BHI – 200 Men Recruitment Campaign
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BACKGROUND

The report is to be read and received as the final report for the financial year end on the commissioned work of recruiting men of African descent and Dual Heritage. Delays to this work were incurred due to the contractual delays within Prostate Cancer UK.

Prostate Cancer UK commissioned BHI’s national cancer programme BME Cancer Voice to recruit 250-300 men. The delayed has impacted on the recruitment thus recruitment will continue until the end of June which will incorporate Men’s Health Week.

The commissioning was based on the fact that many Black African/African Caribbean and Dual Heritage men diagnosed with cancer were not:

• Accessing support services
• Sharing their cancer experience with family members/friends
• Involved in research/surveys and studies

The above is concerning as we are aware that:

• Prostate cancer is the most common cancer in men in the UK
• Black men have the highest risk of developing prostate cancer
• 1-4 black men will be diagnosed with prostate cancer at some point in their life
METHODOLOGY

Outreach was carried out in:

- Birmingham
- Manchester
- Leeds City Region
- Wales/Scotland and Northern Ireland

Contact was made with the Community Support Service Managers in the outer regions (Scotland/Northern Island) to disseminate the flyer to all contacts and organisations they either commissioned work from and/or aware of the work within the targeted community. The campaign was entitled ‘200 Men’ to encourage signing up and to appear achievable to those approached. It also embraced the Spartan film which should strength in a few to make change.

Targeted outreach supported the recruitment of the men.

- Community radio stations
  - Peoples FM
  - Passion FM
  - BBC Leeds/Birmingham
  - Nottingham
- Community Centres
- Medical Practices/Health Centres
- Voluntary sector bulletins
- Places of worship – Churches, Mosques
- 3rd Sector Organisation websites
- Attendees of BME Cancer Voice launch The House of Commons 2014
- Promotion within ‘Dances’ ‘Charity Balls’ and various social functions
- Local newspapers/regional news
LESSONS LEARNED

Prostate Cancer UK are striving towards improving engagement and involvement

- Investment in sufficient time would allow for the recruitment campaign to be more effective

- Joined up working with other strands of Prostate Cancer UK work may have afforded a joined up working stream which could have resulted in greater impact during the recruitment

- The use of BHI Health Ambassadors and BME Cancer Voice Champions who are locally based within communities in the various cities was invaluable as individuals related to them and access to groups was eased via the Champions/Ambassadors

- Knowledge of social gatherings, church events e.g. conventions should be recognized as a way of raising awareness within a large number but not for specific indepth information sharing or 1-2-1 support

- Organisational relationships throughout the UK were important for the recruitment to be a success. BME Cancer Voice being a national cancer programme has these in place and therefore national outreach is made with a degree of ease

- Increasingly through the signing to the recruitment drive men mentioned the lack of services to meet their needs during their treatment e.g. Psychotherapy; Welfare/Benefit support; Employment issues. This highlighted either:
  - Gap in service provision
  - Low publicity/information sharing/dissemination
  - A need for/increase in sign posting of services to these men/within these communities

- Many men expressed low level of knowledge of Prostate Cancer UK, the work they do. On recollection two recalled the TV advert with ‘a white man with long hair’ but didn’t relate this to having anything to do with black men

- Relationships developed with national and local press ensures a wide spread of publicity. BHI has systematically developed this and has well-known local champions who support particular health drives.
RESULTS
The recruitment of 200 men was to take place within 5 weeks. In total the recruitment attracted 249 black men.

249 Men Recruited
- Leeds City Region: 63
- B/ Ham: 75
- London: 57
- Derby: 5
- Newcastle: 3
- Sheffield: 20
- Wales: 4
- Manchester: 22

Age Ranges of 249 Men Recruited
- 35 - 50 yrs old: 15
- 51 - 70 yrs old: 229
- 70+ yrs old: 5
During the recruitment process self-identification was encouraged however as this was not always forth coming and as this became evident the emphasis remained with recruitment rather than racial identification.

Out of the 249 men, recruited 213 men disclosed their diagnosis of prostate cancer and were at various points of treatment with some not accessing any additional support services.
RECOMMENDATIONS

• Prostate Cancer UK has excellent information leaflets/brochures which represent black men “What do you know about your prostate? Information for Black men” plus others. Resources are readily available but not often know about. These could perhaps be distributed within communities more by using the 3rd Sector partners/stakeholders PC-UK has

• Increased use within communities of well-known black Prostate Cancer UK celebrities could be an encouragement/motivator for men to embrace the issue and increase the talking within black men circles

• Increased access to social gatherings outside of the church/mosque should be recognised as a valuable in reaching black men who are not affiliated to recognized religions and are often excluded from targeted outreach.

• This recruitment should not be viewed as a time limited programme the need to have continuous awareness raising and recruitment of ‘black men’ should be prioritised as the 1-4 statistic evidences there is a disproportionate representation of prostate cancer within this group

• It is would suggest once the above takes place interaction with the men for specific pieces of work .e.g. surveys/research would be enhanced as knowledge of the charity would be embedded in mind sets
FEEDBACK

“I don’t get involved in these things as they come to you and go away, no feedback, no nothing and then say we don’t get involved. But ‘cos its you I will sign up”  Cricket Player 42 London

(Quote taken from discussion referring to the recruitment of black men to 200 Men)

“I don’t trust these people with my information they use it like we are stupid and don’t think to ask us anything, like all the other trials which go on so how will this make a difference?” 59 Year Old Huddersfield

(Quote refers to taking part in ‘trials/research/surveys’ and the mistrust between ‘black men’ and ‘research bodies’)

“Make them understand that we matter, there must be a reason why this is in us and killing us and up to now they don’t know but yet can put a man on the moon, it aint right”  Fellowship Leader 60 Manchester

(Quote taken in response to facts given re prostate cancer and black men 1-4 and the lack of information on why this is taking place, what can be done to change this statistic)

“I listen more when mi brethren a tell mi something, a man mi na know cant tell me nothing cos he don’t know where mi a come from when a man like ‘Blacka’ come talk to we den mi know dis is serious, man health serious”  Sound DJ 47 in Birmingham

(Quote referring to campaigns and outreach)
Photograph taken February 2015 – Yorkshire Dales (photograph is under crown copy right © and cannot not be used without BHI permission)

“Having cycled in the various ‘Skyrides’ raising awareness of Prostate Cancer and seeing the impact it had within the media and amongst our community I will gladly do more to spread the word so hand me the pen!!” Cyclist Derby

(BHI Cityrider referring to the organised ride organised by BHI supported by the CSS Manager of Prostate Cancer UK)
Appendix 1

Advert used to recruit the men

BME Cancer Voice

cancer does not discriminate

200 MEN TO MAKE A DIFFERENCE

Are You of African / African Caribbean / Dual Heritage Descent

1 IN 4 of the above are diagnosed with Prostate cancer

Be one of the 200

Making a Difference Influencing Change

Contact Us by calling 0113 3070300 or emailing bmecancervoice@bhileeds.org.uk

All those who join will be included in the £500 draw

Your Health is Your Wealth

BME Cancer Voice is the National Cancer Programme of Black Health Initiative

@BHILeeds
Black Health Initiative
www.blackhealthinitiative.org

BHI, 231-235 Chapeltown Road, Leeds, LS7 3DX.

BHI – 200 Men Recruitment Campaign
Appendix 2

Recruitment Form

BME Cancer Voice
cancer does not discriminate

200 MEN Membership Form
Making a Difference Influencing Change

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Date of Birth</td>
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<tr>
<td>Date of Diagnosis</td>
</tr>
<tr>
<td>Contact Number</td>
</tr>
<tr>
<td>Email Address</td>
</tr>
<tr>
<td>Black African</td>
</tr>
<tr>
<td>Black African Caribbean</td>
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<tr>
<td>Dual Heritage</td>
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PLEASE COMPLETE AND RETURN TO
BHI, 231-235 Chapeltown Road, Leeds, LS7 3DX.
BY 31ST MARCH

BME Cancer Voice is the National Cancer Programme of Black Health Initiative
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@BHILEeds
Black Health Initiative
www.blackhealthinitiative.org

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