

# Creating the BOG STANDARD Washroom



## WHAT IS THE BOG STANDARD?

The **BOG STANDARD Charter** is an initiative designed to support men living with incontinence, including many who have had prostate cancer treatment.

Part of the 'Dispose with Dignity' campaign in partnership with Prostate Cancer UK, this standard aims to make washrooms a safe space where men can dispose of their incontinence products with dignity, thereby reducing feelings of embarrassment, shame, or anxiety.

## BOG STANDARD TIERS

**BOG STANDARD** has three tiers, each representing a different level of commitment from organisations:



### Bronze Standard

**Requirements:** Installation of **phs** Male Incontinence Bins specifically designed for the disposal of incontinence products.

**Purpose:** Provides men with a basic but essential facility to dispose of their incontinence products discreetly and hygienically.



### Silver Standard

**Requirements:** Installation of the bins and vending machines that provide incontinence products.

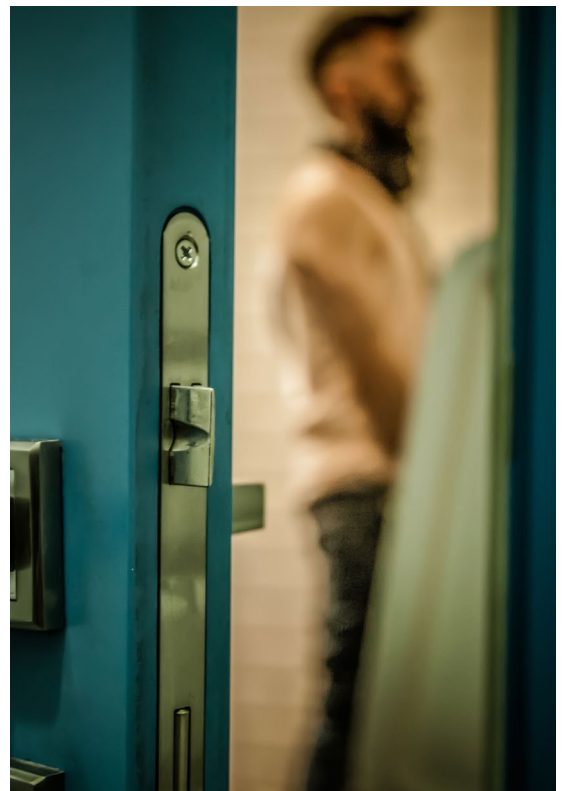
**Purpose:** Ensures men have access to necessary products when they are caught short, never leaving them without support.



### Gold Standard

**Requirements:** All the above and active participation in awareness drives, supporting Prostate Cancer UK. To help aid this awareness, we have created a campaign toolkit, which includes downloadable assets, posters, stickers, social media posts and content.

**Purpose:** Demonstrates a comprehensive commitment to broader awareness and support initiatives, promoting a culture of understanding and action towards men's health issues.



Prostate cancer affects **1 in 8 men** in their lifetime.

There are **52,000** diagnoses every year.

## BOG STANDARD

ensures that these men can continue to live their lives confidently and comfortably.





## THE IMPORTANCE OF CREATING BOG STANDARD WASHROOMS

By adopting the **BOG STANDARD**, businesses are making a real difference in the lives of countless men, supporting their health and well-being while also contributing to environmental sustainability.

**Social Value:** Supporting the **BOG STANDARD** enhances social value by providing men with the dignity and facilities they need to manage their condition confidently.

**Environmental Value:** phs Group's commitment to environmental sustainability ensures that hygiene waste collected is diverted away from landfill through the phs LifeCycle Strategy, transforming it into energy.

**The Right Thing to Do:** Creating **BOG STANDARD** washrooms is a vital step in supporting men facing the challenges of incontinence and prostate cancer treatment, contributing to their overall well-being and promoting a culture of respect and dignity.



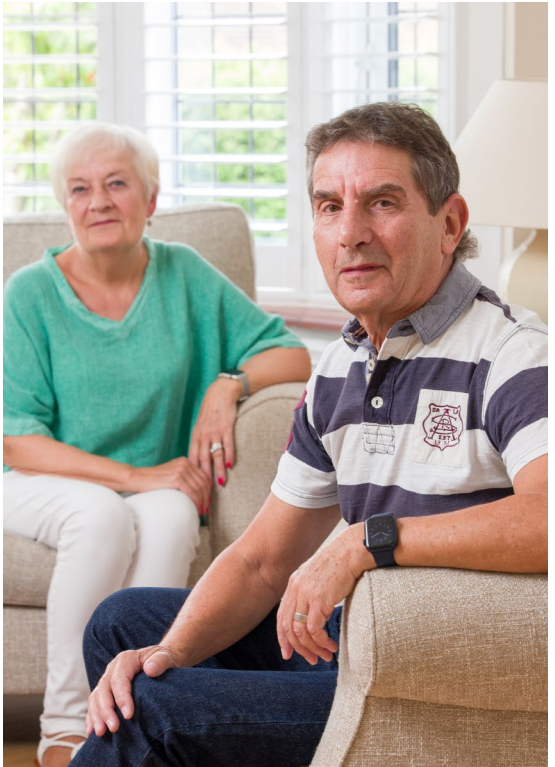
 We are also encouraging football fans to support Prostate Cancer UK's Prostate United Challenge this October to help drive awareness and fundraising.

 Get involved



Join us in this important effort to create supportive, dignified spaces for all men.

Visit [www.phs.co.uk/BOGSTANDARD](http://www.phs.co.uk/BOGSTANDARD) for more on the **BOG STANDARD Charter** accreditation.



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