

## phs Group scoops four awards at the CIPR Cymru Awards

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Hygiene services provider [phs Group](#) took home four awards at the CIPR Cymru awards, for its work in period equality and male incontinence.

The Caerphilly-headquartered professional services business took home two gold awards and two silver awards at the event, which were held at the National Museum of Wales on 1 November 2024.

Three awards were for its work on the Dispose with Dignity campaign, which sought to begin a national conversation about male incontinence, an often-taboo subject. One in eight men will get prostate cancer, and if you're Black or you have a family history of the disease, you're at an increased risk. What most people don't realise is that two thirds of men who will get prostate cancer will become incontinent after life-saving treatment, and few provisions are in place for them in public spaces.

phs Group's Dispose with Dignity campaign won gold awards for Best Business and Corporate Campaign, as well as best Health and Wellbeing Campaign. The campaign was awarded for reaching its objectives to raise awareness of the issues men with incontinence face, as well as increasing provision of sanitary bins in men's washrooms UK-wide.

It was also awarded a silver award for the male incontinence project under Best Agency Campaign, with its communications agency, Cardiff-based 'Cause, which also took home the award for Best Small Agency in Wales.

The team also took home a silver award for best podcast, for its period equality podcast The Blobcast: Free the period a myth-busting, taboo-breaking podcast aimed to get people talking about their periods. It is the first award the podcast has won, for its initial limited series, hosted by period educator Kasey

Robinson.

Head of marketing and digital, Kelly Greenaway said: “These awards are representative of the hard work that’s been put in across the whole of the phs team to create campaigns that drive meaningful change.

“Period equality and male incontinence are areas that we have invested time, effort and passion – and it’s great to have external recognition for work that we are so proud of. We work with a brilliant team of stakeholders and partners to impact the lives of men and women across the UK, and I’d like to thank Prostate Cancer UK, our podcast host Kasey Robinson and our agency ‘Cause for their tireless work and matching our efforts with determination and enthusiasm.”