

PROSTATE CANCER AWARENESS MEDIA TOOLKIT



PROSTATE HEALTH MONTH (PHM)

Prostate Health Month (PHM) is celebrated each year in September. The month offers an opportunity for men, women, and families to get involved in local and national events and learn more about prostate related diseases. September is also Prostate Cancer Awareness Month, which allows for a special focus on the number one diagnosed cancer in men. In this toolkit, you will find a combination of Prostate Health Month and Prostate Cancer Awareness Month messaging.

TOOLKIT OUTLINE

Sample Twitter and Facebook posts

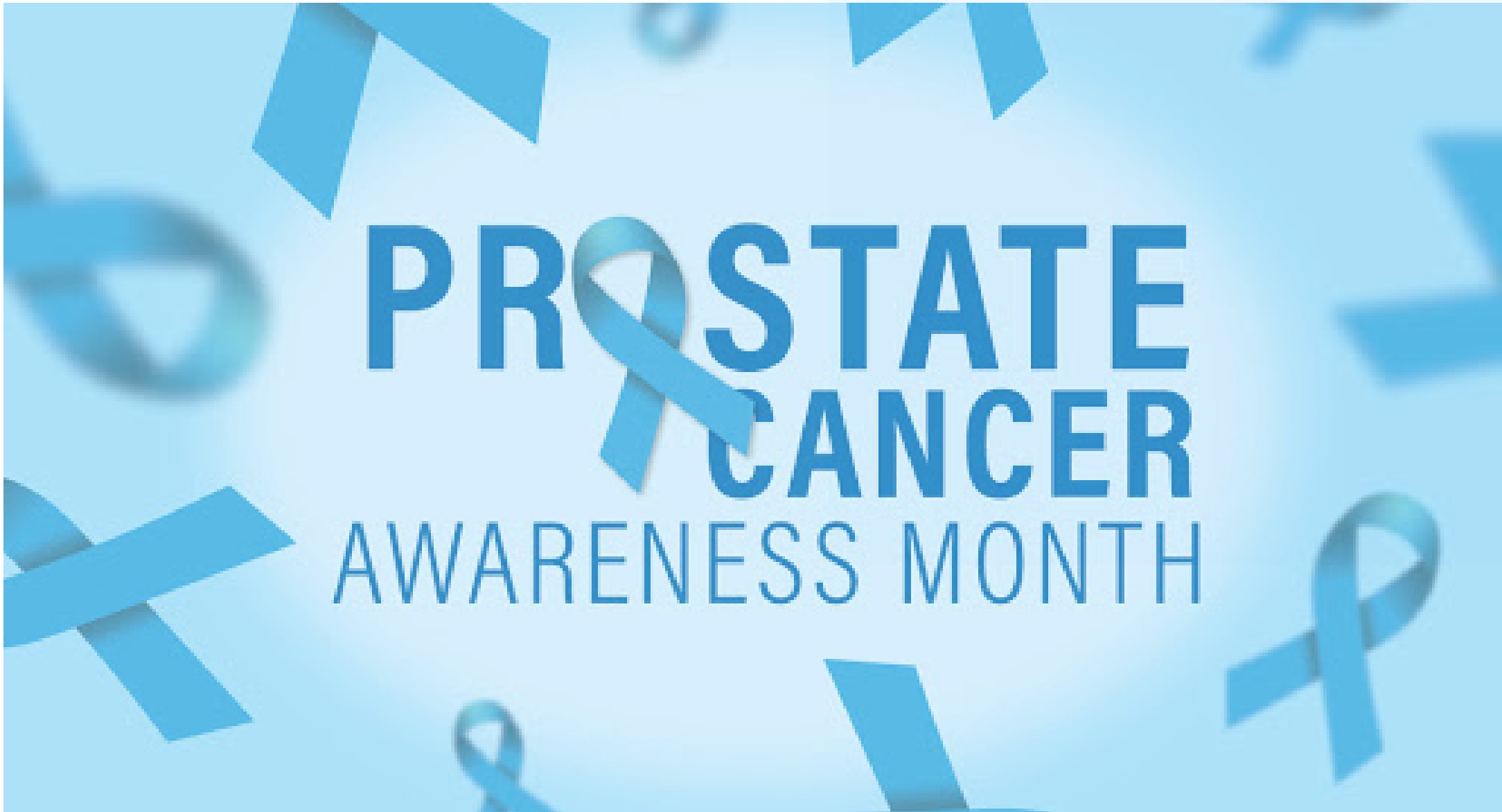
Sample Twitter and Facebook cover photos

A prostate cancer infographic

Social media graphics

A sample Prostate Cancer Awareness Month proclamation to be sent to local and state governments

For more information on Prostate Cancer, visit both our Prostate Health Month and Prostate Cancer Awareness Month websites.



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A LETTER FROM THE VICE PRESIDENT OF MEN'S HEALTH NETWORK

Dear Advocate,

Let me start off by thanking you for your willingness to get involved in this crucial awareness period. September is a very important month, not only for Men's Health Network but for hundreds of thousands of men, women, and families across the country. It offers a time to remember loved ones lost to prostate cancer, but it is also a time to re-energize as we continue the fight for a cure. Furthermore, as a nation can unite under the goal of increasing awareness and prevention for all prostate-related diseases.

As an advocate, you have the special opportunity to change the lives of the men in your community. I commend you for the work you do and encourage you to continue. The smallest gestures, such as dropping off a brochure or encouraging a male loved one to get screened can have a tremendous impact. It is especially critical that men understand their risk and schedule an appointment with their healthcare provider. Again, I thank you and applaud all that you are doing this Prostate Health Month.

In Good Health,

A handwritten signature in black ink that reads 'Ana Tomsic'. The signature is fluid and cursive, with the first name 'Ana' and last name 'Tomsic' clearly visible.

Ana Fadich-Tomsic
Vice President, Men's Health Network

SHAREABLE SOCIAL MEDIA CONTENT — TWITTER



SAMPLE TWEETS

#PCAM22

****PLEASE NOTE THE SECTIONS HIGHLIGHTED IN YELLOW INDICATE WHERE PICTURES SHOULD BE INCLUDED IN THE POST. DO NOT COPY AND PASTE THE HIGHLIGHTED SECTION.**

- September is #ProstateHealthMonth. Make sure to get your annual screenings! #PCAM22 prostatehealthguide.org
- Over 34,000 men will die of #ProstateCancer this year. Know your individual risk. #PCAM22 <http://bit.ly/1Fvm6xQ> (ATTACH FIGURE 4)
- Did You Know? BPH (Benign Prostatic Hyperplasia) affects more than half of men over age 60. (ATTACH FIGURE 2 or 3)
- Younger men can have prostate issues too. Prostatitis the most common prostate problem for men under 50. prostatehealthguide.org
- There are great new #prostatecancer diagnostic and treatment options – Find out about your options here prostatehealthguide.org/cancer
- African American men & men with a family history of #ProstateCancer are at greater risk. Know your individual risk. #PCAM22 (ATTACH FIGURE 1) <http://bit.ly/1Fvm6xQ>
- Ladies – Prostate health can be a sensitive topic. Encourage your male loved ones to know their risk. #PCAM22 prostatehealthguide.org/forwomen
- Not all forms of #prostatecancer are aggressive and require surgery. Learn more about “active surveillance” for prostate cancer. <http://ow.ly/XsPV30lhQj3>

SHAREABLE SOCIAL MEDIA CONTENT — FACEBOOK



SAMPLE POSTS

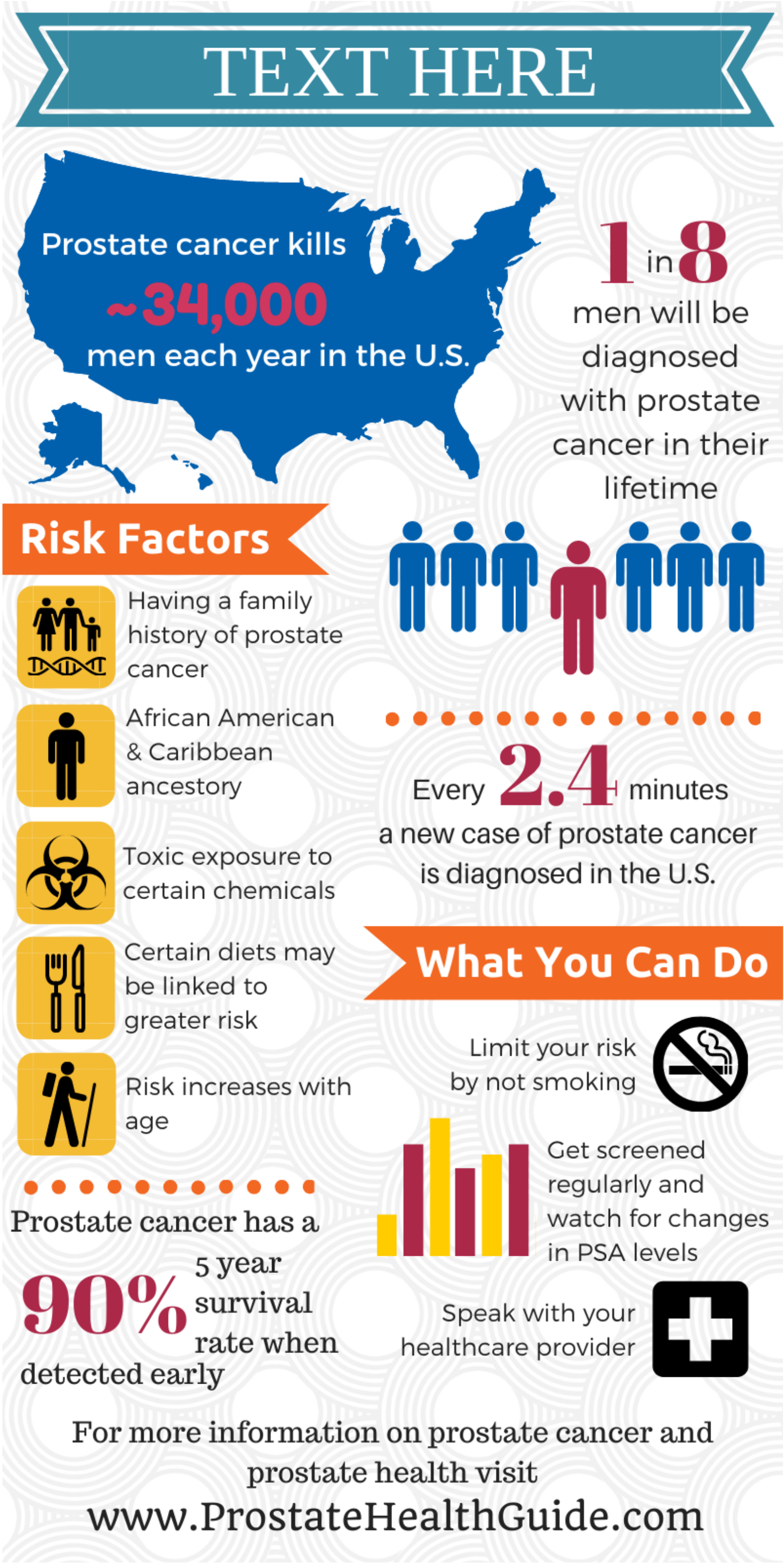
#PCAM21

****PLEASE NOTE THE SECTIONS HIGHLIGHTED IN YELLOW INDICATE WHERE PICTURES SHOULD BE INCLUDED IN THE POST. DO NOT COPY AND PASTE THE HIGHLIGHTED SECTION.**

- Listen up. It's Prostate Health Month! Get checked this September – learn about prostate health here – prostatehealthguide.org #PCAM22 (ATTACH FIGURE 1, 2, 3, or 4)
- Ladies – September is Prostate Health Month. Women are often the ones who get men to go to the doctor for screenings. When was the last time the men in your life got checked? #PCAM22 <http://bit.ly/XQy18W>
- Did you know that not all forms of #prostatecancer are aggressive and require surgery? Learn more about “active surveillance” for prostate cancer. #PCAM22 <http://ow.ly/XsPV30lhQj3>
- If you've been diagnosed with #prostatecancer or know someone who has make sure you get a second opinion about treatment options. #PCAM22 <http://ow.ly/RpZHK>
- Not only is it Prostate Cancer Awareness Month but it's also Prostate Health Month. Make sure you know your risk for BPH (Benign Prostatic Hyperplasia) and Prostatitis. #PCAM22 prostatehealthguide.org
- #ProstateCancer is a serious disease that will affect almost 250,000 men this year. But, while it is serious it is also treatable if caught early. Make sure you get in and get checked this September for Prostate Cancer Awareness Month. #PCAM22 (ATTACH FIGURE 1)
- Risk factors for #ProstateCancer include but are not limited to: Age, Race, Family History, Diet, and Exposure to certain chemicals. Make sure you are talking with your doctor and know your risk. prostatehealthmonth.org #PCAM22

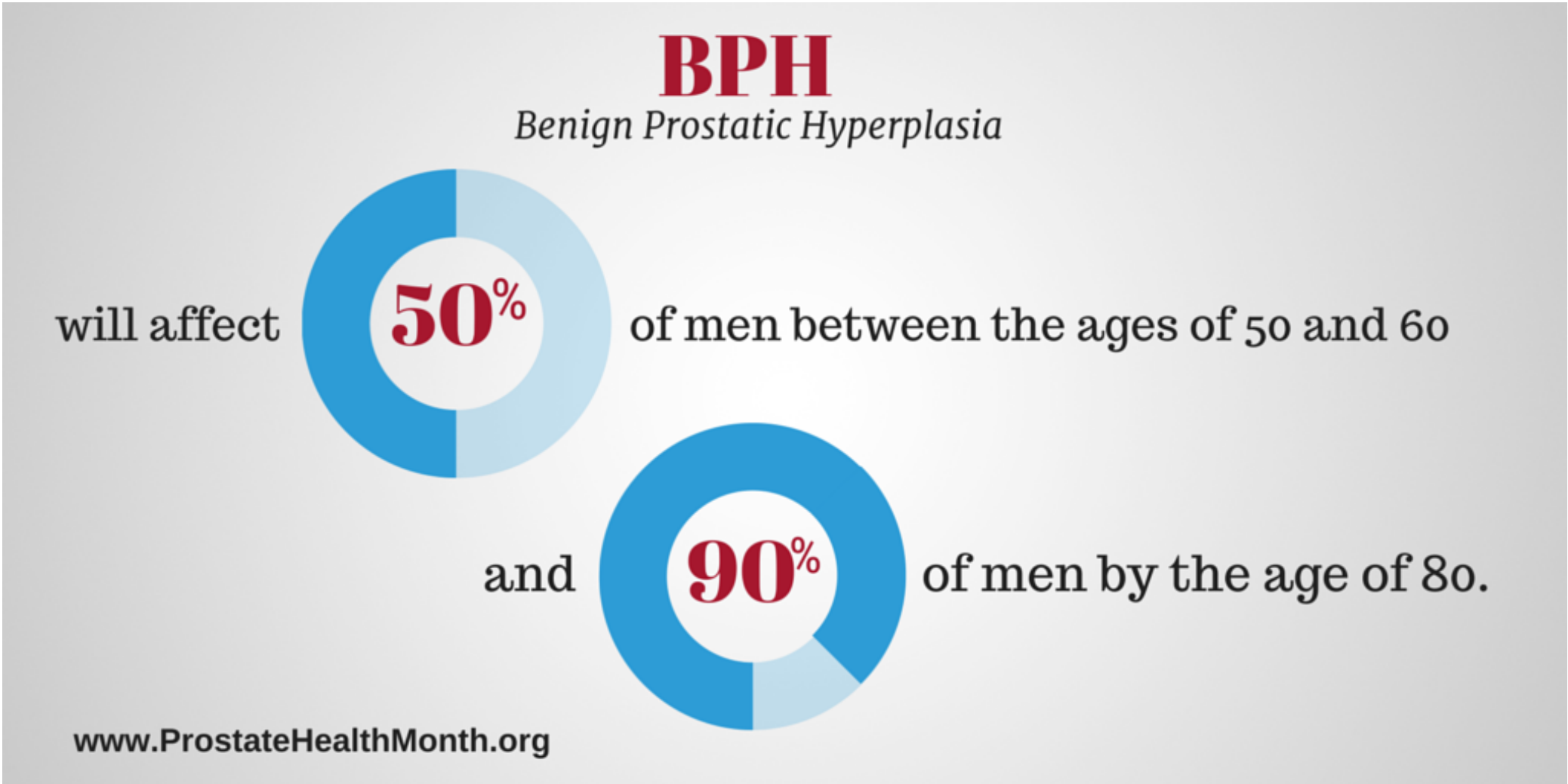
FIGURES TO PAIR WITH CONTENT

FIGURE 1



FIGURES TO PAIR WITH CONTENT

FIGURE 2



Benign Prostatic Hyperplasia **(BPH)**



of men between the age of 50 and 60 will have BPH

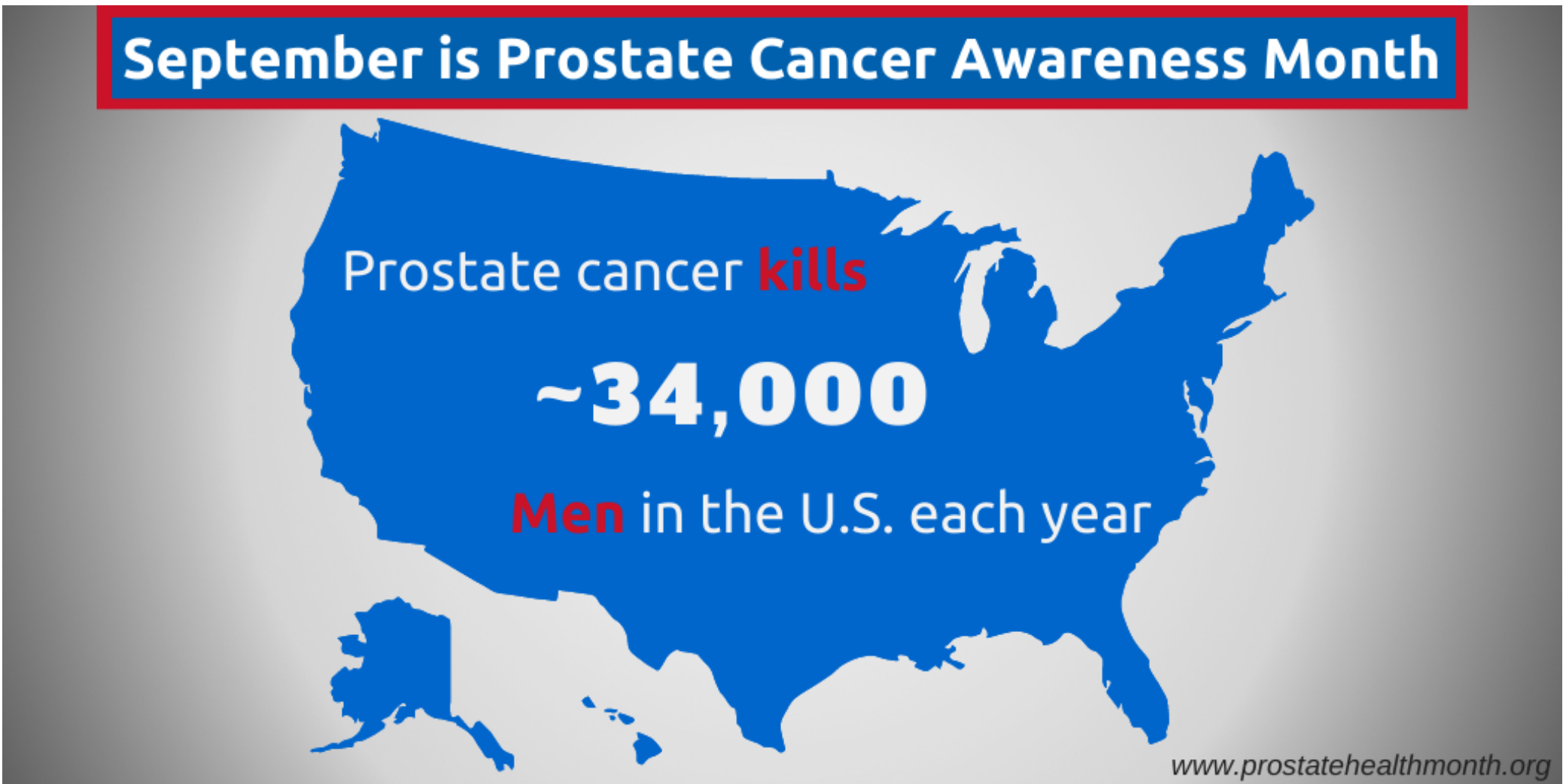


of men age 80 and older will have BPH

www.ProstateHealthMonth.org

FIGURE 3

FIGURE 4



SHAREABLE SOCIAL MEDIA CONTENT



COVER PHOTOS / WEB BANNERS

TWITTER

1 in 8
men will be diagnosed with
prostate cancer in their
lifetime

September is
Prostate Cancer Awareness Month

ProstateCancerAwarenessMonth.org

1 in 8
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September is
Prostate Cancer Awareness Month

ProstateCancerAwarenessMonth.org

FACEBOOK

1 in 8
men will be diagnosed
with prostate cancer in
their lifetime

September is
Prostate Cancer Awareness Month

ProstateCancerAwarenessMonth.org

RESOURCES AND ADDITIONAL INFORMATION



POSTERS

More posters can be found [here](#)

TWIBBON

You can add the Prostate Health Month/Prostate Cancer Awareness Month Twibbon to your social media profiles by clicking [this link](#)



PROCLAMATION

Encourage your local officials to issue a prostate cancer awareness month [proclamation](#)

MORE INFORMATION

More information about prostate cancer, BPH, risk factors, symptoms, treatment, and how you can help raise awareness can be found [here](#)

**LIKE THE MEN'S HEALTH NETWORK PAGE
ON [FACEBOOK](#) AND FOLLOW US ON
[TWITTER](#) TO STAY UPDATED**