

WHAT YOU NEED TO KNOW ABOUT PROSTATE CANCER RISK AND EARLY DETECTION

The three main risk factors for prostate cancer are:

- Age over 55
- African-American race
- Family history

Other risk factors for aggressive prostate cancer include:

- Smoking
- Obesity
- Lack of vegetables in diet
- Lack of exercise.¹

1 in 9 men will be diagnosed with prostate cancer during his lifetime.¹

1 in 10 men diagnosed will be younger than 55 years old.

1 in 30 men will die from prostate cancer.

A non-smoking man is more likely to develop prostate cancer than colon, bladder, melanoma, lymphoma and kidney cancers combined.²

Men with a father, brother, or son with prostate cancer are two times more likely to develop the disease.³

EARLY DETECTION IS KEY

When detected early, with cancer just in the prostate or in regional lymph nodes, the 5 year survival rate is nearly 100%. Late stage prostate cancer survival rates are approximately 30%.³

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

¹ Prostate Cancer Foundation, www.pcf.org

² February 2019, Prostate Cancer Foundation, <https://www.pcf.org/about-prostate-cancer/what-is-prostate-cancer/prostate-cancer-survival-rates/>

³ February 2019, SEER Cancer Stat Facts: Prostate Cancer. National Cancer Institute. Bethesda, MD, <https://seer.cancer.gov/statfacts/html/prost.html>

PENNSYLVANIA PROSTATE CANCER COALITION

We're here to educate men about risk factors and symptoms of prostate cancer. We're here to educate the women who love men about the risk factors and symptoms of prostate cancer. Basically, we're here to tell you prostate cancer is an "us" problem.

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 others who are raising the profile of prostate cancer and men's health.

WHEN SHOULD A MAN GET SCREENED FOR PROSTATE CANCER?

One of the hardest parts of educating men about prostate cancer is that nobody seems to agree on screening guidelines. What we know right now tells us that prostate cancer is the most common cancer in men. We also know that certain men are at a much higher risk for prostate cancer. So, here's what we think is the best protocol for prostate cancer detection. (And the National Comprehensive Cancer Network - NCCN - happens to agree.)

All men should see a urologist for a baseline PSA test and risk assessment around the age of 45. Future screening schedule should be individualized based on his baseline PSA score and relative health.⁴

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

⁴ 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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Place
Stamp
Here

PA PROSTATE CANCER COALITION
36 WICKERBERRY LANE
PALMYRA, PA 17078

STEP 2 ↑ FOLD HERE ↑

I'D LIKE TO HELP THE PA PROSTATE CANCER COALITION

NAME: _____ **AGE:** _____

ADDRESS: _____

CITY, STATE ZIP: _____

EMAIL ADDRESS: _____

ARE YOU A PROSTATE CANCER SURVIVOR? Y N **A FAMILY MEMBER? Y N**

Here's how I would like to help: (check all that apply)

___ **Help out at PPCC table at events in my area.**

___ **Share my (or my family's) prostate cancer story.**

___ **Recruit sponsors and/or auction and raffle items for events.**

___ **My business would like to start a giving program or fundraiser.**

___ **Please send me an action kit.**

___ **OTHER** _____

STEP 3 ↓ TAPE HERE ↓



PA PROSTATE CANCER COALITION PROGRAMS & ACTIVITIES

DON'T FEAR THE FINGER™

Practically no one likes talking about prostate cancer. Well, except us. We talk about it because men have no idea about their risk or what they should be asking their doctors.

Don't Fear the Finger™ is a visual campaign that destigmatizes the discussion of prostate cancer testing and treatment. It also educates men on the risk factors of prostate cancer and clarifies early detection recommendations.

Both urban and rural communities have strong needs when it comes to destigmatizing prostate cancer and educating men and women about the real risks of the disease.



IT'S AN US PROBLEM.

As we continue our crusade to make men understand the importance of prostate cancer awareness, we found a great ally. Women.

Women love their husbands. And their fathers. And their brothers. Women have the ability to amplify and repeat our message to their men every single day.

This campaign reminds women that they want to spend their retirement with their husband, or have their father meet his grandchildren. When it's their loved one's life on the line, you know women are going to get involved!

The "It's an us problem" campaign educates women about the incidence and risk factors for prostate cancer.

PROSTATE CANCER ACTION KITS

Pennsylvania is an enormous state, and the reality is that the PPCC staff cannot physically attend every prostate cancer event. So, we created action kits to send to our grassroots partners to use in their own communities.

The kits include hand-outs and brochures, posters, blue foam fingers, talking points on prostate cancer, a guide to hosting an awareness event, a guide for participating in a health fair-related event, and more. It's like we stuffed our office into a box and sent it to your doorstep!

OK.
YOU'RE READY TO GO.
THIS IS WHERE YOU
CAN HELP.



PUBLIC POLICY & PROSTATE CANCER

Every day, more than 25 men are diagnosed with prostate cancer in Pennsylvania. Unfortunately, Pennsylvania does not have any public policy programs or funding initiatives in place to educate men about prostate cancer or to ensure access to prostate cancer testing.

The PA Prostate Cancer Coalition works hard to educate public policy makers about prostate cancer and the need to educate men and women about prostate cancer risk factors.

A BETTER BACKDOOR SLIDER? ONLY AT YOUR DOCTOR.

Prostate cancer is beatable when it's caught early. Start talking with your doc in your 40s, so you can live to enjoy baseball in your 80s.



EVENTS, PARTNERSHIPS, AND SO MUCH MORE

Here at the PPCC, we love partnerships. Since we find men in their natural habitats, we are lucky enough to partner with breweries for Pints for Prostates events, create education campaigns with local sports teams, and display our SPARE PARTS: Men After Prostate cancer banner exhibit throughout Pennsylvania.

Our two flagship events each year are Bottoms Up for Prostate Cancer Awareness each spring at The Desmond Hotel in Malvern, PA, and the PA Prostate Cancer Conference each fall.

We assist partners with 5K races and golf outings, help organize educational seminars for primary care providers, and celebrate survivorship across the state. We're always looking for our next, great partner.

