

# Talking Points: About Us TOO International & Prostate Cancer

## About Prostate Cancer

- In the US, men have slightly less than a 1 in 2 lifetime risk of developing cancer; for women, the risk is a little more than 1 in 3.
- Although prostate cancer is projected to kill more than 32,000 men in the United States this year, it is not always recognized as a serious health issue. According to estimates based on new National Cancer Institute data, more than 217,000 new prostate cancer cases will be diagnosed in 2010 – exceeding the number of new breast cancer cases predicted. The new NCI numbers represent a 17 percent jump in deaths and a more than 13 percent rise in diagnosed cases this year as compared to 2009, which marks the greatest percentage increase since the mid-1990s.
- One in every six men will develop prostate cancer during his lifetime.
- The risk of prostate cancer increases exponentially after age 50. By the age of 60, as many as 34 percent of men show early evidence of prostate cancer. At least seventy percent of men in their 80s have the disease.
- If detected while still in the prostate gland, prostate cancer has nearly a 100% 5 year-survival rate. *ACS 2006*
- The incidence rate for African American men is 60% higher than in white males. The mortality (death) rate for African Americans with prostate cancer is double that of white males.
- Early stage prostate cancer usually has no symptoms. With more advanced disease, men may experience urinary flow, pain or frequency problems, erectile dysfunction, or continued pain in lower back, pelvis or upper thighs.

## Urgent Need to Educate Men and their Families about Prostate Cancer

- Currently, the baby boomer population - those individuals born between 1946 and 1964 - makes up about 30 percent of the U.S. population. Those born at the height of the baby boom are in their 60's and the youngest are now in their 40's.
- As a result, during the next 10 years, the number of men diagnosed with prostate cancer is expected to increase by 40 percent from approximately 230,000 to over 300,000 a year.
- Furthermore, it's expected that over the next 10 years, the number of prostate cancer deaths could rise from 30,000 to 50,000 per year.

## About Us TOO International Prostate Cancer Education & Support Network

- Us TOO International is the world's oldest and largest independent, grassroots, non-profit, 501(c)(3) prostate cancer education and support network.
- Us TOO was established in 1990 by five men who had each been diagnosed with and treated for prostate cancer.
- The organization continues to be governed by prostate cancer survivors or the partners of survivors.
- Us TOO has more than 325 support group chapters throughout the United States and internationally.
- Us TOO and its chapters reach thousands of men per month through discussion groups, lectures, publications and presentations by medical professionals.
- *Us TOO is a source of peer-to-peer support and free materials for men and their families to make informed choices on prostate cancer detection, treatment options and coping with ongoing survivorship.*

## **Mission**

- The mission of Us TOO International is to be the leading prostate cancer organization helping men and their families make informed decisions about prostate cancer detection and treatment through support, education and advocacy.
- Us TOO accomplishes this by providing the highest level of leadership and compassion through proactive education and publications, public awareness / outreach, and patient / family support networking programs as well as by taking proactive positions supporting more effective screening, enhanced treatment options and increased funding for prostate cancer research.

## **Early Detection is Key**

- Us TOO is committed to increasing the awareness of the importance of being proactive in seeking early prostate cancer testing.
- The goal of early detection is to find the disease in its early stages when treatment is most likely to be effective.
- The most effective method for early detection uses both the Prostate Specific Antigen (PSA) test and Digital Rectal Exams (DRE).
- Us TOO recommends that men have an annual prostate examination, which should include both a PSA blood test AND a digital rectal examination, starting at the following ages:
  - By age 35 if you are an African American man, or have a family history of prostate cancer (either are considered high-risk)
  - No later than age 40 for all other men
- The rate of change in your PSA level can be a more significant sign of disease than the actual PSA level.

## **Programs and Services**

In addition to the 325 chapter support groups operating locally within the United States and in countries throughout the world, Us TOO's main prostate cancer patient programming and support services include:

- Monthly newsletter, the *HotSheet*, and bi-monthly *Chapter NEWS!*
- Online e-news: *Prostate Cancer NEWS You Can Use*
- Toll-free *Patient HelpLine*, 1-800-808-7866 (1-800-80-Us TOO), Mon–Fri, 9am–5pm CT
- *Prostate Pointers*, 14 email-based topic-specific discussion communities
- *Us TOO/Inspire Prostate Cancer* web-based discussion communities, <http://ustoo.inspire.com>
- Two wikis for a collection of articles focused on intimacy and sexuality in the context of post prostate cancer treatment
- Comprehensive, educational web site that receives more than 500,000 hits a month – [www.ustoo.org](http://www.ustoo.org)
- *Resource Kit for Making Prostate Cancer Decisions* for newly diagnosed patients
- *Circles of Love*, an education and support program for companions and families of prostate cancer patients, including a Care Kit of materials, resources and facilitator discussion guide
- *Us TOO University*, regional patient education and volunteer training program
- *Minority and Underserved Populations Outreach Program* - trains community facilitators to reach African American and other underserved men or their family members with a message of awareness and encouragement to take personal responsibility for their prostate health
- *Pints For Prostates* awareness campaign – reaching men through the universal language of beer
- *Sneakers@Work Day* – workplace awareness and giving program, held on a Friday during September Prostate Cancer Awareness Month
- A variety of free and low cost educational publications and materials including DVDs, tapes, CD-ROMs, resource kits, books, pamphlets and prostate cancer blue ribbon awareness items

## Participation and Support Opportunities

- **Awareness:** Us TOO encourages everyone to participate in prostate cancer awareness. Join an Us TOO prostate run or walk near you. Use Us TOO's nationwide "SEA Blue" campaign awareness materials in your community (SEA stands for support, education and advocacy – the primary components of Us TOO's mission). Encourage local companies to participate in our annual corporate workplace prostate cancer awareness and giving program – *Sneakers@Work Day* in September during Prostate Cancer Awareness Month. Companies or individuals can hold a *Pints For Prostates* awareness and fundraiser event at their local brewpub. Blue Ribbon lapel pins, hats, blue prostate cancer wristbands, SEA blue posters, stickers, window clings and other items are available from Us TOO headquarters or at our website. Wear blue and the blue ribbon to spread the word. You could save a life!
- **Advocacy:** Join us in our fight to increase funding for early detection, diagnosis, treatment and research. Learn how you can improve the resources dedicated to finding the cure for prostate cancer.
- **Volunteer:** Us TOO is an organization built by prostate cancer patients to serve and support prostate cancer patients and their families. Our programs and services are developed and implemented by volunteers. Help us help others by becoming a volunteer. Call our office or visit our web site to learn more.
- **Giving:** There many ways that people can raise funds to support the Us TOO mission, including: unrestricted individual donations to Us TOO, participate in the annual *Sneakers@Work Day* workplace awareness and giving program, create a *Pints for Prostates* event and raffle, purchase "Conquer Prostate Cancer" leather wristbands and other awareness products, government employees can donate through the Combined Federal Campaign (Us TOO CFC# 11614), online memorials and tributes, and planned giving.
- **Corporate Support:** Corporations and foundations may support Us TOO International through annual gifts, cause-related marketing initiatives, program grants or unrestricted grants. They may also choose to underwrite special programs, initiatives or events. Please contact us to receive a list and discuss opportunities for support or sponsorship.

## Contact Information

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