

Excellence Awards - 2024 Entry  
85 Tottenham Court Road  
London. W1T 4TQ  
020 7631 6900

Entry ID: 15403

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* Yes

*If yes, please tick here to confirm you have the third party's permission to submit this entry:* Checked

### Basic Information

*Category:* 24. Best Publication

### Entry Information

*Entrant company name (To be used in all awards materials/ presentation):* phs Group x Prostate Cancer UK x 'Cause

*Entry title:*

Dispose With Dignity Whitepaper

*Entry Text:*

BRIEF:

For the 475,000 men living with or after prostate cancer in the UK, most will experience urinary incontinence as a side effect of treatment, many for the remainder of their lives. Yet this subject is rarely spoken about. Even rarer, are facilities for men to dispose of incontinence products in public, which is causing stress, isolation, and shame.

phs Group is the UK's leading washroom hygiene specialist. The company developed a new disposal unit to accommodate larger incontinence products – aiming to make a tangible impact to the lives of men living with incontinence.

phs partnered with Prostate Cancer UK (PCUK) to commission and co-author important research that would establish a credible evidence base from which to raise awareness and provoke action on this issue.

The research and resulting 70-page white paper publication launched the 'Dispose with

Dignity' campaign and was central to its success in driving action on better facilities for disposal of male incontinence products.

#### OBJECTIVES:

1. Through new research, establish a credible evidence base to influence change for men with urinary incontinence.
2. To provide a rich source of statistical and human interest content in a simple, coherent and engaging way, in order to drive comms including media outreach across national, trade and regional media
3. To start an authentic and informed national conversation using real voices to break the taboo around incontinence and incite public action to support men.
4. To influence change in legislation, policy, facilities and equality for men's washroom facilities

BUDGET: £25k including the research project itself, design, photography at 10 locations in each UK nation, and copywriting.

THE IDEA: phs Group partnered with PCUK to create the Dispose With Dignity research white paper and resulting campaign. The campaign gives voice to men suffering in silence on a 'taboo' subject, highlighting the negative experiences of prostate cancer survivors experiencing urinary incontinence following life-saving treatment, while instigating action to accommodate their needs.

Urinary incontinence is an under-researched area and PCUK customer insight team struggled to find stats that could be reliably utilised to understand the scale of the problem.

RESEARCH: Initial focus groups with PCUK's volunteers discussed messaging and tone, the issues they face, what they would hope of businesses and their opinions on the taboo of discussing incontinence.

These insights led us to commission the in-depth research and publish in the white paper publication, which helped to shine a light on the issue. Former studies estimated that one in 25 men over 40 will experience urinary incontinence in the UK every year, but our comprehensive study of 4815 people revealed the figure was 1 in 8 men of all ages.

The statistics also told us the effect of having nowhere to change incontinence pads – men were making excuses not to go out, becoming stressed if they were out, having to take home their pads, changing them in the back of work vans, or wearing them for too long, meaning a huge impact on their quality of life.

#### HOW THE WHITE PAPER LED THE CAMPAIGN

The research findings, along with our carefully researched and produced case studies and photography designed to put real experience at the heart of the conversation, were published into the 70-page white paper publication.

[https://www.phs.co.uk/media/3664/98431-phs-group-male-incontinence-whitepaper\\_final.pdf](https://www.phs.co.uk/media/3664/98431-phs-group-male-incontinence-whitepaper_final.pdf)

The campaign was launched by PCUK and phs Group in February 2023, comprising:

- Launch of specially designed bin for male incontinence products, co-branded with Prostate Cancer UK

- Equality Campaigning –Prostate Cancer UK used the white paper and case study resources to launch its 'Boys Need Bins' campaign.

- Media Relations – conversations with the charity's beneficiaries taught us men want to talk about male incontinence, and this was backed up by our research. Their voice was central to the campaign – achieving 159 pieces of coverage, circulation above 28.5m and reach of over 85m.

- Parliamentary Influence & Legislative Change - Over 2,600 people wrote to their MP, 16 parliamentary questions were tabled and a Westminster Hall Debate secured.

CONTENT FROM THE PUBLICATION THEN DROVE THE CAMPAIGN AS FOLLOWS:

1. Using the report and the content it contained to drive our PR campaign and provide hooks and content for media outreach – high profile broadcast, online and print coverage (159 pieces)
2. 10 case studies who shared their story in video and print format with photographs
3. Campaign videos – 10 minute case study video and short format
4. Communications toolkit empowering the public and partners to take action– template letters to MPs, social media graphics, press release templates, washroom posters, internal email templates, blog and website templates
5. Boys need bins equality campaign carried out by Prostate Cancer UK and its stakeholders using Dispose With Dignity insights to influence
6. Social media activity carried out by phs UK and Prostate Cancer UK in-house teams

## EVAULATION & IMPACT

In less than a year, the campaign driven by this publication and its content achieved:

- Installation of 7,000 male incontinence disposal units across the country, including in 2 chains of motorway service stations – and a further 11,000 bins at quote stage as at 1.3.24
- Over 450 people have completed the Risk Checker tool on Prostate Cancer UK's website, coming from phs Group channels. 193 of them were high-risk meaning potentially lifesaving
- 10 case studies completed to drive the human interest narrative (against an original target of 5 men coming forwards)
- 159 pieces of media coverage, a circulation above 28.5m and reaching over 85m people to inform, educate and campaign for change, all featuring the voices of real men
- Following the launch of white paper in February 2023, PCUK had more than 3500 incontinence-related website views
- Funded £90k to pay for the development of a pre-screening project
- Public action – over 2,600 letters written – reaching 95% of MPs
- Progress in parliament towards legislative change, with the Health and Safety Executive committing to consult on a change in legislation this summer (2024)
- Achieved mandatory requirement for all contractors in the Considerate Construction

Scheme, to install at least one male incontinence bin per site – 17 major firms on board so far including Balfour Beatty.

- Over 750 letters to councillors sent
- 24 councils have shown support to the Boys Need Bins campaign, including 4 Welsh councils and 2 Scottish.
- This success led to phs committing an additional £183,000 (CONFIDENTIAL) in December 2023 as further funding for the pre-screening programme and awareness programmes.
- 7410 views on Prostate Cancer UK’s “Let’s talk about incontinence” campaign page (5623 unique users)
- 229% increase in phs social media followers

## Supporting Information

*Additional supporting information (images, artwork, clippings and other media):*

Resourcesbusiness-charity-awards-supporting-material-shortened.pdf

*Campaign image (if entering individual/team awards, upload headshot/team photo here):*

Provided

*Company logo:*

Provided

*PDF Copy of the Publication #1:*

Whitepaper98431-phs-group-male-incontinence-whitepaperfinal.pdf

*Please write a 30 word entry summary in the third person:*

phs Group partnered with Prostate Cancer UK to commission vital new research and the resulting white paper publication drove the success of their ‘Dispose with Dignity’ campaign on male incontinence.