

## HEALTH

# Prostate cancer: Bid to reach out to men at higher risk

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Prostate cancer is something a lot of men refuse to talk about, let alone get tested for. But a Burton campaign that takes the test to them is changing all of that.

The Inspire Health – Fighting Prostate Cancer campaign, brainchild of Jyoti Shah, a consultant urological surgeon for Burton Hospitals NHS Foundation Trust, has already seen more than 350 men get tested, with 24 found to need further treatment.

However, Miss Shah now wants to reach out to the higher risk groups and is calling on African-Caribbean men to get themselves tested as their risk of prostate cancer is twice as high.

In general, men face a one in eight chance of being diagnosed with prostate cancer, but for African-Caribbean men the risk is one in four.

In a bid to reach out to the African-Caribbean community, Miss Shah will be giving a talk at the Burton Caribbean Association about the importance of getting the test and details of her next screening programme.

The screening – a collaboration between Burton Albion, Queen's Hospital and the Rotary movement – has

previously been held at the Pirelli Stadium to reach football fans and men who feel more comfortable at a football ground rather than at a surgery or hospital.

There has also been a session at the hospital for its own staff. These screenings have proved to be a huge success.

Miss Shah said: "The prostate screening is growing in momentum but the risk is significantly higher in African-Caribbean men and we want to reach out to them.

"Prostate cancer is the number one cancer in men and I think the campaign has been a big success as 24 men to date have been diagnosed and treated as a result.

"There are a number of things we need to do and that includes raising awareness. It is about picking up the men that need to be picked up to get them treated.

"We recognise that men don't come to us so we are now going out to them so they get the medical screening.

"So far we have seen loads of men support the campaign, with more than 300 at the Pirelli Stadium, and we have now done a staff screening at the hospital last month and saw more than 55 men.

"We really want to reach out now to the African Caribbean community as they are at much higher risk of being diagnosed with prostate cancer and at a younger age.



Jyoti Shah, consultant urological surgeon at Burton Hospitals NHS Foundation Trust, will be giving a talk to the Burton Caribbean Association on August 24 about the need to get tested for prostate cancer.

"Generally, there is a one in eight chance of being diagnosed with prostate cancer but in African-Caribbean men it is one in four. It is likely to be more aggressive and start younger than in others.

"It is not costing anything, so why not come to get a free check?"

Miss Shah's talk will be held in the training room upstairs at the Burton Caribbean Association, in Uxbridge Street, from 7pm on Thursday, August 24.

Following her presentation, the surgeon will be available to speak to people afterwards and to answer any questions.

What do you think of this health initiative?  
Have your say at burtonmail.co.uk

## ACTIVITY



Chance to have fun in the mud.

## How to get fit for a muddy challenge

A Burton-based businesswoman is offering to help women take part in a daunting charity challenge.

Abbey Saunders, owner of health programme Girl Got Glow, has organised her own team for the St Giles Hospice Mud Challenge in Tamworth on October 8.

She is keen to hear from women reluctant to do it on their own or who have self-confidence issues.

Girl Got Glow allows women to follow a realistic plant-based diet which is tailored to the client's needs.

Abbey has set up an eight-week training programme.

The mum-of-one said: "I love working with women who have never exercised before and who are really self-conscious about themselves."

The fitness programme, which starts on Monday, includes the entry price and an eight-week personalised fitness plan, at £89 per person.

Check out the Girl Got Glow Facebook page.

## CAMPAIGN

# Bid to discourage young arsonists

Fire chiefs are calling on people in Burton to help its Flames Aren't Games campaign, which aims to discourage young people from starting fires.

In July, Staffordshire fire crews attended 170 fires that were started deliberately – nearly 70% up on a year ago. The campaign

video aims to highlight the dangers of setting fires and the consequences for those responsible.

A collaboration between the fire service, the Urban Arts Centre and young people, it tells the story of a young man who used to start fires but has since changed his ways and now

wants to educate others about fire safety.

Deputy chief fire officer Rob Barber said: "It is very concerning to see this type of incident still on the increase, but with the launch of our campaign, we are really hopeful that we will see this change throughout August.

"We urge the public to share our video and campaign messages on social media and ask parents to ensure their children know that setting fires puts lives at risk, takes valuable fire-fighting resources away from other possible emergencies and could lead to a jail term and hefty fine."

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