



PROSTATE
CANCER UK



HELPING MEN LIVE WELL

Male Incontinence

Our commitment

phs Group and Prostate Cancer UK are here for these men. As the leading hygiene services provider in the UK, Ireland, and Spain, **phs** 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. 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. 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.

Together, we will create a world where men's lives are not limited by urinary incontinence.

*NHS: <https://www.allaboutincontinence.co.uk/incontinence-statistics>

Male urinary incontinence happens. 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 4 million men who suffer in silence.

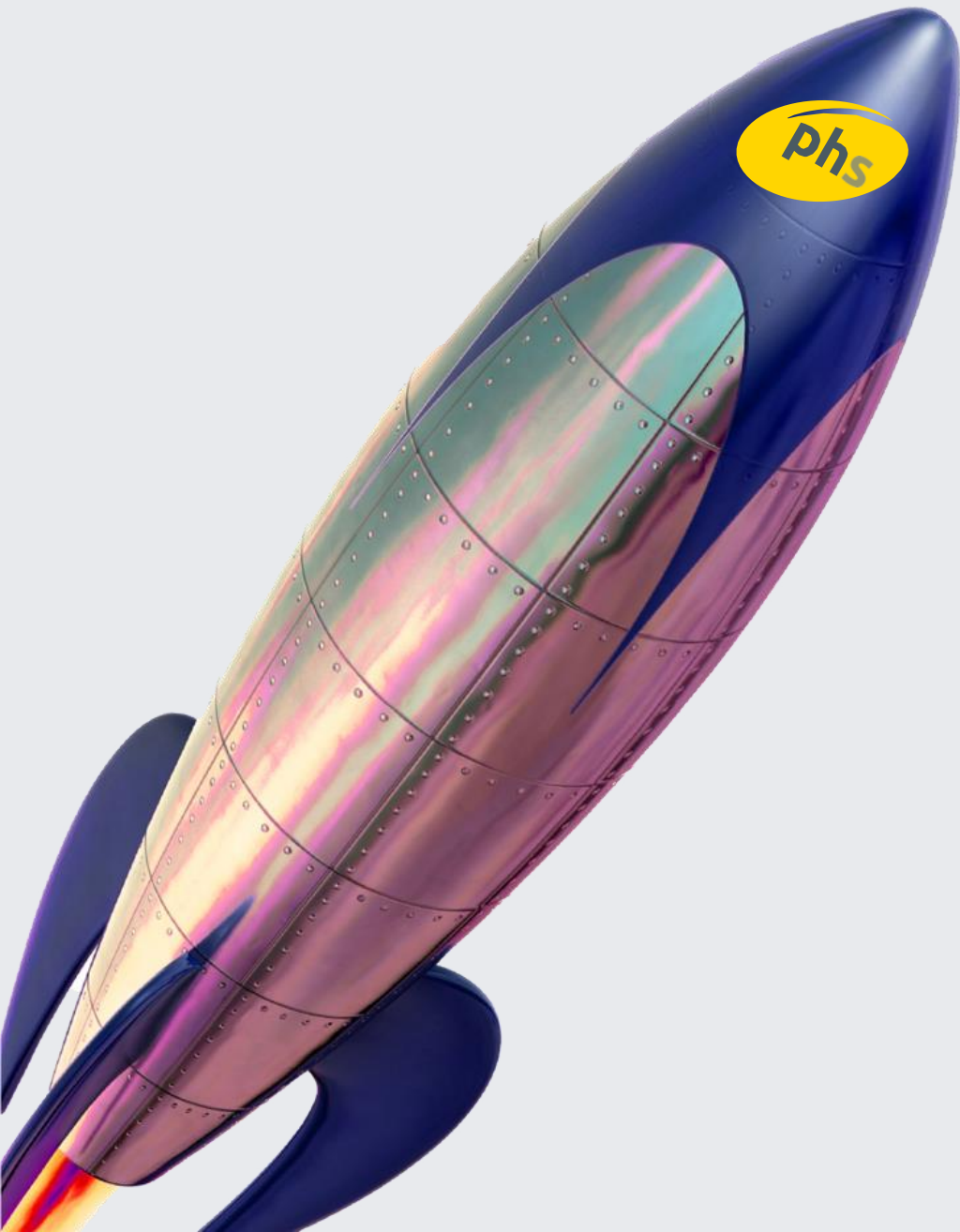
Fact:

1 in 8 (white) men (and 1 in 4 black men), usually over 50, will get prostate cancer, which could lead to incontinence problems.

Fact:

Prostate cancer is the most common cancer in men, with more 52,000 men diagnosed every year.





The purpose behind the campaign launch

Change the stigma

+

Product awareness



Remove the stigma around male urinary incontinence by raising awareness with the public and campaigning to Government



Create safe spaces, by ensuring adequate facilities are available, allowing men to discreetly and safely dispose of their waste

Lock-up messaging

DISCREET. DIGNIFIED. DISPOSAL.
DESIGNED FOR MEN.

The font Bebas Neue conveys seriousness, boldness, and strength.

The uppercase lettering shows how we are being loud and open about the issue

Our solution

Introducing **phs'** Male Incontinence Bin, in partnership with Prostate Cancer UK



Sustainable waste management

The unique **phs** LifeCycle strategy diverts customer waste away from landfill. It is instead taken to nearby energy recovery facilities where it is turned into power for the local community to use. Providing a sustainable waste solution for your business.

Technical Data

Dimensions	46 x 42.5 x 20cm
Useable Capacity	16.5 litres
Thickness	9mm

KEY FEATURES

- No-touch operation to prevent the spread of germs between users
- Cleaned with Bio Sanitiser to combat 99.99% of bacteria
- Service agreement ensures waste is being correctly sorted and disposed of
- Wider opening and chute for easier disposal



Our solution

Introducing **phs'** Male Incontinence Disposal Bag Dispenser, in partnership with Prostate Cancer UK



Key features :

- Dispenses a single bag each time to help transfer waste
- Floral scented biodegradable bags

Product specification

Capacity	50 bags
Dimensions	17.5cm x 9.8cm x 3.5cm
Weight	105g
Construction	Made from ABS plastic making it tough and scratch resistant.



Key stats from the Whitepaper

The research included four different research groups, including:

2,024

NATIONALLY REPRESENTATIVE CONSUMERS

2,036

MALE RESPONDENTS IN THE UK

504

MEN WHO EXPERIENCE URINARY INCONTINENCE

251

PARTNERS OF MEN WHO EXPERIENCE URINARY INCONTINENCE

- OVER HALF OF UK MEN EXPERIENCE URINARY INCONTINENCE: CALL FOR ACTION AS LACK OF AWARENESS AND PUBLIC FACILITIES TAKES TOLL ON MALE MENTAL HEALTH
- New figures reveal previous assumptions about the prevalence of the condition may be vastly underestimated
- Men experiencing the condition become socially isolated, anxious and depressed due to poor provision of facilities to change incontinence products
- Government urged to make legislative changes and ensure male toilets provide male incontinence bins

Men want their voices to be heard and proactive action to be taken when considering their needs.

40% OF MEN

WANT MORE GOVERNMENT LEGISLATION TO ENSURE ADEQUATE FACILITIES ARE PROVIDED FOR MALE TOILETS.

This includes the statutory provision of incontinence bins so that men are able to dispose with dignity, their incontinence products, when outside of their home (38%).

THE SURVEY FOUND THAT NEARLY
7 IN 10 MEN

with the condition stated that they would be more likely to use a restaurant or business if they knew it was supporting a scheme for the provision of male incontinence bins or incontinence products in washrooms.

We can assume that some of these men will be accompanied by friends, family members, children – all of whom will spend money whilst at the establishment. Thus making it a sound business decision to invest in the provision of male incontinence bins due to the return on investment.

Example of social assets



1 IN 5 MEN

FIRST START EXPERIENCING URINARY INCONTINENCE SYMPTOMS BETWEEN THE AGES OF 18 AND 25 YEARS

  **HELPING MEN LIVE WELL**

7 IN 10 MEN
WITH URINARY INCONTINENCE

SAID THEY WOULD BE MORE LIKELY TO USE A RESTAURANT OR BUSINESS IF THEY KNEW THEY HAD PROVISIONS IN PLACE IN THE WASHROOM TO SUPPORT THEM



  **HELPING MEN LIVE WELL**

1 IN 25 MEN
OVER 40

WILL EXPERIENCE SOME FORM OF URINARY LEAKAGE IN THEIR LIFETIME



  **HELPING MEN LIVE WELL**

Branding and collateral

To feature in customer public toilets so all users are aware they can dispose of their incontinence waste.

We will create a campaign toolkit for our customers and partners to use across their communication channels. The toolkit will include a template press release, a blog/email so customers can share the story internally; social media assets, case studies and downloadable cubicle posters.

Dedicated Dispose with Dignity landing page – www.phs.co.uk/maleincontinence

1 in 8 men will get prostate cancer

We think you're worth saving.



Check your risk of prostate cancer in 30 seconds.

prostatecanceruk.org/phsrisk

PROSTATE CANCER UK | **phs** Group

MAKING A DIFFERENCE FOR MEN LIKE YOU

Prostate Cancer UK is a registered charity in England and Wales (1005640) and in Scotland (SC039320). Registered company 03858872

DISCREET.

DIGNIFIED.

DISPOSAL.

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PROSTATE CANCER UK | **phs** Group

MAKING A DIFFERENCE FOR MEN LIKE YOU

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

phs customers can request a sticker of the lock-up for them to use on their front door and around their premises.

This will demonstrate that they care about creating a safe and accessible environment for all, specifically for those who struggle with incontinence.

The sticker will be waterproof and easily removable, avoiding damage to surfaces.



**We don't mean to
blow our own
trumpet but we
have experience in
creating campaigns that
fight for equality...**



Period poverty is just one example of how we are making a difference

Member of Welsh Government's Period Dignity Task force

Appointed to the UK Government's official Period Poverty Task force

Commissioned two period poverty research whitepapers

Won 'Best Education Campaign', 'Best Innovative New Service' CIPR awards

Partnered with Lil-Lets to create educational lesson plans for schools

Developed a period product vending machine, providing free products



**Our campaigns have won us awards,
created engagement and increased
reach but most importantly, have
helped us to make a difference.**

