

MALE INCONTINENCE

DISPOSE WITH DIGNITY CAMPAIGN TOOLKIT

Giving men the toilet facilities
they need to dispose with dignity



Group

**Irish
Cancer
Society**



WHAT IS THE CAMPAIGN?



Men can leak too.

1 in 6 men will be diagnosed with prostate cancer during their lifetime in Ireland. About 4,000 men are diagnosed with prostate cancer each year. That's a staggering number for one form of cancer that affects one gender.

phs Washrooms Ireland's Dispose with Dignity campaign with support from the Irish Cancer Society and Irish Men's Sheds Association is driven to remove the stigma around male urinary incontinence by raising awareness with the public, providing guidance for men and creating innovative product solutions. These product solutions will create 'safe spaces' for men to dispose of their incontinence waste.



OUR COMMITMENT



Group



phs, with support from the Irish Cancer Society and Irish Men's Sheds Association are here to support those affected by urinary incontinence.

About phs Washrooms Ireland

As the leading hygiene services provider across Ireland, serving communities in every village, town, and city, we're committed to breaking down stigmas, raising awareness, and tackling topics that are too often avoided. After all, **72% say public understanding of the condition remains poor.***

That's why we've partnered with the Irish Cancer Society and the Irish Men's Sheds Association, to support men living with urinary incontinence, especially following cancer treatment. Together, we're driving change, promoting dignity, and creating a future where no man feels alone or unsupported during or after prostate cancer.

About Irish Cancer Society

The Irish Cancer Society is a united community of patients, survivors, volunteers, supporters, healthcare professionals, and researchers. Together, we are dedicated to saving lives and improving the quality of life for those affected by cancer across Ireland.

Through advocacy, support services, and pioneering research, we are transforming the cancer experience, working toward a future where no one in Ireland loses their life to cancer.

About Irish Men's Sheds Association

The Irish Men's Shed Association supports a nationwide network of community spaces where men can connect, share skills, and improve their wellbeing. Founded in 2011, it has grown into a powerful movement tackling isolation and promoting mental health.

Driven by values of inclusivity and respect, the association empowers men to build friendships, contribute to their communities, and take ownership of their health in a supportive, stigma-free environment.

SUPPORTING MEN & THE ENVIRONMENT

Having a **phs** Male Incontinence Bin in your washroom is a significant gesture that extends beyond just supporting the campaign for men's health needs and creating washroom equality; it's a statement of commitment to environmental sustainability.

18% of men with urinary incontinence have flushed products down the toilet, risking blockages and environmental harm.

By choosing to facilitate these bins, you are aligning yourself with our commitment to diverting hygiene waste away from landfills and saving you money from potential maintenance and unblocking of toilets.

Thanks to our **LifeCycle Strategy** and our partnership with waste management company, **Panda**, we go the extra mile to ensure the waste we collect from our customers is diverted away from landfill and turned into an alternative fuel source.



DISCREET.

DIGNIFIED.

DISPOSAL.

By incorporating a disposal method, it showcases your dedication to **supporting men's health, promoting environmental responsibility, and championing equality** in the washroom.

WHERE TO FIND US ON SOCIALS

Please like and share our stories. We have also created some social assets for you to post on your channels. Please refer to resource page.

If you have any further questions, please email press@phs.co.uk



phs Group Ireland

phs Group Ireland



Irish Cancer Society

Irish Cancer Society

@IrishCancerSoc

@IrishCancerSociety



Irish Men's
Sheds Association

Irish Men's
Sheds Association

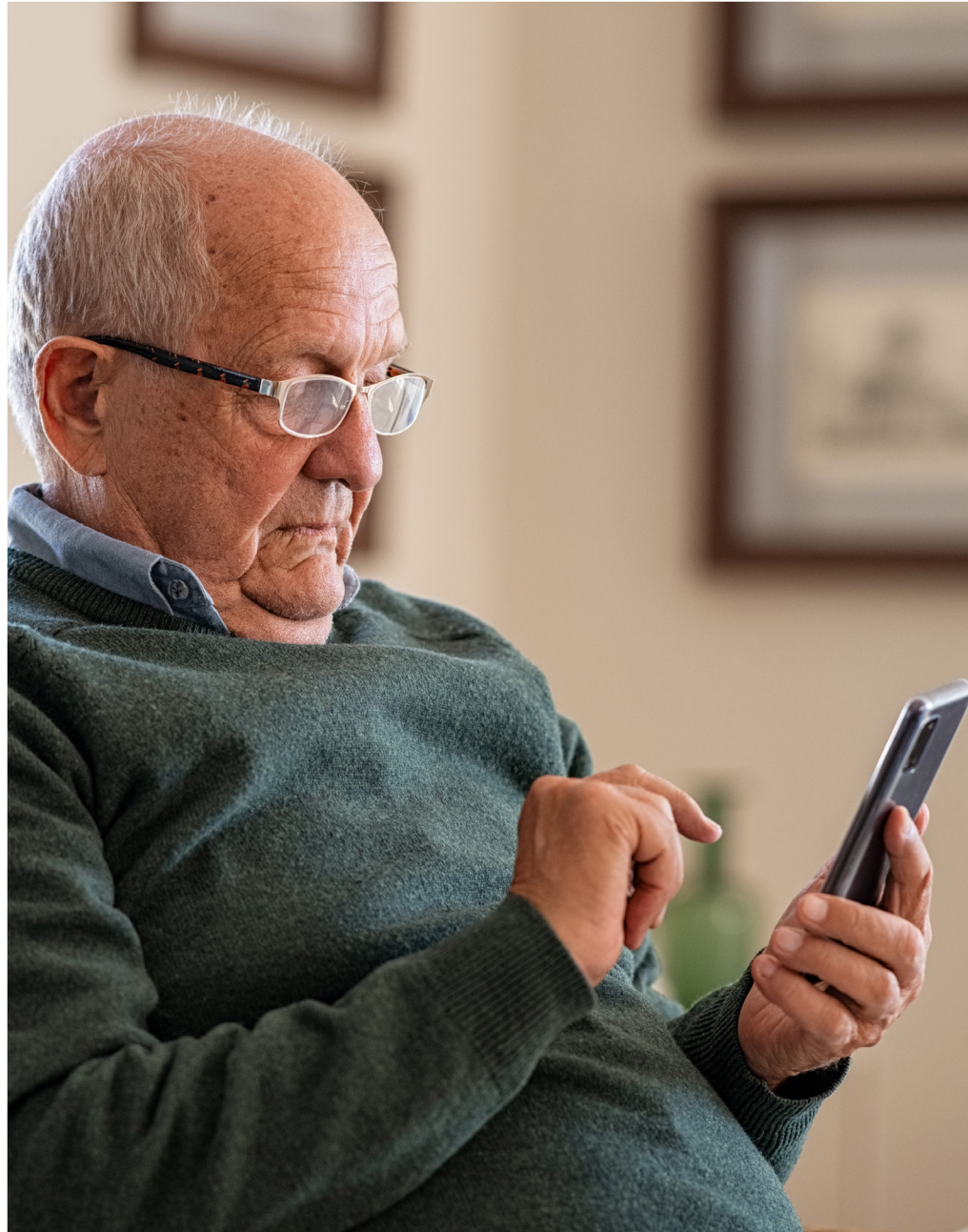
@IrishSheds

@IrishSheds

HOW CAN YOU HELP?

TOP 3 WAYS YOU CAN HELP TO DRIVE AWARENESS

- 1. Post across social media, company intranet, and email channels to raise awareness.**
Please click [here](#) to watch the Irish Cancer Society animation on prostate cancer.
- 2. Download our campaign resources such as posters, social media assets, and case studies to help spread the message.** Display materials in toilets, reception areas and internal communications. View resources [here](#).
- 3. Public support.** Publish a short statement or blog post on your website or LinkedIn, highlighting your commitment to washroom equality and your partnership with **p_hs** Washrooms Ireland and the Irish Cancer Society. Include stats, quotes, and a call to action to inspire others to follow suit.



OVERVIEW OF IRISH CANCER SOCIETY



THE IRISH CANCER SOCIETY IS IRELAND'S LEADING NATIONAL CANCER CHARITY, DEDICATED TO IMPROVING THE LIVES OF PEOPLE AFFECTED BY CANCER.

The Irish Cancer Society provides free information and support services, funds life-saving research, and advocate for better care and outcomes. Each year, around 4,000 men in Ireland are diagnosed with prostate cancer, making it the most common cancer among men. That's 1 in 6 men facing a diagnosis in their lifetime.

Treatments such as prostatectomy (surgery to remove the prostate) and radiotherapy can lead to urinary incontinence, a side-effect that impacts quality of life and mental wellbeing.

The Society also provides support to those affected by bowel and bladder cancers, as the disease itself or its treatment can sometimes result in incontinence.

Through services like the Support Line, Daffodil Centres, counselling, and peer support, the Irish Cancer Society helps men navigate the physical and emotional challenges of cancer during and after treatment, including incontinence. Their work is vital in breaking down stigma, promoting dignity, and ensuring no man faces these challenges alone.



THEIR IMPACT IN 2024



26,509

free drives funded, bringing
2,535 patients to and from
cancer treatment safely



6,057

nights of **Night Nursing care**
funded, allowing patients at the
end of life to spend their final days
surrounded by their loved ones



28,023

supportive and comforting
conversations with people affected
by cancer through their **Support
Line and Daffodil Centre Nurses**



16,042

free **counselling sessions**
for those affected by cancer



176

families supported by the **Irish
Cancer Society Children's
Fund** to help with the cost of a
childhood cancer diagnosis

KNOW YOUR RISK

Watch the Irish Cancer Society's animation to find out more about staying healthy and the signs of prostate cancer.

Paul has a concern
about his prostate.



▶ 0:02 / 1:33



CASE STUDY

Gerry Connolly
69, Donegal

“AT THE TIME, I USED TO MAKE ANY EXCUSE NOT TO LEAVE THE HOUSE.”

Gerry Connolly was diagnosed with prostate cancer in 2013. Following surgery, he experienced months of incontinence that left him feeling isolated and embarrassed. For four months, Gerry barely left his home, avoiding social visits and everyday outings due to the fear of leaks and the lack of facilities to manage them discreetly.

He reflects that having sanitary bins in male washrooms could have made a real difference, giving him the option to change pads discreetly and feel more confident in public spaces. Gerry's story highlights the hidden impact of prostate cancer and the urgent need for inclusive washroom facilities that support men's dignity and independence.



Marcus Humphries
59, Dublin

“BINS ARE NEEDED FOR MEN’S DIGNITY.”

Marcus Humphries, a delivery driver for **phs** Washrooms Ireland, was diagnosed with prostate cancer in 2021. During treatment, he lived with a catheter for nine months and often had to cut outings short to return home and change his bag due to the lack of sanitary bins in male toilets.

Despite his positive outlook and determination to live life fully, Marcus admits that the absence of proper facilities made everyday life harder. He believes sanitary bins are a simple but vital step toward supporting men with incontinence, helping them stay active, feel respected, and talk more openly about prostate cancer. His experience also reveals how many men suffer in silence, and how better washroom provision can spark awareness and conversation.



WEB / BLOG COPY TEMPLATE

This content has been created for you to share on your website, to showcase to your customers, how you are supporting men live well.

DOWNLOAD TEMPLATE

Sources:

*<https://www.cancer.ie/cancer-information/cancer-types/prostate-cancer>

****p**hs Washrooms Ireland x Irish Cancer Society Whitepaper

Dispose with Dignity - Why we're backing **p**hs Washrooms Ireland's campaign with support from the Irish Cancer Society and Irish Men's Sheds Association.

At **[Company Name]**, we believe that dignity in the washroom is a right, not a privilege. We're proud to work with Ireland's leading hygiene services provider, **p**hs Washrooms Ireland and the Irish Cancer Society to launch Dispose with Dignity, a campaign aimed at tackling the stigma around male urinary incontinence and promoting washroom equality across Ireland.

phs have long championed inclusive hygiene solutions, from addressing period inequality to supporting mental health through better facilities. Now, we're turning our focus to the men who experience urinary incontinence, often as a result of cancer treatment. This includes men recovering from prostate cancer, the most common cancer among men in Ireland, and bowel cancer, which also carries a risk of incontinence due to surgery or radiotherapy. For more information on treatment for bladder cancer, [please click here](#).

The facts are clear:

- **1 in 6 men in Ireland** will be diagnosed with prostate cancer in their lifetime*
- Up to **50% of men** who undergo prostate removal experience urinary incontinence**

- **54% of men with UI** struggle to find a bin in public toilets**
- **91% of younger men** with UI report negative mental health impacts**
- Only **15% of men** have ever seen a sanitary bin in a male washroom**

Together with the **p**hs and Irish Cancer Society, we're working to change this. We're launching a discreet, purpose-built male incontinence bin in our facilities to help men dispose of hygiene products safely and respectfully. And thanks to **p**hs' partnership with **Panda**, all hygiene waste collected is diverted from landfill, supporting our sustainability goals.

What can you do to help?

- **Share the message:** Share the Irish Cancer Society's animation on prostate cancer with your family, friends and colleagues, encouraging them to be healthy and look out for symptoms.
- **Download our campaign resources:** Posters, email templates, social media assets, and case studies are available to help you spread the word.
- **Publicly show your support:** Share on social media, highlighting your support to washroom equality and men's health.

Let's make sure no man in Ireland feels ashamed, unsupported, or anxious about leaving home because of incontinence.

Let's give men the dignity they deserve.

INTERNAL EMAIL COPY TEMPLATE

This content has been created for you to share internally with your colleagues, to create awareness around bin accessibility and the importance of completing the risk checker.

DOWNLOAD TEMPLATE

New Message

To

Subject **DISPOSE WITH DIGNITY**

We are proud to announce that **[insert your organisation]** has partnered with **phs** Washrooms Ireland to provide male incontinence bins across our washrooms. The male incontinence bins are a discreet solution for you to dispose of your incontinence waste, helping men live well. As part of this campaign, **phs** have also partnered with the Irish Cancer Society.

Why are we doing this? Because 1 in 6 men in Ireland will get prostate cancer. **That could be your dad, brother, best mate, or one day you.**

Prostate cancer is the most common cancer in men in Ireland. Therefore, we are urging men to watch the Irish Cancer Society's animation to help men understand their risk of prostate cancer. You can also help by spreading the word and sharing this campaign across your social media network. You can find assets here.

Sign off,

[Name]
[Job title]

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Send

PRESS RELEASE TEMPLATE

This content has been created for you to share externally. It will help you showcase how you are supporting **phs**, the Irish Cancer Society and the Irish Men's Sheds Association with their ambition to help men live well and to build a future where men's lives are not limited by incontinence.

[READ THE FULL PRESS RELEASE](#)



Group

In partnership
with
**Irish
Cancer
Society**



TRAPPED AT HOME: MEN TOO ANXIOUS TO GO OUT AS POOR TOILET FACILITIES AND AWARENESS ABOUT URINARY INCONTINENCE TAKE TOLL ON MENTAL HEALTH

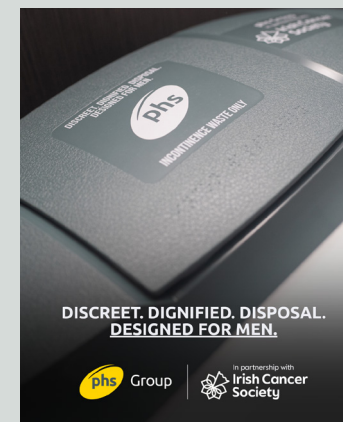
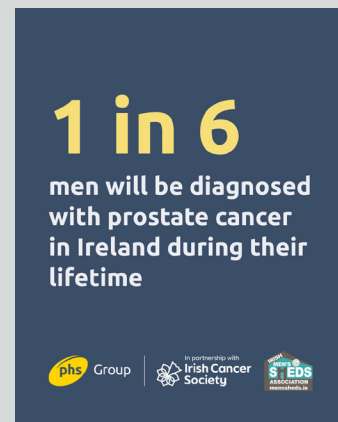
- New research uncovers the secret daily battle for thousands of men across Ireland who experience bladder leaks after cancer
- Social isolation, anxiety and depression caused by inadequate public facilities and a lack of awareness about male urinary incontinence
- Irish Cancer Society and **phs** Group Ireland launch initiative to smash the stigma and give men access to incontinence bins

[insert date]: A lack of public toilet facilities and poor awareness about bladder leaks and male urinary incontinence are blamed for a profound impact on men's mental health after cancer. This is according to new research released today, which reveals the daily struggles of men in Ireland living with urinary incontinence (UI).

Read more...

SOCIAL MEDIA POST EXAMPLES

Please see the content page at the end of this toolkit for **downloadable assets**.



DOWNLOAD YOUR RESOURCES

LANDING PAGE

WHITEPAPER

WEB/BLOG COPY TEMPLATE

INTERNAL EMAIL TEMPLATE

PRESS RELEASE TEMPLATE

SOCIAL POST ASSETS

CASE STUDIES

CUBICLE POSTERS

FOR MORE INFORMATION VISIT:
www.phswashrooms.ie/male-incontinence

