



Centennial Projects

How 2 Guide

TITLE: Prostate Cancer Awareness Event

Centennial Project Area if applicable: Health

50 Word Synopsis of Project:

Prostate cancer kills 10,000 men every year. One man dies every hour and 41,000 new cases are diagnosed every year. This means that every single day about 110 men come home to tell their families that they have Prostate Cancer.

This cancer is usually curable if diagnosed and treated early enough but currently there is no national screening programme in the UK and we understand that the PSA test is not normally available on the NHS unless symptoms are displayed.

By arranging a Prostate Cancer PSA test event, your club will be helping a number of men combat the disease and thus offer a humanitarian service to them and their families.

How 2 Guide:

"PROSTATE CANCER AWARENESS EVENT

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PROSTATE CANCER AWARENESS EVENT

INTRODUCTION

These notes have been prepared based on the Reading Lions Club's experience from the three successful events it has held over the past three years. I have tried to put as much information and detail together to assist any club that is planning to organise a Prostate Cancer Awareness event.

The situation is bound to vary from case to case and each club would have to adapt to its own circumstances. Basically a club would need to:-

- seek the club's approval to hold such an event
- find a venue and decide on the date
- secure a number of phlebotomists and find a testing laboratory and a urologist
- prepare your leaflets, stationery and promotional material
- seek sponsors and publicise what you are doing.

Feel free to get in touch with myself or PDG Patrick Hamblin. Contact details appear at the end of these notes.

Why do it?

- Prostate cancer is a killer. One in eight men in the UK will be diagnosed with the disease.
- Prostate cancer kills 10,000 men every year. One man dies every hour. 41,000 new cases are diagnosed every year. This means that every single day about 110 men come home to tell their families that they have Prostate Cancer.

- This cancer is usually curable if diagnosed and treated early enough.

By arranging a Prostate Cancer Awareness event, your club will be able to help a number of men combat the disease and thus offer a humanitarian service to them and their families. After all this is very much what Lionism is all about.

Reading Lions Club got involved in arranging such events three years ago. We heard that Bridgnorth Lions Club had held similar events in the past and we contacted them to find out how they went about organising them. They were very helpful. Based on their experience Reading Lions Club organised its first 'Awareness' evening in January 2013 which turned out to be very successful.

The event was repeated in February 2014 and again in March 2015. The medical results of those evenings are shown in Appendix A.

In addition to the humanitarian aspect of the exercise, I strongly believe that these events have helped increase public awareness of our Club and the work that Lions do in the community.

Another important reason why your club should seriously consider organising such an event is the fact that it brings its members together. During and after each of our three events, you sensed a buzz among our members and a feeling of having successfully contributed towards the early diagnosis and treatment of a number of men in our community.

One of our lady members was attending a social event at her bridge club when a lady appeared, hugged her and with tears in her eyes said "I wanted to thank the Lions for they have saved my husband's life. As a result of your awareness evening last month he discovered that he had a form of aggressive prostate cancer, which according to the doctors has been caught in time".

PROSTATE CANCER AWARENESS EVENT

CLUB INVOLVEMENT AND APPROVAL

Before you start dealing with the mechanics of organising your club's Prostate Cancer Awareness event, you need to get your club's approval. For that you will need to present some idea of costs to the club and seek the support of at least a couple of members who will help you to prepare for the event.

Appendix B gives a rough idea of the size and type of costs you should expect. The figures shown are based on Reading Club's experience over the three years and may vary depending on your negotiating skills and your efforts in seeking the most efficient source of service provider without sacrificing quality. The figures shown are based on an estimated 500 tests.

When you get your club's approval, you need to recruit a couple of members to help with leaflet design, publicity and promotional work and most importantly seeking financial sponsorship from individuals and organisations in your area.

PROSTATE CANCER AWARENESS EVENT

CHOOSING YOUR DATE AND VENUE

Choosing a date and the right venue for your event is of paramount importance. You need to choose a date that does not clash with any other major local or national events.

Do not choose a date that is less than say three months away because you need the time to properly prepare, especially if you are doing this for the first time.

Choice of the right venue is equally important. The chosen venue must be easily accessible and preferably near public transport, as you will be surprised how many men, especially those in their 70's or 80's, do not like to drive, particularly in the evening. The chosen venue must have disabled access. The venue you choose must have ample parking facility or with such a facility very close by.

You need to ascertain that the premises you choose have a largish area for the attendees to sit or stand whilst waiting to be processed. Our experience has shown that about 70% of the men attending (sometimes with their wives or partners) arrive within the first couple of hours and then the stream of arrivals slows down. You therefore have to think about how you can avoid large queues forming in and outside the building. In addition to a large waiting area where people register and wait to be called for their test (see procedure page), the chosen venue must ideally have another room where the men can sit to listen to a brief talk about prostate cancer and its symptoms and ask any questions they may have.

You also need a separate area where the phlebotomists can take blood. This area in particular must comply with the requirements of hygiene, cleanliness and privacy.

There must be no carpets or exposed wooden floors so that any blood spillage can be quickly and thoroughly cleaned (see also Appendix C).

Reading Lions Club has found that by choosing a local hospital as the venue, all the above requirements were met.

The existence of a refreshment bar in the waiting area is useful but not essential. Such a facility allows people to get a cup of tea or something whilst waiting to be called. This makes the atmosphere slightly more relaxed and your club may even gain some financial reward from the takings of the bar.

You have to decide the times the event will start and finish. Our club found that three to four hours was about right. Again you need to decide whether you hold your event in the morning, afternoon or evening and the day of the week you think is best for your area.

PROSTATE CANCER AWARENESS EVENT

PHLEBOTOMISTS AND SPECIALIST CLINICIAN

You need to secure the services of a number of phlebotomists to take the patients' blood samples. Ensure they will be covered by insurance (see separate insurance page). Our experience has shown that you should allow eight to ten attendees per hour for each phlebotomist and add in some time for them to have a rest during the session. At our last event we had about 15 phlebotomists on duty who took samples from 732 men but they were working flat out. As a rule of thumb an experienced phlebotomist would take about 40-50 blood samples during a five hours session.

You will need to negotiate the best possible rate of pay for their services unless they are willing to act as volunteers. It is wise to secure phlebotomists who work together in one or two establishments rather than try to find the one or two from a number of different sources, if this is possible. This is a task that you have to deal with at the very beginning of your planning.

During the event, you need to secure the services of a nurse or doctor who should be present at all times to deal with any medical problems that may arise such as people feeling unwell during the test. A separate room should be set aside for this purpose.

A list of the necessary items and consumables required by the phlebotomists is shown in appendix C. All items must be in place in the allocated blood test rooms a few hours before opening time. Most items of the phlebotomy consumables may be provided by the testing laboratory or the phlebotomists.

Some kind of gesture such as arranging a thank-you dinner or offering a box of chocolates to the phlebotomists a few days after the event may be a good idea, especially if their services have been given free.

Once the blood is taken it has to be sent to a specialist laboratory without delay. You need to arrange this at the very beginning of your planning because the laboratory costs tend to be by far the biggest item of your overall expenditure. Charm and good negotiating skills would be a great advantage when you are deciding which test laboratory you use. It is preferable but not essential to find a laboratory that can do a 'Free /Total ratio' test.

It is also necessary to secure the services of a particular clinician to whom the testing laboratory will send the results for him/her to interpret and write to the patients.

This role has been fulfilled by Mr David Baxter – Smith for several Lions Clubs. David also attends the event and talks to the men about prostate cancer.

Discuss with the laboratory and the phlebotomist in charge what needs to be done with the blood samples. These need to be processed fairly quickly and you may have to arrange for someone to take them to the testing laboratory at the end of the day of the event.

PROSTATE CANCER AWARENESS EVENT

PROMOTIONAL MATERIAL

This is where you probably need the assistance of someone in the club with a bit of expertise in designing and wording your leaflets and other promotional material.

If you decide to go ahead, feel free to contact us for copies of what we have used in the past.

These can be altered and indeed improved to suit your own circumstances. Below is a list of the promotional material and stationery we used: -

- * A simple A5 leaflet with the Lions Logo referring to the killer disease and giving the details of the venue, the date and times of the event and stressing the fact that it is free of charge. We start circulating and distributing this leaflet at any opportunity we get from approximately ten weeks before the event.
- * The main leaflet/consent form, which gives considerably more details about the evening, refers to the number of cases of prostate cancer diagnosed as a result of our previous events. This leaflet contains directions to the venue, gives some idea of what takes place during the event and includes an essential consent form which is needed for the Urologist to assess the results of the blood test and contact the individual who has had the PSA blood test. We begin to distribute and circulate this leaflet about four to five weeks before the event.
- * A4 and A3 laminated posters which usually are a copy of the front of our main leaflet. These are placed on community notice boards as well as in some of the establishments mentioned above and certain shops in the High Street.
- * Spare copies of the consent page of the main leaflet to be used on the day for the people who come without one. The consent form should be made available so that it can be downloaded from your club website as well as the main leaflet and other information on the event.
- * A letter on Lions letterhead thanking the people who attended and advising them what will happen next.
- * The traffic lights letter which the clinician uses to inform the men of their PSA test result and advising them what they should do next.
- * An A5 simple thank you sheet mentioning the names of the individuals and companies that have sponsored the event.

* A simple Questionnaire asking people for their contact details and information on how they found out about the event. (this helps with future promotional planning). It also asks them if they are interested in joining the Lions club and allows advertising of future events. The questionnaire should include a 'yes/no' question as to whether they would like to hear about future events.

PROSTATE CANCER AWARENESS EVENT

SPONSORING AND FUNDRAISING

This is an area that should really involve every member of the Club and you must start to plan and act very soon after the decision to proceed with the Prostate Cancer Awareness event. You need to compile a list of all the organizations and individuals in your community who may be potential sponsors for the event.

You should contact your potential donors by phone, letter, e-mail etc advising them of the date of the event, highlighting the fact that it is free and that similar events in the past have resulted in a number of life-saving cases. In our correspondence with the potential donor we stress that all members of the club are volunteers and that every penny donated goes to serving our community. Your appeal for a donation should also invite the male members of the organization's staff to the event.

An example of the type of letter used by our club is available should you require one.

Every year we get donations from companies or individuals that are connected with our members. Once a donation is received, make sure it is acknowledged with a thank-you letter.

Our club also organises a couple of fundraising events specifically for raising money for the event.

During the event, we also have a few collection buckets strategically placed in the waiting areas. From our experience the buckets contribute about £3 to £4 pounds per person attending.

We also set up a 'BT Mydonate' account which allows members of the public to make easy on-line donations.

PROSTATE CANCER AWARENESS EVENT

PUBLICITY

Your main source of publicity for your event must be the proper distribution of your leaflets and the placement of posters and leaflets in places where men gather such as golf clubs, gyms, church halls, libraries, community notice boards, pubs, restaurants, shops, offices etc.

Advertise the event on your club's website and if possible use other means of social media, e.g. face book, twitter etc.

We carry out a leaflet drop and place our leaflets on car windscreens in supermarket car parks and the like (after obtaining the necessary permission).

We also, with the permission of management, place a poster and leaflets in staff rooms, canteens or toilets of large companies in the area. Please remember that women are sometimes as interested in the event as their partners. We have had numerous men attend our event after pressure from their womenfolk.

In addition to the leaflets you need to get close to the editors of your local newspaper and any community magazines to insert articles in the press advertising the event, highlighting the fact that it is free and pointing to the results of previous years.

Try to get your local radio to promote your event and if possible arrange for an interview by one of your members to be aired a day or two before the event.

Remember to distribute your leaflets at any function your club is involved with prior to the event.

With the above activities you advertise your event but also increase your club's awareness in the public eyes of your community.

PROSTATE CANCER AWARENESS EVENT

RISK ASSESSMENT AND INSURANCE

An appropriate risk assessment must be prepared for the event in cooperation with the managers of the venue.

It is important to note that the Lions Club insurance programme specifically excludes Medical Negligence cover. The professionals taking the blood samples (e.g. nurses / doctors) must have their own Medical Negligence insurance cover in place. Please remember to obtain written evidence from the phlebotomists / doctors and keep a record on file. Sometimes phlebotomists are not covered by their local hospital / doctors' insurance when working away from their normal place of work and therefore it becomes necessary to arrange a separate insurance for them to attend a one – off event. Appendix D gives details of the insurance brokers that Mr David Baxter-Smith is aware of that specialise in arranging Medical Negligence cover for medical personnel who work outside their normal place of work.

There is insurance protection to Lions for arranging the venue and chaperoning patients at the blood screening sessions but there is no cover for sticking needles in people or offering any medical advice.

Please consider this aspect very carefully and refer to your District Insurance Adviser if you are unsure.

In the case of our club event an agreement was in place with the local hospital that hosted the event that they provide the medical negligence cover for phlebotomists under the

hospital's insurance programme for the period of the event and whilst on the hospital premises.

Ensure that the laboratory being used to provide the test results is accredited to CPA (Clinical Pathology Accreditation (UK) Ltd) or ISO15189 to guarantee the quality of the results produced. Your agreement with the laboratory must be in writing.

You need a qualified clinician for the results to be sent to for assessment. Most laboratories would require the name of the clinician to whom they will send the results.

You need to be acquainted with the fire evacuation procedures at the venue and familiarise yourselves with the fire exits. These must be clearly signed in the building.

PROSTATE CANCER AWARENESS EVENT

TASKS & PROCEDURES BEFORE, DURING AND AFTER THE EVENT

One Month in advance:

At least a month before the event contact one or two VIPs in your area (e.g. the Mayor) to invite them to attend. This raises your chances of the local press attending the event to take photographs and statements.

About three to four weeks before the event decide whether you will need any posters to be strategically placed in the streets near the venue directing people to the event. We use "Lions Prostate Event" posters which are positioned about 24 hours before the day and removed by the day after. These posters need to be ordered in good time.

Seven / Ten days in advance:

About 10 days before the event finalise your manning list to establish which members are available for duty on the day.

If you decide to install a PA system or a PowerPoint presentation during the event, you need to arrange and test these at least a week before the event, if possible.

On the Day:

On the day of the event form a small group to set up the area, position tables, chairs, display notices and promotional material wherever required.

You may need to display directional or informative posters in the area. Examples of these are available from Reading Lions Club.

Written instructions need to be given to the Lions who will be manning the various stations on the day, clearly detailing their duties.

Someone needs to undertake the co-ordination of tasks and take overall responsibility for the smooth running of the event on the day. You will always get the odd problem that will

need a decision to be made and therefore it is necessary for everyone to know who to go to with any queries or problems.

Ensure the phlebotomists are all set up and ready by the time the doors will open and that all their requisites are in situ (see appendix C).

You need to decide on the dress code for the members on duty and on any Lions literature or exhibits if you want to have a display station for your club.

A numbering sheet must be prepared for use at the registration station. Contact the Reading Lions club for an example.

A senior member of the club must be available to host any VIPs invited. Another person must be nominated to deal with the press on the day. Assign someone to take photographs during the event. These can be used later for press releases.

If possible, arrange for a small lockable room to be available to put coats and any other personal belongings of those manning the stations. This room may be useful to keep monies collected from the collection buckets during the event.

PROSTATE CANCER AWARENESS EVENT

TASKS & PROCEDURES BEFORE, DURING AND AFTER THE EVENT (continued)

Tasks and stations on the day

Parking: A small number of Lions need to be stationed at the car park to ensure cars are properly parked and to direct the people to the entrance of the premises.

Ensure the person in charge of the parking duties rotates the men available so that they can have a break and also undergo the PSA test if they so wish. Highviz jackets may be necessary.

Welcoming Station: One or two persons needed at the entrance to greet the people and direct them to station one.

Station One: You need two or three Lions on this desk, which should be near the entrance to the hall. Their task is to welcome the people, give them the Lions questionnaire if you decide to do one and point to them the fire exits.

Enquire if they have their consent form duly completed with them. If yes then direct them to the registration desk. If 'no' give them a consent form and direct them to the writing desk.

Writing Desks: Ensure pens and a few spare forms are also available here. One Lion at a time is necessary to be available at this station to answer any queries that they may raise. Once they have completed their form direct them to the registration desk.

Registration Desk: This is an important station and you need about five Lions manning it, particularly during the rush. People will come to the desk with their

forms completed. Consent forms need to be thoroughly checked as their address, e-mail and all other medical details are vital for the clinician who will assess the results and write to them. Once their forms are checked they are given a number by the Lion who is in charge of the numbering sheet. The individual number is clearly written on the top right hand corner of the consent form. The men are then asked to keep their forms and to wait until their number is called.

The person in charge of the manning arrangements calls out the numbers in lots of 30 or 40 (or less depending on second room size) and the men are ushered to a different room where the consultant urologist talks to them for about 10 minutes about prostate cancer and answers any of their questions.

Ushers:

PROSTATE CANCER AWARENESS EVENT

TASKS & PROCEDURES BEFORE, DURING AND AFTER THE EVENT (continued)

Phlebotomy Waiting Once the consultant finishes talking to them, the men are moved to another area waiting to be called to have their blood taken by the phlebotomists. Their completed questionnaires are taken from them at this stage and they keep their numbered consent form to hand over to the phlebotomist. The phlebotomist puts their form in the bag with their blood sample and marks the phial with the same number.

Whilst waiting to be called by the phlebotomists a Lion must explain to the men what will happen next and refer to the 'traffic lights' letter that they will receive from the Clinician and suggest that they should have a PSA test once a year as recommended by the experts.

A diplomatic word or two about the collection buckets may be made at this stage. Make sure that a couple of buckets are placed in this area.

Area

Final Desk: At this desk, the men are given a "what happens next" letter that explains to them what they should expect and promotes the work of Lionism. An example of the Reading Lion Club's letter is available on request.

Any other promotional material can be included in with the letter.

A leaflet with the names of the organisations that supported the event is included with the same letter.

When doors close

Arrange a small team beforehand to stay behind and dismantle any equipment you have set up, remove notices and generally tidy up the place you used.

Send 'thank you' letters or messages to all those that helped you organise the event.

Arrange a wash-up meeting to exchange views on the event and see how it can be improved next time round.

PROSTATE CANCER AWARENESS EVENT

APPENDICES

Appendix A:

Actual results of the Reading Lions Club's Prostate Cancer Awareness Evenings

	2013	2014	2015
Total Number of men tested	495	453	732
PSA level Normal (Green Letter)	475	424	679
PSA level above Normal (Amber letter)*	6	10	16
PSA level Abnormal (Red letter)**	14	19	37

* Men are advised to see their doctor soon/ or have a further check in 2/3 months.

** Men are advised to see their doctor for a clinical examination

Appendix B:

Indication of costs based on Reading Lions Club's experience

Laboratory testing based on 500 tests at £7.25 per test	3,625
Printing of leaflets and stationery	950
Design and printing of directional signs (designed to be used again)	150
Hire of Venue	-
Costs of Phlebotomy services	950

Posting of results using MD's franking machine (500 at 0.35)	
175	
Expenses of Urologist	250
Incidental and miscellaneous other expenditure	150
Total	£6,250

The above gives an average cost per person tested of £12.50. However with a successful campaign to obtain sponsorship and the bucket collection on the day you should be able to considerably reduce the above costs. In the case of our Club we have more than recouped our costs through actively seeking sponsorship.

PROSTATE CANCER AWARENESS EVENT

APPENDICES (continued)

Appendix C:

Requirements for the provision of phlebotomy

Areas allocated for blood taking must have :

- Hand washing facilities
- Alcohol based hand gel (this should also be available for the use of the patient).
- Trolley/Table for consumables to include space for the hand writing of labels on the blood test bottles.
- 2 x chairs. One for the phlebotomist and one for the patient.
- Pillows/cushions to provide arm support.

- Sharps bins - safe disposal of needles. Arrangements will need to be made for the safe disposal of the sharps bins following the event. This may incur a cost.
- Clinical waste bags. Disposal may incur a cost.

The following phlebotomy consumables must be available

- Blood sample bottles - usually supplied by the laboratory providing the test and may be included as part of the test cost.
- Blood collection needles suitable for use with the laboratory provider's bottles. These must also meet the EU guidelines for use of safety needles.
- 20% chlorhexidene skin wipes for skin preparation.
- Tourniquets.
- Non-latex, usually Nitrile, examination gloves.
- Plasters and or cotton wool balls and micropore tape for dressing the venepuncture site.
- Specimen bags to ensure collected samples are kept with the patient's consent form.
- Kidney dishes.
- Fine liner black pens for labelling the blood tubes.

Note: About a month before the event discuss the above list with the phlebotomist representative. You will probably find they are familiar with these items themselves or will guide you where to obtain them or in some cases provide them.

Key Contacts and links:

Contact details

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