

STEP UP. TAKE CONTROL. KNOW THE FACTS.

IT'S TIME TO TALK HEALTH

MAN UP!
LET'S TALK HEALTH!

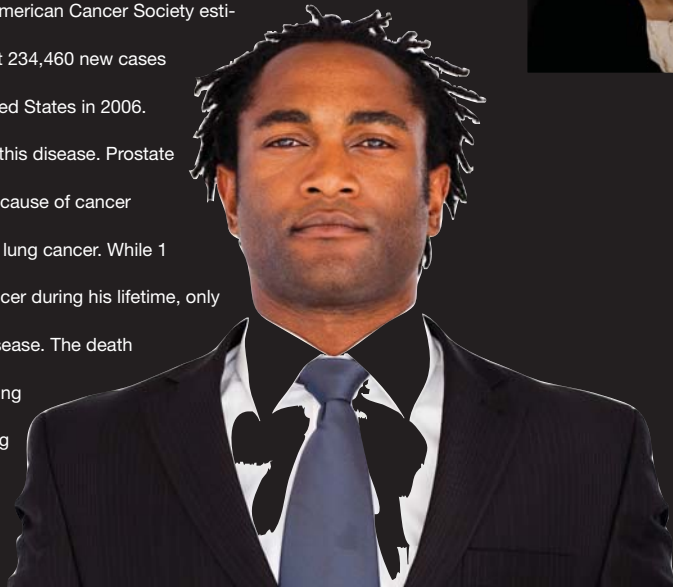
IT'S TIME TO GET SERIOUS.

PROSTATE CANCER ACCOUNTS FOR 37 PERCENT OF CANCER CASES IN AFRICAN AMERICAN MEN

The prostate is a male sex gland, which produces a thick fluid that forms part of semen. It is about the size of a walnut located below the bladder and in front of the rectum. Abnormal growth of benign tissue in the prostate is called benign prostatic hyperplasia (BPH). Malignant tumors are cancer.

Prostate cancer is the most common type of cancer found in American men, other than skin cancer. The American Cancer Society estimates that there will be about 234,460 new cases of prostate cancer in the United States in 2006.

About 27,350 men will die of this disease. Prostate cancer is the second leading cause of cancer death in men, second only to lung cancer. While 1 man in 6 will get prostate cancer during his lifetime, only 1 man in 34 will die of this disease. The death rate for prostate cancer is going down and the disease is being found earlier as well.



RISK FACTORS

Age - It is important for men over 40 to consider yearly checkups.

Family History - A man's risk for developing prostate cancer is higher if his father or brother has had the disease.

Race - African American men have the highest rate of prostate cancer in the world.

Fat and dietary factors - Some evidence suggests that a diet high in animal fat may increase the risk of prostate cancer and a diet high in fruits and vegetables may decrease the risk.

African American men's prostate health issues are about 60% higher and are 2.4 times more likely than Caucasian men to be fatal.

I _____
(Name) _____
as an African American (AA) man,

PLEDGE to take better care of my health. I understand the risk associated with poor outcomes to most chronic diseases such as prostate cancer, heart disease, diabetes, and others, that affect the AA community. I take this pledge voluntarily because I also want to live to continue my role as provider in fulfilling the responsibility of taking care of my family. I further recognize that prostate related health issues are almost 60% higher for African American men and they are 2.4 times more likely than Caucasian men to die from the disease. Having this knowledge, I will take affirmative steps to develop an appropriate action plan.

I pledge to do the following:

STEP I: I will secure, make an appointment, and see a primary care physician for a complete health screen.

STEP II: I agree to take part in a recommended prostate health screen (PSA and DRE exam) if I answer yes to any of the four questions on the prostate health survey on the 100 Black Men of Greater Detroit website. I fully recognize that my decision is voluntary.

STEP III: I will encourage other members of my family, both related and unrelated, to take Steps I and II if appropriate.

By signing this pledge, I am committing to taking the above steps within the next 60 days:

Therefore, let it be known that on this ___ day of ___, 2009, I have committed to living a healthier lifestyle.

This pledge is binding and lifelong, and will continue well after this campaign.

Signed, _____

What is the 'Man Up! Let's Talk Health' Campaign?

It is year-long campaign by 100 Black Men of Greater Detroit, Blue Cross/Blue Shield of Michigan and the American Cancer Society to do three things for African American Men in Southeast Michigan:

- I. Improve prostate health
- II. Reduce the death rate from prostate cancer
- III. Improve preventive care



100
BLACK MEN
OF GREATER DETROIT, INC.