**Club Supporters Letter.**

**BOG STANDARD: Back in the Game.**

**Achieving BOG STANDARD at sports grounds across the UK**

Dear [name],

My name is [insert name] and as a proud supporter / season ticket holder for [football club] I am writing to you about the Back in the Game campaign with the hope the club will get involved.

The Back in the Game campaign aims to raise awareness about prostate cancer and the side effects of life-saving prostate cancer treatment – male urinary incontinence.

The campaign calls for sanitary bins / male incontinence bins to be made available in toilets at sports clubs, and I am writing to you because I want [name of football ground] to join the campaign and install bins for men.

One in eight men will get prostate cancer, rising to one in four if you’re Black or have a family history of prostate cancer. Of these, two thirds will become incontinent, which means thousands of men at our club could be affected.

The issue about the lack of facilities for men living with incontinence was brought to my attention following [research by **phs** Group and Prostate Cancer UK](https://www.phs.co.uk/male-incontinence/sports/). **phs** Group is the only provider of male incontinence bins in the UK that are big enough for the products men use, and Prostate Cancer UK is the largest men’s health charity in the UK. Together they have been working to raise awareness of prostate cancer and male incontinence since 2023.

**Why do we need male incontinence bins at sports grounds?**

* Prostate cancer is the most common cancer in men. One in eight men will be diagnosed, the figure rising to one in four if you’re Black or have a family history of prostate cancer, and as many as one in two of those treated with surgery may experience urinary incontinence as a result.
* Almost a third of male football fans (32%) experiencing urinary incontinence say they have supported their club for over 30 years.
* The average fan supports their club for 26 years, but since becoming incontinent, one in seven (14%) have stopped attending matches altogether.
* The vast majority (74%) say having urinary incontinence simply puts them off going to games, because there are no facilities to change and dispose of their incontinence products.

I am sure you will agree that the stats above are eye-opening. I am confident that (insert club) will want to support men living with incontinence, and I would urge you to consider adding male incontinence bins to toilets at our club ground. By having conversations about this issue, we will also reduce the stigma surrounding it, so I also encourage you to use the profile of the club to raise awareness and drive positive change.

To learn more, there are plenty of educational resources available at: [www.phs.co.uk/backinthegame](http://www.phs.co.uk/backinthegame)

I would appreciate if you could keep me informed of your thoughts on this matter, and any progress you make towards adding male incontinence bins at [insert location].

Let’s get men Back in the Game.

Yours faithfully,

[name]
[contact details / fan number details)