# Sunak and Sir Chris Hoy lead calls for national prostate cancer screening as AI and new therapies drive care innovation



In March, the UK observed Prostate Cancer Awareness Month, focusing on increasing recognition and addressing the stigma surrounding a disease that impacts approximately one in eight men in the country. High-profile advocates such as former Prime Minister Rishi Sunak and renowned cyclist Sir Chris Hoy have emerged as prominent voices in this campaign, aiming to raise awareness regarding prostate cancer’s risks and symptoms.

In the House of Commons, Sunak has been particularly vocal about his support for a national screening programme for prostate cancer. He asserted that such a programme would not only “save the NHS money” and bolster the Government’s early diagnosis targets but would “most crucially” save thousands of lives. In a notable move, he also announced his ambassadorial role with Prostate Cancer UK in late February, seeking to further enhance awareness initiatives.

Sir Chris Hoy, motivated by his own prostate cancer diagnosis last year, has launched a campaign urging men to engage in discussions about prostate cancer with their loved ones. He emphasised the importance of opening up conversations, contributing to the broader discourse surrounding the disease, which has now become the most commonly diagnosed cancer in the UK.

The conversations extend well beyond these individual efforts, with extensive discussions occurring among healthcare professionals (HCPs) on social media platforms, particularly X (formerly Twitter). Creation Healthcare conducted an analysis of over 80,000 posts referencing prostate cancer from January 2024 to January 2025, authored by more than 17,000 healthcare professionals. The analysis revealed that conversation levels varied, often peaking during significant cancer congresses such as ESMO 2024 and the 17th Annual Interdisciplinary Prostate Cancer Congress (IPCC).

Key themes that emerged from these discussions included emerging therapies, the latest clinical trials, the role of artificial intelligence (AI), and the growing significance of precision medicine.

Emerging therapies prompted considerable attention, with nearly 17,000 posts from over 2,600 HCPs highlighting new therapeutic developments. Notably, metastatic hormone-sensitive prostate cancer (mHSPC) generated over 2,200 mentions. AstraZeneca’s CAPItello-281 trial, which examined Truqap (capivasertib), was specifically noted by Dr Toni Choueiri, who emphasised its progression-free survival benefits. His insights reached nearly 20,000 accounts and garnered reposts from 18 fellow HCPs. Additionally, Dr Ravi Madan expressed anticipation for comprehensive data on this treatment concerning relative toxicity.

Localised prostate cancer also received spotlight attention, with 360 HCPs discussing options such as neoadjuvant lutetium PSMA and stereotactic body radiation therapy (SBRT). Dr Ilyas Shahin highlighted a phase III trial showing that SBRT is “noninferior to conventional radiotherapy,” terming it a “viable, efficient alternative” for patients.

The discussions on artificial intelligence in prostate oncology have intensified, as over 530 HCPs addressed AI initiatives, focusing on AI-driven tumour assessments that can enhance diagnostic precision and treatment planning. Urologist Dr Giovanni Caccimani was an active contributor on this topic, posting multiple times regarding the significance of AI in prostate cancer care. Similarly, Dr Stacey Loeb pointed out the promising potential of AI biomarkers in personalising treatment for high-risk cases.

Imaging technologies also took centre stage, with many HCPs referring to their impact on diagnostic accuracy. PSMA PET scans were mentioned 3,403 times by 725 HCPs, with Dr Adam Weiner sharing findings that these scans surpassed MRI in detecting small tumours. Many peers endorsed the idea that this technology represents a transformative approach to cancer treatment.

Genetic evaluations were increasingly cited in discussions around personalised medicine, highlighted in 492 mentions from 252 HCPs. Dr Ürün raised concerns regarding the absence of consensus on the application of genetic treatment in many high-risk cases of localised prostate cancer.

The ongoing initiatives for Prostate Cancer Awareness Month, complemented by the insights from healthcare professionals across social media, reflect the evolving landscape of prostate cancer care. These discussions shed light on both the promising new treatment options available and the future challenges regarding the integration of AI and precision medicine into clinical practice. The real-time insights garnered from HCP conversations offer invaluable perspectives on the past, present, and future of prostate cancer care.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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