



The Urology Foundation

Urology Awareness Month 2018

Press Pack

Opening the nation's eyes to urology health this
September

[#urologyawareness](#)



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Welcome to Urology Awareness Month 2018

Every hour seven people are diagnosed with a urological cancer. Our research shows that one in four people in the UK know someone with a urological cancer.

Urology disease pervades every level of our society and yet our research shows that it is simply not understood. Prostate cancer is the most well-known urological cancer, and yet 70% of people in the UK do not know the correct age from which men should be tested for the disease.

Why do we run Urology Awareness Month?

We set up UAM for three reasons:

1. To encourage people to be aware of the signs and symptoms of urological disease
2. To break down the stigmas that follow urology diseases and those that suffer from them
3. To raise money to fund our fight against urology disease

Awareness

We know that catching a urology disease early is the best way to prevent it from becoming deadly. For example, if testicular cancer is caught early enough, it has a 99% survival rate. Meanwhile, prostate cancer is only at its most deadly when it has had time to spread to the bone.

Our goal in raising awareness is to encourage people to look out for the signs and symptoms of urology disease, including blood in pee, trouble or pain when peeing, or lumps on the testicles or penis.

Stigma

Whilst society has taken fantastic strides in addressing stigma around mental health problems, there still remains much stigma around urological conditions like incontinence.

Our survey tells us that nearly 1 in 10 children with incontinence are afraid to leave the home. This September is a chance to stand with these children and everyone else who feels fear or shame because of their urology disease. They need not feel this way.

Raising money

We lead the fight against urology disease as the only charity in the UK and Ireland that covers all urology disease. But without supporters across the country, we cannot do the work that we do.

This month is an opportunity to raise the money we need to fund ground-breaking research and provide urologists with the kind of training that saves lives.

2018 Campaign Focus: We have heard of the prostate, but do we know what it is?

The results of a TUF survey have demonstrated that the public does not understand the prostate.

Whilst public awareness of prostate cancer has risen dramatically in the public's consciousness, it seems that many of us still have very little idea about what the prostate is and why it is so important.

Thanks to the openness of public figures such as Stephen Fry and Bill Turnbull, as well as excellent work within the footballing world, most people in the UK and Ireland have now heard of prostate cancer. This is a very welcome development, however, we still have a long way to go before the public understands what prostate cancer means.

What does the research show?

Our research shows that two thirds of Britons do not know what a prostate does and that 70% of Britons do not know from what age a man should be tested for prostate cancer. On top of this, only a third of Britons know that prostates are covered by urology.

The focus

This year our focus for Urology Awareness Month is informing the public about all things prostate. Our goal is that the public will have a greater understanding of the prostate: what it is, what it does, and where it is.

We also want the public to have a greater understanding of prostate cancer: when to be tested, the signs to look out for, and what it means to have prostate cancer.

Secondary focus

Overleaf are further key findings from our survey from earlier this year. Throughout UAM, we will touch upon two further topics that this survey has shed light on:

- The impact of urology disease on sex and relationships
- The extensive reach of urology disease on lives in the UK

The Urology Awareness Month Survey: Key Findings

June 2018

The below is based on a survey of 1,000 Britons, taken in May 2018

Men's Knowledge of Urology

- 70% of people in the UK do not know from which age a man should be tested for prostate cancer
- Two thirds of people in the UK do not know what a prostate does
- Only 1 in 5 men aged 18-24 have checked their testicles for lumps in the last year

Sex and Relationships

- Nearly half of Brits have been prevented from having sex because of a urology disease
- More than half of 18-24s have been unable / prevented from having sex by urology disease
- 43% of 25-34 year olds have often or sometimes been prevented from having sex by urology

The Reach of Urology Cancer

- 60% of us know someone who has a urology cancer
- For more than 50% of us, this is a friend of family member

Key Messages

a. General public

- ⊖ Do not put your health at risk through ignorance or embarrassment.
- ⊖ It is important to check regularly for signs of urological disease or cancer, as early diagnosis means better outcomes.
- ⊖ Signs to look out for include lumps and bumps, painful and uncomfortable swellings, aches in the groin or lower back, blood in pee.
- ⊖ Early diagnosis can increase survival by up to 90%.
- ⊖ Common urological conditions such as frequent urinary tract infections (UTIs) or urinary incontinence can have a negative impact on quality of life and mental health. Important not to suffer in silence and to seek help as soon as possible.
- ⊖ After childbirth for women, and the age of 30 for men, it becomes all the more important to pay attention to your general and urological health.

b. Patients

- ⊖ Staying proactive towards your health can reduce the impact of a urological condition.
- ⊖ Seeking help earlier means that conditions such as urinary incontinence are likely to be more manageable, and may be contained before they become worse.
- ⊖ Diagnosis of a urological condition is nothing to be afraid of or embarrassed about.
- ⊖ Help is at hand to make living with a urological condition easier.
- ⊖ Urological cancers, caught early, have a very good chance of cure.

c. Carers

- ⊖ Look out for signs of urinary tract infections which if left untreated can cause serious health problems such as kidney damage.
- ⊖ Ensure patients have enough to drink and stay hydrated - dehydration can irritate the bladder and kidneys and worsen conditions such as incontinence.
- ⊖ Blood in pee is a cardinal symptom - if you spot blood in your patient's pee, contact the GP as soon as possible.

d. GPs

- ⊖ Encourage your patients to become champions of the urology health campaign.
- ⊖ Encourage your colleagues to become advocates of the urology health campaign.
- ⊖ Patients who find blood in their pee may come to you agitated and your ability to ease their fear is vital.
- ⊖ You can obtain leaflets and information about urology health for your patients or practice from theurologyfoundation.org

Who We Are

We are The Urology Foundation and we are the only charity in the UK and Ireland that tackles all urology diseases.

Together we are campaigners, researchers, volunteers, fundraisers, patients, doctors, and dedicated staff members who are all leading the fight against urology disease.

We're committed to making sure the money you give to The Urology Foundation is invested in the fight against urology disease.

Research

We fund ground breaking research into urology diseases so that we can find better cures and treatments.

We fund only the highest quality research, making sure patients in the UK get the best results and that our donors get the most for their money. We fund research into the diagnosis, causes, and treatment of urological diseases.

Our funding has four aims:

1. Helping patients: We always want the research we fund to lead to better treatment and support for patients
2. Working with the best and brightest: We support only the highest quality of researchers who are working in top quality research programmes
3. Funding the underfunded: We identify those areas which are underfunded and consider how to support these
4. Sharing knowledge: We want to make sure that researchers can share their research with other researchers and doctors, so their findings can transform as many lives as possible

Training & Education

We believe that patients in the UK deserve access to the most advanced treatment options available.

Our medical education programmes bring some of the latest approaches in the urology field to hospitals across the UK and have led to dramatic improvements in the treatments that patients are being offered.

From pioneering robotic training in urology to providing leadership and skills training to urologists, we are giving urologists across the UK the tools they need to treat their patients.

Spokespeople



Mr Ben Eddy - TUF Scholar and Fundraiser

Ben was appointed Consultant Urological Surgeon and Kent and Canterbury Hospital, East Kent Hospital Trust in June 2010. He has a specialist interest in Uro-oncology focusing his training on minimally invasive techniques for the surgical treatment of Urological Cancers. He specialises in robotic surgery for prostate cancer, as well as a number of other urological diseases.



Ms Lorraine Grover - TUF Supporter and Fundraiser

Ms Lorraine Grover is a psychosexual nurse specialist. Trained as both a nurse and a sex therapist, Lorraine is an expert in how urological conditions can limit a person's sex life. She is a trustee of the Sexual Dysfunction Association and specialist advisor to Macmillan Cancer Support.



Mrs Nadine Coull - Consultant Urologist and TUF Supporter

Nadine has been a consultant urological surgeon in Kingston upon Thames since 2009. She is the cancer lead for the department and looks after men with prostate and bladder cancers as well as women with incontinence and other bladder problems. She is the Secretary Elect of the urology section of the Royal Society of Medicine.



Mr Grant Stewart - Chair of TUF's Science & Education Committee

Mr Grant Stewart is a Lecturer at the University of Cambridge and an honorary consultant urological surgeon at Addenbrooke's hospital. Mr Stewart is an academic urological surgeon with clinical and research expertise in kidney cancer. He moved to Cambridge in October 2015 from a post as Senior Lecturer in Urological Surgery at the University of Edinburgh where he led the Edinburgh Urological Cancer Group, undertaking translational research into renal cell cancer.

Get Involved

How can you support Urology Awareness?

1. Download our posters and leaflets, display them in your office and give them to your friends
2. Grab a group or go it alone - take part in our Big 5 challenge.
3. Contact TUF to hold a Uro-Info Day at your place of work.
4. Take urology awareness information from our website and place it on yours, linking us.
5. Host a tea party and discuss urology health with your attendees.
6. Share our newsletter, *TUF matters*, with your contacts.
7. Support The Urology Foundation's research and training efforts.
8. Share your urology health story with us here (link patient form or my email address).
9. Use "I'm doing the Big 5 challenge" badge on your social media pages.
10. Talk about urology health and help breakdown the stigma.

Get in Touch

The TUF team is here to help you. We can provide further information on our work and case studies as well as support in sourcing professional urology insight.

Contact The Urology Foundation team:

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Leading the fight against urology disease