**PROSTATE CANCER AWARENESS MONTH**

**September 2013**

**Web Resources**

**American Cancer Society**

[www.cancer.org](http://www.cancer.org)

**National Cancer Institute**

<http://www.cancer.gov/cancertopics/pdq/screening/prostate/HealthProfessional/page1>

**National Comprehensive Cancer Network (NCCN)**

<http://www.nccn.org/professionals/physician_gls/f_guidelines.asp#prostate_detection>

**United States Preventative Services Task Force:**

<http://www.uspreventiveservicestaskforce.org/prostatecancerscreening.htm>

**National Campaigns**

**FOR AWARENESS PURPOSES ONLY**

The following National Campaigns are offered for **awareness purposes only**. Please note that **not all the prostate cancer screening messages contained in the following campaigns are consistent with the Prostate Cancer Minimal Elements set forth in Health Officer Memo #12-37**. It is our intention to make you aware of these campaigns as they will be in the media in the coming months. If you choose to use materials or strategies from these campaigns we encourage you to **carefully check materials** for consistency with the guidance we have provided. Please contact Kelly Kesler at Kelly.kesler@maryland.gov if you have any questions.

[**Know Your Stats About Prostate Cancer®**](http://www.knowyourstats.org/)[**www.knowyourstats.org**](http://www.knowyourstats.org)

The Urology Care Foundation has teamed with the National Football League to encourage men to talk with their doctors about their risk of prostate cancer. (Please note updated materials for this campaign will be available online in August 2013.)

[**The Home Run Challenge**](http://www.homerunchallenge.org/)[**www.homerunchallenge.org**](http://www.homerunchallenge.org)

Home Run Challenge, Major League Baseball (MLB) and PCF encourage baseball fans to make a pledge for every home run hit during all 84 MLB games played between Tuesday, June 11 and Father’s Day, June 16.

(Please note this activity takes place Spring/Summer but is offered as a programing idea and could easily be adapted to other sports. LHD’s and local community sports organizations could partner and create unique “Go Blue” themed events/strategies to raise awareness. Strategies may include: blue bases, baseballs, bats paired with themed announcements, messaging, and education throughout the season or during a specific game.)

[**The Movember Movement**](http://us.movember.com/)[**http://us.movember.com**](http://us.movember.com)

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men’s faces, in the US and around the world. With their Mo's, these men raise vital awareness and funds for men's health issues, specifically prostate and testicular cancer initiatives. Movemeber is a partner to the Prostate Cancer Foundation and the Livestrong Foundation. (Please note that this activity takes place nationally in November.)