

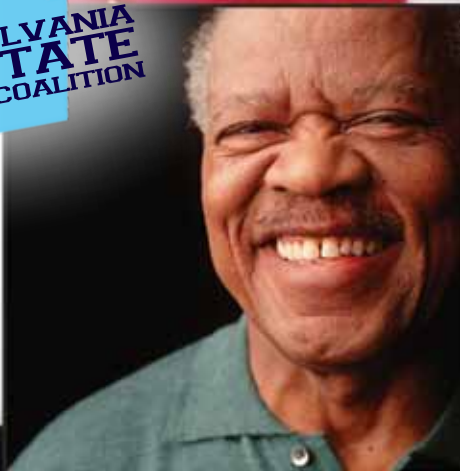


# DON'T FEAR THE FINGER

AND EVERYTHING ELSE YOU NEED TO KNOW ABOUT PROSTATE CANCER



**PENNSYLVANIA  
PROSTATE  
CANCER COALITION**



# FIGHTING THE GOOD FIGHT

WE KNOW PROSTATE CANCER.

WE KNOW MEN.

WE KNOW HOW MEN REACT WHEN THEY THINK ABOUT  
PROSTATE CANCER.

That's why we're here. We're here to break through that barrier and educate men about risk factors, symptoms and prostate health. It's this mission that lead to our Don't Fear the Finger program.

The PA Prostate Cancer Coalition is a 501c3 non-profit organization, and we put all of our blood, sweat, and tears into educating men about prostate cancer and prostate health. We've lost far too many fathers, brothers, and husbands to prostate cancer, and it's time to fight back.

We're fighting the good fight. We're finding men in their natural habitats—sporting events, golf clubs, breweries, outdoor shows. Join our coalition of survivors, families, urologists, nurses, athletes, brewmasters, and regular people who are raising the profile of prostate cancer and men's health.

# PA PROSTATE CANCER COALITION PROGRAMS & ACTIVITIES

## DON'T FEAR THE FINGER HEALTH LITERACY CAMPAIGN

Don't Fear the Finger (DFTF) is a visual campaign that destigmatizes the discussion of prostate cancer screening and treatment. It also educates men on the risk factors of prostate cancer and clarifies screening recommendations.

Recently, DFTF has been used as a public service announcement campaign. By placing DFTF visuals on public transportation vehicles, bus stops, sports venues, etc., we are raising awareness and educating men across Pennsylvania.

## PINTS FOR PROSTATES PARTNERSHIP

The PA Prostate Cancer Coalition partners with many breweries in the Commonwealth to hold Pints for Prostates events, which is part of a national movement. All money raised at our Pints for Prostates events stays in Pennsylvania.

These events also serve as “non-traditional health fairs.” As part of our mission to find men in their natural habitats, we take the opportunity to educate everyone in the brewery about prostate cancer.

## UROLOGY NETWORK AND COALITION BUILDING

We believe that men will receive the most accurate and current prostate cancer information from a urologist, and we're working to help make those connections.

Pennsylvania has over 350 urologists, and we've partnered with some of the largest practices—working together to educate men and save lives.

**FOR MORE INFORMATION OR TO GET INVOLVED CALL 1-800 892-3311  
OR EMAIL US AT [NO.FEAR@PAPROSTATECANCER.ORG](mailto:NO.FEAR@PAPROSTATECANCER.ORG)**



# RISK FACTORS



**1 in 6 men will be diagnosed with prostate cancer during his lifetime.**

**1 IN 30 MEN WILL DIE FROM PROSTATE CANCER**

**In the early stages, prostate cancer is usually curable, but rarely has symptoms**



**Poor prostate health, which can occur as prostatitis or as an enlarged prostate (BPH), can cause frequent and/or painful urination, regional pain, and sexual dysfunction.**

**Risk factors for aggressive prostate cancer include: age, African-American race, family history, smoking, obesity, lack of vegetables in diet, lack of exercise, tall height, and high calcium intake.<sup>1</sup>**

<sup>1</sup> Prostate Cancer Foundation, [www.pcf.org](http://www.pcf.org)





# SCREENING GUIDELINES

**All men should see a urologist for a baseline PSA test and exam at age 40.**

**Men ages 40-54 with risk factors and all men 55-69 need to talk to their doctor about prostate cancer testing.**

**Early detection can help identify aggressive prostate cancer and it can lower the risk of metastatic disease.**

Autopsy studies have shown that histologic evidence of prostate cancer is present in about 25% of men in their 40s, and cancer registry data shows that prostate cancer deaths begin to appear in men in their 40s.

Additionally, PSA values of men in their 40s are less likely to be biased from the presence of BPH (enlarged prostate). A baseline PSA test at age 40 will help your urologist to assess your future risk of prostate cancer detection and help determine the most appropriate surveillance strategy for you.



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