

**CAN YOU SPARE
A FEW MINUTES
TO SAVE YOUR LIFE?**



THE SMART THING TO DO

Prostate cancer is a disease which, if caught early, can be successfully treated. Ignored, and it can be deadly. If you are a man age 40 or over, it's time to get smart about prostate cancer and have a conversation with your doctor about screening.

Founded in 2012 by health care professionals, prostate cancer survivors and those who love them, Man Alive Foundation has but one mission: Getting the word out about prostate cancer to encourage early diagnosis and cure.

Prostate cancer is the most common non-skin cancer among men. 1 in 6 men will get it during their lifetimes (1 in 5 for African Americans) – compared to the 1 in 8 incidence of breast cancer among women. But it's well known that men deal with the issue of prostate cancer differently than how women deal with the issue of breast cancer. While women march, men hide. Think about it. At a time when the awareness of breast cancer is so widespread the NFL supports the cause by wearing pink, men remain somewhat clueless. Isn't it about time that everyone knows the facts about prostate cancer? Man Alive Foundation says the answer is yes!

Here's the good news. With early detection and treatment, your chance of surviving prostate cancer without serious complications is extremely high! How high?

FACT. Early detection leads to effective treatment of prostate cancer as shown by survival statistics, adjusted to exclude deaths from other causes:

Localized Disease:

5 Year Survival Rate	100%
10 Year Survival Rate	95%

Advanced Disease:

5 Year Survival Rate	27.8%
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RISK FACTORS

AGE. Prostate cancer is most common in men over the age of 70. While the average age at the time of diagnosis is 67, risk of prostate cancer begins to rise at age 45 and can occur as early as age 40 and below.

FAMILY HISTORY. Having a first degree relative (father, brother, son) with prostate cancer, especially when they were diagnosed prior to age 65.

ETHNICITY. African American men are at a higher risk, are more likely to have a more aggressive form and are more likely to die of the disease.

SYMPTOMS

In the majority of cases, men diagnosed with prostate cancer have NO SYMPTOMS. This is why screening is so vitally important. However, benign prostate hyperplasia (BPH), or enlargement of the prostate, causes many of the symptoms below. Playing it safe can prove to be life-saving. If you experience one or more of these symptoms you should see your doctor, and ask about prostate cancer screening.

It must be stressed that prostate cancers are not all the same – some are aggressive, some are not, but knowing is critical to survival.

The prostate gland wraps around the urethra and is very close to the rectum. Enlargement of the gland or abnormalities in its shape can interfere with urinary and excretory function. Symptoms can include:

- ✓ Urination issues, including difficulty stopping or starting urine flow. Urine flow that is weak or that starts and stops. Needing to urinate urgently and/or often, especially at night. Urine leakage (incontinence). Blood in urine.
- ✓ Pain or burning during urination or bowel movements. Difficulty having a bowel movement.
- ✓ Back pain.

PROSTATE CANCER SCREENING

So, what is a man supposed to do? First and very important – take responsibility for your own health. Be proactive and get educated. Second, get checked, which starts with basic screening. "Screening" refers to testing which is deemed appropriate for the general public.

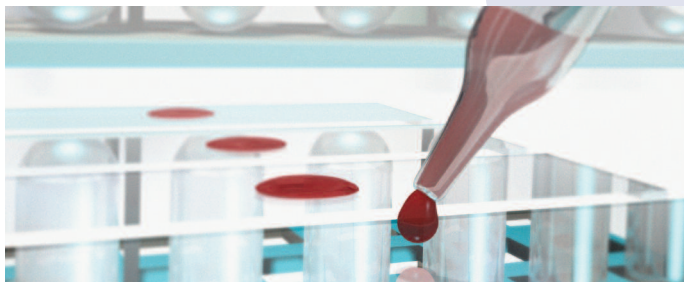
What tests are currently available and what tests are on the horizon? How accurate are these tests and are the consequences of testing more ravaging than "doing nothing?" Frankly, the controversy surrounding prostate cancer screening is omnipresent due to the huge consequences surrounding misdiagnosis and the emotions attached. Let's lay out the options. Screening for prostate cancer consists of two components which go hand-in-hand. DRE (Digital Rectal Exam) and PSA (Prostate Specific Antigen).

DRE (DIGITAL RECTAL EXAM)

The prostate is located in a place only accessed and assessed internally. A doctor can examine the prostate for abnormal lumps by inserting a gloved finger into the rectum. Men find the DRE process to be uncomfortable and embarrassing. Get over it! Embarrassment is not worth dying over. PSA is a protein produced by the prostate gland which can be measured by a blood test. PSA can be elevated by prostate cancer as well as by a number of benign (not cancer) conditions such as prostatitis and benign prostatic hyperplasia (BPH). PSA is a basic screening test for prostate cancer, which, when elevated, may lead a healthcare professional to recommend a biopsy, thereby providing a piece of tissue for analysis. A biopsy is the only way in which prostate cancer can be truly diagnosed.

THE CONTROVERSY REGARDING PSA

In May, 2012, the U.S. Preventative Services Task Force (USPSTF) released a statement regarding PSA testing which ignited a controversy, confusing men and causing



many to turn away from potentially life-saving action. However, USPSTF recommends that men be proactive about their health and make an informed decision about prostate cancer screening.

FACT. There has been a 75% reduction in diagnosis of advanced stage prostate cancer since initiation of wide-spread usage of PSA screening. In spite of the USPSTF statement, most guidelines from recognized and respected organizations have changed little or none. The major shift is toward *advising men to have a discussion with their healthcare professional, enabling them to make an informed decision about prostate cancer screening.*

EACH YEAR NEARLY 30,000 MEN DIE

While prostate cancer kills almost 30,000 American men each year, it is true that most men diagnosed will not die

of prostate cancer. And for selected patients with prostate cancer, the appropriate treatment is careful observation (called Active Surveillance). However, with that many deaths annually, prostate cancer is the number two cancer killer among men, just under lung cancer (American Cancer Society, 2013). In addition, according to the National Comprehensive Cancer Network, "these (prostate cancer) deaths usually occur after some period of suffering from metastatic disease."

OTHER TESTS

Currently there are no additional screening tests for prostate cancer. But stay tuned! Tremendous effort is being focused on all aspects of prostate cancer in the research and development sector. For more information and updates on new testing as it becomes available, visit (manalivefoundation.org).

Man Alive Foundation encourages men to follow this summation compiled from guidelines from the American Cancer Society, the National Comprehensive Cancer Network and the American Urologic Association.

"All men should engage in a risk-benefit discussion about having a baseline PSA and Digital Rectal Exam (DRE) between the ages of 40 (high risk) and 50 (average risk)."

"Informed men should follow an individualized screening and follow-up plan formulated on results of a baseline exam and risk factors."

OUR GOAL

The key is early detection. Man Alive strongly urges men make an appointment with their physician today.

MAN UP. CHECK UP.



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