

Q&A for Pencil it in



Who are the pencils and postcards for?

The postcards are for men and women to send to any men in their lives who are over the age of 45 and may not have thought about prostate cancer. The pencils are to remind men to get a check-up at the GP if they have any signs of prostate cancer and for women to remind their husbands or fathers.

Why is there no room to add who the postcard is from?

By leaving the signature area blank people can decide whether they would prefer to send it anonymously or not.

Why postcards?

It can be difficult to start a conversation with someone about any cancer, let alone prostate cancer. By using International Men's Day to send a Pencil it in postcard we hope it can start the conversation with people you care about but in a very low key way. You can say everyone at work had to send one and it may just prompt a life-saving conversation.

Why is our company piloting this?

The Prostate Cancer Research Centre wants to find ways that get for men and women talking about prostate cancer. Pencil it in is a way to see if we can get people thinking about prostate cancer and starting conversations in and beyond the work place.

How will you know if it has worked?

We won't unless you tell us. We would love companies to share the following information to help us decide how successful it has been and whether more companies should get involved in the future...

1. How many people within your company sent postcards?
2. Did any of these people get any feedback from those they had sent them to?
3. How many people had a conversation about prostate cancer because of the pencils and postcards?
4. Would you like to receive more pencil it in postcards and pencils in the future?

Why are you asking for a donation?

The Prostate Cancer Research Centre is focused on finding effective treatments for men who have prostate cancer in the future. It is the most common cancer in men with 1 in 8 men diagnosed within their lifetime. Your donation will help to fund our research so we can provide a better future for men and their families affected by prostate cancer.

Thank you for taking part in Pencil it in and for supporting the Prostate Cancer Research Centre