



Michigan Cancer Consortium – Tool-of-the-Month
September is National Prostate Cancer Awareness Month

Use this toolkit to easily promote awareness and action related to prostate cancer:

- [Sample article](#) for MCC member organization employee newsletters; can also be used as the basis for a press release
- [Quick data](#) – ready-to-use quick data to better tell the story, burden, and disparities associated with prostate cancer
- [Resources](#) – find **Provider** and **Patient** resources to share within your organization and community
- [Social media](#) – ready-to-use social media to promote awareness and a call-to-action for men and their families

Michigan Cancer Consortium – Tool of the Month – **Sample Newsletter Article**

September is National Prostate Cancer Awareness Month

Intended use: use this article in your employee newsletters and as the basis for a press release; to promote awareness and a call-to-action for men and their families

Men Should Know Symptoms and Risks – Be Ready to Talk with Their Doctors

September is National Prostate Cancer Awareness Month

Prostate cancer is the most frequently diagnosed cancer, and the second leading cause of cancer death, among men in Michigan. In Michigan, it is estimated that there will be 5,350 new cases and 830 deaths due to prostate cancer in 2017. Experts believe routine exercise, eating a variety of vegetables and fruit, and staying at a healthy weight will help to lower a man's risk of getting prostate cancer.

Age, race, and family history may increase a man's chance of getting prostate cancer. The chance of getting prostate cancer increases after age 50. Prostate cancer is also more likely to be found in African-American men, with African-American's having both higher case and death rates than White men.

There are usually not symptoms with early prostate cancer. Prostate cancer may be found early by testing the amount of prostate-specific antigen (PSA) in a man's blood along with performing a digital rectal examination. However, finding prostate cancer early may not improve a man's health or help him to live longer.

Men should discuss prostate cancer screening with their doctor including its risks, potential benefits, and known limitations in order to make the testing decision that is right for them. Men with average risk (i.e. white with no family history) should have this discussion with their doctor beginning at 50 years of age. Men at higher risk, including African-Americans or men with close relatives with prostate cancer, should have this discussion with their doctor as soon as 40 years of age.

Talk to your doctor about screening and ask if it is right for you. And call your doctor if you have any of these signs or symptoms: difficulties with urination, a need to urinate frequently especially at night, difficulties having an erection, pain or burning while urinating, and blood in the urine or semen.

For more information, men and their families can go to:

http://www.cdc.gov/cancer/prostate/basic_info/infographic.htm.

Michigan Cancer Consortium – Tool of the Month – **Quick Data**

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Intended use: use quick data to help tell the story of prostate cancer burden and disparities

Quick Data

United States – in 2017:

- It is estimated there will be 161,360 cases of prostate cancer
- It is estimated that 26,730 men will die from prostate cancer.

Source: American Cancer Society. Cancer Statistics Center. <http://cancerstatisticscenter.cancer.org>. Accessed 19 July 2017

Michigan

- In 2013, there were 6,068 cases of prostate cancer in Michigan
- In 2014, there were 940 deaths due to prostate cancer.

Source: Michigan Cancer Surveillance Program <http://www.cancer-rates.info/mi/>

2017 projections

- In Michigan in 2017, it is estimated there will be 5,350 new cases of prostate cancer.
- In Michigan in 2017, it is estimated there will be 830 deaths due to prostate cancer

Source: American Cancer Society. Cancer Statistics Center. <http://cancerstatisticscenter.cancer.org>. Accessed 19 July 2017

Disparities

United States

- Incidence of Prostate Cancer 2010-2014
 - Black (Non-Hispanic) – 194.9 cases per 100,000
 - White (Non-Hispanic) – 105.5 cases per 100,000
- Death Rate for Prostate Cancer 2014
 - Black (Non-Hispanic) – 42.0 deaths per 100,000
 - White (Non-Hispanic) – 18.7 deaths per 100,000

Source: National Cancer Institute. State Cancer Profiles. <https://statecancerprofiles.cancer.gov>

Michigan

Incidence (2013)

- Black men: 171.2 cases per 100,000 (age-adjusted rate)
- White men: 89.7 cases per 100,000 (age-adjusted rate)

Death Rate (2014)

- Black men: 38.6 deaths per 100,000 (age-adjusted rate)
- White men: 17.2 deaths per 100,000 (age-adjusted rate)

Source: Michigan Cancer Surveillance Program <http://www.cancer-rates.info/mi/>

Michigan Cancer Consortium – Tool of the Month – **Resources**

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Intended use: promote available prostate cancer resources to both health care providers and patients

Provider Prostate Cancer Resources

Provider Resources (including fact sheet, tools, websites, more)

<http://www.michigancancer.org/Resources/ProstatePV.html>

MCC Exclusive Products – Prostate Cancer

<http://www.michigancancer.org/PublicationsProducts/ExclProd.html>

Includes:

- [Recommendations for Health Care Providers on Prostate Cancer Survivorship Care](#)
- [Making the Choice: Deciding What to Do About Early Stage Prostate Cancer](#)
- [Help after Treatment: Managing Health Care Concerns after Prostate Cancer](#)

Patient Prostate Cancer Resources

Patient Prostate Cancer Resources <http://www.michigancancer.org/Resources/ProstatePT.html>

- [Prostate Cancer Consumer Fact Sheet](#)
- [Making the Choice: Deciding What to Do About Early Stage Prostate Cancer](#) – this booklet discussed treatment choices for men diagnosed with early stage prostate cancer including the possible results of treatment choices. (also available in Spanish and Arabic).
- [Help after Treatment: Managing Health Care Concerns after Prostate Cancer](#) - Men with prostate cancer often have troubling symptoms that continue after treatment has ended. A series of 14 guides have been developed to help men manage these symptoms that can occur following treatment. Each guide describes a symptom, gives practical tips for managing it, and indicates when further professional help is needed. All are available in English, Spanish and Arabic addressing the following concerns.

Michigan Cancer Consortium Tool of the Month – September is National Prostate Cancer Awareness Month – **Social Media**

Intended use: use social media below to create interest and a call-to-action for men and their families

Tweets

Being older & having a family history can increase your chances of getting [#prostatecancer](#).

Having a father, brother or son who has had [#prostatecancer](#) puts you at increased risk. Take charge! Talk to your doctor.

Black men are most at risk for [#prostatecancer](#). Talk to your doctor for ways to prevent and detect the disease early.

There are [treatment choices for early-stage #prostatecancer](#). Know them well & get the right care for you.

Have you been diagnosed with [#prostatecancer](#) or know someone who has? [Learn more about what to do.](#)

[Different types of treatment are available for #prostatecancer](#). Decide w/ your doctor and family about which is right for you.

Learn more about [#prostatecancer risk reduction, early detection, symptoms & treatment](#)

Some [#prostatecancer](#) symptoms: difficulty starting urination & pain during urination. [Learn more](#) & talk to your doc.

Facebook

Having a father, brother or son who has had [#prostatecancer](#) puts you at increased risk. Take charge of your health! [Learn more about your risk](#) and talk with your doctor.

There are [treatment choices for early-stage #prostatecancer](#). Make the treatment choice that's right for you. Learn more and talk to your doctor.

Have you been diagnosed with [#prostatecancer](#) or know someone who has? [Learn more about treatment options and possible side effects.](#)

[Black men are most at risk for getting #prostatecancer](#), followed by White, Hispanic, Asian/Pacific Islander, and American Indian/Alaska Native men. Talk to your doctor to learn about your risk and also detect the disease early.

Symptoms of [#prostatecancer](#) include difficulty starting urination and pain in the back, hips or pelvis that doesn't go away. [Learn more about what to look out for](#) and talk to your doctor if you or your loved one experience any symptoms.