

Getting Men BACK IN THE GAME

CAMPAIGN TOOLKIT



HELPING MEN LIVE WELL





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What is the campaign?

For men suffering the effects of prostate cancer treatment or incontinence, the washroom should be a safe space – especially in a bustling environment of a stadium. We want men with incontinence to feel confident and supported wherever they are, whether they are cheering for their favourite team at a match, training at the gym, or at work. **Because the 1 in 8 men being diagnosed with prostate cancer in their lifetime might be your father, son, or friend, or one day, you.**

That's why we have created the **BOG STANDARD** Charter, to encourage safe spaces for men, to dispose of their incontinence waste with dignity – which will allow them to continue living their lives and enjoy their team play without embarrassment, shame or anxiety.



**74% say
having urinary
incontinence**

**simply puts them off attending
live games or sporting events.**

BOG STANDARD

The **BOG STANDARD** Charter is a set of guidelines designed to educate organisations, including sport clubs on providing essential support for men with incontinence. The standards are categorised into three tiers: Bronze, Silver, and Gold. Each tier represents a different level of commitment and support.



Bronze

The foundation tier of the **BOG STANDARD**. Installation of **phs** Male Incontinence Bins, specifically designed for the disposal of incontinence products. This ensures men have access to basic, but essential, facilities to dispose of their waste discreetly and hygienically.



Silver

This tier builds upon Bronze STANDARD by offering additional support with the installation of vending machines that provide incontinence products. By providing access to necessary products when they are caught short, ensures no one is left without the support they need.



Gold

The highest tier of **BOG STANDARD**, Gold is awarded to organisations that provide **phs** Male Incontinence Bins, vending solutions with products, awareness raising, by using our assets in this toolkit, and/or participation in a Prostate Cancer UK Prostate United challenge by running, walking, or cycling, and using resources provided to promote the prostate cancer risk checker.

What to expect from the BOG STANDARD

When a sports venue or stadium adopts the **BOG STANDARD**, fans can expect to see various signs of commitment to supporting men with incontinence. The presence of these elements reassures spectators that the stadium is a safe and supportive space.

By adhering to the **BOG STANDARD**, sports organisations not only provide essential facilities but also contribute to a culture of dignity and respect for men dealing with incontinence. This initiative encourages men to continue the game with confidence, knowing their favourite team is providing them with the support they need.



Key elements

Plaque: A visible plaque indicating the organisations' commitment to creating **BOG STANDARD** washrooms and the tier they have achieved (Bronze, Silver, or Gold) – to be placed in a reception area.



Tier Certificate: A certificate at the reception or main entrance, informing customers about their **BOG STANDARD** washrooms, what it entails and why it is important. This certificate will include details about the specific facilities available and the support offered by the organisation.



Window Sticker: A window sticker displaying the **BOG STANDARD** logo and the achieved tier. This sticker serves as an immediate visual cue to customers, signalling the organisations' dedication to supporting men with incontinence.



Cubicle Sticker: This cubicle sticker is a downloadable resource which can be placed behind the cubicle door, informing cubicle visitors of **BOG STANDARD** and its purpose.

Why supporting BOG STANDARD is important

Choosing to support **BOG STANDARD** is a crucial step in addressing the often overlooked but significant issue of male incontinence and prostate cancer. By adopting these standards, football clubs and venues play a pivotal role in creating a supportive environment, helping men live their lives with the respect and dignity they deserve and supporting them to manage their incontinence confidently.

Incontinence and lack of disposal facility can be a real social barrier to living a normal and enjoyable life, especially if dealing with the disposal of incontinence products every day. Consider this: you're going to watch your favourite football team, you're halfway through the second half, and suddenly you feel the need to discreetly dispose of your incontinence waste. Without adequate facilities, this situation can become overwhelming and may even result in the difficult decision to forgo your season ticket and miss out on future games.

Supporting **BOG STANDARD** makes business sense. It also demonstrates your commitment to social value and displays you as an organisation committed to doing the right thing.

1 in 8 men

will get diagnosed with prostate cancer in their lifetime.¹



Over **52,000** men every year in the UK received this life-changing diagnosis.²

Only

48%

of football fans are satisfied with the current washroom facilities when watching live sports.²



62%

of fans affected by urinary incontinence are more likely to attend games if male incontinence bins are in place.²

Our commitment

As the leading hygiene services provider in the UK, Ireland, and Spain, **phs** Group know what men need when they visit the washroom at a stadium or sports venue. We are driven to provide facilities that enable all men to dispose of their incontinence products with dignity.



HELPING MEN LIVE WELL

Prostate Cancer UK, the largest men's health charity in the UK, understands the challenges men face during and after treatments for prostate cancer. Together, we have introduced the **BOG STANDARD**, a pioneering kitemark designed to create safe, dignified spaces for men to manage their incontinence in stadiums.

Our aim is to set a new benchmark for sports organisations, encouraging them to adopt measures that truly support men in need. By providing necessary facilities and participating in awareness drives, sporting venues can profoundly impact the lives of countless men.

We hope to inspire widespread adoption of **BOG STANDARD** washrooms across all sporting venues and drive significant change in how male incontinence is addressed.

Supporting men and the environment

Having a **phs** Male Incontinence Bin in your washroom is a significant gesture that extends beyond just supporting the campaign for men's health needs and creating washroom equality; it's a statement of commitment to environmental sustainability.

1 in 5 workplaces are paying to unblock men's toilets.

By choosing to facilitate these bins, you are aligning yourself with our commitment to diverting hygiene waste away from landfills and saving you money from potential maintenance and unblocking of toilets.

Thanks to our **phs LifeCycle Strategy** the waste we collect from our customers is taken to energy-from-waste sites to produce electricity to power homes, schools, and industries.

**DISCREET.
DIGNIFIED.
DISPOSAL.**

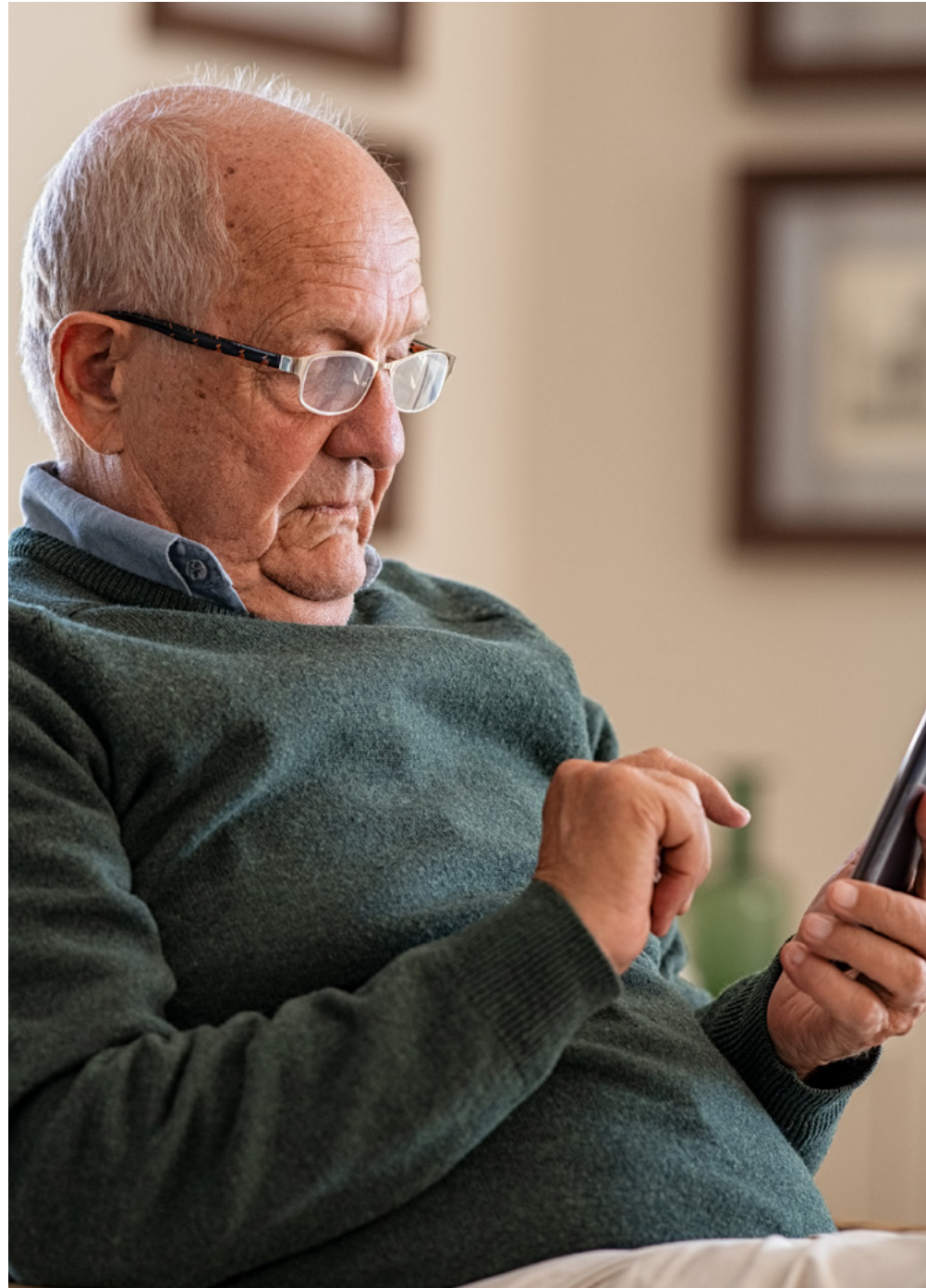
DESIGNED FOR MEN.

There is a male incontinence waste disposal bin in this cubicle.



phs' initiative also includes the Help Yourself Vend and the bag dispenser, providing discreet and convenient access to essential incontinence products.

By incorporating a disposal method and providing access to products, it showcases your dedication to supporting men's health, promoting environmental responsibility, and championing equality in the washroom.



Find us on social media

@phsGroup



@prostateuk



@prostatecanceruk



Please like and share our stories.

We have also created some social assets for you to post on your channels on [page 32](#)

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

How can you help?

It's time to talk a good game. To help drive awareness of your **BOG STANDARD** tier in your organisation, please consider the following:



1 Share our messages on social media, email, and your company intranet. Encourage all men to complete Prostate Cancer UK's 30-second online [Risk Checker](#).

2 Download our campaign resources. Share these with your colleagues, family, and networks.

3 Display your commitment. Showcase your support for this initiative by proudly displaying your very own **BOG STANDARD** plaque, certificate, and stickers for everyone to see.

If their club were to do more to entice supporters with incontinence back to home games, **71% say they would feel immense pride.**



OVERVIEW OF



PROSTATE CANCER UK

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

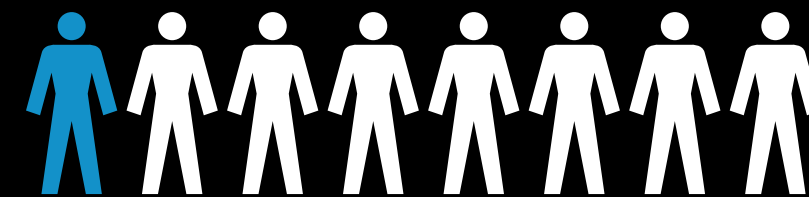
They have a simple ambition – to save and improve the lives of men affected by prostate cancer.

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 TREATMENT¹.

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

66%

OF MEN (TWO THIRDS) ARE WORRIED ABOUT BECOMING INCONTINENT².

1. <https://prostatecanceruk.org/prostate-information-and-support/risk-and-symptoms/about-prostate-cancer>

2. <https://www.ucc-today.com/journals/issue/launch-edition/article/boys-need-bins-campaign>

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 treatable if caught early, but sadly over 10,000 men every year are diagnosed too late for a cure in the UK. We believe every man should get an equal chance of a cure, but this is only possible if his cancer is caught early.

To know your risk today, answer three simple questions with Prostate Cancer UK's 30 second online risk checker:

[Click here to check your risk](#)



PROSTATE CANCER UK'S TRANSFORM TRIAL



The TRANSFORM trial is a landmark £42 million research initiative led by Prostate Cancer UK, aiming to revolutionise prostate cancer screening and significantly reduce mortality rates. This trial, the largest of its kind in 20 years, will engage hundreds of thousands of men across the UK to determine the most effective screening methods for detecting prostate cancer early.

The trial seeks to address the urgent need for a standardised screening programme, as prostate cancer remains the most common cancer without screening protocol in the UK. The trial will test for various screening methods to identify the best strategies for early detection of aggressive prostate cancers.

Co-led by six of the world's top prostate cancer researchers, the trial is expected to more than double the impact of current screening efforts, potentially reducing prostate cancer deaths by 40%. The results of this trial could pave the way for regular, nationwide prostate cancer screening, ensuring men at risk are identified and treated early, thereby enhancing survival rates and quality of life.

“12,000 MEN DIE OF PROSTATE CANCER EACH YEAR AND IT'S THE MOST COMMON CANCER THAT DOESN'T HAVE A NATIONAL SCREENING PROGRAMME. IT'S ABOUT TIME THAT CHANGED.”

Dr Matthew Hobbs, Prostate Cancer UK Director of Research



MARK FARRINGTON

FAN STORIES

“ I COULDN'T THINK OF GOING TO A FOOTBALL GAME WHEN THE INCONTINENCE WAS AT ITS WORST. NOW I CAN GET BACK IN THE GAME ”

Manchester football fan calls for stadiums to support men with incontinence after prostate cancer treatment.



Mark Farrington is a 56-year-old repairs planner, from Horwich in Greater Manchester. He lives with his wife Kim and has two adult children. He's been a Manchester United fan since he was child, and also goes to watch his local team, Bolton Wanderers, who are walking distance from his home.

"I like being able to walk down the road to watch my local team again. I couldn't think of going to a football game when the incontinence was at its worst. It was just too stressful. It's been a tough few years, but things are looking up now.

"Kim and I have just celebrated our first anniversary. We've been together for 28 years, but after the cancer and a few really tough years, with quite a bit of bad luck, we decided to get married and concentrate on us, bring a little extra happiness into our lives.

"I had an accident cycling a few years ago, and broke my shoulder, I was 54 at the time. I was seeing my doctor regularly during my recovery and he mentioned while I was there that I should get a PSA blood test.

"The test result showed my PSA level was high— so my doctor sent me for a biopsy which revealed I had prostate cancer, so I had surgery to remove my prostate.

"I was really pleased with how well I felt after my surgery. It's the next stage that's difficult. You have a catheter for a week, and then when that's out, you're in unknown territory.

"The incontinence side of things, you're just not used to it. It's a traumatic, major operation, and then you have to deal with incontinence after, and you're just not prepared for it.

"In the beginning I didn't want to go far at all because the incontinence was bad, and I would have to change pads quite often and that would be too stressful. Then even when you do get a little more confident to go that bit further, you worry constantly – will I leak, will I be able to find anywhere to change my pad? Going to a football game was out of the question.

"I wouldn't even go to the pub with friends for a long time, let alone a game where you might be queuing for the loo at a football stadium. When you're incontinent anything can set things off, so standing, sitting or even walking for a long time might mean you need to change your pad more often. You just can't hold it in like you used to before the prostate cancer treatment.

"Eventually I did start getting out and about a bit more. I like craft beer, and in these types of places there's only ever one loo and I would go in and see bins for period products and I would think – why not my pads? I used to have to take out doggy bags and pack them up and put them in my bag or take them to a different bin. I used to feel so self-conscious.

"Having bins for me to have disposed of my incontinence pads would have made such a difference to me. Especially if you knew where you were going would have a bin. You'd know you have somewhere to put it – I would 100% have gone to some games if things had been different.

"Things are much better for me now. It's been nearly two years, and I wear a pad now and again as a back-up, especially if I am having a few drinks. I won't ever be 100% dry, and I accept that, and get that I'll have to wear a pad every now and again forever.

"At the end of the day, I'm here, and I'm grateful and you just get on with it. And now – if there are bins at Manchester United, I can get Back In the Game, and that's absolutely brilliant news."





FAN STORIES

“GETTING BACK IN THE GAME, BACK WITH YOUR FRIENDS, SHOUTING IN THE STANDS FOR THE TEAM YOU LOVE – IT’S A HUGE PART OF THE RECOVERY PROCESS.”

London based football fan calls for incontinence bins for men in football stadiums



Phil KISSI is a 67-year-old elite athletics coach and former civil servant who lives with his wife and daughter in Battersea, London. His entire family are Arsenal supporters.

“Incontinence used to be a big issue for me, especially going to football games, as it makes you feel as if you can’t do the same things that you used to. I had incontinence for almost 18 years, until I had an operation to help me and now my life has just totally changed.

“But it’s been a journey. After treatment, as soon as you do anything active - walking, running, going from sitting to standing or jumping around -the leaking just comes. You have to watch how long you’re wearing an incontinence pad for, be careful to change your pad in time or get home in time to change. My time limit out socially used to be about two hours, so going to a football game was impossible.

“The first 12 months were difficult. I locked myself up, kept away from people as much as I could. Leaving the house was stressful, and a lot of that was because of having to change my incontinence pads out in public and trying to find a sanitary bin for them in a discreet way. Having my rucksack, my pads, plastic bags to put used pads in; they became part and parcel of my preparation every day.

“Not having anywhere to put the used pads felt exhausting. What’s sad is I started to feel a sense of acceptance about it.

“I remember going to Cardiff for an away match, and to another at the Emirates and one at Tottenham. Each time I took my rucksack, and people often question why you have a bag as a man, but you can’t be without it. I remember in each stadium; the toilets did have a bin, but it was in the open and for paper towels.

“It would be great if there was a sanitary bin located in the cubicle where you could get rid of your pads hygienically and more discreetly. It can make you feel quite despondent. You just want sanitary bins to be commonplace, you know? For what you’re going through to feel more normalised. So that you go to the toilets and it’s as simple as ‘This is for tissue, this is for your pads, end of story.’

“It’s so needed because not every man will be prepared like I was. Leaving the house for me was like a military operation - I knew I had to carry a couple of zip-up bags with me, some spare pads and wipes. Then I had to remember to leave early before half time and before the end of the game to get to the loo and change my pads before it got too busy.

“When I was incontinent, I always had my bag with me on my back 24/7. It becomes part of you, along with disposal bags. You just cannot go without. Wherever you go, you can’t guarantee a sanitary bin is going to be there, so you have to show yourself that respect instead and be prepared, have your rucksack, have your pads and the plastic bags to put it in and take them home.

“Football needs to step up. Some football clubs are doing their bit to raise awareness about prostate cancer, but they need to support fans further and push other boundaries. It should be a given that if a football club is raising awareness about prostate cancer, then, they should also be making sure that their stadium has got things in place in the toilets, such as sanitary bins and pads, to look after men experiencing incontinence. Otherwise, it’s only half a job done.

“Saving the lives of men with prostate cancer is fantastic. But what we’ve also got to do is save the ‘everyday’ life too and encourage gentle steps to bring men back to their old selves, to a recovery point where they feel great about themselves and feel confident to go out again. Getting back in the game, back with their friends, shouting in the stands for the team they love – it’s a huge part of the recovery process.”





FAN STORIES

“ I HAD TO GET IN TOUCH WITH THE STADIUM TEAM AT TOTTENHAM TO ASK THEM TO CHANGE WHERE MY SEASON TICKET WAS, SO I WAS CLOSER TO THE TOILETS. ”

TONY ELLIS

Newcastle based Spurs fan who travels to London for every home game leads drive to get men with incontinence Back in the Game.



Tony Ellis - a 62-year-old business owner originally from Windsor - is a lifelong Tottenham fan and travels down to London for every Spurs home game. Tony has experienced incontinence since having the life-saving surgery.

“I had to get in touch with the stadium team at Tottenham to ask them to change where my season ticket is, so I am closer to the toilets. I am constantly having to go to the toilet and occasionally have to change my pad during a game, so I wanted to be at the end of a row and close to the loos so that I don't disturb anyone. I also don't want to miss too much of the game!

“I do wish there were sanitary bins in the stadium, it would be nice to know that's one less thing for me to be stressing about. You don't want to be carrying used incontinence pads around with you in your pocket and keep them on you, but sometimes that's the only option, it's just not right.

“You see club managers and programme presenters wearing the Prostate Cancer UK badge, and that's great – but I think it's important to support men with what they really need after prostate cancer too – sanitary bins, pads, more openness about incontinence and prostate cancer. It's not much to ask and if we had that, more of us could get back in the game.”





MARK LEWIS

FAN STORIES

“NOTHING STOPS ME GOING TO SEE CARDIFF CITY, BUT THINGS COULD BE MADE EASIER FOR MEN LIKE ME.”

Cardiff City fan calls for incontinence bins for men

Mark Lewis is a 57-year-old Cardiff City fan from Merthyr Tydfil. He was diagnosed with prostate cancer in November 2016, has experienced incontinence and now has a urinary stoma.

“It’s hard to believe how much it affects you until you’ve been through it yourself. Everything revolves around the toilet.

“Depression can really set in because you can’t do the things that you want to do. I’m a Cardiff City season ticket holder, and there’s a gang of us who go down to the games together.

“Nothing stops me going to see Cardiff City, I’ll be there by hook or by crook, but things could be made much easier for men like me. It’s totally changed my life. We used to go for a full day out and really enjoy ourselves, but now I just get there to watch the game and get back again.

“The facilities at Cardiff are great, but the cubicles are always busy, there’s always a queue and it’s a stress getting to the loo and you do feel a bit self-conscious queuing.

When you do get in and change your incontinence pad or stoma bag, there’s no sanitary bin in the loos. Your only option is to carry it out with you and put it in the waste bins where the cups and the food are. It isn’t ideal but what can you do?

“I just need a sanitary bin, it’s not much to ask for and it would make things easier and much less stressful.”



CLUB CASE STUDY

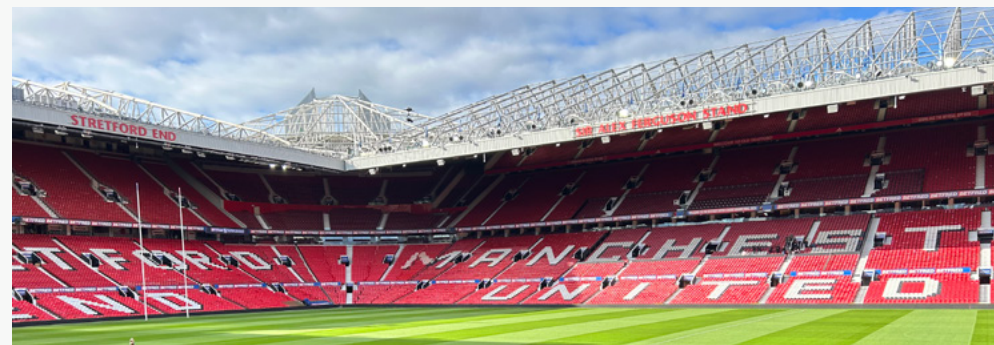
MANCHESTER UNITED SUPPORTS ITS FANS TO GET BACK IN THE GAME



Manchester United believes football is for everyone, and is the first football club in the Premier League to achieve the Gold BOG STANDARD to support its fans to get Back in the Game.

This means men can visit Old Trafford knowing toilets will have male incontinence bins and incontinence products such as pads within their washrooms.

The club has committed to promoting awareness about prostate cancer and incontinence too. Manchester United has installed 71 bins across the ground, with each washroom clearly signposted, so men can identify where they can find a male incontinence bin.



CLUB CASE STUDY

PORTSMOUTH F.C. BECOMES THE FIRST CHAMPIONSHIP FOOTBALL CLUB TO PROVIDE MALE INCONTINENCE BINS



Making history as the first Championship football club to join the BOG STANDARD Charter, and notably, the first football club in the UK to embrace this ground-breaking initiative.

In Portsmouth alone, almost 14,000 men could get prostate cancer, with urinary incontinence likely to be an issue for many of these men.

Portsmouth football club has taken on 10 bins, across the club's premises including fan washrooms and lounges, so that its supporters, staff and visiting away fans can dispose of their incontinence products with dignity behind the cubicle door. It has also taken on five vending machines which include male incontinence products and pads and has a long history in promoting awareness of prostate cancer. This means the club has achieved the Gold **BOG STANDARD**.



**BOG
STANDARD**

For men living with the effects of prostate cancer treatment or incontinence, **the washroom should be a safe space.**

That's why **phs** Group, in partnership with Prostate Cancer UK, have created the **BOG STANDARD Charter**, to encourage safe spaces for men and allow them to dispose of their incontinence waste with dignity – which will allow them to continue living their lives, free from embarrassment, shame or anxiety.

For more information, visit www.phs.co.uk/BACKINTHEGAME

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 Dispose with Dignity and the **BOG STANDARD**.



You can post the adjacent blog exactly as it. However, if you want to customise it, here are some tips on how to do so:

Add a quote from your business

For example, this could be a quote from your CEO about why the business has adopted **BOG STANDARD**, or a quote from an employee or a fan about why they are glad these facilities have been added to your washrooms.

Take photographs in your premises

To bring the blog to life you could add a photograph of the incontinence bins and vending machines in your washroom, or a photo of the plaque in your reception area.

Explain your commitment

You could add a few sentences about your business and why adding male incontinence bins is important to you. For example, you could explain how providing these essential washroom facilities aligns with your business's values and help men with incontinence get back into the game.



BACK IN THE GAME

Why we've achieved **BOG STANDARD**

[Insert your business name] are proud to have achieved the [Gold/Silver/Bronze] tier of **BOG STANDARD**. This demonstrates our commitment to supporting men living with incontinence by ensuring they are provided with the facilities they need to dispose with dignity at our premises and get back in the game.

What is **BOG STANDARD**?

Research by **phs** Group into male incontinence found that men were not being provided with the facilities they need when they are outside their home, and that this was having a negative effect on the lives of thousands of men across the UK, with 78% of men living with incontinence too anxious to leave the house. To combat this, **BOG STANDARD** was created. **BOG STANDARD** is a set of guidelines launched by **phs** Group in collaboration with Prostate Cancer UK. Achieving **BOG STANDARD** means that male incontinence bins can be found in washrooms at our premises. These bins were specifically developed to ensure they meet the needs of the people who need them.

BOG STANDARD is a set of guidelines launched by **phs** Group in collaboration with Prostate Cancer UK. Achieving **BOG STANDARD** means that male incontinence bins can be found in washrooms at our premises. These bins were specifically developed to ensure they meet the needs of the people who need them.

The importance of supporting men living with incontinence

- 1 in 8 men in the UK will get prostate cancer, and some will experience incontinence as a side effect of their treatment. Over 52,000 men every year in UK receive this life-changing diagnosis.*
- 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.**
- (74%) say having urinary incontinence simply puts them off attending games.***

Statistics show that thousands of men across the UK are living with incontinence, and research from **phs** Group found that many of these men are suffering due to a lack of access to disposal facilities and sanitary products when at their favourite football club. We have chosen to implement **BOG STANDARD** in our business, as it is likely that men living with incontinence are already using our washrooms, therefore we think it is vital to provide them with necessary disposal facilities.

We believe that choosing to support **BOG STANDARD** is a crucial step in addressing the often overlooked but significant issue of male incontinence and prostate cancer. By adopting these standards, we are playing a key role in creating supportive washroom environments, helping men live their lives with the respect and dignity they deserve.

Working with **phs** Group

We decided to partner with **phs** Group as they are consistently doing pioneering work to create washroom equality for all. As the leading hygiene services provider in the UK, Ireland, and Spain, **phs** Group know what men need when they visit the washroom and are driven to provide facilities that enable all men to dispose of their incontinence products with dignity. The hygiene waste collected in our **phs** Male Incontinence Bins will also be diverted away from landfill and sent to energy from waste facilities via the **phs** LifeCycle Strategy. The energy created from this waste will be used to power homes, hospitals and even schools.

To get involved and learn more about being **BOG STANDARD** visit; www.phs.co.uk/BOGSTANDARD.

* *Prostate Cancer UK*

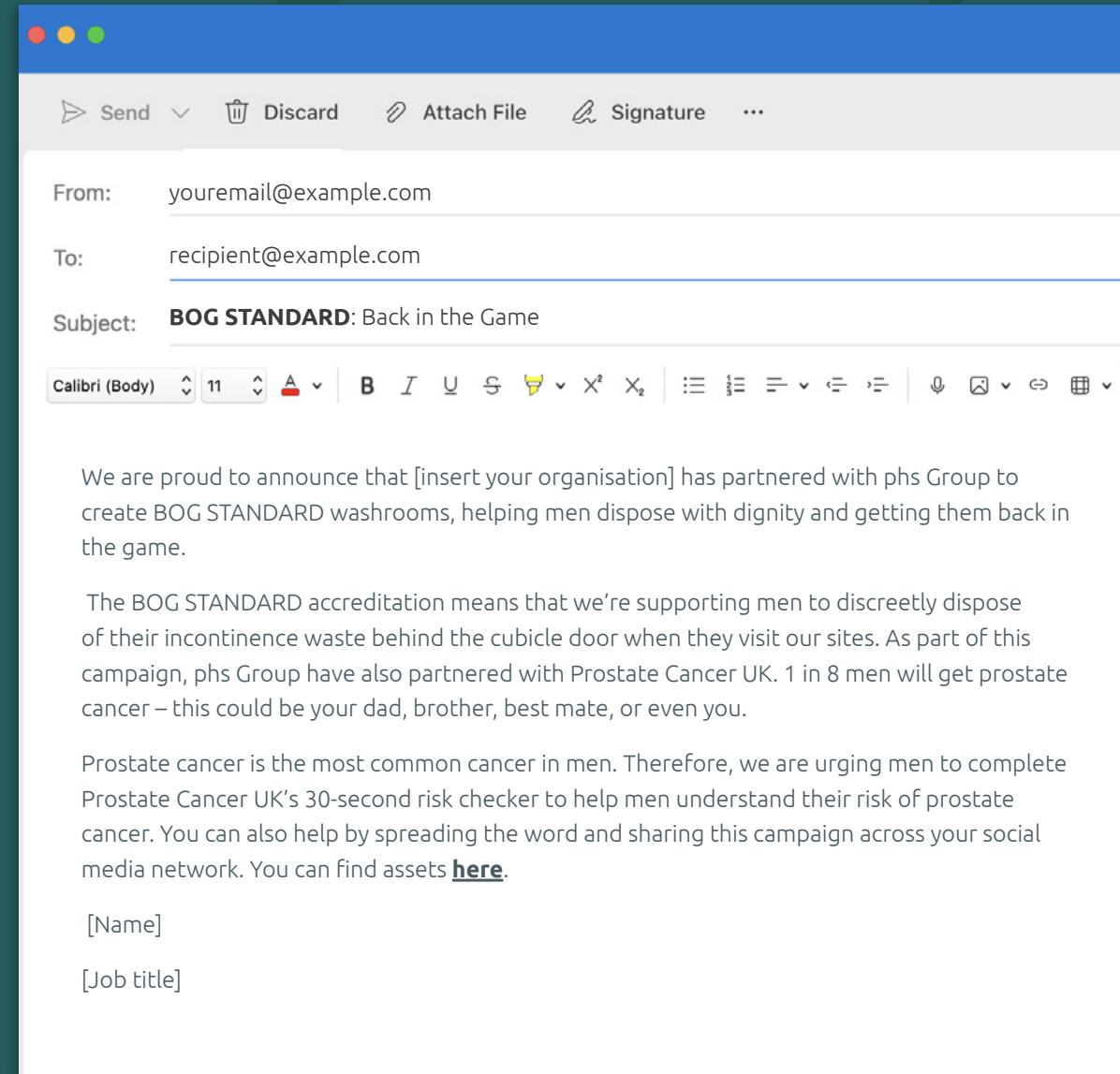
** *Incontinence Statistics*

*** *phs Group BOG STANDARD in Sports whitepaper*

+ **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 Dispose with Dignity, your **BOG STANDARD** washrooms, and the importance of completing the Risk Checker.



The screenshot shows an email client window with a blue header bar containing 'Send', 'Discard', 'Attach File', and 'Signature' options. The email header fields are: 'From: youremail@example.com', 'To: recipient@example.com', and 'Subject: **BOG STANDARD**: Back in the Game'. Below the header is a rich text editor with a toolbar showing font settings (Calibri, size 11) and various text formatting icons. The main body of the email contains three paragraphs of text, followed by two placeholder fields for '[Name]' and '[Job title]'.

From: youremail@example.com

To: recipient@example.com

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

Calibri (Body) 11

We are proud to announce that [insert your organisation] has partnered with phs Group to create BOG STANDARD washrooms, helping men dispose with dignity and getting them back in the game.

The BOG STANDARD accreditation means that we're supporting men to discreetly dispose of their incontinence waste behind the cubicle door when they visit our sites. As part of this campaign, phs Group have also partnered with Prostate Cancer UK. 1 in 8 men will get prostate cancer – this could be your dad, brother, best mate, or even you.

Prostate cancer is the most common cancer in men. Therefore, we are urging men to complete Prostate Cancer UK's 30-second risk checker to help men understand their risk of prostate cancer. You can also help by spreading the word and sharing this campaign across your social media network. You can find assets [here](#).

[Name]

[Job title]

Press release template

This content has been created for you to share externally with your customers or prospective customers. It will help you showcase how you are supporting **phs Group** and Prostate Cancer UK with it's ambition to help men live well and to build a future where men's lives are not limited by incontinence.



The screenshot shows a white document with a paperclip icon at the top left. At the top right, there are logos for 'PROSTATE CANCER UK' and 'phs Group', with the tagline 'HELPING MEN LIVE WELL' below them. The main heading is 'MANCHESTER UNITED BACKS DRIVE TO GET FOOTBALL FANS BACK IN THE GAME AS NEW STUDY SHOWS INCONTINENCE CAUSING MEN TO MISS LIVE MATCHES'. Below the heading is a bulleted list of key points. The text continues with a paragraph about the study, another paragraph about Manchester United's partnership, and a final paragraph about the impact of incontinence on fans. At the bottom, there is a link to read the full report.

PROSTATE CANCER UK | phs Group
HELPING MEN LIVE WELL

MANCHESTER UNITED BACKS DRIVE TO GET FOOTBALL FANS BACK IN THE GAME AS NEW STUDY SHOWS INCONTINENCE CAUSING MEN TO MISS LIVE MATCHES

- New study by Prostate Cancer UK and **phs** Group shows men lonely due to missed match days
- Manchester United first Premier League club to sign up to the **BOG STANDARD** to support men with incontinence
- New film highlights the challenges incontinent football fans face

Manchester United signs up to be the Premier League's first Gold **BOG STANDARD** club, as new research released today (26 November 2024) reveals football fans across the UK are missing out on attending live matches because of incontinence.

The new study, Back in the Game*, shows these mass match day absences come at a cost to fans' mental and social health, while clubs and communities lose out on valuable income.

Co-authored by Prostate Cancer UK and **phs** Group, lead partners of the Dispose with Dignity campaign, the statistics show that since becoming incontinent, one in seven (14%) male football fans who experience urinary incontinence (UI) have blown the full-time whistle on attending matches and half (50%) say they now attend fewer games.

The vast majority of fans (74%) say having urinary incontinence simply puts them off attending games. Three in five (62%) are anxious about leaking on match day, while a lack of sanitary bins to dispose of products used to manage their condition is a worry for one in five (20%). The effect of this absence will also be felt in the club and surrounding community, as each absent fan fails to spend their usual average of almost £80 each game, including their ticket, travel, merchandise, food and drink.

[Click here to read the full report](#)

Social post examples

To help spread the word about your **BOG STANDARD** washrooms, please share it on your social media profiles to demonstrate your values and support to men who need bins.

See [page 34](#) for downloadable assets.



Displaying your BOG STANDARD tier

Display your **BOG STANDARD** tier plaque in the reception/entrance area alongside a certificate, showcasing to customers/visitors/colleagues that you're an organisation that cares and has the necessary facilities to support men with the disposal of their incontinence waste.

Proudly display your **BOG STANDARD** tier with a window sticker in your entrance doorway/front window, showcasing your stadium/venue as a place that supports washroom equality and a cubicle sticker to reaffirm your organisations commitment to creating safe spaces behind the cubicle door.



Download your resources

CUBICLE POSTERS

LANDING PAGE

WHITEPAPER

WEB/BLOG COPY

INTERNAL EMAIL TEMPLATE

PRESS RELEASE TEMPLATE

SOCIAL MEDIA ASSETS

CERTIFICATES

CASE STUDIES

LETTERS



BOG STANDARD washrooms ensure no one misses out on their favourite team playing their favourite sport.





HELPING MEN LIVE WELL



**Dispose with Dignity and create
BOG STANDARD washrooms with us**

www.phs.co.uk/BACKINTHEGAME