



An employer's guide to prostate cancer

Empower your employees with the Prostate Cancer Employer Awareness Playbook



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Prostate Cancer Employer Playbook overview

This resource is a guide to maximize and aid in providing a prostate cancer awareness initiative at your place of work. Included within are resources which may be leveraged to help educate your employees on prostate cancer and best practices to optimize the impact to the initiative. Resources included are up to date based on the latest literature available as of July 2024.

For full functionality, this PDF should be viewed in Adobe Reader or Adobe Acrobat on your computer.



Employers are in a unique position to support prostate cancer screening

More Americans trust employers to do the right thing when it comes to addressing health-related needs and concerns as compared to businesses, non-governmental organizations (NGOs), government, and the media.*†1

85% of survey participants worldwide acknowledged a **gap between their current health and their desired level of health.**^{†1}

↳ **40%** of U.S. participants within that group identified **information as a barrier**, citing¹



- Lack of information
- Contradictory expert advice
- Changing health recommendations

In the U.S., prostate cancer is the most commonly diagnosed[‡] cancer and second-leading cause of cancer-related death among males.^{§2}



~40% of prostate cancer cases are diagnosed before age 65.^{||3}



Employers can prioritize being a reliable source of accurate and trustworthy health information.

*Based on an annual online survey, with data collected from 16 countries (Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, Nigeria, Singapore, South Africa, South Korea, United Arab Emirates, United Kingdom, and the U.S.) between March 4, 2024, and March 13, 2024. N = 1001 (U.S. surveyed respondents).¹

†Survey results based on the following query: please indicate how much you trust each of the following to do what is right when it comes to addressing your health-related needs and concerns.¹

‡Does not include basal cell and squamous cell skin cancers and precancerous cells that have not spread, except urinary bladder.²

§Colon and rectal cancers are combined because a large number of deaths from rectal cancer are misdiagnosed as colon cancer.²

||Data retrieved from key statistics for prostate cancer, provided by the American Cancer Society.³

Timing a prostate cancer awareness initiative for the highest impact

When is the best time to roll out prostate cancer awareness resources?

There is no time of year in which someone is more or less likely to develop prostate cancer, but there are times when initiatives may be more impactful or corroborated by other organizations. Here are some example times of the year that may help support your prostate cancer awareness initiative rollout.

JUNE



Men's Health Awareness Month

June is National Men's Health Month, which is a time to remind men of the health issues they face and what they can do to take charge of their health. Organizations may ask their employee to wear blue on a day of this month to support men's health, similar to wearing red for cardiovascular health or pink for breast cancer.

SEPTEMBER



Prostate Cancer Awareness Month

During Prostate Cancer Awareness Month, healthcare organizations may be simultaneously promoting the importance of prostate cancer awareness. The symbol of prostate cancer awareness is a blue ribbon, similar to the pink ribbon for breast cancer.

NOVEMBER



Movember Foundation

The Movember foundation focuses on prostate cancer, testicular cancer, mental health, and suicide prevention by encouraging men to grow mustaches as a symbol of support.

Resources to help you get started

Prostate cancer awareness initiative announcement email/intranet post example

This is a customizable example post or email that includes key facts from reputable sources about prostate cancer prevalence and screening.

Direction for use:
Prostate Cancer Awareness month has been recognized by a majority of organizations as occurring in September, but some organizations recognize Prostate Cancer Awareness month in June. Additionally, Men's Health Awareness Month, commonly referred to as November, is in November. Any of these time periods may serve to support the roll out of prostate cancer initiatives; although, prostate cancer awareness does not need to be limited to these months. You may include additional reasoning here for why you chose to roll out this initiative here.

Initiatives are included below as an example. Additional initiative options can include live activities such as screening clinics, prostate cancer walks, or a guest speaker event. Initiatives may also include foundation donation matching to organizations that support patients with prostate cancer.

You may not put any information regarding prostate cancer medications within this email/post.

Hello [insert employee's name here],

[Today is the start of Prostate Cancer Awareness month.] OR [All this month, we want to take a moment to raise awareness for prostate cancer.]

Did you know...?
 Nearly 300,000 people will be diagnosed with prostate cancer in the U.S. this year, and 40% of cases are diagnosed **before age 65**.¹ The American Cancer Society recommends screening **as early as 40 years old** for certain higher risk individuals.²

At [company name], we prioritize the health and safety of every [employee]. Therefore, we are excited to announce our **Prostate Cancer Awareness Initiative**. This initiative includes educational resources to provide information on prostate cancer and help individuals gain confidence in their discussions with their doctors regarding prostate cancer. [Additional initiative options.]

It's important for men, women, and families to get involved in local and national events, learn more about prostate-related diseases, and focus on **the number one diagnosed cancer in men**.³

With the help of Astellas Pharma Inc. and Pfizer, we are excited to announce our Prostate Cancer Awareness Initiative.

Let us continue to prioritize prostate cancer awareness every day.

This post or email should be tailored to your specific needs based on the time of year this is rolled out. It can also be adjusted to reflect what may be most relevant to your employees.

CLICK TO OPEN!

You may not put any information regarding prostate cancer medications within this post.



Additional prostate cancer initiatives should be tailored to your culture.

For example, you may encourage employees to wear blue on a certain day, wear a blue ribbon, or grow a mustache.

Resources to help you get started (cont'd)

Employee educational flash cards

These customizable flash cards allow you to include your brand on educational pieces for your employees. These resources provide essential information on prostate cancer and prostate cancer screening. Empower your employees with the knowledge to participate in prostate cancer screening.



Your guide to understanding prostate cancer

What is prostate cancer?
In the U.S., prostate cancer is the most commonly diagnosed cancer and second-leading cause of cancer-related death among men.

How does prostate cancer start?
Prostate cancer begins when harmful (cancer) cells form in the tissues of the prostate. The prostate is a gland found only in men.

Who does prostate cancer affect?
Approximately 1 in 6 men are diagnosed with prostate cancer during their lifetime.
40% of prostate cancer cases are diagnosed before age 65.

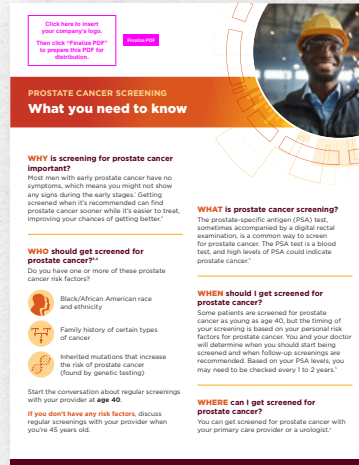
What are the signs and symptoms of prostate cancer?
Early-stage prostate cancer usually has no symptoms, but symptoms can start as the cancer gets worse.
Signs and symptoms of early stages of prostate cancer:
• Problems urinating or urinating more often
• Blood in urine or semen
• Increased prostate-specific antigen (PSA), measured through a blood test

Prostate cancer screening can help find cancer at an early stage, often before the disease becomes more difficult to treat.

Prostate Cancer Overview

Understanding the basics of prostate cancer, including prevalence, symptoms, and other essentials

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PROSTATE CANCER SCREENING
What you need to know

WHY is screening for prostate cancer important?
Most men with early prostate cancer have no symptoms, which means you might not show any signs during the early stages. Getting screened when it's recommended can find prostate cancer sooner while it's easier to treat, improving your chances of getting better.

WHO should get screened for prostate cancer?
Do you have one or more of these prostate cancer risk factors?
• Black/African American race and ethnicity
• Family history of certain types of cancer
• Inherited mutations that increase the risk of prostate cancer (found by genetic testing)

Start the conversation about regular screenings with your provider at **age 40**.
If you **don't** have any risk factors, discuss regular screenings with your provider when you're 45 years old.

WHAT is prostate cancer screening?
The prostate-specific antigen (PSA) test, sometimes accompanied by a digital rectal examination, is a common way to screen for prostate cancer. The PSA test is a blood test, and high levels of PSA could indicate prostate cancer.

WHEN should I get screened for prostate cancer?
Some patients are screened for prostate cancer as young as age 40, but the timing of your screening is based on your personal risk factors for prostate cancer. You and your doctor will determine when you should start being screened and when follow-up screenings are recommended. Based on your PSA levels, you may need to be checked every 1 to 2 years.

WHERE can I get screened for prostate cancer?
You can get screened for prostate cancer with your primary care provider or a urologist.

Prostate Cancer Screening

Screening considerations, including the latest guideline recommendations, and risk factors

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PROSTATE CANCER SCREENING
Questions to ask your healthcare provider

Ready to talk to your doctor about prostate cancer screening?

Here are some potential questions to consider (discussing with your healthcare provider regarding prostate cancer screening):

Understanding prostate cancer

- What are the symptoms or warning signs of prostate cancer?
- Are there any steps that I can take to reduce my risk for prostate cancer?
- Am I at an increased risk for prostate cancer?

Considering your prostate cancer screening options

- What are the risks and benefits of screening for prostate cancer for someone like me?
- At what age should I first consider screening for prostate cancer?
- Which different prostate cancer screening options are available?
- Which approach to prostate cancer screening do you think is best for me?
- Where can I get screened for prostate cancer?
- How often should I get screened for prostate cancer?

After the prostate cancer screening

- Your doctor will interpret results of the screening test, review the results with you, and discuss next steps.

Learning more about prostate cancer screening

- What is a PSA (prostate-specific antigen) test, and how is this test completed?
- What are the advantages and disadvantages of the PSA test?
- What is the cost of testing? Is it covered by my insurance?
- How should I prepare for a PSA test? Which activities can increase my PSA levels?
- How do I get my test results, and who will explain what they mean?

Your health is a team effort. If you're concerned about prostate cancer, reach out to your healthcare provider. Together, you can explore screening options and determine the best path forward for your health.

Prostate Cancer Screening Checklist

Checklist of questions for consideration before, during, and after screening

[CLICK TO OPEN!](#)

After opening a flashcard, click on the magenta box at the top left of page 1 to insert your company's logo. Clicking the **Finalize PDF** button will "flatten" the PDF to prepare it for distribution to your employees.

Additional events and resources can support a successful prostate cancer awareness initiative

Prostate cancer awareness initiatives do not have to stop with educational resources.

An effective campaign engages employees in a meaningful and authentic way and should be tailored to your organizational priorities.



▶ **Mail-home postcards**

Sending information about prostate cancer screening to an employees' home may further encourage employees to learn more about prostate cancer screening from their providers. This outreach method may also engage the partners of employees to assist in their health education.

▶ **Guest speakers and webinars**

Advocacy organizations such as Cancer Support Community, Prostate Cancer Foundation, and others may be able to provide advocacy speakers or on-demand webinars as potential resources or events for employees. These may be included during events in which employees may be educated on health such as health fairs, town halls, and other events specific to your organization.

▶ **Prostate cancer awareness events**

Offering education to your organization can help engage large groups of employees in an informal setting. Advocacy groups such as ZERO Prostate Cancer may be able to set up a table, pass out educational materials, and mingle with your organization.

▶ **Promotion**

Promotional materials such as internal intranet posts, social media posts, banners or posters, scroll boards, breakroom reminders, and swag may be utilized to keep employees engaged. As noted previously, blue ribbons are associated with prostate cancer awareness.

▶ **Volunteer day**

Your organization can coordinate a volunteer event by partnering with local cancer centers.

▶ **Prostate cancer screening clinic**

Your organization may be able to partner with a local cancer care center to offer on-site screenings. If you are unable to provide a space for screening, some cancer care centers offer mobile prostate cancer screening clinics. Reach out to your local healthcare center to take advantage of the services they offer and better the health of your employees.

Additional events and resources can support a successful prostate cancer awareness initiative (cont'd)

▶ Prostate cancer awareness walk fundraiser

A walk fundraiser is another way to show support and bring your employees together for a common cause. Some prostate cancer organizations host walk fundraisers that you may encourage your employees to join. Some example organizations include

- CancerCare
- Prostate Cancer Foundation (PCF)
- Prostate Cancer Research Institute (PCRI)
- ZERO Prostate Cancer
- Cancer Support Community
- Prostate Conditions Education Council

▶ Paid leave policy for cancer screenings

A separate paid time off (PTO) bank specific to prostate cancer or general cancer screening can be offered to employees to support their prevention efforts. Those who are not at risk may be able to utilize this time to take a family member to a screening appointment.

▶ Soliciting employee feedback

Understanding the unique needs of your workforce can help to better tailor and improve offerings to maximize engagement and help convey your organization's commitment to your employees.

▶ Internal trainings

Providing trainings can help promote a culture of compassion and inclusivity between managers and their reports, as well as between colleagues.

▶ Communicate employee benefits

Reassessing covered services and communicating coverage may spur employees into action for prostate cancer screening.

References: 1. Edelman Trust Institute. 2024 Edelman trust barometer special report: trust and health. Accessed May 29, 2024. https://www.edelman.com/sites/g/files/aatuss191/files/2024-04/2024%20Edelman%20Trust%20Barometer%20Trust%20and%20Health_1.pdf. 2. American Cancer Society. Cancer Facts & Figures 2024. Accessed March 7, 2024. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2024/2024-cancer-facts-and-figures-acs.pdf>. 3. American Cancer Society. Key statistics for prostate cancer. Updated January 19, 2024. Accessed June 6, 2024. <https://www.cancer.org/cancer/types/prostate-cancer/about/key-statistics.html>.