



HEALTHCARE PROFESSIONAL GUIDE

HELPING YOU HAVE A CONVERSATION
ABOUT PROSTATE CANCER
WITH YOUR PATIENTS

The Manversation campaign has been developed in consultation with leading prostate cancer charities, Orchid – Fighting Male Cancer and Tackle Prostate Cancer. The campaign has been organised and funded by Bayer.

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MANVERSATION IS A CAMPAIGN WHICH AIMS TO:

- 1 CHALLENGE OUTDATED STEREOTYPES
- 2 RAISE AWARENESS OF THE SYMPTOMS OF ADVANCED PROSTATE CANCER
- 3 ENCOURAGE MEN TO SPEAK UP ABOUT POTENTIAL SYMPTOMS AS SOON AS THEY EXPERIENCE THEM

PROSTATE CANCER...

The most common cancer in men in the UK¹

1 in 8 men in the UK develop prostate cancer in their lifetime¹

In the UK, black African and black Caribbean men have double the risk of developing prostate cancer compared to white men; and Asian men have around half the risk of white men.²



ORCHID
FIGHTING MALE CANCER

tackle
prostate cancer

We would like to thank all of the patients and healthcare professionals who have advised and contributed towards the development of this guide.



EDUCATE PATIENTS ON ADVANCED PROSTATE CANCER SYMPTOMS

While many people are familiar with the symptoms of early prostate cancer, far fewer are aware of the symptoms of advanced disease, even amongst men living with the cancer and so the focus here is on the advanced disease.

New symptoms and advanced disease may indicate a need for a change in a patient's management and so, it's important that you are equipped to spot these symptoms and take action as appropriate. Included within this guide are some tools to support with this and to help you connect your prostate cancer patients with a wider network of specialists and groups that can help and advise them.

Ensure your prostate cancer patients are aware of the symptoms of advanced disease and encourage them to inform their families of the symptoms, which may include:^{4,5}

- Tiredness/fatigue
- Aches, pain, or discomfort e.g. back ache
- Weakness/numbness
- Trouble falling or staying asleep, due to joint and bone pain
- Difficulty doing normal activities
- Bowel/bladder changes (how often you go to the bathroom)
- Issues with sexual function
- Loss of appetite
- Weight loss
- Generally feeling unwell

Encourage them to inform their healthcare team as soon as they develop any of these symptoms.

AT INITIAL DIAGNOSIS, 37-43% OF PROSTATE CANCER IS IN THE ADVANCED STAGE.³

MOST OF THE TIME, PROSTATE CANCER SPREADS TO THE BONES FIRST.⁶

REMEMBER TO CONSIDER A DIAGNOSIS OF PROSTATE CANCER FOR MEN PRESENTING WITH ADVANCED SYMPTOMS OF THE DISEASE.



WHAT TO DO WHEN YOU SEE A PATIENT WITH PROSTATE CANCER

When you see a patient with prostate cancer it's important that you:

- Keep the symptoms of advanced prostate cancer front of mind
- Ask them if they've noticed changes in how they feel or new symptoms, even if they are not consulting about their prostate cancer
- If they give an "I'm fine" type of response, ask them about the specific symptoms of advanced prostate cancer (they may disregard the general nature of some symptoms)
- Ask them if they are using prescribed or over the counter (OTC) analgesia and why; as they may forget to mention aches and pains that they are self-managing
- Don't assume that a patient categorised as clinically stable is still stable – things change and symptoms may indicate reactivation of the disease



ADDRESSING THE MORE SENSITIVE CONVERSATIONS

IMPACT ON SEXUAL FUNCTION

Prostate cancer and more commonly the different treatments for prostate cancer, can cause a reduction in a man's sexual desire and function, including erectile dysfunction.⁷

While this may not be a big issue for some couples, it is often a serious concern for men of all ages and can cause challenges in their relationship with their partner, at a time when they need their support the most. This sensitive issue can be particularly difficult for men to talk about – they may need some gentle prompting.

END OF LIFE CARE

Due to its sensitive nature, the topic of end of life care is often not raised by either the patient or the healthcare team. However, naturally many patients who have been given a diagnosis of advanced prostate cancer are fearful of, or have questions about, end of life care and so it's important to give them an opportunity to raise their concerns and questions. There are specialists and information sources available that can provide you with advice or to which you can direct the patient.*

One comprehensive reference of services are the NICE guidelines:

NICE Quality Standard End of life care for adults

<https://www.nice.org.uk/guidance/qs13>

More accessible information on end of life care that you can download and share with patients can be found on the Patient.info website.

<https://patient.info/treatment-medication/palliative-care-leaflet/end-of-life-care>

* Bayer does not take responsibility for the content of materials provided from the listed organisations.



HELPING PATIENTS ACCESS WIDER SUPPORT

Taking time to inform prostate cancer patients about the wider network of support they can access outside of the hospital can help them, and help you by addressing the resource issues that can be present within a healthcare system.

Patient.info* **patient.info/health/prostate-cancer-leaflet**

The Patient.info website provides comprehensive health information, including information about the diagnosis, assessment and management of prostate cancer, in a patient friendly format.

Patient Support Groups

Patient support groups have been shown to have a huge impact on patients' experience of the disease and so it is important to provide them with information about this service and to encourage them to attend.

PEOPLE CHANGE THEIR MIND, SO IF YOU
OFFER TO REFER THEM TO A SERVICE AND
THEY DECLINE

– ASK AGAIN

Provide patients with information on:

- The range of services available to them outside of the hospital i.e. patient support groups and helplines, counselling, psychosexual counselling
- How they can find and access these services
- What happens at patient support groups, to dispel the widely held view that they'll be forced to sit in a circle and share their story
- The type of help and advice support groups can offer
- The access to healthcare professionals (usually cancer nurse specialists) that support groups provide
- The benefits patients can experience from attending
- The greater impact that face-to face contact with other men with the disease can have, over online interaction

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EVIDENCE SHOWS THAT CANCER PATIENTS CAN BENEFIT FROM PARTICIPATION IN SUPPORT GROUPS, WITH RESULTING IMPROVEMENTS IN QUALITY OF LIFE, COPING MECHANISMS AND AFFECT.⁸

Tackle Prostate Cancer has an extensive network of over 80 patient support groups throughout the country; and both Tackle Prostate Cancer and Orchid - Fighting Male Cancer charities run patient helplines.*

Tackle Prostate Cancer
tackleprostate.org

Support group location finder:
tackleprostate.org/find-a-support-group-near-you.php

Helpline: 0800 035 5302

Orchid – Fighting Male Cancer
orchid-cancer.org.uk

Helpline: 0808 802 0010

Manversation
manversation.co.uk

The Manversation website provides more information including guides for patients and their family or loved ones. The website and guides include information on the symptoms of advanced prostate cancer alongside advice on having the difficult conversations about the diagnosis, and guidance and suggestions for accessing credible sources of information. The Manversation campaign has been developed in consultation with leading prostate cancer charities Orchid – Fighting Male Cancer and Tackle Prostate Cancer. The campaign has been organised and funded by Bayer.

1. Prostate Cancer UK. Prostate Cancer and Risk. Available at <https://prostatecanceruk.org/prostate-information/are-you-at-risk> [Last accessed August 2020]
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3. Cancer Research UK. Prostate Cancer Incidence Statistics. Available at [https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/prostate-](https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/prostate-cancer/incidence)
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6. American Cancer Society. Treating Prostate Cancer Spread to Bones. Available at <https://www.cancer.org/cancer/prostate-cancer/treating/treating-pain.html>. [Last accessed August 2020]
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8. Grande G.E. et al. How do patients who participate in cancer support groups differ from those who do not? *Psycho-Oncology*. 2006;15(4):321-34. Available at <https://core.ac.uk/download/pdf/188269545.pdf>. [Last accessed August 2020]

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