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**2025**

# Prostate Cancer Awareness Toolkit

**SEPTEMBER IS  
PROSTATE CANCER  
AWARENESS MONTH**

**BRING EMPATHY BACK:  
SUPPORT MEN AND BOYS IN  
HEALTH AND WELLNESS!**

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🌐 [MensHealthNetwork.org](http://MensHealthNetwork.org)



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# About: Prostate Cancer

**Prostate cancer is the most common cancer in men.**

Black men, those with a family history of the disease, men exposed to some chemicals, and veterans are at greater risk.

Men at high risk should talk to their healthcare provider about screening at age 40 or earlier, with all others starting at age 50.

Build awareness around self-exams, screenings, regular healthcare provider visits, and encouragement for others.

## OVERVIEW: GET INVOLVED

### ➔ Digital Media Engagement:

- Social Media
- Newsletter / Email Notification
- Blog & Articles
- Press Release
- Virtual Events
- Homeschool Activations

### ➔ In-Person Events:

- Health Fair
- ‘Wear Blue’ Day
- Fatherhood Event
- Religious & Fellowship
- ‘Get it Checked’
- Send Proclamations
- Fundraisers or Other Community Events







# Key Statistics



## WHAT IS PROSTATE CANCER?

The prostate is a walnut-sized gland which contributes to the fluid that helps carry sperm.

Prostate cancer is a group of cells that grow abnormally.

Prostate cancer can grow differently, some grow and spread rapidly, others grow slowly.



## SYMPTOMS & MORE, PROSTATE CANCER

Early-state Prostate Cancer usually has no symptoms, but check with your healthcare provider if the following applies:

- Persistent hip or back pain
- Difficulty urinating
- Painful or burning urination
- Blood in your urine

You can help to build awareness, purchase a [Prostate Cancer Awareness Kit:](#)

Brochures, Awareness Pins & Cards, Posters, Prostate Stress Balls, and More included.

**AROUND 299,010 NEW CASES OF PROSTATE CANCER PER YEAR**

**AROUND 35,250 DEATHS FROM PROSTATE CANCER PER YEAR**



# Get Involved

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## ➔ **DIGITAL MEDIA:**

Promote, Share, and Tag MHN online to build awareness, start the conversation, and make an impact in your local community!



Scan this QR Code for PCa Month Social Media Graphics to Share!



- ➔ **Social Media**
- ➔ **Newsletter / Email Notification**
- ➔ **Blog or Article**
- ➔ **Press Release**
- ➔ **Homeschooling Activation**
- ➔ **Virtual Events**

## ➔ **HOST AN AWARENESS EVENT IN YOUR COMMUNITY:**

With **YOUR** help, we can bring lifesaving messaging to every community in America!

Create an event in your local community:

**Wear Blue Days** are perfect for work, school, or community-day events.

Host a **Fatherhood Event** and create a strong network of men in your community.

Engage in **Fellowship** around men's health through **Church or Religious Gatherings**.

- ➔ **Health Fairs & Screenings**
- ➔ **Community Center Fundraising**
- ➔ **Church or School Gatherings**
- ➔ **Barber Shops, Gyms, & Cafe Conversations**



### **Want More Resources?**

**Become a Men's Health Network Ambassador:**

[\[menshealthnetwork.org/become-an-ambassador\]](https://menshealthnetwork.org/become-an-ambassador)



# Social Media Promotion



Facebook /  
Instagram

X &  
LinkedIn

YouTube &  
Video

Additional  
Digital Media:  
Press Release,  
Blog, &  
Newsletter



# Facebook & Instagram

## ➔ SAMPLE COPY

💙 September is Prostate Cancer Awareness Month.

💪 Join us and Men's Health Network in supporting the health and well-being of men and boys.

Prostate cancer impacts 1 in 8 men in their lifetime, but early awareness and action can make a lifesaving difference.

✅ Get involved:

- Download our free digital toolkit
- Become a Men's Health Ambassador
- Host a fundraiser or health fair
- Join our newsletter & stay connected

Together, we can spread awareness, encourage early detection, and build a healthier future for men and their families.

👉 Learn more and take action: [www.Menshealthnetwork.org/media-center](http://www.Menshealthnetwork.org/media-center)  
#ProstateCancerAwareness #MensHealth #WearBlue

## ➔ SAMPLE GRAPHIC



**TAG MHN:**  
**@MENSHEALTHNETWORK**





# X & LinkedIn

## ➔ SAMPLE COPY "X"

♥ Sept. is #ProstateCancerAwareness Month.

1 in 8 men face#ProstateCancer in their lifetime, but awareness & early detection saves lives.

Take action: Download the #PCA toolkit, host a fundraiser, or become a #MensHealth Ambassador

👉 [menshealthnetwork.org/campaigns-initiatives](https://menshealthnetwork.org/campaigns-initiatives)

## ➔ SAMPLE GRAPHIC



## ➔ SAMPLE COPY "LINKEDIN"

♥ September is Prostate Cancer Awareness Month

We know that holding empathy for men and boys around their health can save lives. Prostate cancer affects 1 in 8 men during their lifetime, but with awareness, screenings, and support, outcomes can be greatly improved.

Men's Health Network invite's partners, organizations, and communities to take action:

- Download and share the Prostate Cancer Awareness Toolkit
- Host a workplace or community fundraiser or health fair
- Become a Men's Health Network Ambassador
- Subscribe to the MHN newsletter for updates and resources

Together, we can raise awareness, encourage early detection, and ensure men have the support they need for better health outcomes.

👉 Learn more and access the toolkit: [www.Menshealthnetwork.org/media-center](https://www.Menshealthnetwork.org/media-center)  
#ProstateCancerAwareness #MensHealth #WearBlue



**TAG MHN:**

**(X) @MENSHLTHNETWORK**

**(LI) MEN'S HEALTH NETWORK**

# YouTube & Videos

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## YOUTUBE

### Sample Script:

"September is Prostate Cancer Awareness Month, and we're proud to stand with Men's Health Network to raise awareness.

Prostate cancer affects 1 in 8 men during their life, but with early detection and support, we can save lives.

This month, we encourage you to get involved: download the free awareness toolkit, host a fundraiser or health fair, or become a Men's Health Network Ambassador.

Together, let's spread the word, support men and their families, and take action for better health. Learn more at [MensHealthNetwork.org](http://MensHealthNetwork.org) or follow MHN on YouTube!



**TAG MHN:**  
**MEN'S HEALTH NETWORK**

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## VIDEOS

### Sample Content Ideas:

**The Lifespan Gap:** Men live 6 years fewer than women.

**Statistics:** 1 in 8 men will face prostate cancer.

**Survivor Stories:** Share survivor and caregiver voices.

**Screening Saves Lives:** Promote PSA testing and prevention.

**Families Matter:** Prostate cancer affects loved ones too.

**Workplace Wellness:** Host health fairs or Wear Blue days.

**Myth-Busting:** Screenings are not just for older men.

**Start the Conversation:** Ask, "When was your last checkup?"

**Community Action:** Support fundraisers, fellowship, or talks.

**Get Involved:** Download the toolkit, donate, or host an event.

# Additional Digital Media

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## ➔ **SAMPLE PRESS RELEASE COPY**

### FOR IMMEDIATE RELEASE

#### *[Organization Name]* Joins Men's Health Network to Promote September as Prostate Cancer Awareness Month

*[Organization Name]* is proud to stand with Men's Health Network (MHN) this September to recognize Prostate Cancer Awareness Month and encourage greater awareness, early detection, and support for both men and their families.

Prostate cancer is one of the most common cancers among men, with 1 in 8 men diagnosed in their lifetime. While the statistics are significant, early detection through regular checkups and screenings can dramatically improve outcomes.

"Prostate cancer impacts not only men, but also their families and loved ones," said Jennifer Thompson, VP at MHN. "By encouraging men to take charge of their health, we can save lives and strengthen families and communities."

Throughout September, *[Organization Name]* will be sharing resources from MHN's Prostate Cancer Awareness Toolkit to help start important conversations. The toolkit provides educational resources, graphics, and suggested actions that individuals and organizations can use to get involved.

#### **Additional Ways to Participate Include:**

- Downloading and sharing the Prostate Cancer Awareness Toolkit
- Hosting a fundraiser or community health fair
- Becoming a Men's Health Ambassador
- Encouraging men to schedule their checkups and screenings
- Signing up for the Men's Health Network newsletter

Prostate Cancer Awareness Month is a time to build empathy, raise awareness, and take meaningful steps toward better health for men and boys. *[Organization Name]* encourages community members, businesses, and partners to join the movement and make a difference.

✦ Learn more and access the toolkit here: [Menshealthnetwork.org/media-center](https://Menshealthnetwork.org/media-center)



# Additional Digital Media

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## ➡ **SAMPLE BLOG & NEWSLETTER COPY**

### ♥ **September is Prostate Cancer Awareness Month**

Prostate cancer is one of the most common cancers among men, with 1 in 8 men diagnosed in their lifetime.

Early detection and awareness are key to saving lives, and this month is an important opportunity to spark conversations about men's health.

Men's Health Network has created a Prostate Cancer Awareness Toolkit filled with resources you can use to raise awareness, support your community, and encourage men to take charge of their health.

#### 👉 **Ways to get involved:**

- Download and share the digital toolkit
- Host a fundraiser or health fair
- Become a Men's Health Ambassador
- Encourage men to schedule their checkups and screenings
- Subscribe to the Men's Health Network newsletter

**Together, we can build empathy, spread awareness, and support the men and families in our communities.**

📌 **Support Prostate Cancer Awareness Month, Access the Toolkit Here:**  
[www.Menshealthnetwork.org/media-center](http://www.Menshealthnetwork.org/media-center)

# Engaging Your Community: Awareness Activities

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## ➔ “WEAR BLUE DAY” CAMPAIGN

Host a ‘Wear BLUE Day’ to raise awareness and to fund-raise to support education for men and boys about regular physical and mental health checkups.

Events can feature prostate health education, local speakers, topics on books/podcasts, fatherhood, or can be focused on a specific health issues that affect men and boys, such as:

➔ **Cancers Like Prostate, Testicular, Lung, or Other Cancers**

➔ **Mental Health**

➔ **Diabetes or Heart Disease**

## ➔ HOST A HEALTH FAIR EVENT

HEALTHZONE is a Men Health Network’s Event Training Manual aimed at guiding others on how to plan, conduct, and evaluate one’s own health event, at a local-level or through larger, corporate settings. The information in the guide informs on screening events, health fairs, exhibition examples, and so much more.

You can Download HEALTHZONE Today, FREE:  
**[MHNHealthZone.com](http://MHNHealthZone.com)**

➔ **Fatherhood, Religious, & Minority Resources:**  
[Mike Leventhal, Director](#)  
& [John Bruce, Director](#),  
[Faith-Based Programs](#)

➔ **MHN Media or Content Requests:**  
[Jennifer Thompson, VP](#)

➔ **Donation Link:**  
[MensHealthNetwork.org/donate](http://MensHealthNetwork.org/donate)



## Want More Resources?

**Purchase Educational Literature & Awareness Items:**  
(Posters, Flyers, SWAG, & More for PCa Month)  
[\[https://menshealthnetwork.org/mhn-store\]](https://menshealthnetwork.org/mhn-store)

**Become a Men’s Health Network Ambassador:**  
[\[https://menshealthnetwork.org/become-an-ambassador\]](https://menshealthnetwork.org/become-an-ambassador)



# Sample Activity: Homeschool

## ➞ **ACTIVITY GUIDANCE:**

Adding a prostate cancer awareness activity to the homeschool learning schedule fosters health literacy, empowers early detection via self-examination education, instills lifelong habits of well-being and hygiene, and cultivates a sense of personal responsibility. By integrating this vital topic into education, students gain the knowledge and skills to prioritize their health, advocate for themselves, and contribute to a culture of proactive wellness in their families and communities.

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## ➞ **AGES 3 - 11, FOCUS ON HYGIENE & HEALTHY HABITS:**

Teach your 3 - 11 year-olds the importance of proper hygiene for their genital area. Show how to wash the area gently with mild soap and water during bath time. Talk about the importance of keeping the area clean and dry to prevent bacteria. Make sure to use age-appropriate language to explain why hygiene is essential for health. Encourage them to ask questions and reinforce good hygiene habits regularly. This activity instills lifelong habits that promote cleanliness and well-being in the testicular region.

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## ➞ **AGES 12+, FAMILY HISTORY & RISK FACTORS:**

Engage your 12+ year-old sons in a discussion about family history and risk factors related to prostate cancer. Encourage them to know family medical history and identify any relatives who've had prostate cancer. Discuss lifestyle factors such as smoking, obesity, and exposure to certain chemicals that may increase the risk. This activity promotes awareness of personal risk factors and empowers them to make informed choices for their health.

Prostate Cancer Self-Examination Activity: Encourage your 12+ to learn about prostate cancer by guiding them through a self-examination. Provide them with educational resources and demonstrate the proper technique. Discuss the importance of regular self-checks for early detection. Encourage open dialogue about any concerns or questions they may have.

This activity fosters responsibility for their health and empowers them to take proactive measures against prostate cancer.



# Sample Activity: Proclamations

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## ➔ SAMPLE COPY

- WHEREAS** Prostate cancer is the most commonly diagnosed cancer among men and the second leading cause of cancer-related deaths among men in the United States;
- WHEREAS** More than 180,000 men will be diagnosed this year, and over 26,000 will die from the disease;
- WHEREAS** African American men, men with a family history of prostate cancer, and men exposed to Agent Orange face higher risk;
- WHEREAS** Prostate cancer is often treatable when detected early, yet early stages usually present no symptoms;
- WHEREAS** Informed men who discuss screening and treatment options with their healthcare providers and families are more likely to make timely, effective decisions;
- WHEREAS** Prostate cancer affects not only men, but also their families, caregivers, and communities;
- WHEREAS** Raising awareness during Prostate Cancer Awareness Month encourages men to learn their risk and take proactive steps toward early detection and treatment;

Now, therefore, I, *[Name]*, *[Governor/Mayor]* of the *[State/City]* of *[Location]*, do hereby proclaim September as Prostate Cancer Awareness Month in the *[State/City]* of *[Location]*, and encourage all men to speak with their healthcare providers about screening and prevention.

# Sample Activity: Donate & Volunteer

## ➔ **DONATE**

This Prostate Cancer Awareness Month, support Men's Health Network to help men and boys navigate prostate cancer and other critical health challenges.

**MENSHEALTHNETWORK.ORG/DONATE**

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## ➔ **BECOME AN AMBASSADOR**

As a Men's Health Network Ambassador, you carry the torch for men's health and bring trusted awareness, education, and support to the men and families in your community.

**MENSHEALTHNETWORK.ORG/BECOME-AN-AMBASSADOR**

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## ➔ **VOLUNTEER**

Apply to become a volunteer student intern with Men's Health Network and build valuable experience while helping advance men's health awareness and education in communities nationwide.

**MENSHEALTHNETWORK.ORG/INTERNSHIP-OPPORTUNITIES**

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## ➔ **CELEBRATE THE NETWORK**

Opportunities to promote health for men and boys. Be a Partner. Be an Ambassador. Be the Network.

**MENSHEALTHNETWORK.ORG/JOIN-THE-NETWORK**







**GET IN CONTACT WITH  
MHN TODAY!**

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