



Every cancer. Every life.®

Prostate Cancer Awareness Employer Toolkit 2025



Aflac is proud to sponsor the American Cancer Society Employer Wellness Toolkits.

Table of Contents



- 3** | How to Use This Prostate Cancer Awareness Employer Toolkit
- 4-8** | Emails and Newsletter Messages
 - 4-6** | Prostate Cancer Facts
 - 7-8** | Importance of Prostate Cancer Screening
- 9** | Social Media Messages
- 10** | Sharing Personal Stories
- 11** | Prostate Cancer Videos and Animation
- 12** | Prostate Cancer Educational Materials
- 13-14** | American Cancer Society Resources for People With Cancer
- 15** | Get Involved

We thank Aflac for sponsoring this toolkit and supporting our shared efforts to raise awareness about the critical role cancer screening and early detection have in helping prevent and mitigate the impact of cancer. Learn more at cancer.org/Aflac.



How to Use This Prostate Cancer Awareness Employer Toolkit

Your organization can help save lives by promoting prostate cancer awareness and helping to deliver important messaging to your employees. At the American Cancer Society (ACS), we have a vision to end cancer as we know it, for everyone.

We are pleased to be working with your company to help your employees and their families take steps to help prevent cancer and better understand their cancer risk.

This toolkit presents turnkey messages that provide helpful information. Messages highlight:



Prostate cancer facts
and statistics



Information about
prostate cancer screening



ACS resources for
people with cancer

This toolkit is currently available only in English, but ACS does offer information about cancer, including prevention, early detection, treatment, and managing side effects, in [13 languages](#). Additionally, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

This toolkit is copyrighted by ACS. Please be sure to cite ACS as your source of information when offering the enclosed information to your employees. The information in this document is updated periodically for accuracy. Changing the text or content of this toolkit could also change the accuracy of its medical content and is not permitted. The permitted use of this toolkit is for non-commercial educational purposes only for your company to inform and educate your employees about cancer screening and prevention. It should not be used for any other purpose including, without limitation, shared with outside parties, used for marketing purposes, or used in any way to state or imply that ACS endorses you or your products or services. If you have an interest in utilizing the information in this toolkit for marketing purposes or sharing this toolkit with others, please contact your ACS staff partner.

Email and Newsletter Messages

Prostate Cancer Facts



Company-wide emails and newsletters are effective ways to share messages with your employees. Use the following messages to help inform them about prostate cancer and prostate cancer screening.

Message #1

Learn the Facts About Prostate Cancer

Other than skin cancer, prostate cancer is the most common cancer in men in the United States. Here are some key facts about the disease.

[What is prostate cancer?](#)

- Prostate cancer occurs when cells in the prostate start growing out of control.
- The prostate is a gland found only in males. It sits below the bladder and in front of the rectum.

[How many men get prostate cancer?](#)

- About 1 in 8 men will be diagnosed with prostate cancer during their lifetime.
- In 2025, there will be an estimated 313,780 new cases of prostate cancer.

[How serious is prostate cancer?](#)

- Prostate cancer is the second-leading cause of cancer death in American men (after lung cancer).
- Prostate cancer can be a serious disease, but most men diagnosed with prostate cancer do not die from it.
- In fact, more than 3.5 million men in the US who have been diagnosed with prostate cancer are still alive today.

The American Cancer Society® recommends that men [talk with their health care providers about prostate cancer](#) to decide whether to be screened.

Visit the American Cancer Society website at cancer.org/prostatecancer or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Prostate Cancer Facts (cont'd)



Message #2

Prostate Cancer Awareness: Know the Symptoms

About 1 in 8 men in the United States will be diagnosed with prostate cancer during their lifetime.

[Knowing the symptoms](#) of the disease can help men take charge of their health. Men should talk with their health care provider if they notice any of the following symptoms.

Early prostate cancer

Early prostate cancer, also called localized cancer, usually causes no symptoms. But some men with early-stage disease may:

- Have problems urinating, including a slow or weak urine stream
- Need to urinate more often, especially at night
- Have blood in the urine or semen

Advanced prostate cancer

In addition to the possible early-stage symptoms above, more advanced prostate cancer can sometimes cause these other symptoms:

- Trouble getting an erection (erectile dysfunction or ED)
- Pain in the hips, back, chest, or other areas
- Weakness or numbness in the legs or feet
- Loss of bladder or bowel control
- Weight loss
- Feeling very tired

Other conditions can also cause these symptoms. Report any of them to your health care provider to learn what's causing them. If you don't have symptoms, you can still [talk with your health care provider about whether to be screened for prostate cancer](#).

Visit the American Cancer Society® website at cancer.org/prostatecancer or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: Instead of sharing just one message with employees, send multiple messages as an e-blast or newsletter series.

Email and Newsletter Messages (cont'd)

Prostate Cancer Facts (cont'd)



Message #3

Prostate Cancer Awareness: Know Your Risk

Any man, or person born with a prostate, is at risk for developing prostate cancer. But there are other things that can increase your risk. Understanding these risk factors may help you make decisions about [screening for prostate cancer](#).

Risk factors for prostate cancer

Some [risk factors for prostate cancer you cannot change](#). These include:

- **Age:** About 8 in 10 prostate cancers are found in men ages 60 and older.
- **Race/ethnicity:** Prostate cancer develops more often in Black and African American men than in men of other races. If it does develop in these men, they tend to be younger.
- **Family history:** Having a father or brother with prostate cancer more than doubles a man's risk of developing the disease.

Lifestyle and cancer risk

[Lifestyle factors can affect your overall cancer risk](#). Four in 10 cancer cases and about one-half of all cancer deaths in adults ages 30 and older in the United States could potentially be prevented by making lifestyle changes. Some risk factors you can change include:

- Cigarette smoking
- Excess body weight
- Alcohol consumption
- Physical inactivity
- Unhealthy diet
- Exposure to certain types of infections

All men should talk to their health care provider about whether to be screened for prostate cancer. The decision should be made after getting information about the potential benefits and limitations of prostate cancer screening.

Visit the American Cancer Society® website at cancer.org/prostatecancer or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: To reinforce messages, host an educational event (guest speaker, health fair, etc.) for employees.

Email and Newsletter Messages (cont'd)

Importance of Prostate Cancer Screening



Message #1

Prostate Cancer Awareness: Recommendations for Screening

Did you know most prostate cancers are found early through [screening](#)? Screening is a process to find cancer in people before they have symptoms. For some types of cancer, screening can help find the disease at an early stage, when treatment is more likely to be successful.

[The American Cancer Society® recommends](#) that men have a chance to make an informed decision with their health care provider about whether to be screened for prostate cancer. The decision should be made after getting information about the benefits, risks, and uncertainties of prostate cancer screening. The discussion about screening should take place at:

- [Age 50 for men who are at average risk](#) and are expected to live at least 10 more years
- [Age 45 for men at high risk](#), including Black and African American men and men who have a first-degree relative (father or brother) diagnosed with prostate cancer at an early age (younger than age 65)
- [Age 40 for men at even higher risk](#), including those with more than one first-degree relative who had prostate cancer at an early age

Men who decide to get screened for prostate cancer should have the [prostate-specific antigen \(PSA\) blood test](#). How often a man is screened will depend on their PSA level, general health, preferences, and values.

Talk with your health care provider to decide if prostate cancer screening is the right choice for you.

Visit the American Cancer Society website at cancer.org/prostatecancer or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: Share these messages during Prostate Cancer Awareness Month (September) and Men's Health Month (June).

Email and Newsletter Messages (cont'd)

Importance of Prostate Cancer Screening (cont'd)



Message #2

Prostate Cancer Awareness: Can Screening Benefit You?

[Prostate cancer](#) is one of the leading causes of cancer death for men in the United States. [Screening](#) is a process used to look for cancer in people who have no symptoms. Regular screening can help find certain cancers early, when treatment is more likely to be successful. However, not all prostate cancers are the same.

Many prostate cancers grow slowly and may not cause any harm. Currently, it's not clear if the benefits of prostate cancer screening outweigh the risks for most men.

[The American Cancer Society® recommends](#) that men talk with their health care provider about whether they should be screened for prostate cancer. The decision should be made after getting information about the benefits, risks, and uncertainties of prostate cancer screening. Talk with your health care provider to decide if prostate cancer screening is the right choice for you.

Visit the American Cancer Society website at cancer.org/prostatecancer or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)

Message #3

Should You Get Screened for Prostate Cancer?

The decision about whether to be screened for prostate cancer can be different than decisions about screening for other types of cancer. That's because it's not clear if the benefits of prostate cancer screening outweigh the risks for most men.

Take this quick [quiz](#) to learn more about prostate cancer screening. What you learn can help you talk with your health care provider about the benefits, risks, and uncertainties of it. Together, you can make an informed and shared decision about screening that's right for you.

Visit the American Cancer Society® website at cancer.org/prostatecancer or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)

Social Media Messages



Social media is another way you can raise awareness about prostate cancer with members of your organization. Select social media platforms are mentioned below, but you can use these messages across other platforms, too.

LinkedIn

- One in 8 men will experience #prostatecancer in their lifetime. As employees of [ORGANIZATION NAME], let's do our part to help reduce the impact of this disease. The American Cancer Society can help you learn more about the disease and screening for it. Visit cancer.org/prostatecancer for more information. #prostatecancer #menshealth
- Prostate cancer affects many men. Do you know your risk? At [ORGANIZATION NAME], we encourage you to learn all you can about your personal risk for prostate cancer to help you decide if screening is right for you. The American Cancer Society can help. Visit cancer.org/prostatecancer for more information. #prostatecancer #menshealth

Facebook

- Make sure the important people in your life have the latest information about the early detection of #prostatecancer. Being informed about #prostatecancer can help save lives! The American Cancer Society can help. Visit cancer.org/prostatecancer to learn more.
- Are you, a family member, or a friend at the age to talk to a doctor about #prostatecancer screening? Expert guidelines from the American Cancer Society can help you find out. Visit cancer.org/prostatecancer to learn more.

Instagram (captions to pair with posts)

- Are you or a loved one experiencing #prostatecancer? @americancancersociety offers support programs for people with cancer and provides the information they need throughout their cancer journey. #prostatecancer #menshealth #everycancereverylife #youarenotalone
- All men are at risk for #prostatecancer. But did you know that things like your age, race/ethnicity, or family history can raise your risk? @americancancersociety wants men to talk with their doctors to learn about their risk and decide if screening is right for them. Schedule your appointment today! #prostatecancer #menshealth #everycancereverylife #youarenotalone

X (formerly Twitter)

- When should you talk to your doctor about #prostatecancer screening? Follow expert screening guidelines from @AmericanCancer and schedule your appointment to discuss options. Learn more at: cancer.org/prostatecancer
- Did you know that #prostatecancer can often be found early? Learn why #prostatecancer screening is important from experts at @AmericanCancer at cancer.org/prostatecancer



Tip: Connect with the American Cancer Society on [LinkedIn](#), [Facebook](#), [Instagram](#), and [X](#) to reshare content for your employees and audiences.



Sharing Personal Stories

Many people who have been screened for prostate cancer have a story to share. You can feature these stories in internal awareness campaigns.

Collect the following information:

- What is your name and age?
- Was this your first prostate cancer screening?
- Why did you decide to get screened?
- Can you describe your experience?
- Would you like to share if the screening showed anything unusual?
- What would you tell people who haven't yet been screened?

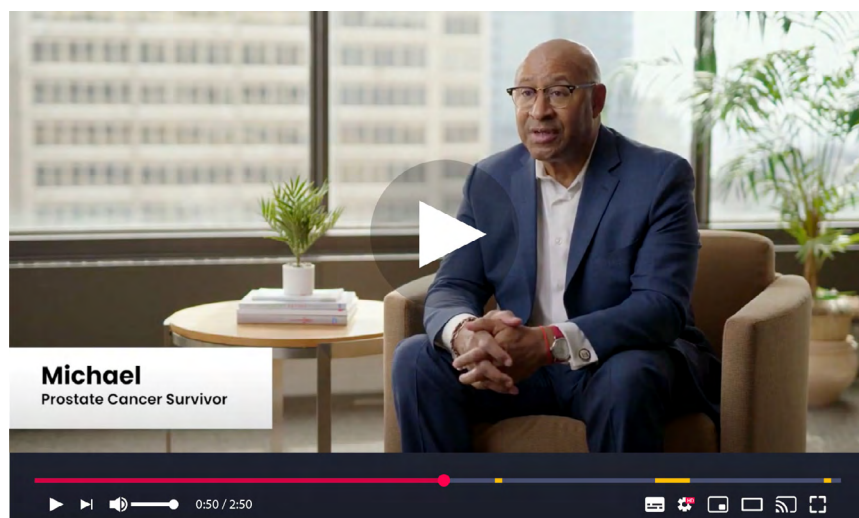
Story collection should be voluntary and only be done with people who have given their express permission. Story collection is subject to each company's applicable policies related to privacy and health information.



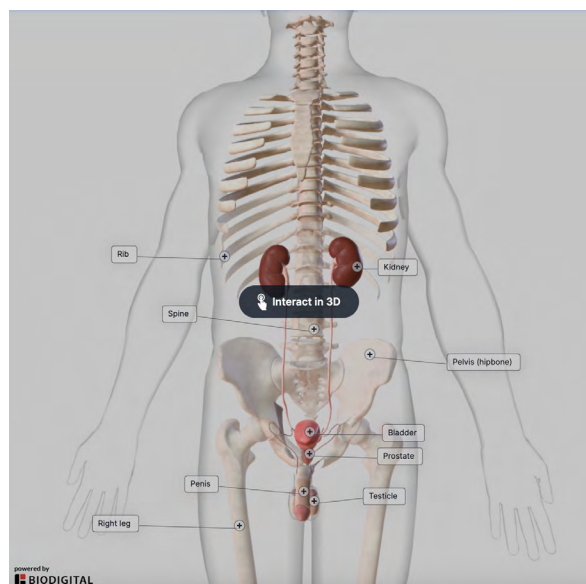
Tip: Lead by example! Ask executives and managers to share their own screening story or cancer journey.

Prostate Cancer Videos and Animation

Video and animation content can be an engaging way to share information about prostate cancer.



In this video from the American Cancer Society, a prostate cancer survivor discusses his cancer journey and the importance of getting screened: https://youtu.be/X9_hcudO2k?si=j5e8sWSplZosB9n5



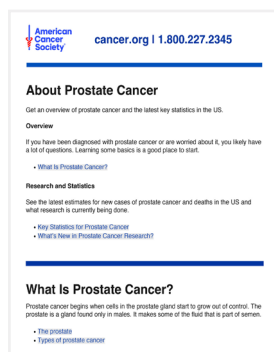
Explore a 3-D interactive animation of the male genitourinary (GU) system. The GU system includes the organs from the reproductive and urinary systems, such as the prostate, kidney, and bladder. <https://www.cancer.org/cancer/understanding-cancer/anatomy-gallery/male-genitourinary-system.html>



Tip: Embed these URLs within messages that you share with your employees.

Prostate Cancer Educational Materials

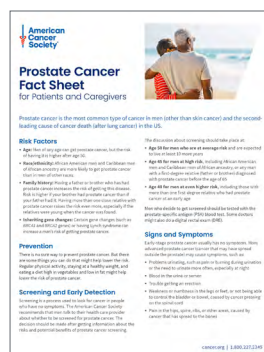
The American Cancer Society offers free, easy-to-read resources that are available to your organization.



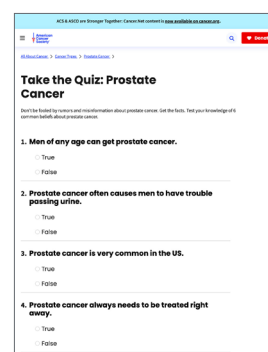
[About Prostate Cancer](#)



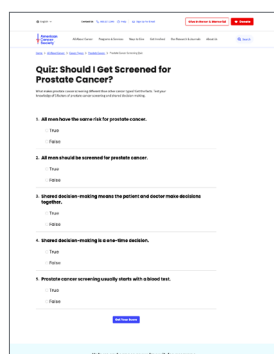
[Prostate Cancer Causes, Risk Factors, and Prevention](#)



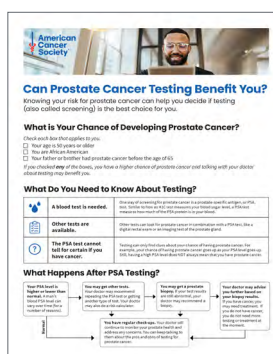
[Prostate Cancer Fact Sheet](#)



[Take the Quiz: Prostate Cancer](#)



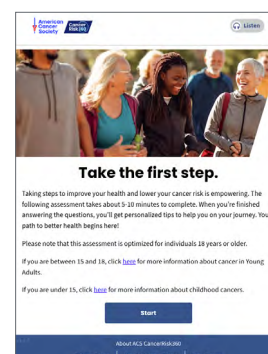
[Quiz: Should I Get Screened for Prostate Cancer?](#)



[Can Prostate Cancer Testing Benefit You?](#)



[Testing for Prostate Cancer](#)



[ACS CancerRisk360™](#)

Visit cancer.org/materials to print, email, or order educational materials.



Tip: In addition to sharing digital resources with employees, offer printed copies of these materials in your workplace.

American Cancer Society Resources for People With Cancer



Some of your employees may have cancer or may have a loved one with the disease. You can use these messages to familiarize employees with American Cancer Society [programs and services](#). They can help them through their cancer journey.

Message #1

The American Cancer Society offers cancer support, whenever you need it.

Has someone you know been affected by cancer? Support is available through the American Cancer Society®. The organization offers resources to help with:

- [Getting rides to treatment](#)
- [Finding a place to stay during treatment](#)
- [Accessing easy-to-read cancer information](#)
- [Giving guidance to help manage your cancer experience or a loved one's](#)

When you visit the [American Cancer Society online](#), you have access to free, easy-to-understand [cancer information in 13 languages](#) to help you find the support you need when you need it most. This information is available to help you make decisions during diagnosis, treatment, and beyond. In addition, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

Visit the American Cancer Society website at cancer.org or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: Host a signup event for employees who may want to [volunteer](#) with the American Cancer Society.

American Cancer Society Resources for People With Cancer (cont'd)



Message #2

Connect with the American Cancer Society cancer community.

People with cancer and those who care about them don't have to face their cancer experience alone. Did you know that the American Cancer Society® can help? They offer support programs for people with cancer and provide the information they need throughout their cancer journey:

- [Cancer Survivors NetworkSM \(CSN\)](https://www.csn.cancer.org): This is a safe online community where survivors and caregivers can share their stories, ask questions, and support each other. With a chatroom and over 40 discussion boards, CSN allows survivors to connect with others who have a similar cancer experience. Visit [csn.cancer.org](https://www.csn.cancer.org) to find out more.
- [Road To Recovery[®]](https://www.cancer.org/roadtorecovery): Through this program, volunteer drivers donate their time and the use of their vehicles to provide people with cancer rides to and from treatment. Drivers provide compassionate support when people with cancer can't drive themselves to appointments. Visit [cancer.org/roadtorecovery](https://www.cancer.org/roadtorecovery) to learn more.
- [Cancer information](https://www.cancer.org/about-us/online-help/contact-us): Caring, trained American Cancer Society helpline specialists can answer questions to empower people with cancer with accurate, up-to-date information to help make educated health decisions. They can also connect people with cancer, caregivers, and family members with valuable services and resources. Services are provided 365 days a year via a toll-free helpline (1-800-227-2345) in English, Spanish, and more than 200 other languages through a translation service. Additionally, online live chat sessions are available in English on weekdays. Visit [cancer.org/about-us/online-help/contact-us](https://www.cancer.org/about-us/online-help/contact-us) for more information.
- [ACS CARES[™] \(Community Access to Resources, Education, and Support\)](https://www.cancer.org/acs-cares): This mobile app provides people with cancer and their families curated content, programs, and services to fit their specific cancer journey. Users can access personalized, quality cancer-related information and resources that update as they age, a situation changes, or new information becomes available. Through the app, users can speak directly to American Cancer Society cancer information experts or meet virtually with others who have gone through a similar experience.
- [ACS CancerRisk360[™]](https://www.cancer.org/acs-cancer-risk-360): This platform provides a personalized, comprehensive assessment of cancer risk along with tailored information, resources, and action steps to empower individuals to help reduce their risk of cancer through healthy lifestyles, regular cancer screening, and genetic counseling and testing direction.

Visit the American Cancer Society website at [cancer.org](https://www.cancer.org) or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: In addition to sharing these resources, create a “buddy” program that allows employees affected by cancer to support one another.



Get Involved

The American Cancer Society exists to improve the lives of people with cancer and their families. We invite you and your employees to join us to help ensure everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer. You can find all the opportunities near you in the [American Cancer Society Volunteer Community](#).

Name	What they do	What you can do
Road To Recovery®	Provides transportation to treatment and other cancer-related appointments	<ul style="list-style-type: none">• Become a volunteer driver.• Create safety travel kits for volunteer drivers.
Hope Lodge®	Offers free lodging to people facing cancer and their caregiver when treatment is far from home	<ul style="list-style-type: none">• Help make meals.• Provide entertainment.• Ensure that guests feel welcome during their stay.
Community events like: <ul style="list-style-type: none">• Relay For Life®• ResearchHERS™: Women Fighting Cancer• Men Wear Pink• Gold Together• Making Strides Against Breast Cancer®	Promotes cancer awareness while engaging in the community	<ul style="list-style-type: none">• Sign up to lead or join a team.• Join a planning committee.• Volunteer your time to support an event through a one-day community giveback opportunity.
ACS CARES™	Empowers patients throughout their cancer journey by providing information and support through an app.	<ul style="list-style-type: none">• Become a virtual community volunteer and exchange messages via the ACS CARES app with people throughout their cancer journey.

There are also virtual opportunities to give back:

- [Virtual Challenges](#)
- [Health Equity Ambassadors](#)
- [Advocate for Policy Change](#)
- [Employee Engagement With the American Cancer Society](#)