

Talking Bollocks

Project details

Full project title: Talking bollocks with UWE students: co-creating interventions to increase awareness of testicular cancer and intention to self check

Sponsors: The patient support group 'It's in the Bag' and Bristol Testicular Cancer Service based at Bristol Haematology and Oncology Centre (BHOC)

BSMC team: [Katie Collins](#)

Project summary

Background

BSMC, patient support group 'It's in the Bag' and Bristol Testicular Cancer Service based at Bristol Haematology and Oncology Centre (BHOC) are working in partnership to encourage young male students to get involved in designing a campaign to build awareness of the symptoms of testicular cancer.

Testicular cancer is the most common malignancy in men between the ages of 15 and 35, but if caught early can be treated effectively with surgery alone and even when the disease has spread chemotherapy treatment has resulted in 95% of men diagnosed surviving the disease.

We would like to co-create a campaign that will spread this message to UWE students, so that they can recognise the symptoms and get help quickly.

The research

The project aims at understanding exactly what young men know about testicular cancer, their attitudes towards examining themselves regularly and how they feel about visiting the doctor. Once we have discovered the extent of knowledge we plan to work with the students on co-creating an awareness campaign targeting UWE students.

The project includes a survey that has been sent to all male students at UWE, followed up by group discussions to explore various health-related issues.

The researcher team and 'It's in the Bag' will now work with a group of participating students to devise an effective way of highlighting awareness of symptoms and the importance of self examination.

The outcomes of these meetings and the findings from the survey will be used as the basis for devising and co-creating a health awareness campaign. This will then be rolled out by UWE Bristol, we hope with the support of the Health Centre and UWE Student Services.

It is important that the interventions we devise engage the young men at UWE and this is why student volunteers will be co-creating interventions for their fellow students.

Co-creation is a way to work with people to create solutions, rather than creating solutions for them. Many innovative companies are now experimenting with co-creation as a way of designing products and brands; there's a good blog post about this at the [Harvard Business Review](#).

Get involved

If you would like to take part in the project, or have any questions please [e-mail Katie Collins](#).

For more information about the research and how we intend to use the information provided to us, please [download the Talking Bollocks with UWE Students information sheet](#).

You can also find out more about the project by reading the UWE press release, "[Research team says 'talking bollocks' could save your life](#)".

For more information about testicular cancer please [visit the Cancer Research UK website](#).

