

WASHROOM EQUALITY FOR ALL

CAMPAIGN TOOLKIT

CBRE



MAKING A DIFFERENCE FOR MEN LIKE YOU



PROSTATE
CANCER UK

CREATING WASHROOM EQUALITY FOR ALL.

CBRE are committed to employee wellbeing, from diversity, equality and inclusion initiatives to workplace safety, wellbeing and respect for human rights.

CBRE have partnered with **phs** Group to deliver washroom equality for all.

Together we're on a mission to create discreet and dignified spaces behind the cubical door for incontinence, and sanitary disposal for All that need them, because it's your people who make you a global leader and it's the right thing to do.



PERCENTAGE OF MEN DIAGNOSED TOO LATE TO BE CURED

NORTHERN IRELAND

20%

NORTH WEST

17.1%

MIDLANDS

17.8%

WALES

19%

SOUTH WEST

16.8%

LONDON

12.5%

SOUTH EAST

14.7%

EAST OF ENGLAND

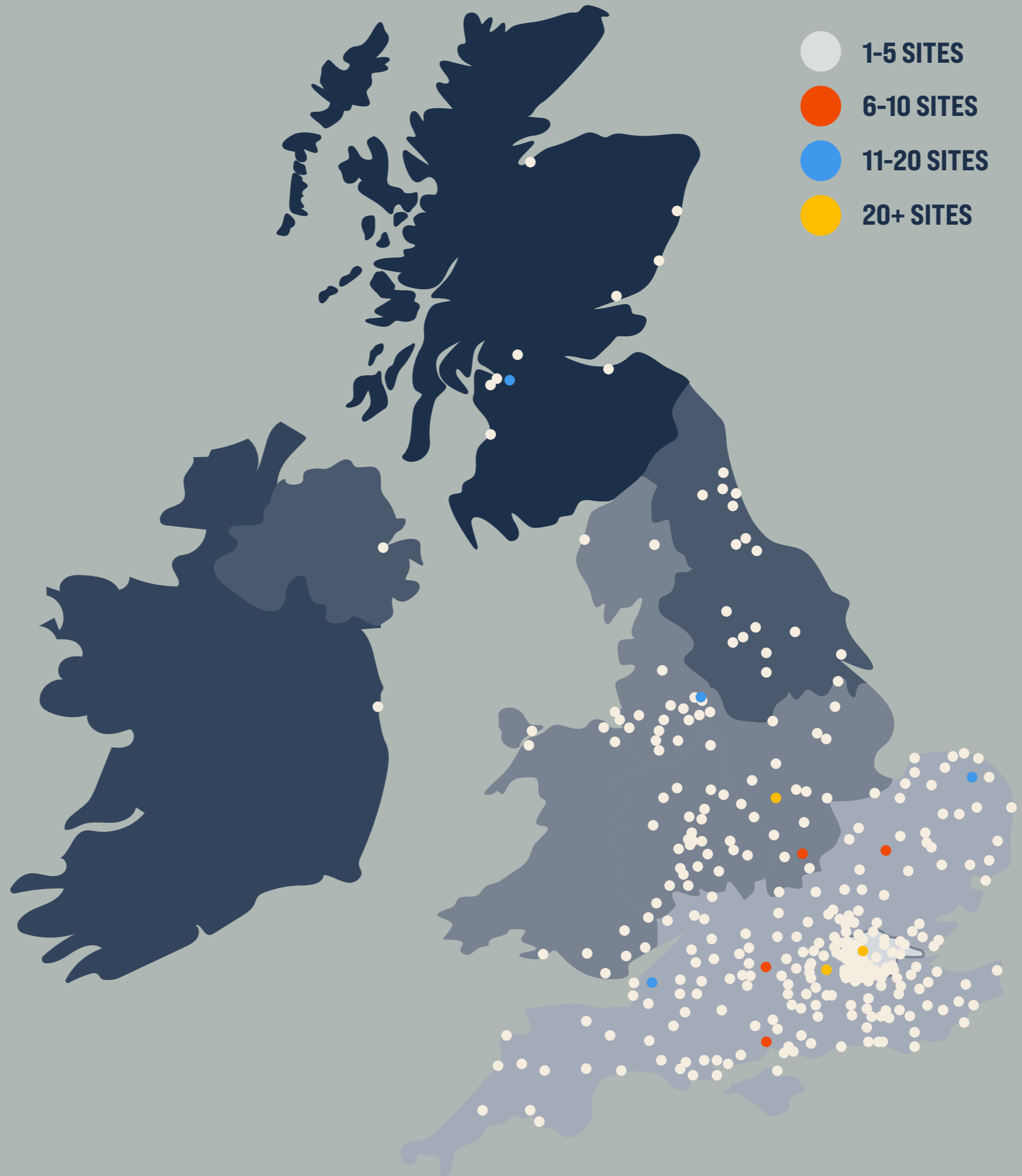
15.6%

**NORTH EAST &
YORKSHIRE**

20.1%

SCOTLAND

35%



WHAT IS THE CAMPAIGN?

Men can leak too.

Between 3-6 million people in the UK suffer from urinary incontinence*, and whilst leaks have traditionally been seen as a female issue, it's time for a national conversation about the

1 IN 25 MEN AGED OVER 40

who will experience some form of urinary leakage every year in the UK*

* <https://pubmed.ncbi.nlm.nih.gov/20541241/>



HELPING MEN LIVE WELL

phs Group is working in partnership with Prostate Cancer UK

Both are driven to remove the stigma around male urinary incontinence by raising awareness with the public, providing guidance for men and creating innovative product solutions. These product solutions will create 'safe spaces' for men to dispose of their incontinence waste.





**PROSTATE
CANCER UK**



Group

HELPING MEN LIVE WELL

Did you know

3-6 MILLION PEOPLE IN THE UK

suffer from urinary incontinence*

This campaign aims to launch male incontinence disposal bins, and drive period equality across all CBRE sites.

Introducing **phs'** Male Incontinence Bin, Bag Dispenser and help yourself hopper vend in partnership with Prostate Cancer UK. The products will help provide men with dignity when disposing of incontinence waste, providing a safe space behind the cubical doors.

***phs** Male Incontinence whitepaper

**DISCREET.
DIGNIFIED.
DISPOSAL.
DESIGNED
FOR MEN.**



Our product solution will allow men to dispose of their incontinence waste discreetly.

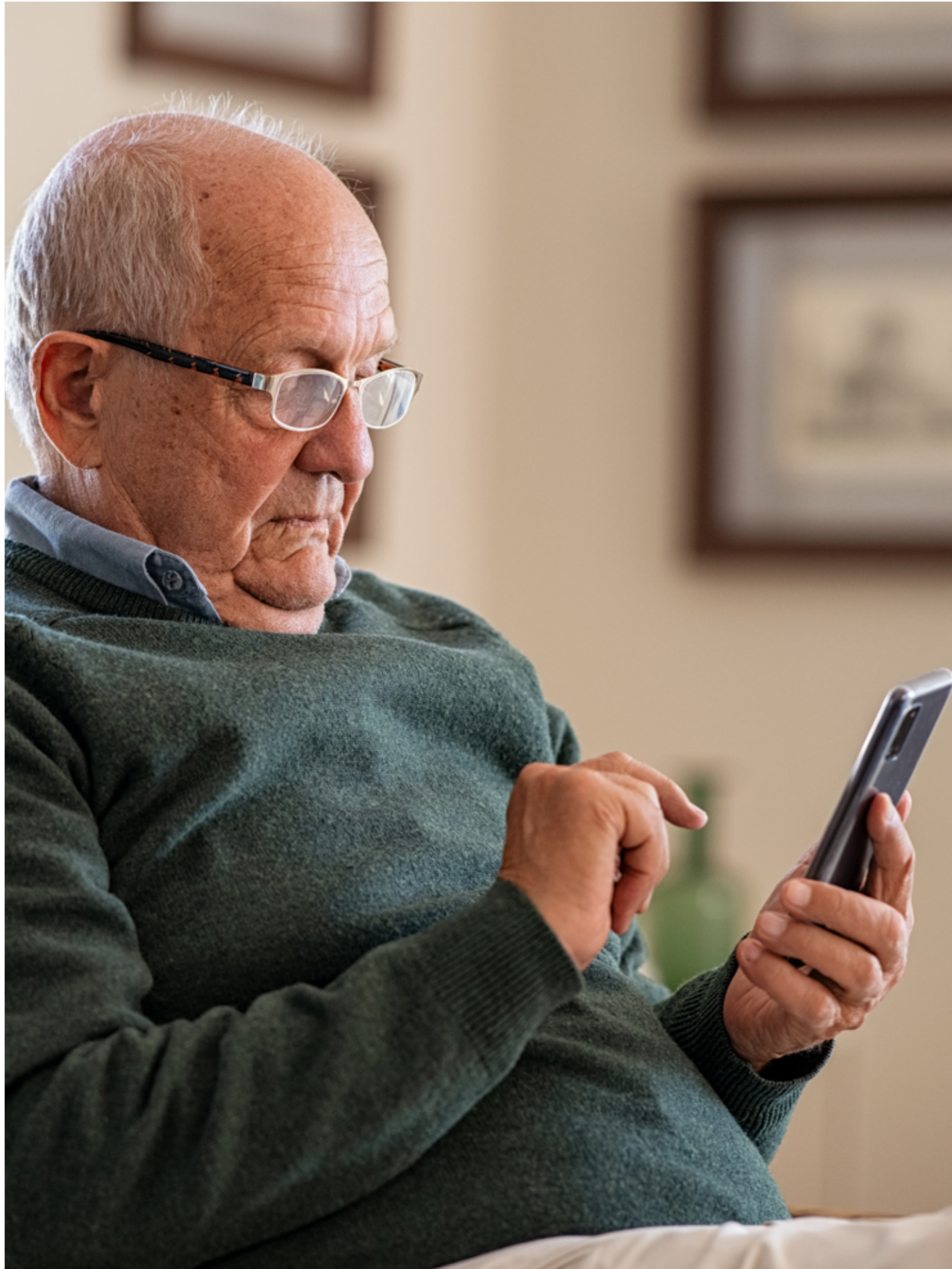
OUR COMMITMENT

PHS GROUP ARE HERE TO SUPPORT.



HELPING MEN LIVE WELL

Working with the largest men's health charity in the UK, Prostate Cancer UK, gives us the insight into the struggles men face during or after treatment for prostate cancer. This can also include urinary incontinence because of prostate removal, or other treatments such as radiotherapy.



YOU WILL ALSO FIND US ACROSS OUR SOCIAL PLATFORMS:

@phsGroup



@prostateuk



@prostatecanceruk



If you have any further questions, please email press@phs.co.uk.

OVERVIEW OF



**PROSTATE
CANCER UK**

Prostate Cancer UK are the largest men's health charity in the UK.

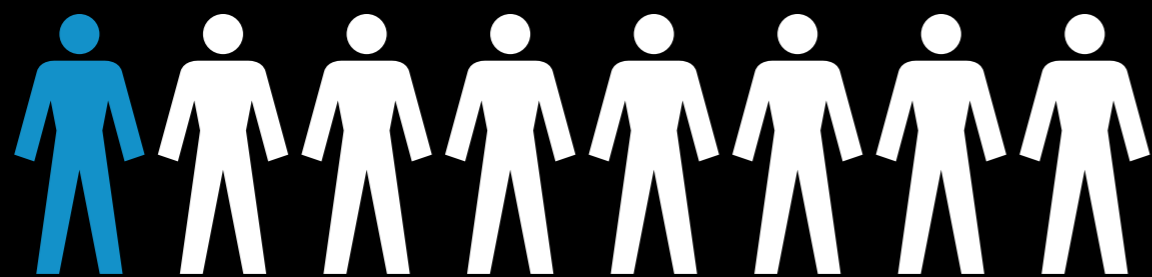
They have a simple ambition – to save and improve the lives of men affected by prostate cancer.

They are the driving force in prostate cancer research in the UK. They invest millions into research to find better ways to diagnose prostate cancer and improve treatments to help men live long and live well.

They work with the NHS to make sure men get access to these breakthrough tests and treatments, and influence government decision-makers to improve men's outcomes and experiences.

Prostate Cancer UK help men make informed choices about prostate cancer.

They spread the word about who is at risk of prostate cancer, especially to those at higher risk, through their award-winning online Risk Checker tool, which you can find **here**.



1 IN 8 MEN

WILL GET PROSTATE CANCER AND SOME WILL EXPERIENCE INCONTINENCE AS A SIDE EFFECT OF THEIR TREATMENT.

For men who are treated for their prostate cancer, **between 2% to nearly 60%** will experience urinary and bladder incontinence.

As many as 1 in 2 (60%) men who have a radical prostatectomy may experience urinary incontinence.

OUR NEW RESEARCH WITH PHS GROUP SHOWS THAT FOLLOWING TREATMENT FOR PROSTATE CANCER,

66%

OF MEN (TWO THIRDS) ARE WORRIED ABOUT BECOMING INCONTINENT.

Prostate Cancer UK support those who face incontinence problems as a result of treatment with Surgery Support packs containing informative materials and provisions.

THEY SEND OUT OVER

4,000

OF THESE PACKS EVERY YEAR, ALONGSIDE 6,400 FACT SHEETS FOR MEN DEALING WITH THESE ISSUES.





THEIR SPECIALIST NURSE SERVICE AND HEALTH INFORMATION ALSO PROVIDES VITAL SUPPORT FOR PEOPLE LIVING WITH PROSTATE CANCER.

The Specialist Nurses team are experts in discussing incontinence as a potential side effect for men having surgery or radiotherapy, and provide a friendly, expert ear for men seeking support.

Prostate Cancer UK are driven to remove the stigma around male incontinence by raising awareness with the public, providing guidance and support for men and campaigning for the provision of male incontinence bins to be made available for men nationally.

They are working alongside **phs** Group to help men live well and to build a future where men's lives are not limited by incontinence.

CHECK YOUR RISK IN 30 SECONDS

Prostate cancer is the most common cancer in men, but most men with early stage prostate cancer don't have symptoms.

Prostate cancer is not always life-threatening. But when it is, the earlier you catch it the more likely it is to be cured. Check your risk by answering three quick questions:

Click here [for the risk checker](#)





CASE STUDY

Mervyn Bryans, 68, is a former civil servant and lives in Dundonald. He was diagnosed with prostate cancer at the age of 57.

“IN MY CASE, LIKE MANY OTHERS, I’M GOING TO HAVE DIFFICULTY FOR THE REMAINDER OF MY LIFE WITH INCONTINENCE.”

“The disposal of pads isn’t considered. You may have to change pads, carry pads, keep your pads to dispose of them at home. If there were incontinence bins available in an ordinary toilet you could deal with it in a proper manner.

There also need to be better access to obtain pads too. If you run out, you can’t just buy these new incontinence pads anywhere.

I want to speak up about this to try and help someone else’s journey. Businesses may think it’s a very minor thing. But it’s not a small amount of men and it could make a huge difference.”



CASE STUDY

Errol Mckellar, is 65 and based in Dunmow, Essex- originally from Brent in North London.

He was diagnosed with prostate cancer in 2010, and continues to experience urinary incontinence as a result.

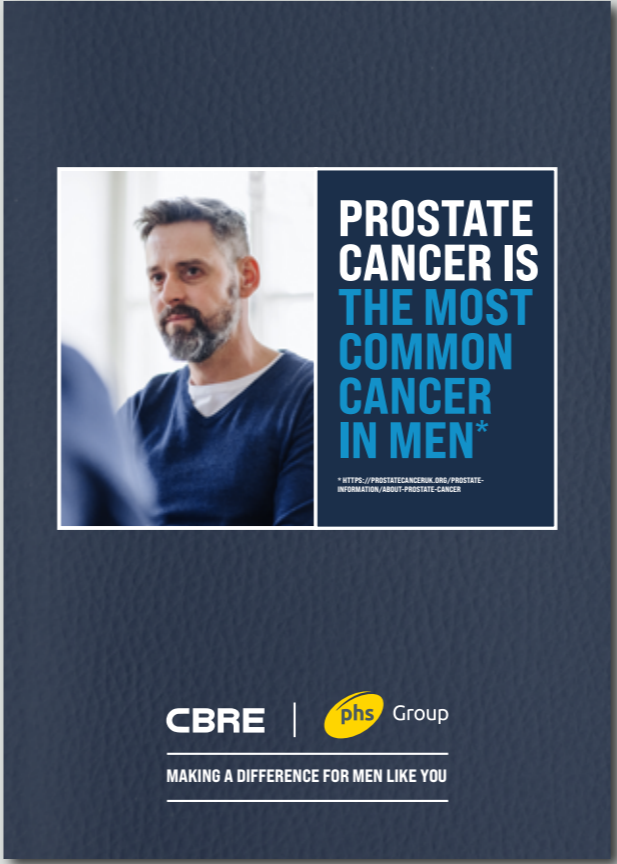
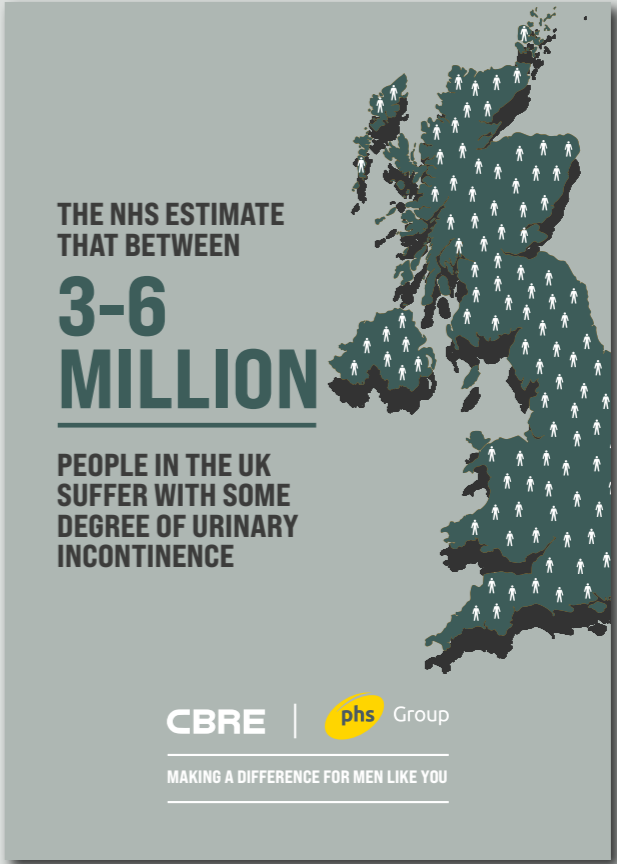
“I GOT THE ALL-CLEAR FOR PROSTATE CANCER IN 2017, BUT I STILL HAVE TO LIVE WITH THE SIDE EFFECTS AND ISSUES, ALTHOUGH THINGS ARE NOT AS BAD NOW AS THEY WERE.”

“The incontinence is an interesting one, and it can really affect you and your confidence and how you behave, how it affects your family and your partner. It’s trying to always know where your nearest toilet is.

Adjusting is hard work, but you do get there. Initially it was very difficult. I’m so thankful for this campaign from Prostate Cancer UK and **phs** Group. I feel at last someone is taking this situation seriously.”

WASHROOM CUBICLE POSTER EXAMPLES

See **page 19** for downloadable assets.



WEB/ BLOG COPY TEMPLATE

This content has been created for you to share on your website, to showcase to your customers, how you are supporting men live well.

Dispose with Dignity

Why we're backing phs Group and Prostate Cancer UK's new campaign

phs Group is a leader in washroom hygiene and are passionate about recognising needs, designing innovative and sustainable solutions to address and deliver them.

phs Group have been steadfast in their commitment to recognising women's issues causing adversity, tackling period inequality and raising awareness about the barriers to education for girls and women caused by a lack of access to sanitary products.

Now, **phs** Group want to bring down the barriers for incontinent men, too, by leading the way, helping to normalise the problem so that nobody feels too embarrassed or ashamed to talk about it.

Together with Prostate Cancer UK, **phs'** Group campaign will highlight the challenges faced by men experiencing male urinary incontinence, to provide a platform for their voices to be heard, and together, to be a catalyst for change.

Prostate Cancer UK is the largest men's health charity in the UK and understands men and the struggles they face during and after treatment for prostate cancer. This can include urinary incontinence as a result of prostate removal, or other treatments such as radiotherapy.

Male urinary incontinence: the facts

One in three men over 65 are estimated to have a urinary incontinence problem in the UK, with 1 in 25 men aged over 40 will experiencing some form of urinary leakage every year in the UK.* Furthermore, The NHS estimate that between 3-6 million people in the UK suffer with some degree of urinary incontinence.**

DISCREET. DIGNIFIED. DISPOSAL.

phs Group are committed to creating safe spaces for men and have therefore created an innovative male incontinence bin designed to help men dispose of their waste safely and discreetly.

We are proud to be supporting this campaign, by installing male incontinence bins across our washrooms. And what's more, the hygiene waste collected in our bins will be sent to energy from waste facilities, which will be incinerated to create energy to power homes, hospitals and even schools***.

What can you do to help?

Help us spread the word! On Prostate Cancer UK's website, you will find a letter template, which you can download and send to your local MP to urge Government to provide the necessary facilities for men to dispose of their incontinence products, discreetly. Download the letter **here**.

Click here to download the letter, posters, and social media assets.

*<https://pubmed.ncbi.nlm.nih.gov/20541241/>

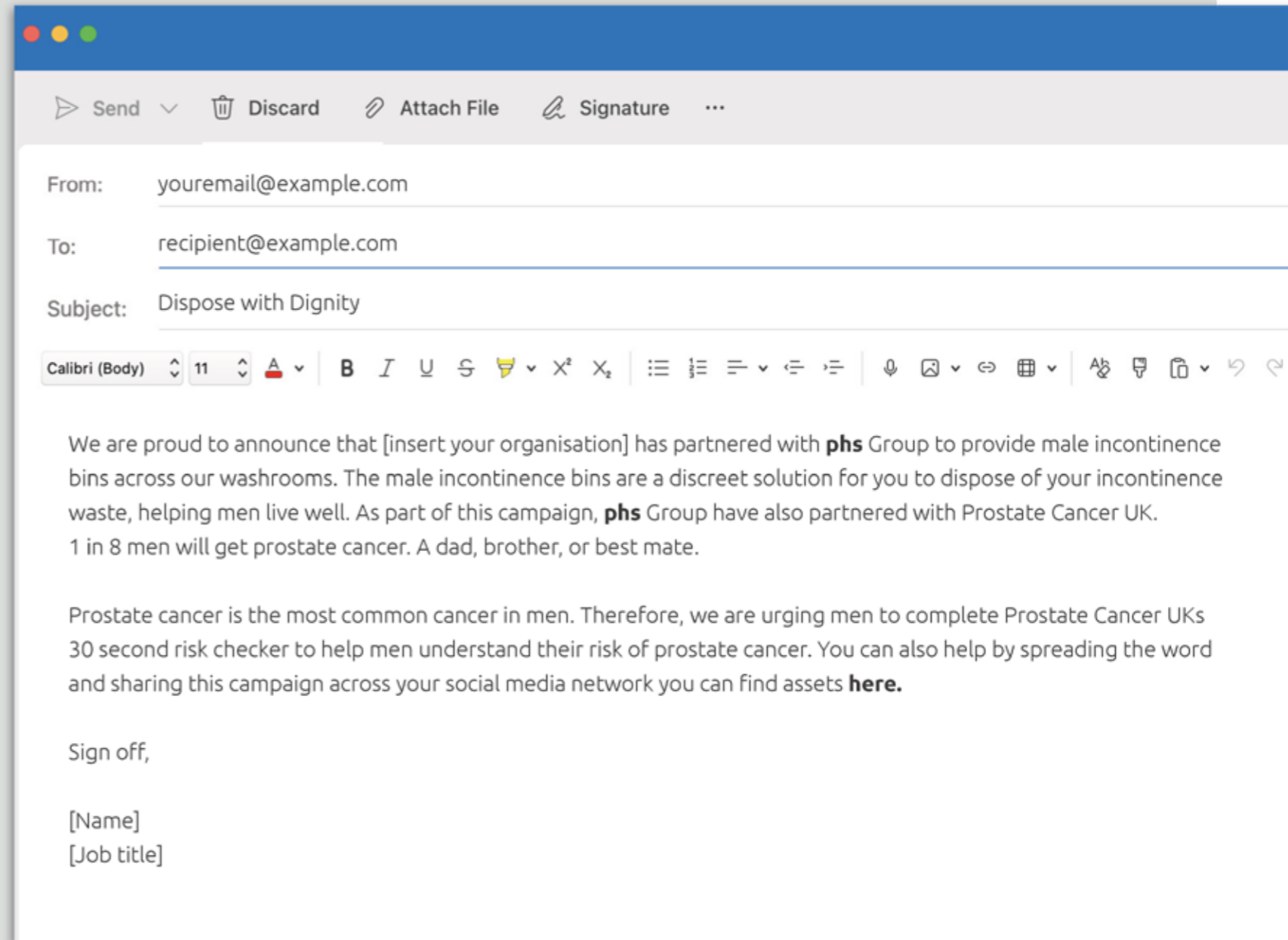
**NHS: <https://www.allaboutincontinence.co.uk/incontinence-statistics> and <https://pubmed.ncbi.nlm.nih.gov/23945476/>

*****phs** has an objective to divert up to 95% of customers waste away from landfill via energy from waste facilities

INTERNAL EMAIL COPY TEMPLATE

This content has been created for you to share internally with your colleagues, to create awareness around bin accessibility and the importance of completing the Risk Checker.

[DOWNLOAD TEMPLATE](#)



DOWNLOAD YOUR RESOURCES

LANDING PAGE

SOCIAL ASSETS

WEB/BLOG COPY TEMPLATE

CUBICLE POSTERS

WHITEPAPER

CASE STUDIES

For more information visit:
www.phs.co.uk/maleincontinence

