

MONDAY December 8, 2008 PROSTATE SUPPORT GROUP

Reflections with Dr David Morrison

A. Cancer Control as a Human Right

- * World Cancer Congress end of August, 2008. Plus a summit of more than 60 high powered policymakers and leaders.
- * 11 cancer-busting targets for 2020
- * Led by Mary Robinson “Cancer control is a human rights issues.. And above all, it is a question of human dignity.”
- * TARGETS - Lower tobacco consumption, obesity, alcohol; vaccination for hep B and human papilloma virus; availability of effective pain medication; dispelling of myths and misconceptions.
- * 25 M worldwide living with cancer. 2nd leading cause of death worldwide, 13% of all deaths; cancer killed 7.9 million last year; 72% in developing countries; estimate that by 2030 11.5 million deaths.
- * What can WE do - February 4th - World Cancer Control Day - Campaign to Control Cancer. Local initiatives. Speak with David Morrison, leadership team for C2CC.
- * Beijing 2010.

B. Possible Profile (and Fund) Raisers

Movember Campaign - The “Movember campaign creates awareness around men’s health issues, especially Prostate Cancer international and supported in partnership with the Prostate Cancer Research Foundation of Canada.

- * Corporate teams or individuals... (participants known as “Mo Bros”)
- * Register 1st of November with clean face.
- * Rest of month to grow and groom their moustache
- * Raising money and awareness along the way.
- * Movember campaign has raised over \$17 million around world since 2004

Pints for Prostate

- * Early detection is critically important
- * How to build awareness in (40/50 yr olds + or -)who don’t go for regular check-ups
- * Built around beer - go where the market is!
- * During September, Prostate Awareness Month
- * Co-oping with breweries, brewpubs, on-premise retailers - getting their support.
- * Message on the back of beer coasters. Education!

Sneakers at Work Day, for Prostate Cancer.

- * Convince government offices and companies to allow wearing of sneakers at work.
- * A specific day. Encourage everyone to wear sneakers @ work!
- * Donation as low as \$10 could get a pair of BLUE laces!
- * Encourage local service clubs - Rotary, Kiwanis, Lions, Chamber of Commerce

Father’s Day Run for Prostate Cancer Research.

- * last year 4 cities (Halifax, Calgary, Vancouver, Toronto) 1500 runners
- * A share of proceeds raised stayed locally in Hfx, Calgary, Vancouver.
- * National and local sponsors.

C. Prostate Cancer Risk Factors

- * All men are at risk.
- * About one man in six will be diagnosed with P.C.
- * Only one man in 34 will die of this disease.
- * About 80% of men who reach 80 will have this disease.

Age: * Greatest risk for prostate cancer is age. Increases significantly after 50 in white men
* Increases significantly after 40 in black men
* Increases significantly after 40 in men who have a close relative with prostate cancer.
* About 2/3 of all prostate cancers diagnosed in men 65 and older

Family: * Men with relatives who have had P.C. consider high risk
* Men with father or brother with disease more than doubles the risk.
* Brother with prostate cancer more so than affected father.
* Risk even higher with multiple family members affected
* Screening should start at age 40 for these men.
* Testing for genes not available yet.

Race: * Occurs about 60% more often in African American blacks than white men
* Japanese & African males living in their native countries low incidence of P.C.
* Reasons for racial differences are not understood

Diet: * High dietary fat may be a contributing factor for P.C. compared to countries with ...
* Better risk where basic diet consists of rice, soybean products, and vegetables.
* Diet high in the antioxidant lycopene may lower risk of developing prostate cancer
* Vitamins information (e.g. E, Selenium, Prostophil ...)

Sedentary lifestyle: Regular exercise and optimal weight.

D. For another session perhaps -

Prostate Cancer - Easing Stress:

P.C. survivors may feel stress caused by uncertainty of the future, the unpredictability of the cancer, the chance of disability, and financial difficulties.

- * **How can I reduce stress?**
- * **How can I manage my stress?**
- * **How can I learn to relax?**