



PRESS RELEASE

European Prostate Cancer Awareness Day: Increasing Male Life Expectancy

Brussels, 16 September 2015 – Wednesday 16 September the European Prostate Cancer Awareness Day (EPAD) will take place for the first time. This day, initiated by MEP Mr P. De Backer, Europa Uomo (the European prostate cancer coalition) and the European Association of Urology (EAU), aims to raise awareness, understanding and knowledge of the management of prostate diseases in general and prostate cancer in particular.

Prostate cancer is the most common cancer in men. Every year 417.000 men in Europe are diagnosed with prostate cancer and 92.200 die of the disease. 1 in 7 men in Europe will develop prostate cancer before the age of 85*. Thanks to advancing medicine and improved screening prostate cancer can be completely cured in its early stages. However, the remaining everyday impact of prostate cancer affects the quality of life (QoL) of many prostate cancer patients greatly. The lack of communication about QoL issues like pain, incontinence and intimacy matters and the need to support prostate cancer patients, confirms the necessity of a European Prostate Cancer Awareness Day.

Mr Phillipe De Backer, MEP: *“Prostate diseases are a significant health problem in our ageing society and we must find new cost-efficient treatments, better care and quality of life for all citizens. By joining forces during this event we intend to inspire a change in the management of prostate cancer across Europe to provide a more personalised tailored care for patients.”*

Mr Ken Mastris, Chairman of Europa Uomo: *“Prostate cancer can have such a huge impact on a man both physically and emotionally. Thanks to significant medical progress in prostate cancer management, death is no longer such an immediate threat. So quality of life has become an even more important focus than survival. Men are living longer, so it is essential that the emotional as well as the physical aspects of the disease are managed for each individual patient. With this day we aim to open the conversation by educating patients and healthcare professionals about all aspects of prostate cancer and prostate diseases.”*

Mr Chris Chapple, Secretary General of the European Association of Urology: *“As a European Association we encounter the differences in national legislation on healthcare issues on a daily basis. With demographic ageing and the shift towards chronic conditions we must explore ways of collaborating at EU level to provide equality of optimal individualized treatment. Holistic personalized care focusing on quality of life and cost-efficiency will lead to better healthcare services and outcomes for less expenditure.”*

As part of European Prostate Cancer Awareness Day (EPAD) a discussion will be organized where key policy makers, scientific experts and European associations working in the

urological field and representatives of European patient groups will gather. During this event several experts will discuss the impact of living with benign prostatic enlargement and prostate cancer and how we can improve care and empower patients in the future.

*This statistic is taken from EJC (2013) 49: 1374 – 1403

For more information about Prostate Cancer, please visit: <http://patients.uroweb.org/prostate-cancer/what-is-prostate-cancer/>

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Biography Philippe De Backer

Philippe De Backer (December 4th, 1978, Ekeren) is a Flemish politician for the liberal Open VLD party. Philippe holds a PhD in biotechnology from Ghent University and an MBA from Solvay Business School, and is a Member of the European Parliament since September 2011. Before joining the European Parliament, Philippe worked as Technology Transfer Officer at CRP-Santé and as analyst at Vesalius Biocapital, a Luxembourg based venture capital firm specialised in the life-sciences.

Philippe is currently a Member of the European Parliament where he is a full member of the Industry, Research and Energy Committee and a substitute Member on the Economy and Monetary Affairs Committee. Being a convinced liberal, Philippe believes in self-development and freedom of the individual, and is a vocal defender of equal opportunities for all. The self-determination of the individual is a central theme, while at the same time caring and catering for the less fortunate in our societies. Free entrepreneurship is the lever for economic growth and should be encouraged. Philippe is convinced that liberalism - as a progressive force - is the ideology of the future.

About the European Association of Urology

The European Association of Urology is a non-profit organisation which supports medical professionals working in the field of urology through many of its scientific, professional, educational and awareness-building initiatives. The overarching mission is to raise the level of urological care in Europe, and for many years this has been done through educational and scientific programmes aimed at urologists. Today the EAU represents more than 14,000 medical professionals working in Europe and beyond its borders.

One of the initiatives is the development of [Patient Information](#), providing reliable patient information on urological diseases which takes into account the latest scientific evidence, expert recommendations, and the needs of patients. Prostate Cancer is one of the nine urological diseases covered.

About Europa Uomo

Europa Uomo is the European advocacy movement for the fight against prostate cancer. It is a European coalition of patients supporting groups for prostate diseases in general and prostate cancer in particular. Europa Uomo's objective is to increase awareness on prostate cancer in Europe.

At present Europa Uomo is represented in: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Lithuania, Norway, Poland, Portugal, Romania, Slovak Republic, Spain, Sweden, Switzerland, The Netherlands and United Kingdom.