan Batten added: "ArabTRUST is proud to sponsor the T-shirts the United squad will be warming up in today and by doing so hopes to encourage supporters to use the opportunity to pick up information leaflets or speak with the specialist nurses in the lower tier concourses today."

Announcements were broadcast in the stadium highlighting the activities taking place. Dundee United also published their own article and generously provided space for a Prostate Scotland advert in the match programme.



• Prostate Scotland meets with Prostate Cancer Foundation of Australia

Prostate Scotland was thrilled to have the opportunity to meet with Professor Jeff Dunn AO, CEO of Prostate Cancer Foundation of Australia and with Professor Suzanne Chambers AO when they visited Scotland in October. We were delighted to meet with them again and share our latest developments on our work on prostate cancer and disease in our respective countries. We were pleased to learn about the latest initiative from Prostate Cancer Foundation of Australia (PCFA) on psychosocial care for men with prostate cancer, and discuss approaches to awareness, research, information and support for men with prostate cancer. PCFA is a community organisation and the peak national body for prostate cancer in Australia. It is dedicated to reducing the impact of prostate cancer on Australian men, their partners and families, recognising the diversity of the Australian community. We very much value our contact and collaboration with Suzanne and Jeff and look forward to continuing this in the future.

• New guides & leaflets

Our range of guides and leaflets continues to be updated, including our **Spotlight On** guides to **Prostate Biopsy**; and **Minimal Access Radical Prostatectomy** for prostate cancer. A new guide, **'Watchful Waiting** to manage prostate cancer' has been introduced, kindly funded by the Edinburgh & Lothians



Prostate Cancer Support Group. **Active Surveillance as a management for early prostate cancer** has been kindly funded by Heather and Tam O'Neill and family. The production of a new **'Early**

prostate cancer explained' guide has been kindly funded by the BP C2C 11 Cycle riders. A new expanded leaflet about **PSA testing** was produced—aimed at answering the many questions that

we're asked about the test, and to provide information to those new to the topic. We updated our wallet sized guide to **'Prostate Cancer - is it in the family?'** with funding from the Grand Lodge of Scot-

land. **All guides and leaflets can be read on screen, downloaded for printing at home, or ordered in bulk from the resources page on our website.**

• Prostate Scotland out and about



Prostate Scotland was in attendance at the Scottish Urological Society Annual Meeting in Edinburgh in March where the latest news, developments and treatments in Urology were presented and debated by clinicians from across Scotland. There were particularly interesting sessions on research developments in each of the cancer regions in Scotland as well as on developments on surgical treatments for BPH (Benign Prostatic Hyperplasia). In June, we attended the British Association of Urological Surgeons (BAUS) Annual Scientific Meeting in Glasgow where we hosted our information stand and took the opportunity to meet with clinicians from Scotland as well as those from further afield. In November, we were in attendance in Edinburgh at the NHS Education Day 'Cradle to the Grave' which focused on covering common healthcare dilemmas from childhood to old age.

• Support group launches in Dumfries & Galloway



Congratulations to new support group **Prostate Buddies D&G** who launched this past summer in Dumfries & Galloway. Based in Dumfries and Newton Stewart, the group has been set up to help men who have recently been diagnosed with, or are concerned about, Prostate Disease or Prostate Cancer. Open meetings are held on the last Wednesday of each month at the Dumfries Baptist Church Centre, and on the first Tuesday of the month at the Creebridge House Hotel in Newton Stewart. Congratulations to Prostate Buddies in establishing this fantastic local initiative and we wish you continued success with your meetings.

For prostate cancer support groups throughout Scotland, head to prostatescotland.org.uk/help-and-support-for-you/support-groups

• NHS Scotland to introduce new PSMA scanner service

The Scottish Government has announced that NHS Scotland is to introduce a new PSMA scanner service to help detect advanced prostate Cancer. The announcement in June set out that new PSMA gallium scanning technology for prostate cancer will be funded by NHS Scotland, and provided at four centres across Scotland. The technique allows for more accurate diagnosis of possible prostate cancer relapse, where cancers spread after initial treatment. It allows clinicians to identify where any follow-up tumours are located, allowing for appropriate treatment.

The scanning systems will be located in NHS Greater Glasgow and Clyde, NHS Tayside, NHS Lothian and NHS Grampian. Initial investment of £2 million will be made and the service is expected to be operational around spring 2020. Making the announcement, Health Secretary Jeane Freeman MSP said: "Prostate cancer is the most common male cancer in Scotland, so it's vital that we ensure that the best treatment is available. This equipment will allow clinicians to get quick and accurate information about whether advanced prostate cancer has spread to another part of the body. If there is no spread, the patient can be reassured, and if there are additional tumours, the medical team can put the right treatment in place."

Dr Roger Staff, PET/CT lead for the Scottish Clinical Imaging Network, said: "The introduction of this service represents a marked service development that will significantly improve the management of prostate and neuroendocrine cancer in Scotland".

Prostate Scotland welcomed the announcement: 'This is very welcome and encouraging news – the availability of PSMA scanning in Scotland for men with prostate cancer is a very helpful development and will be a step forward in helping determine whether prostate cancer has spread or re-occurred'.

• Bob Stark Memorial 5K Run

Each year in winter, the special Bob Stark Memorial 5K Run is held around the village and estate of Falkland in Fife where Bob, a popular and dedicated member of Fife Athletic Club lived. The run is dedicated to his memory, and over 160 runners take part. Testament to the event's growing popularity,



2019's race entries were sold out within hours of opening. Over £6,000 has been donated to Prostate Scotland from the Bob Stark Memorial Fund as the proceeds from the event for the last four years. Special thanks go to Graham Bennison and the Stark family for their dedication and support of our work.

• Pin badges and boxes



A welcome addition to our awareness merchandise recently has been our Prostate Scotland pin badge box. With an integrated coin box, our cardboard badge boxes are supplied flat packed with instructions for easy assembly,

and contain our quality enamel pin badges. The suggested donation of £1 per pin badge allows us to cover the cost of their production and a contribution to our work. They can be ordered free of charge from our website at prostatescotland.org.uk/support-prostate-scotland/register-for-pin-badge-collection-box and a special dual branded box sticker can also be ordered by members

of the Grand Lodge of Scotland. We'd like to give a mention to Bert Weatherburn of the Provincial Lodge of Midlothian for his efforts to raise prostate awareness by distributing over 1,000 badges to Lodges throughout Scotland in the last year. Thank you Bert!

• Prostate Scotland in the workplace

"I had lots of positive responses to your presentation. It was well pitched, well received and thought provoking."

"The feedback since I returned to site has been really positive – 'best tool box talk we have had', 'I have been on the web site doing the on line check', 'I am going to speak to my brother about this'."

"Everyone seems to be surprised by their own lack of knowledge on the subject and appreciate how easy to digest everything was in the session."

We're pleased to share such positive feedback following our presentations in workplaces across Scotland which are part of our Workplace Initiative to deliver information and awareness of prostate disease and cancer. We're delighted to have received continued support from a range of industry sectors. This year we've presented to organisations including Balfour Beatty, BP, CALA Homes, Morrisons, Arla, Wood Mackenzie, Leiths and HM Passport Office. If your organisation would like to provide information for employees on prostate disease and can-



cer and would like to find out what Prostate Scotland can provide to help you do this, please fill in our short form at prostatescotland.org.uk/for-professionals

• Medical News — Abiraterone Progress

Prostate Scotland is very pleased by and welcomes the decision in January of The Scottish Medicines Consortium (SMC) to make Abiraterone available as an option on the NHS for the treatment of high risk metastatic hormone sensitive prostate cancer in Scotland. This is a very welcome decision which will potentially benefit men with advanced prostate cancer which is still sensitive to hormone treatment. Research has shown that treatment for men with metastatic hormone sensitive prostate cancer with Abiraterone in combination with hormone treatment (androgen deprivation treatment) by comparison with men receiving hormone treatment alone is likely to increase overall survival and progression free survival and also less pain progression than treatment with hormone therapy alone. The availability of Abiraterone is likely in particular to be helpful for those men with advanced prostate cancer and whose cancer is still hormone sensitive and who are unsuitable for or cannot tolerate chemotherapy. Men with prostate cancer we consulted over Abiraterone are very much in favour of its availability in Scotland.

However, in October the SMC decided against approving Enzalutamide for high risk non-metastatic hormone resistant prostate cancer to be available on the NHS in Scotland.

Prostate Scotland commented that: 'We are disappointed that it has been decided not to make enzalutamide available as an option for the treatment of high risk non-metastatic hormone resistant prostate cancer in Scotland. We call on the manufacturers of enzalutamide to undertake further research into and provide further information about the overall survival impact, the role in the treatment pathway and cost effectiveness of enzalutamide, so that potentially in future men with high risk non-metastatic castration resistant prostate cancer in Scotland could have access to it as a treatment option. Whilst the number of men likely to benefit from such a medicine is small, the information to date suggests that enzalutamide can lead to longer periods of metastasis/progression free survival, compared to men receiving androgen deprivation therapy alone (the standard therapy).'

Prostate Scotland has recently made submissions to NICE (the National Institute for Clinical Excellence) and to Eunethta (the EU Health Technology Assessment organisation) about whether a new gel spacer to help reduce side effects and rectal toxicity following radiotherapy for prostate cancer should be made available on the NHS. The process involves the insertion of a gel spacer between the prostate and rectum, thereby reducing the likelihood of radiation to the bowel and rectum and reducing potential side effects. We consulted oncologists, as well as men with prostate cancer including men who had had radiotherapy, or were considering it, who all felt that a gel spacer would be a helpful step forward, (especially for men with existing bowel conditions), but that it would likely require additional resources to take it forward, as it involves an interventional procedure. The Eunethta project is likely to report in the middle of 2020 and then be considered by the Scottish Health Technologies Group (part of Health Improvement Scotland) who are responsible for deciding whether it should be available on the NHS in Scotland.

• Prostate Scotland

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