



Every cancer. Every life.®

Prostate Cancer Awareness Employer Toolkit 2024



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

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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, 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 to better understand their cancer risk.

This toolkit presents turnkey messages to effectively communicate the importance of prostate cancer screening with your organization. Messages highlight:



Prostate cancer facts
and statistics



Information about
prostate cancer screening



American Cancer Society
resources for people
with cancer

The toolkit is currently available only in English, but the American Cancer Society does offer information about cancer, including prevention, early detection, treatment, and managing side effects, [in more than 200 languages](#).

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Email and Newsletter Messages

Prostate Cancer Facts



Tip: Company-wide emails and newsletters are effective ways to share messages with everyone in your organization.

The following messages can help inform your employees about prostate cancer and prostate cancer screening.

Message #1

Get the Facts on Prostate Cancer

Other than skin cancer, prostate cancer is the most common cancer in men in the United States. [Here's what you need to know.](#)

[What is prostate cancer?](#)

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

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

- About 1 in 8 men will be diagnosed with prostate cancer during their lifetime.
- In 2024, it is estimated that there will be 299,010 new cases of prostate cancer.

[How serious is prostate cancer?](#)

- Prostate cancer is the second-leading cause of cancer death in American men, behind only 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 3.3 million men in the United States 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)



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

Message #2

Prostate Cancer Awareness: Know the Symptoms

About 1 in 8 men in the United States will be diagnosed with prostate cancer. It's important for men and their loved ones to [know the symptoms](#). Men should talk with their health care provider if they notice any of them.

Early prostate cancer

Early prostate cancer, also called localized cancer, usually causes no symptoms. While not common, symptoms of early prostate cancer may include:

- Problems urinating, including a slow or weak urinary stream
- Need to urinate more often, especially at night
- Blood in the urine or semen

Advanced prostate cancer

In addition to the symptoms above, more advanced prostate cancer can sometimes cause other symptoms, such as:

- 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

Conditions other than prostate cancer can cause these symptoms. It is important to report any of them to your health care provider to know 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)

Email and Newsletter Messages (cont'd)

Prostate Cancer Facts (cont'd)



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

Message #3

Prostate Cancer Awareness: Know Your Risk

All men are at risk for developing prostate cancer, but there are factors that can increase your risk. Understanding these risk factors may help you make decisions about [screening for prostate cancer](#).

Early prostate cancer

Some [risk factors for prostate cancer](#) include:

- **Age:** About 6 in 10 prostate cancers are found in men older than 65.
- **Race:** Prostate cancer develops more often in African American men and in Caribbean men of African ancestry than in men of other races. And when 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 30 years old and older in the United States could potentially be prevented by making lifestyle changes. Some modifiable risk factors include:

- Cigarette smoking
- Excess body weight
- Alcohol consumption
- Physical inactivity
- Diet
- 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)

Email and Newsletter Messages (cont'd)

Importance of Prostate Cancer Screening



Tip: Timely opportunities to raise prostate cancer awareness at your workplace are Prostate Cancer Awareness Month (September) and Men's Health Month (June).

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, finding cancer at an early stage means that it might be easier to treat.

[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 years for men who are at average risk](#) and are expected to live at least 10 more years
- [Age 45 years for men at high risk](#), including men of African American and African Caribbean ancestry, or any man with a first-degree relative (father or brother) diagnosed with prostate cancer at an early age (younger than age 65)
- [Age 40 years 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 a 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)

Email and Newsletter Messages (cont'd)

Importance of Prostate Cancer Screening (cont'd)



Tip: Encourage employee special interest or affinity groups to take on prostate cancer screening as a focus. Use one or a combination of these messages as part of a targeted campaign to support the effort.

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 they are small and might be easier to treat. 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 a 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)

Social Media Messages

Social media is another way you can convey the importance of prostate cancer awareness to members of your organization. Select social media platforms are mentioned below; however, these messages can also be used across other platforms.



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

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? [ORGANIZATION HANDLE] wants you to spread the word! Learn why #prostatecancer screening is important from experts at @AmericanCancer at cancer.org/prostatecancer

Facebook

- [ORGANIZATION NAME] community! 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.
- [ORGANIZATION NAME] leaders want to know: 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? Did you know @americancancersociety offers support programs for people with cancer and provides the information they need throughout the cancer journey? #prostatecancer #menshealth #everycancereverylife #youarenotalone
- All men are at risk for #prostatecancer. But did you know that your risk is affected by things like your age, race, or family history? @americancancersociety wants men to talk with their doctors so they can know their risk and decide if screening is right for them. Schedule your appointment today! #prostatecancer #menshealth #everycancereverylife #youarenotalone

LinkedIn

1. 1 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 the importance of regular screening. Visit cancer.org/prostatecancer for more information. #prostatecancer #menshealth
2. 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 and options for testing and treatment. The American Cancer Society can help. Visit cancer.org/prostatecancer for more information. #prostatecancer #menshealth



Sharing Personal Stories



Tip: Executives and managers can lead by example by sharing their own screening story or cancer journey with employees.

Many people who have been screened for prostate cancer have a story to share. Consider featuring these stories alongside the messages shared with your organization.

Collect the following information:

- Name and age
- Was this your first prostate cancer screening?
- Why did you decide to get screened?
- Describe your experience.
- If you would like, please share if the screening showed anything unusual.
- What would you tell people who haven't yet been screened?

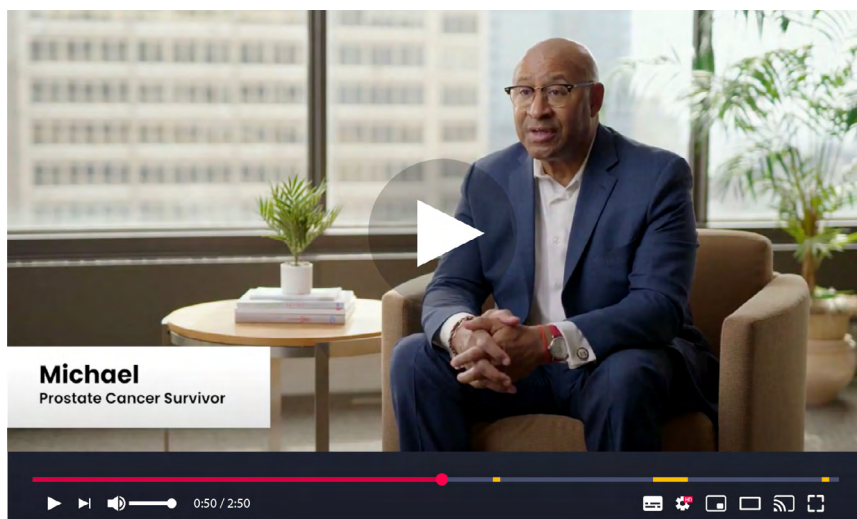
Story collection should be voluntary and only be done with people who have given their express permission. Story collection is subject to each company's applicable policies related to privacy and health information.

Prostate Cancer Videos and Animation

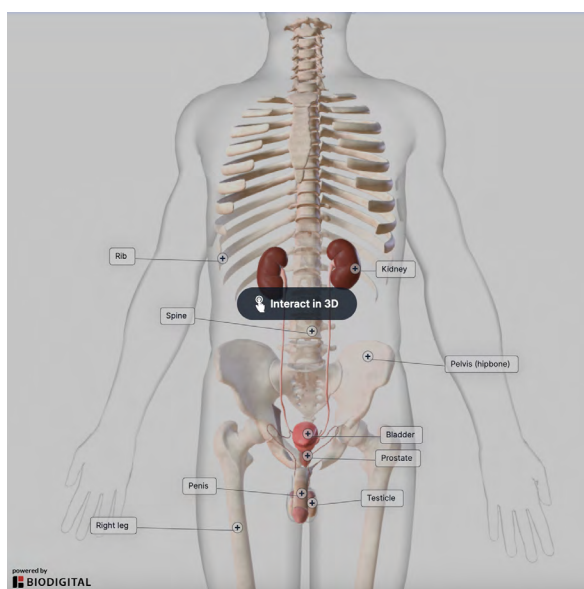


Tip: Link to or embed these URLs within messages that you share with your organization.

In addition to messages, video and animation content can be an engaging and accessible way to share information about prostate cancer screening and provide information that can be helpful for understanding the disease.



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



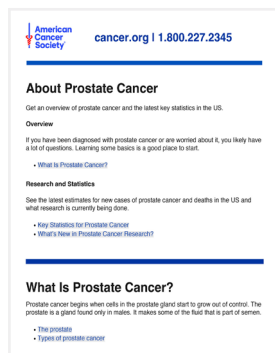
Explore a 3-D interactive animation of the male genitourinary (GU) system: <https://www.cancer.org/cancer/understanding-cancer/anatomy-gallery/male-genitourinary-system.html>

Prostate Cancer Educational Materials



Tip: In addition to sharing digital resources with employees, consider having printed copies available in your workplace.

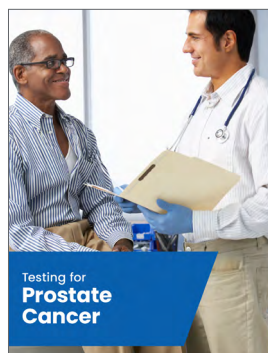
Here are some free, easy-to-read American Cancer Society resources that are available to your organization.



[About Prostate Cancer](#)



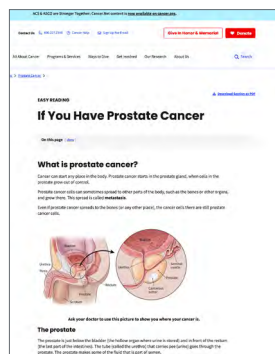
[Prostate Cancer Causes, Risk Factors, and Prevention](#)



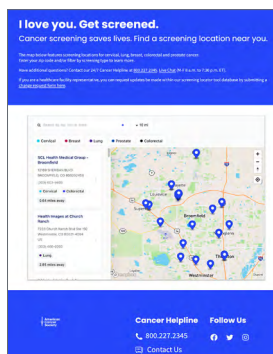
[Testing for Prostate Cancer](#)



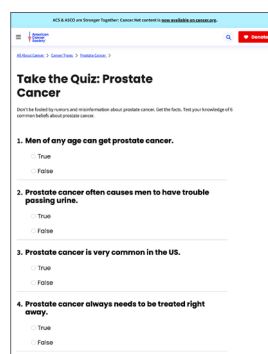
[Prostate Cancer Fact Sheet](#)



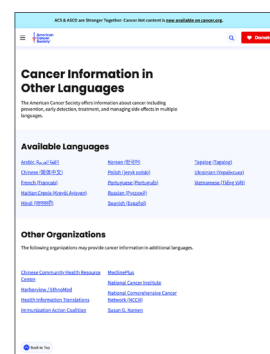
[If You Have Prostate Cancer](#)



[I Love You, Get Screened](#)



[Prostate Cancer Quiz](#)



[Cancer Information in Other Languages](#)

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

American Cancer Society Resources for People With Cancer



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



Tip: In addition to sharing these resources, implement a signup event for employees who may be interested in [volunteering](#) with the American Cancer Society.

Message #1

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

Have you or 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 you a place to stay during treatment](#)
- [Accessing easy-to-read cancer information](#)
- [Giving guidance to help manage your cancer experience or that of a loved one](#)

When you call or visit the [American Cancer Society online](#), you have access to free, easy-to-understand [cancer information in more than 200 languages](#) to help you find the information you need when you need it most. This information is available to help you make decisions during diagnosis, treatment, and beyond.

Visit the American Cancer Society website at [cancer.org](#) or call 1-800-227-2345 for more information.
(Source: American Cancer Society)

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



Tip: In addition to sharing these resources, consider creating a “buddy” program that allows employees experiencing cancer to support one another.

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 the cancer journey:

- **Cancer Survivors NetworkSM (CSN)**: This is a safe online community where patients, survivors, and caregivers support each other, ask questions, and share practical tips. With a chatroom and over 40 discussion boards, the CSN connects individuals who have a similar cancer experience. Visit csn.cancer.org, find out more.
- **Road To Recovery[®]**: This program eases your burden by giving free rides to cancer-related medical appointments. Trained volunteer drivers are happy to pick you up, take you to your appointment, and drop you off at home. Not having a ride shouldn’t stand between you and lifesaving treatment. Visit cancer.org/roadtorecovery to learn more.
- **Cancer information**: Caring, trained American Cancer Society cancer helpline specialists are available 24/7 to answer questions about cancer and connect people with resources to help meet needs that emerge throughout the cancer continuum. 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 for more information.
- **ACS CARES[™] (Community Access to Resources, Education, and Support)**: 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.

Visit the American Cancer Society website at cancer.org or call 1-800-227-2345 for more information.
(Source: American Cancer Society)



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 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](#)