

PROSTATE CANCER AWARENESS

In partnership with:



September is Prostate Cancer Awareness month. It is estimated that 1 in 8 men will be diagnosed with prostate cancer in their lifetime. *



<http://bit.ly/screeningToolkits>

Join Us in a Campaign to Increase Prostate Cancer Screening Awareness!

About this campaign:

During the month of September, the WVU Cancer Institute and Mountains of Hope, the state's cancer coalition, invite you to engage with your community to raise prostate cancer screening awareness and encourage on-time prostate cancer screening.

Prostate cancer is the most diagnosed cancer and the second leading cause of cancer deaths in American males. Men in the United States have about a 1 in 8 chance of eventually being diagnosed with prostate cancer. Due to early-detection and improvement in treatment, prostate cancer mortality rates fell by 52% between 1993 to 2018.

The National Comprehensive Cancer Network (NCCN) and the American Urological Association (AUA) panels both support Prostate-Specific Antigen (PSA) testing for the early detection of prostate cancer in informed, healthy individuals in certain age groups. PSA is a protein that is produced by the cells of the prostate. Cancerous cells tend to produce more PSA and can cause a spike in blood PSA levels. It is important to understand that non-cancerous conditions can also cause rises in PSA levels; therefore, tracking PSA levels overtime can be helpful in screening for prostate cancer. Depending on your PSA results, your doctor may recommend follow-up tests such as imaging with an MRI and/or a prostate biopsy. A prostate biopsy is the only way to confirm the presence of prostate cancer.

The recommendation is based on evidence in clinical trials that showed a reduction in prostate cancer-specific deaths in men who underwent PSA screening. Because prostate cancer tends to grow very slowly and does not cause symptoms, many men with prostate cancer will never know they have it unless they get tested.

* Data cited in this toolkit comes from the 2022 West Virginia Cancer Burden Report. WV Cancer Registry, WV Department of Health and Human Resources, Charleston, WV, November 2022.

The items in the toolkit are designed to help you reach your specific audience quickly and efficiently. You may use the items as they are or update them with information specific to your organization. All items have been designed according to industry standards to make printing and/or ordering convenient.

The toolkit includes:

- A. **Prostate cancer screening rack card** - This card is intended for use with patients and communities as an informational guide to understanding more about prostate cancer screening. (If you need assistance adding your logo or contact information, please contact Cancer Prevention and Control at wvucancer@hsc.wvu.edu.)
- B. **September EVENT FLYER** - This flyer can be used to promote an awareness event in September. Healthcare providers, patients, and communities are encouraged to celebrate Prostate Cancer Screening Awareness Day.
- C. **Sample Press Release**- A sample press release is included as a template. This information is appropriate for local radio, television, and news outlets to share through their networks.
- D. **Prostate Cancer Awareness Month Proclamation** - This proclamation can be used with local, regional, or state government to declare and hold official observances of Prostate Cancer Awareness Month.
- E. **PSA and Health Record Messages** – These short messages and statements can be shared as radio PSA's, at athletic events, and as direct messages to patients in an electronic health record management system.
- F. **Shareable Image for Health Point Systems** – These images can be used on Health Point Electronic Messaging Systems.
- G. **Social Media Content** – This section includes suggested social media posts and graphics for use throughout the month of September to encourage prostate cancer screening.





WHY IS PROSTATE SCREENING IMPORTANT?

- ✓ In the United States, one in eight men will be diagnosed with prostate cancer.
- ✓ Because prostate cancer tends to grow very slowly and does not cause symptoms, many individuals with prostate cancer never know they have it until they get tested.
- ✓ Family history increases the risk for prostate cancer. Someone with a close relative (father, brother, or son) diagnosed with the disease has twice the risk of developing prostate cancer.
- ✓ Black/African American men are at a greater risk for prostate cancer.



WHO SHOULD BE SCREENED

AGE GROUP (YEARS OLD)	AUA GUIDELINE PANEL RECOMMENDATIONS:
<40	Men in this group should not undergo prostate cancer screening.
40-54	Men in this age group should talk to their healthcare provider about screening if at a higher risk. - Men with Black/African American Ancestry - Men with a family history of certain types of cancer (i.e. prostate, ovarian, breast, colorectal, endometrial, or pancreatic cancer)
55-69	All healthy men should consider prostate cancer screening in this age group based on conversations with their healthcare provider. The greatest benefit of screening appears to be in men within this age group.
70+	Some men in this age group who are in excellent health with a life expectancy greater than 10-15 years may benefit from prostate cancer screening. Men with a life expectancy < 5-10 years generally do not benefit from prostate cancer screening or treatment.

HOW DO I GET SCREENED?

- If you qualify, talk to your doctor about getting screened and the risks associated with screening.
- If you do not have a healthcare provider and/or insurance and would like additional info, contact WWU Cancer Institute Cancer Prevention and Control at 877-287-2272.

The Patient Advocate Foundation provides experienced case managers free of charge to assist with a variety of financial and insurance-related inquiries. Call 866-684-2479 for additional information.

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Attachment B: Prostate Screening Flyer:

Raise awareness for prostate cancer screening in September.

This year, in September, we encourage you and your organization(s) to recognize a Prostate Cancer Screening Awareness Day. Plan to take photos wearing blue to bring awareness to this campaign. Please take pictures in a variety of settings with family, friends, and anyone passionate about prostate cancer screening. Then, post them on your favorite social media platform using the hashtag #PreventProstateCancerWV.



Attachment C- Sample Press Release

Organization Name joins partners in statewide initiative promoting prostate cancer screening

YOUR CITY, STATE – The [WVU Cancer Institute](#), the [West Virginia Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are promoting the Prostate Cancer Awareness campaign during the month of September; and Prostate Cancer Screening Awareness Day. Individuals, healthcare providers, community organizations, and faith groups are encouraged to wear blue on September **XXDateXX** to raise awareness of prostate cancer screening and promote prostate cancer screening. Individuals and organizations are invited to take photos in their blue outfits and post them on their favorite social media platform using the hashtag #PreventProstateCancerWV to amplify the importance of prostate cancer screening in the Mountain State.

Prostate cancer occurs only in men, and it is more common in older men than younger men. It is more likely to occur in Black/African American men and men with a family history of prostate cancer. ([SEER](#))

Between 2015-2019, West Virginia reported 6,464 prostate cases, and 920 prostate deaths. Seventy Eight percent of all prostate cancers reported during this time were diagnosed as localized, showing how important prostate cancer screening is. ([WV Burden Report 2022](#))

All healthy men from 55-69 should consider prostate cancer screening based on conversations with their healthcare provider. The greatest benefit of screening appears to be in men within this age group. ([AUA 2023 Guidelines](#))

It is more likely to occur in:

- Older men,
- Black/African American men, and
- Men with a family history of prostate cancer or other certain types of cancer. (i.e. ovarian, breast, colorectal, endometrial, or pancreatic cancer).

“Quote from leadership in your organization about the importance of the campaign,” **name, title, organization**, said. “End quote.”

To schedule an appointment at **your organization**, **contact name**, **title**, at **phone number** or **email address**.

For Media Inquiries: **Name of media contact, title, phone number, email address**

Attachment D: Sample Proclamations

Example Proclamation 1:

Proclamation to Declare September, **XXDAYXX, 2023 as Prostate Cancer Screening Awareness Day**

As September is known nationally as Prostate Cancer Awareness Month and Input your organization to bring greater awareness and participation in prostate cancer screening, individuals and organizations are encouraged to proclaim and celebrate XXDAYXX, September XXDATEXX as Prostate Cancer Screening Awareness Day. While wearing blue clothing, join with others across the state to recognize the importance of prostate cancer screening.

WHEREAS, prostate cancer poses a significant threat to the health and well-being of men in the United States, with one in eight individuals being diagnosed with this formidable disease; and

WHEREAS, it is of paramount importance for all individuals with a prostate to proactively minimize their risk and engage in open discussions with their esteemed medical professionals regarding their personal risk factors; and

WHEREAS, prostate cancer often exhibits a slow growth rate and remains asymptomatic, leading to a considerable number of cases going undetected until appropriate screening measures are undertaken; and

WHEREAS, the presence of a family history of prostate cancer significantly heightens an individual's susceptibility to this pernicious ailment, whereby the risk is doubled for those with close relatives, such as fathers, brothers, or sons, who have previously been diagnosed with the disease; and

WHEREAS, Black/African American men face an augmented risk of developing prostate cancer, further highlighting the necessity for comprehensive and accessible screening initiatives;

NOW, THEREFORE, it is proclaimed that:

Example Proclamation 2:

Proclamation to Declare September, 8, 2023 as Prostate Cancer Screening Awareness Day

Prostate cancer occurs only in men, and it is more common in older men than younger men. It is more likely to occur in Black/African American men and men with a family history of prostate cancer. ([SEER](#))

Between 2015-2019, West Virginia reported 6,464 prostate cases, and 920 prostate deaths. Seventy Eight percent of all prostate cancers reported during this time were diagnosed as localized, showing how important prostate cancer screening is. ([WV Burden Report 2022](#))

The Prostate Cancer Screening Awareness Day designation brings awareness to prostate cancer and encourages men and of average risk, ages 55-69, and those with a personal and family history, and those of Black/African American ancestry to screen for prostate cancer on time.

In recognition of the important lifesaving prevention and early detection practices available for prostate cancer, I, _____ of _____, do

hereby proclaim September **XXXX**, 2023, as **XXXX** Day in _____. I urge all _____ citizens to wear blue clothing together to unite in promoting the importance of prostate cancer screening.

XXXX = Please customize for your location/event day and day time

Attachment E: PSA and Health Record Messages

September is Prostate Cancer Screening Awareness Month. Men 55-69 should talk to their health care provider to see if prostate cancer screening is a good choice for them.

Then one of these:

- Other than skin cancer, prostate cancer is the most common cancer in American men.
- Because prostate cancer tends to grow very slowly and does not cause symptoms, many individuals with prostate cancer never know they have it until they get tested.
- It is important for all people with a prostate to minimize their risk and talk to their doctor about personal risk factors and need for screening.
- Family history increases the risk for prostate cancer. Someone with a close relative (father, brother, or son) diagnosed with the disease has twice the risk of developing prostate cancer.
- Black/African American men are at a greater risk for prostate cancer.
- If you qualify, talk to your doctor about getting screened and the risks associated with screening.

Text (general 55-69 Men- reminder)

Your doctor wants you to know that you may be at risk for prostate cancer. Schedule an appointment to talk about your options. Take charge of your health! Call {provider name} today at 304-XXX-XXXX.

Email (general 55-69 men reminder)

Dear (NAME),

It is time for you to get screened for prostate cancer. Screening can find cancer early when it is easier to treat and cure. Men who are 55-69 should talk to us about their risk for prostate cancer.

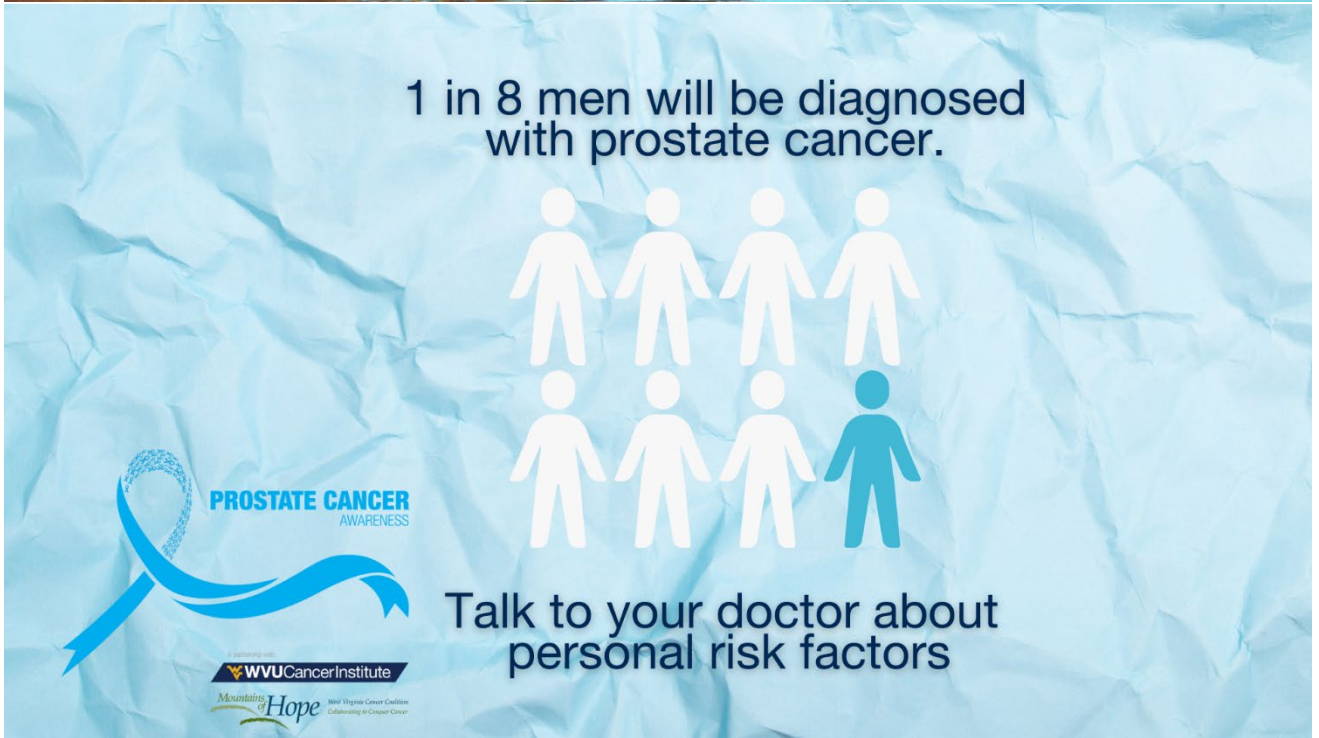
Call us today at 304-xxx-xxxx to schedule a time to talk with me about screening for prostate cancer. We can talk about your options.


Take charge of your health! I look forward to talking with you soon.

PROVIDER NAME

{insert provider name}

Attachment G – Shareable Graphic for Patient Point Stations and (Infostations) 1920 X 1080






Black and African American men have a greater risk for prostate cancer

Talk to your doctor about all factors that may increase your risk

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WVU Cancer Institute

West Virginia Cancer Coalition
Collaborating to Conquer Cancer



The decision to be screened for prostate cancer is an individual one.

People with a prostate, aged 55-69 should talk with their doctor about prostate cancer screening and the risks

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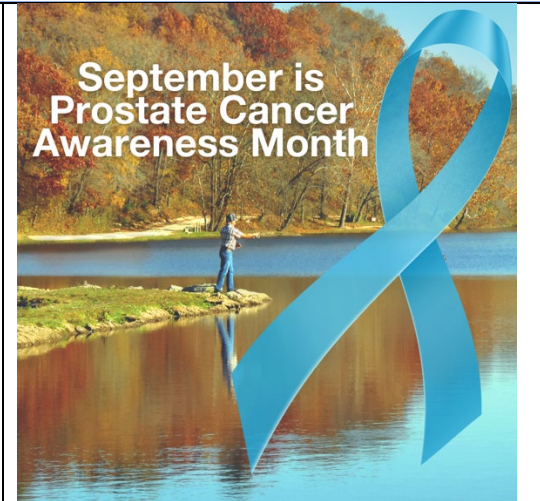
WVU Cancer Institute

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*Other sizes can be created. Please email wwucancer@hsc.wvu.edu and request the size you need.

Attachment H - Social Media Content – This section includes suggested social media posts and graphics for use throughout the month of September to encourage prostate cancer screening.

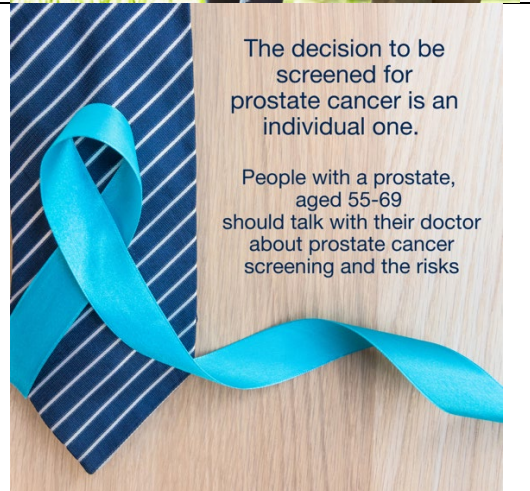
Prostate Cancer Screening Awareness Month Messages

<p>During the month of September, the WVU Cancer Institute and Mountains of Hope, the state’s cancer coalition, invite you to engage with your community to raise Prostate Cancer awareness and encourage on-time Prostate cancer screening. #PreventProstateCancerWV http://bit.ly/screeningToolkits</p>	 A graphic for Prostate Cancer Awareness Month. It features a large blue awareness ribbon on the right side, set against a background of a person fishing in a lake surrounded by autumn trees. The text "September is Prostate Cancer Awareness Month" is overlaid in white.
<p>Other than skin cancer, prostate cancer is the most common cancer in American men. To learn more about prostate cancer visit: https://bit.ly/Prostate1in8 #PreventProstateCancerWV</p>	 A graphic with a crumpled blue paper background. It features eight white human icons in two rows of four. The icon in the bottom right corner is colored blue. Text above the icons reads "1 in 8 men will be diagnosed with prostate cancer." and text below reads "Talk to your doctor about personal risk factors".

All men are at risk for prostate cancer, but Black/African American men are more likely to get prostate cancer than other men. Learn more about this and other risk factors: <https://bit.ly/ProstateRiskFactors>
#PreventProstateCancerWV



The decision to be screened for prostate cancer is an individual one. People with a prostate, aged 55-69 should talk with their doctor about prostate cancer screening and the risks. Learn more: <https://bit.ly/ProstateScreeningAid>
#PreventProstateCancerWV



September 8th is Prostate Cancer Awareness Day! Join us in wearing blue to bring awareness to prostate cancer! Take pictures, tag @WVUCancer, and use the hashtag #PreventProstateCancerWV
Learn more from our Prostate Cancer Awareness Toolkit here: <http://bit.ly/screeningToolkits>

