

Let's Talk About It

Amplifying the voices of those living with or impacted by prostate cancer to raise the value of peer support.

By sharing lived experiences and the benefits of peer support and support groups, we hope to encourage others to seek support.

We're looking to unlock people's authentic stories and bring peer support to life.



What do we want this project to do?

1. Show the value of peer support
2. Encourage people to seek support and find their local support group, or start their own support group
3. Raise the awareness of prostate cancer

How are we going to do it?

Through User Generated Content (UGC)

What is UGC?

Original content created by consumers and published on social media or other channels.

What is the impact of UGC?

1. Portrays authenticity, therefore builds consumer confidence and trust
2. Influences people's decisions
3. Great method for people to discover new services
4. Enables people to feel reassured when hearing that someone else has experienced something similar

What's possible?

We build an extensive, inclusive and diverse library of stories that touch on a variety of topics; in the hope that it will support and encourage thousands of people pre-diagnosis, plus those who live with or are affected by prostate cancer to seek support.

UGC comes in many forms, including images, videos, reviews, a testimonial, or even a podcast.



If you've got any questions or you'd like to get involved email molly.jewitt@tackleprostate.org

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prostate cancer