

Raising Prostate Cancer Awareness in Black African and Afro-Caribbean communities

Background

The second workshops were held on the 17th May 2021 with 4 community reps attending. The discussions covered:

- Feedback on actions since last time
- Thoughts from two new representatives and further reflections on discussions last time, including identifying opportunities to engage with others
- Sharing of the project budget and opportunity for community reps to access funding for initiatives they'd like to undertake themselves

Actions taken since last time

- Nicola said that she had been working with a GP to communicate messages to GPs about this prostate cancer awareness project and the high risk facing Black men to ensure practices are receptive to requests for PSA tests
- Wessex Cancer Alliance are also looking at creating a consistent pathway approach that minimises the use of a rectal examination

- D had taken a photo of himself at the gym with a Prostate Cancer UK banner. **Action: D to share this. SN to share our Twitter handles.**

Further discussions on issues and opportunities to engage

- C described his links with the Army Black, Asian and Minority Ethnic personnel network and said he recognised from conversations with them the issues around not accessing health services for 'fear' of being seen as weak. He asked how we look after our veterans as people leave the army at 40 slightly below the age group at risk of prostate cancer. There was a discussion about whether some specific awareness raising could be done at the final medical people have e.g. for Black men about prostate cancer but also to pass on to their new GP surgery when they register with them.
Action: C to discuss with an Army Colonel contact and have further discuss with Matt Hayes, Medical Director, Wessex Cancer Alliance.
- W has had discussions with his sons about going to get checks because of losing his brother to prostate cancer. He also said that whilst the Health and Well-Being walks are a good place to walk and talk about issues not many Black and minority ethnic people go to these and this doesn't reflect the local community.
- There was a discussion about how this project could learn from Covid/vaccination take up and the Black Lives Matter movement in terms of communicating with communities i.e. messages to come from trusted voices in the community and to go to where people are - e.g at the Mosque on Friday, church on Sunday, via Dorset REC's health ambassadors, DJs, radio stations (Afro-disiac), events like (Reggae weekend, Africa comes to Bournemouth weekend), awareness raising dates (Black History Month, Internationals Men's Health Day), community groups (Black Heritage Society, Basingstoke

Afro-Caribbean Friendship Group) etc.

- H described how being recommended a multi parametric mri scan enabled his prostate cancer diagnosis to be made, which was a significant step forward for him after some very difficult treatment experiences. It brought out the point that men need to be confident and persistent to share their concerns as they are experts in their own bodies. It reinforced that needs to be made clear to GPs that Black men are at higher risk of this cancer. Being able to take someone with you to appointments that can advocate for the patient and also be a second set of listening ears is very important.
- Conversation was then had about how women in the men's lives can also be key to encouraging men to seek medical help. Personal examples of this were given.

See action plan