



Check4Cancer 
Early detection saves lives



Raising awareness and early detection
of prostate cancer in HP

How HP made a difference



Background

Following the successful breast cancer awareness and early detection campaign 'The Power of Pink', HP took the decision to invest in a campaign for prostate cancer for the HP community in the UK.

Check4Cancer and its sister company ProstateHealth UK were chosen to deliver all aspects of the campaign from design concept and communication to the provision of educational and screening services.

This case study highlights HP's objectives and what was achieved.

Key Prostate Cancer Statistics in the UK

- Prostate cancer is the most common cancer in men
- Over 40,000 men are diagnosed each year
- In this year alone, more than 10,000 men will die of the disease
- Over the last 30 years, the incidence in men aged 40-59 has risen 6- fold
- The prognosis for prostate cancer is very good when detected early enough

HP in the UK

- 16,500 employees over 50 sites
- Split 70% Male 30% Female
- 8,500 male employees aged 40+



The Campaign - Be a Hero

The campaign had high level sponsorship and was launched by Nick Wilson, UK CEO of HP. It was delivered in three stages.

Stage One – Communication and Education

With low public awareness of prostate cancer in the UK, one of the key objectives was to inform and educate all HP employees irrespective of age or gender.

Launch emails had different messaging for male and for female employees.

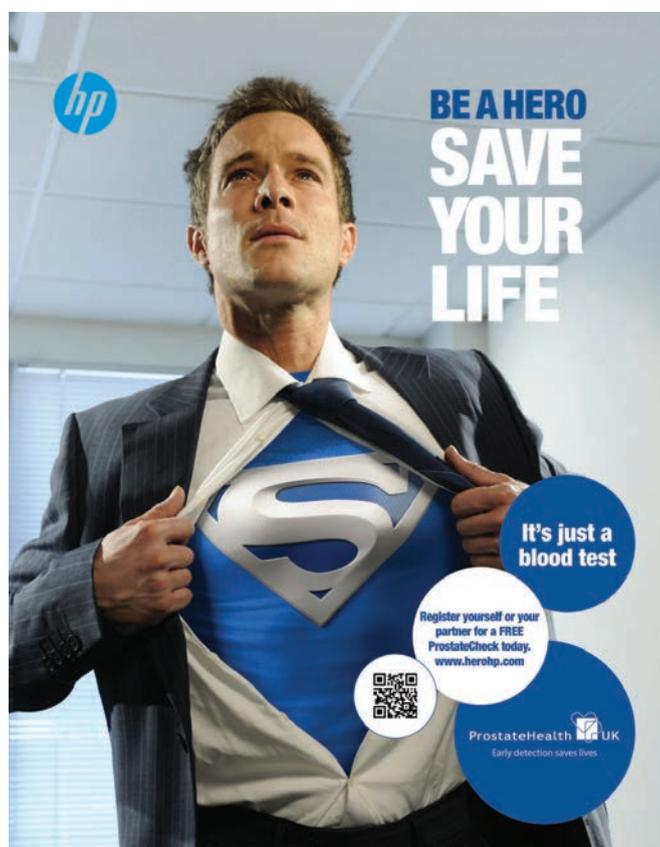
All employees were directed to the dedicated campaign website at www.herohp.com which comprised:

- Instructional videos including one from an HP employee and prostate cancer survivor
- Educational content from Professor David Neal of Cambridge University
- Detailed analysis of the pros and cons of prostate cancer screening
- Sign up facility for male employees and male partners aged 40+

At the same time, all employees were encouraged to attend one of a series of information sessions scheduled across 16 HP sites in the UK.

Supporting promotional material included pull up banners, male and female specific posters, table tents, My Prostate Health educational leaflets, pens and mouse mats.

'A very efficient process all round. I would find my experience of your service difficult to improve upon.'



'All men over 40 should be aware of the risks of prostate cancer and the pros and cons of early detection.'

Professor David Neal

'The blood sample was painless and any questions I asked were answered in a very professional way. It really put my mind at rest. Thank you.'

'I am quite lucky to have a low risk PSA and understand others may not be so lucky however with this programme I am sure that they will have a good chance of recovery back to full health, my thoughts are with those people. Thank you for providing me this opportunity.'

Stage Two – ProstateCheck

With no NHS screening programme, all male employees and male partners aged 40+ were offered a ProstateCheck from ProstateHealth UK comprising:

1. Information about the pros and cons of PSA (Prostate Specific Antigen) testing and early detection
2. An online symptomatic score and prostate cancer risk assessment based on lifestyle, symptoms and family history
3. A blood test giving two key PSA values

The blood tests were held in onsite clinics at the 16 scheduled locations, reducing cost and employee down time.

Results letters including personalised screening recommendations based on scores and risk profile were issued within 3-5 days of the blood test appointment.

Stage Three – Further Investigations

Individuals whose results showed any increased risk or abnormality were telephoned in advance to explain their results and provided with the details of the HP confidential employee counselling service.

They were also given a letter addressed to their GP to explore referral options through the NHS, private medical insurance or self-pay.



'I have recently been diagnosed as having prostate cancer with a Gleason score of L:3x - 6 R: 4x3 - 7. I would like to thank you and HP very much for running the screening program that hopefully has enabled the Doctors to capture the cancer early. Please pass on my sincere thanks to all involved in organising the programme.'

Outcomes

3,087 men aged 40+ chose to have ProstateCheck. In addition:

- The take up rate at the 16 scheduled sites was over 40%
- Some sites had a take up rate as high as 60%
- 87% of participants rated their overall experience as excellent or very good
- No participants rated their experience as poor
- 484 employees had a raised PSA score or were considered at higher risk and referred for further investigation

Most significantly, 12 cases of prostate cancer were identified that would have gone undetected without the Be a Hero campaign.

Summary

Sharon Ellerker, HR Director UK and Ireland said, 'HP recognises that whilst prostate cancer is the most common cancer in men, there is no national screening programme in the UK. We wanted to raise awareness across the whole HP community. A significant number of our male employees are aged 40+ and by investing in this campaign, we hope to have given them an understanding of their risk and the tools for early detection.'

The identification of 12 cancers which would have gone undetected otherwise fully justifies our investment and the feedback we have overall has been extremely positive.'

Professor David Neal paid tribute to HP.

'It is wonderful that HP engaged us to deliver the largest ever corporate prostate awareness and early detection programme. Men need every encouragement to tackle the rising incidence of this very common but relatively low profile cancer. HP is to be congratulated on leading the way for employers to protect their people, their families and indeed the business itself.'

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