



Marie Keating
FOUNDATION

Bladder Cancer Awareness Toolkit



Kindly supported by

Roche

Bladder Cancer Awareness Month

Learn More



**GIVE
BLADDER
CANCER
THE RED
CARD**

Roche

Hello everyone,

Bladder cancer is one of Ireland's most common cancers, affecting over 490 men and women each year. But what a lot of people don't know is that when detected early, bladder cancer is very treatable.

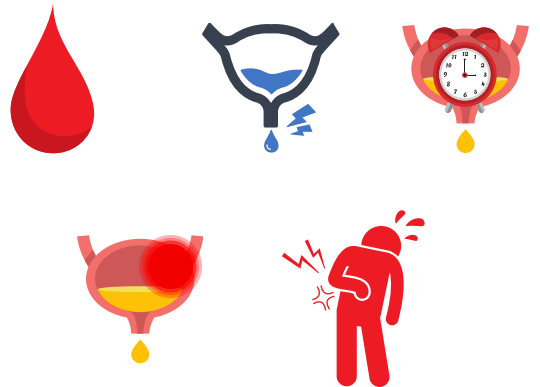
So, we wanted to help you get to know the early warning signs of the disease, so you can help us **Give Bladder Cancer The Red Card**.

When it comes to bladder cancer, men are three times more likely to get the disease than women, meaning that to help reduce the rates of bladder cancer-related mortality, we need to get you and those close to you, talking about the signs and symptoms of bladder cancer, and getting checked out by your GP if you notice any changes.

So, what should we all be looking for?

Some of the common signs and symptoms to be aware of when it comes to bladder cancer are:

- Blood in urine
- Recurrent urinary tract infections
- Needing to urinate suddenly and more frequently
- Pain when passing urine
- Pain in the lower back or abdomen



The difficult thing about bladder cancer is, a lot of the symptoms associated with the disease can be linked to other conditions, so how do we keep bladder cancer in mind when we notice a change? A simple way of remembering this is by checking out the Bladder Health Code.

Bladder Health Code

See RED...

...in YELLOW

...GO to your doctor

If you see RED (blood) in the YELLOW (your urine) get the GREEN light, (go and have a chat with your GP)

To help raise awareness this Bladder Cancer Awareness Month, kindly supported by our friends at Roche, we have teamed up with renowned hurling manager and championship goalkeeper, Davy Fitzgerald and are asking you to help us Give Bladder Cancer the Red Card! You can do this by simply keeping an eye on your body, getting to know the early warning signs and speaking to your GP if you have any concerns.



Here's what Davy had to say about the campaign -

"I've had my fair share of red cards but one red I never want to see is blood in my urine. With far more men affected by bladder cancer than women, knowing the warning signs of bladder cancer can save lives. We all need to watch our health as we get older, so if you ever see blood in your urine or have any other concerns, make sure you don't ignore them - get it checked even just for peace of mind."

Davy Fitzgerald

Let's send bladder cancer off the pitch! For more information on the facts about bladder cancer and how you can help to reduce your risk of the disease, visit our website here.

For some simple images to help you remember to look after your health, scroll down!

For now, stay safe and well and enjoy the summer safely.

Helen Forristal,
Director of Nursing Services.





Bladder Cancer Awareness

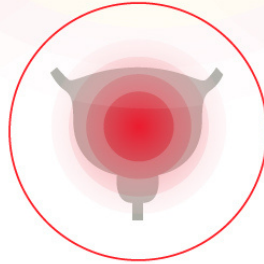
What you need to know



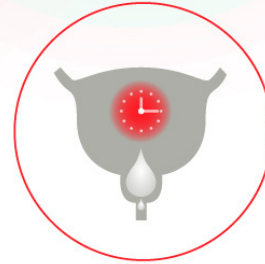
Signs and Symptoms:



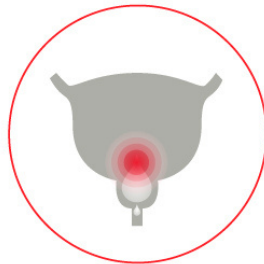
Blood in urine



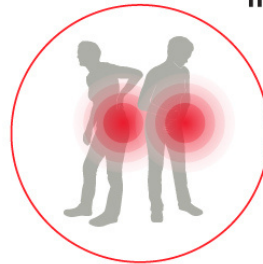
Recurrent urinary tract infections



Needing to urinate suddenly and more frequently



Pain when passing urine



Pain in the lower back or abdomen

Some or all of these symptoms may be potentially associated with other conditions

Please go to your doctor if you experience any of these symptoms

Bladder Health Code

See RED...

...in YELLOW

...GO to your doctor

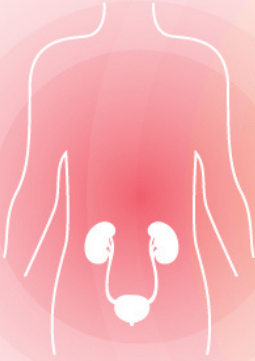
For more information visit www.mariekeating.ie

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Bladder Cancer Awareness

What you need to know



Facts & Risk Factors



Over 490 people are diagnosed with bladder cancer every year



Men are x3 more likely to develop bladder cancer than women



75% of those diagnosed are over the age of 65



Smoking increases your risk



A family history of bladder cancer means you may be at an increased risk of developing it

For more information visit www.mariekeating.ie

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We are with you.
Every step.

About The Marie Keating Foundation:

Following their mothers Marie's death in 1998, the Keating family promised that they would do everything they could to ensure every family in Ireland has the information they need to spot cancer early, and seek advice if they notice a change in their bodies.

The Marie Keating Foundation helps men and women prevent cancer, detect it at its earliest stages and on the journey through cancer, from diagnosis and treatment to survivorship.

Through its community information service, the Foundation's nurses have talked to over 270,000 people about the causes and risk factors of cancer.

The Foundation offers national awareness and education programmes covering the most common cancers affecting people in Ireland, including bowel, breast, lung, prostate and skin cancer.

Through its Comfort Fund, the Marie Keating Foundation provides financial assistance to people who are receiving treatment for any kind of cancer and who find themselves in financial difficulty as a result. In 2019 alone, over 660 families received assistance from the Comfort Fund.

The Marie Keating Foundation supports cancer survivors through its Survive & Thrive programmes which are run nationwide, free of charge, for men and women who have finished their cancer treatment. Over 1000 cancer survivors have attended courses and seminars since 2015. They also support women and their families living with metastatic breast cancer through their Positive Living support group.

The Give Bladder Cancer the Red Card campaign is kindly supported by: