

# Program Initiative Manual



## “Going to the *BARBERSHOP* to Fight Prostate Cancer”

A national initiative to promote disease risk education and Prostate Cancer Screening

The  
Prostate  
Net

[www.prostate-online.org](http://www.prostate-online.org)  
1.888.4PROSNET (477.6763)

*"Until there is a cure, we will provide the means to cope"*

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**WELCOME****OUR MISSION:  
SAVING LIVES THROUGH THE ELIMINATION OF  
RACIAL HEALTH DISPARITIES**

In 1995, as I recovered from surgery for my prostate cancer, the concept for The Prostate Net evolved as a mechanism to increase awareness of the risk from Prostate Cancer and to encourage men to get tested and to empower them to effectively manage the healthcare system. Providing the "means to cope, until there is a cure," that is The Prostate Net's unique, award-winning public education program, which links medical centers, leading cancer research centers, community leaders, businesses, government agencies, healthcare support organizations, industry associations and corporations in providing leading edge information to our audiences and constituency.

African Americans are at higher risk of having prostate cancer and dying from the disease. In partnership with hundreds of barbershops in major cities throughout the U.S., Going to the Barbershop to Fight Prostate Cancer was created to help get the word out in a place where men talk openly— *the barbershop*. This handbook was developed as a guide for hospitals, health centers and neighborhood organizers to effectively create a program in their local communities.

Here's how the program works: Barbers, historically respected as influential leaders in the African American community, take part in brief prostate cancer information sessions, led by local healthcare professionals. Armed with knowledge, these "community health motivators" lead a grassroots community battle against prostate cancer. The barbers work with local hospitals and community leaders, encouraging men to get checked for prostate cancer. To date, the program has enabled over 10,000 men to be screened; with a goal to reach an additional 25,000 men by the end of 2005.

We are pleased to have your team as part of our national health education network. Use this manual to educate men and their families, mobilize your community, distribute vital healthcare information, and save lives!

Sincerely,

Virgil Simons and the Prostate Net Team

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

1.888.4ProsNet (477-6763)

**PROGRAM RATIONALE: WHAT WE'RE TRYING TO DO!**

1. To address the situation of racial health disparity prevalent within minority communities through education on disease risk leading to informed disease screening because:
  - a. Prostate Cancer is the single most diagnosed of all cancers
  - b. Prostate Cancer is the 2nd leading cause of male cancer death
  - c. On average, 25% of the newly-diagnosed in these communities will be at an advanced stage
  - d. African-American men have a 59% greater incidence rate than whites
  - e. Latino/Hispanic males have the 3rd highest rates for incidence and death
  - f. Black men die from this disease at a rate 128% greater than whites ñ the highest mortality in the world!
  - g. Cultural patterns of communication and seeking health-related information can be barriers to reaching people with accurate cancer information
2. To establish a network (The Barbershop) for providing consistent, on-going healthcare communication to those who are most at risk and motivation to participate in the healthcare system
3. To establish and validate a credible peer educator/communicator (The Barber) to facilitate delivery of the healthcare messages and to motivate their audience to participate in the healthcare system
4. To address those other medical conditions of negative impact on these communities:
  - African-Americans are at risk to develop High Blood Pressure (hypertension) more so than any other racial group
  - Incidence rates for Diabetes and their consequences are higher for African Americans than whites
  - The risk for a first Stroke is twice as great for Blacks than for whites
  - African-Americans are being diagnosed with Smoking-Related diseases at a greater rate than any other group in the U.S.
  - Lung Cancer is the #1 cause of cancer death among all men and women

- Heart Disease affects Blacks, Mexican-Americans, Native Americans and some Asian-Americans at a greater rate than whites
- African-Americans and Latinos are twice as likely to develop a Peptic Ulcer than other groups
- Blacks are at greater risk to develop Alzheimer's Disease than whites
- African-American men experience Chronic Liver Disease at a higher rate than the general population
- Of all the reported cases of Tuberculosis, over 70% were in minority populations
- Though Blacks have a lower incidence of Melanoma, their long term survival rates are significantly lower
- The vast majority of Hispanic and Black men do not seek treatment for Erectile Dysfunction due to barriers to communication

And, lastly, lest us not forget that African-American and Latino women have greater mortality rates and lower 5-year survival rates from Breast Cancer than white women

**PROGRAM REQUIREMENTS & MEASUREMENTS**

Each medical center should identify a minimum of 5 - 10 barbershops within their service area whose barbers are recognized community leaders.

Each medical center must host an orientation session, with refreshments, to educate the barbers on the basics of the disease risks facing their communities, the diagnostic procedures available, treatment options, post-therapeutic side-effects, disease recurrence and treatment, palliative care, etc. We estimate a time allocation of 1- 1.5 hours. Specific suggestions follow in this Guide.

The Prostate Net's publicity team will be creating an umbrella of national awareness via Public Service Announcements, traditional print and broadcast media, online/interactive marketing and "word-of-mouth" outreach. You should seek to build your own local efforts scaled from our plan.

It is critical that you provide The Prostate Net with the names, addresses and contact information of each of the barbers participating in the program in order that they can receive on-going information, incentives, etc. from The Prostate Net and other sponsors.

We recommend that the medical center's community outreach teams spend at least one day per week in the barbershops to help enhance the barber's efforts and to help in building rapport in the community. Some of these visits could be used to schedule appointments for screening and possibly to obtain personal history data prior to the screening.

The medical center should schedule screenings on an appointment basis to maximize community participation based on the target audience work schedules, i.e. Saturday mornings, weekday evenings. All screenings are to be provided at no cost to the patient.

In the event that a patient tests positive for a disease condition, the medical center must insure that the patient will receive appropriate medical care either under the patient's insurance coverage, through Medicaid or Medicare, through Government indigent or uninsured patient programs, hospital charity care plans, etc. No individual is to be left untreated if his condition is identified through the Barbershop Initiative.

The Prostate Net will be supplying you with a survey to be completed at the time of screening; it must be completed for each person screened and returned to us.

Additionally, we will be providing a set of criteria relating to the bio-informatics of the population so that we can establish baselines for our on-going programs of intervention. Some of the criteria to be acquired include:

- Base level of previous screenings
- Number of diagnoses/treatments
- Types of previous outreach
- Etc.

## ORGANIZING YOUR BARBERSHOP AWARENESS PROGRAM

### COMMUNITY OUTREACH TIPS

- The most effective efforts begin with the Community Outreach Departments of the medical center extending an invitation to ALL barbershops within their service area to an orientation session wherein the program is spelled out and those interested barbers will elect to join the program
- African American barbershops, Latino barbershops, Anglo/white barbershops near your hospital or community center can be invited, building a simple way for communities to share important, life-saving health information for men
- The Barbershop Promotion works best when a hospital executive, board member or community health partner champions the program and remains involved, from concept to completion.
- The Barbershop Program outline can help expand existing Prostate Cancer Awareness programs offered by the hospital, uniquely reaching ethnic audiences via the community gathering place ... the barbershop!
- While each city has different resources (staff / volunteers), the personal touch always helps reinforce the message
- Joe Piper at US TOO International Prostate Cancer Education & Support Network, offers the following advice: "We get our support group chapter members to volunteer, by Zip Code, to contact all of the barbershops in their assigned areas. They deliver literature about the PSA test, where to get tested and information on our chapter."

- Utilize the leverage of other community and healthcare groups in the vicinity of your hospital (American Cancer Society, etc.) and ask them to co-sponsor the barber training session;
- Ask them to recruit barbers and spread the word among family and friends ... each and every contact helps in the fight against prostate cancer;
- Reminders and personal visits always help; barbers / community groups like to see that you took the time to actually visit their place of business, in addition to mailings and phone calls.
- Organizations with limited resources will experience less success
- So, get help from community leaders, churches with health programs/health fairs, elected officials, nurses, health advocates ... anyone you know who might want to lend a hand, including friends and family members who have been affected by prostate cancer or other serious illnesses. If a community advisory board member or prostate support team member asks what they can do, ask them to work the pavement or work the phones

Every hand helps!

## **BARBER RECRUITMENT / INCENTIVES**

We have shown that the Barber Shop is the environment where change can take place relative to education and motivation to participation in the health care process. However, the Barber is the agent of change that insures adoption of these new patterns of behavior.

Given that fact, it is imperative that recruitment and retention of the barber is of primary importance because that individual will set the tone for communication our messages of health to his/her clients and will motivate them, through utilization of personal example and/or peer pressure, to act responsibly for their personal health.

To aid you in this element of your program, we are providing the following group of incentive items for your use.

## BARBER RECRUITING LETTER

"Title" "First name" "Last Name"  
"Shop Name"  
"Address"  
"City", "State" "Zip"

Dear "Title" "Last Name"

As you may have heard, prostate cancer is the single most diagnosed of all cancers, and the second leading cause of cancer death in men. African American men have an incidence rate 59% greater than white males and a death rate 128% higher than white men. Medically underserved patients are usually diagnosed with advanced stage disease and have limited or no health insurance to pay for treatment.

However, under the leadership of The Prostate Net, hundreds of barbers like you came together last year to help stop prostate cancer's impact on our communities. More than 10,000 men were empowered through education, and were tested for the disease, so that they and their families could begin to protect themselves from the disease.

You have been referred to us by (insert name) because he felt that you and your barbershop would be an excellent addition to the team that is working to inform and educate African-American men about prostate cancer.

We, here at (insert your institution), will be hosting a reception to give you more details about this effort and to enlist your participation and support. The reception will be held (insert information).

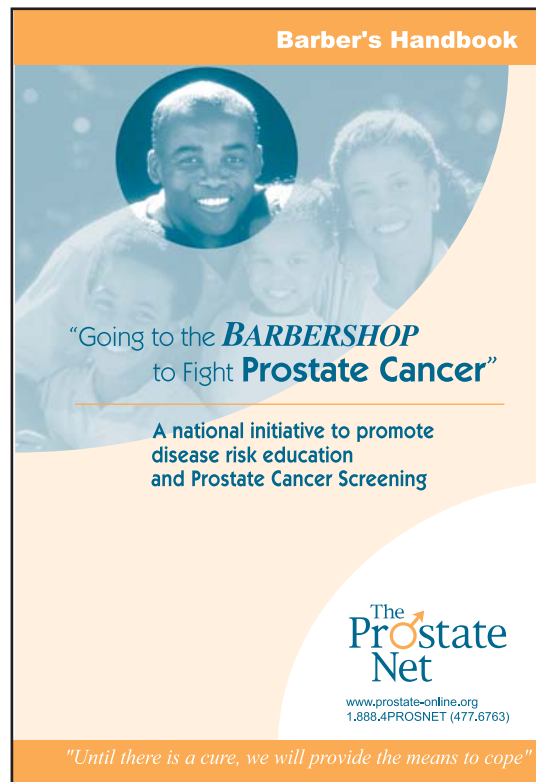
At the reception, you will be provided refreshments and be given presentations by our medical and community staffs as well as answering any questions you might have. You will also be provided with program materials and information about incentives to be offered. Additionally, once you become part of the program, you will be sent a personalized "Certificate of Accomplishment" to hang in your shop recognizing your commitment to improve the health of your community.

Should you have any questions, please call me at (Insert number). I look forward to seeing you and/or your representative on (insert date)

Sincerely,

## BARBER MANUAL

As part of your initial recruitment of the barbers and other program partners, we will supply quantities of our "Barber Recruitment Manual" which focuses in on the rationale for why the barber should be involved in the program and the importance of his/her new role in spreading the message of better health in their communities.



### BARBER RATIONALE DVD

Showtime Networks produced a video feature that ran in conjunction with the Barbershop movie that highlighted the historical importance of the barber in the community and that of the barbershop as a place of social interaction and social change.

Given that this program utilizes that historic relationship of the barber to the community, using this DVD as part of the orientation and/or recruiting effort will be key.



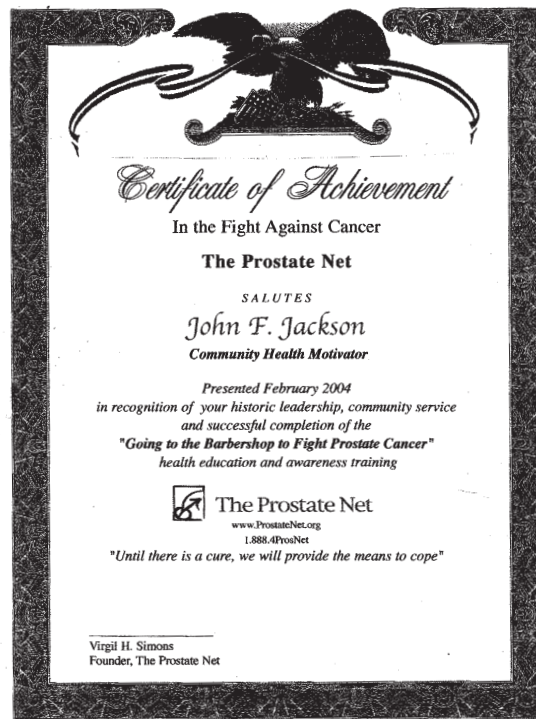
Each participating center will receive one copy of this DVD at no cost.

## CERTIFICATE/PLAQUE

Upon completion of your orientation and training session with the barbers, please forward to us:

Barber Name  
Shop Name  
Shop Address  
Barber Email address

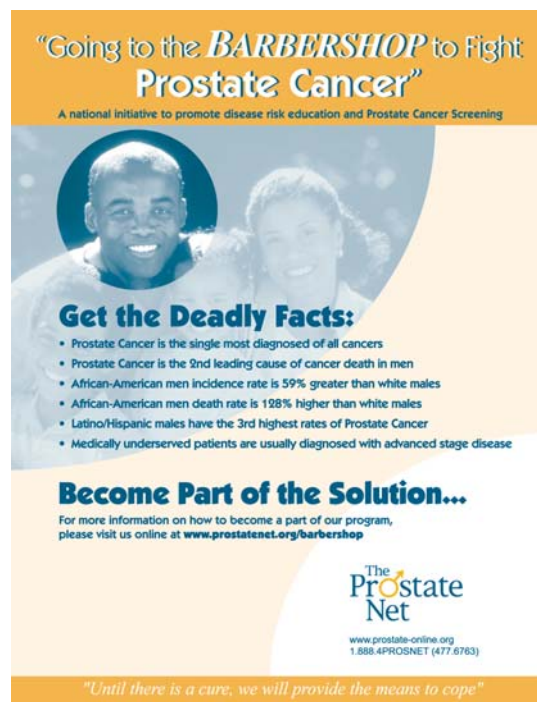
And we will send the barber this wood plaque with a personalized certificate in appreciation for his/her commitment to the program and as a recognition of his/her role as a lay health educator for their community.



Each barber will receive this plaque at no cost to themselves or to the medical center or organizing group.

BARBERSHOP COUNTER CARDS / HOSPITAL POSTERS

To aid you in reinforcing the message at the point of contact in the barbershops as well as the medical center locations and/or community service agencies, we will supply counter cards to be placed in the barbershops and posters to be placed in the other locations of your program.



Obviously you will note that we have listed the national program sponsors, but you can create versions of your own that can feature local promotion sponsors and participating agencies.

If you choose to utilize that option, you must secure approval from our Creative Director, Mr. Nato Rosado, as to the proper use of our logo, artwork, etc.

You can contact Nato at:  
 NatoRosado@aol.com - Phone: 646.247.4401

### “TEAM” SHIRT

In recognition of their role as part of the "Team" that is changing the ways of thinking about disease information and personal participation, each barber will receive a Prostate Net team windshirt, suitable for playing golf in or just casual wear.

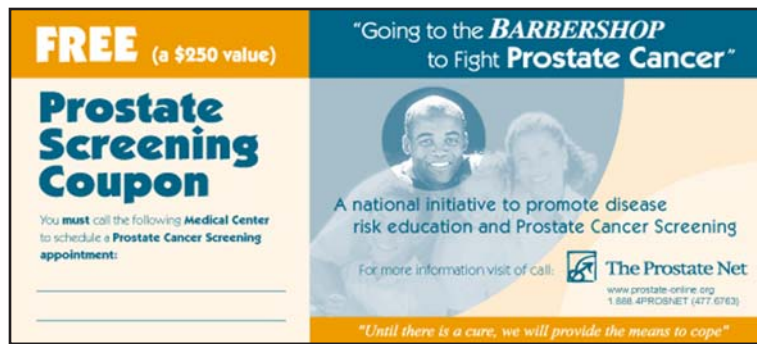


Please provide us with:

Barber's size (Mens: medium, large, XL)

**SCREENING COUPONS**

To facilitate measurement of the success of the program, we will provide coupons that can be distributed through the barbershops, which entitles the bearer to receive a free prostate cancer screening at the participating medical centers.



We will provide an initial quantity for your use.

Again, if you want to make a local version of this element, you will need to gain approval through Nato Rosado.

## **BARBER COMBS**

To reinforce the message of the Barbershop and Fighting Cancer, we will provide an initial supply of customized hair combs for use in either the barbershops or screening sessions or community awareness efforts.



Additional quantities over and above the assorted quantity may be ordered through us for a nominal charge based on quantity needed and total availability.

## **BARBER POLE PENS**

Again, to maintain the consistency of our theme and to further reinforce our message, we will provide a quantity of "Barber Pole Pens" for use in the barbershops or other locations at no cost to the participating locations.



Additional quantities over and above the assorted quantity may be ordered through us for a nominal charge based on quantity needed and total availability.

## RECRUITING BARBERS

- Best results have come from employee referrals (within the hospital) or local organizations, led by the champion/advocate, who taps into their network of community contacts: board members, health professionals, business leaders, civic organizations and faith-based group
- The Website, [www.barbershop.com](http://www.barbershop.com) includes a baker locator services; use it to find shops within the zip code of your facilities. The locator tool enhances an existing personal barber network.
- Hospital and community partners with active outreach programs encourage all of their employees and contact to recommend barbers,
- The personal touch counts when inviting people to participate. Example: “Board Members Charles Drew recommended your shop for this exciting community health awareness campaign to improve the health of men in your neighborhood”.
- For details and examples, visit our program website at [www.ProstateNet.org/barbershop](http://www.ProstateNet.org/barbershop).
- Prostate screening programs are often tied into existing programs frequented by large number of African American men and their families. And, community partners use a wide range of other events to help spread the word about upcoming screening, including:
  - African-American fraternal & civic groups (NAACP), National Urban League, Kappa Alpha Psi, Omega Psi Phi, Alpha Phi Alpha)
  - Gospel concerts organized by local churches and faith-based groups
  - Street Festivals

## SETTING UP YOUR TRAINING SESSION

### Sample Barber Training Session

#### Timing

- Entire presentation, 45-60 minutes for maximum audience participation

#### Day of Week

- Mondays tend to work best, since many work a Tuesday - Saturday schedule

#### Training Session

- One comprehensive training session tends to work better than two shorter sessions
- On-site session can include continental breakfast / brunch at hospital
- Some cities have found the budget to host events at a hotel or location conveniently accessible to urban hubs
- Evening training sessions have been held, but AM or lunch meetings tend to work best
- Saturday / Weekend training sessions are usually part of ongoing hospital / community outreach effort. Example: on the 4th Saturday of every month, one Harlem hospital hosts regular screenings/ health fairs with leading community groups.

**For best results: Combine a hospital training session with a community relations team that hits the streets to generate attendance at the training.**

**And, grassroots community mobilization is vital to drive attendance at health fairs that might offer free health screenings for men.**

## Sample Program Agenda-Training Session

### Welcome

- Hospital Executives

### Overview

- Prostate Cancer 101 (basic discussion of anatomy, disease, risk, treatment, etc.)
- Involve African American or Latino physicians-nurses-clinicians at the hospital
- Include prostate cancer patient/survivor and his partner as part of presentation
- Video/graphic presentation
- If computers are available, The Prostate Net PowerPoint presentation could be used

### Community Partners

- Barbers
- Fraternities, Civic Groups, 100 Black Men
- Faith-based groups, pastors
- American Cancer Society, other health groups

### Testimonials from Survivors

- Stories of HOPE ... Health Options: Prostate Education

### Timeline for Program

### Brief Q&A

### Closing

### Immediately following the event ...

**\*Distribute Barber Motivation Packages** (counter cards, brochures, coupons, Prostate Net promotional items, hospital promotion items, information on upcoming screenings for shop owners to distribute to their clients)

**\*Debrief immediately following event** (hospital execs, community leaders, committee members)

**\*Submit brief report** to Prostate Net for our online recaps, providing exposure for your hospital or community group's unique contributions.

**\*Benefits: everyone learns! Together, we expand the program's impact and save lives!**

### Media Support

- Once the event is organized, hospital executives have called upon their public relations colleagues to get the word out
- Hospital PR departments have been successful in encouraging **health / science** editors to cover the actual barber training session, bringing exposure to the hospital and encouraging ethnic men to take advantage of free screenings.
- Once the program is up and running, some news organizations have chosen to **interview shop owners and consumers, as well a healthcare executive.**

## HELPFUL HINTS TO PLAN YOUR BARBER TRAINING SESSION

- Keep things simple
- Use technology to your advantage: voicemail, e-mail, telephone meetings, Microsoft Office templates
- Be a PRO: Use a Prostate Readiness & Outreach plan
- Follow-up and follow through

## MORE THAN TWO MONTHS BEFORE

- Establish organizing committee
- Select "barbershop promotion" team leader
- Assign roles, responsibilities duties
- Set date for training session & secure space (conference room or off-site location)
- Involve as many people as you can ñ nurses, doctors, clinicians, administrative staff, hospital board members
- Develop African American & Latino barber list
- Use [www.barbershop.com](http://www.barbershop.com) locator tool to expand barber invitation list
- Good rule of thumb: Invite 5 times more people that you'd like to attend. If you'd like to train 20 barbers, you should ideally invite 100 people. Perhaps expand your list to include community leaders, who will spread the word.

## EIGHT WEEKS OUT

- Invite barbers to training session (send letters or e-mails)  
**Tip:** ask invitees if they know any other barbers or community leaders who should be included
- Develop program/agenda for your training session
- Invite speakers
- Request promotional materials from The Prostate Net, corporations & groups that supported you in past
- Coordinate flyers, brochures, literature (prostate cancer awareness, diabetes, hypertension )

### SIX WEEKS OUT

- Personal contact with barbers to generate attendance
- Touch base with committee members to see how things are going
- Continue to involve your coworkers

### FOUR WEEKS OUT

- Ongoing contact with barbers to generate attendance
- Catering-order lunch / snacks or ask local restaurant or sponsor to donate food as a public service!

### TWO WEEKS OUT

- Distribute press release (if applicable for your hospital / organization)

### WEEK OF

- Telephone reminder calls to barbers
- **Logistics:** banners, signs, tables, chairs, chalkboard, audio-visual, computers
- Building alert (make sure security guards, other personnel know about training session)

### THE DAY BEFORE

- Send reminder e-mails to attendees

### DAY OF

- Arrive early for set up, catering; have extra staff on hand to assist
- Welcome / sign-in table
- Display banners, posters
- Area to distribute The Prostate Net info & promotional items upon guest departure

### **AFTER THE EVENT**

- Distribute reminder flyers / coupons / signage to barbershops
- If staff allows, drop in on barbershop high traffic days (Saturday mornings) to thank barber for participating and encourage their customers to get screened for prostate cancer on "x" day at your hospital / community event
- Send thank you notes to barbers, sponsors, community leaders and internal staff
- Send list of barbers who attended the training to Prostate Net
- Prostate Net will send framed plaques directly to the barbers for display in their shops

## PROMOTING YOUR BARBERSHOP PROGRAM

- The Prostate Net offers free, eye-catching **Going to the Barbershop to Fight Cancer** brochures and signs (see following section):
  - **Counter cards** for display at barber workstations
  - **Posters** for participating hospitals and agencies
  - **Patient coupons** for distribution at barbershops, complete with a space to insert your center's screening dates or health fair location
- Healthcare partners sometimes add **special gifts like t-shirts, mugs, etc. if available, to encourage barbers to take part in the program**

The Prostate Net has the following items available, as special orders, should you need them for your local effort:



- **Hospitals can also add their own simple, compact, easy-to-read handouts & flyers**

**NOTE:** if The Prostate Net logo or graphics are to be used, approval of the artwork must be obtained from our Creative Director, Nato Rosado, see contact information following

- Hospitals also use the Barbershop program as a way to spread the word about other important health programs — diabetes, heart disease / hypertension, obesity - the hospital may have planned, particularly programs that affect African-Americans, Latinos and other ethnic audiences

- Ideally, all promotional items are distributed to barbers at the training session. Additional materials (coupons, gift items, incentives) will be shipped directly to the barbers, once the health center provides The Prostate Net with a final participant list.
- Once trained, barbers receive a framed certificate from Prostate Net, for display in their shop, and are eligible for prizes throughout the year!

## **TO GET MEN TO PARTICIPATE & TAKE ADVANTAGE OF FREE SCREENINGS**

Spread the word early – at least one month before

- Follow up and follow through on ALL opportunities to reach large groups of men
- Send constant reminders
- Offer to speak and/or leave flyers at community events where men gather
- Use radio, TV and newspapers to your advantage
- Spread the word online
- Use Evite.com, a free online invitation service

## **WHERE THE MEN ARE**

Ask store owners if you can distribute flyers at ...

- Barbershops
- Bodegas / Neighborhood “corner” or convenience stores
- Athletic Clubs, the YMCA, Weight Rooms, Swimming Pools
- Sporting Events, Little Leagues
- Gas station, car wash, auto supply (Pep Boys, Auto Zone)
- Bars & Gentlemen’s Clubs
- Jazz / Blues concerts and music festivals
- Laundromats, grocery stores
- Fraternities (Alpha Phi Alpha, Omega Psi Phi, Kappa Alpha Psi, Phi Beta Sigma, etc.)
- Civic Groups (NAACP, National Urban League, 100 Black Men)
- Churches: Deacon Boards, Men's Choir, congregation
- Day care centers & schools (yes, men often pick up their kids)
- Community Colleges / Trade Schools / Adult Education / -
- Employment & Unemployment Offices
- Union Halls, Masonic Lodge & Temples
- Break rooms: transit workers, police officers, firefighters, civic servants, taxi stands, redcaps, skycaps
- Leading women’s organizations – National Council of Negro

Women and other groups have prostate cancer awareness programs, encouraging loved ones to take advantage of free screenings at health fairs



### **COMMUNICATE IN THEIR LANGUAGE**

- Make sure translators are available if men in your community speak Spanish other languages
- Translators can help fill out health forms required for the screenings
- Enlist support from bilingual staffers at your health center, or ask them to find a volunteer to help out

### **IT'S ABOUT TIME:**

- Men are working to feed their families
- Evening screening sessions usually work best
- Conveniently located afternoon or lunch-time hospital screenings also work out well
- In large cities, it's best to be near public transportation (train, bus line)
- Have you made accommodations for men who work the night shifts?
- Short & sweet is good; busy adults are on the run and don't have long attention spans

### **HIT YOUR NUMBERS**

Go all out, but don't over promise

- 100 men: tremendous success
- 40 men: you're on second base and still in the game
- 20 men: the game's not over, plan NOW for next year's success

### **AFTER THE EVENT**

- Sponsors like reports.
- Provide a brief recap of how things went; numbers screened
- Include photos
- And, it doesn't hurt to ask early for sponsorship for your 2006 events
- Remember to send The Prostate net a copy of your report as well

## MEDIA RELATIONS TIPS

### Helpful Hints To Invite Media To Your Event

- You may want to create a quick one page (maximum) media advisory which then can be sent along with background about your screening / health fair
- A sample media advisory is included, which a member of your team / committee can edit as well.
- The advisory and information should also go to the assignment editors; ask the media / press outlets switchboard for the right person for an education-oriented commemoration event of this type.
- In addition to general market media (networks, UPN, etc.) you might want to include the local African-American, Latino or multicultural news organizations, local ethnic publications, education writers, radio, television and local cable outlets
- Research material online or keep it simple, the phone book, public library or local chamber of commerce are a good source for up to date lists.
- Remember that editors may be on deadline, so keep your conversations brief and to the point; relay the pertinent facts and ask if you can e-mail or fax information to their attention.
- If someone from your committee can send the material via e-mail, it's the best and easiest way for the news organizations to transfer material among their staff

## **SAMPLE MEDIA ADVISORY**

### ***Going to the Barbershop to Fight Prostate Cancer***

www.prostatenet.org

1.888.4ProsNet (1.888.477.6763)

## **Prostate Net Screening / Community Health Fair**

- Include Day of the Week, Write Out Full Date
  - Full Address / Be Sure to Include City
  - Time (AM or PM)
- (this is sample copy, which should be edited / expanded; bold for emphasis)

## **WHO**

**Virgil Simons**, Founder & President, The Prostate Net and leading health organizations and key representatives (list hospital, community group, American Cancer Society representatives in bold, with titles/affiliation) will be on hand at Going to the Barbershop to Fight Cancer, an award-winning health awareness campaign that urges men to get checked for prostate cancer. With barbers acting as grassroots community health motivators, men are encouraged to participate in FREE community screenings (include other pertinent details, such as other screenings, events for children, special performances, music, celebrity guests)

## **WHAT**

Over the next few weeks, ethnic barbers in major US cities will participate in community health education sessions at local hospitals. They will learn important facts about prostate cancer from leading experts in the field, including information about warning signs and resources available at local hospitals and medical centers. Armed with insight, they will immediately begin a grassroots community battle to spread the word to their customers – urging them to take advantage of free screenings offered by local hospitals.

### WHEN

- Date (include day of the week and write out full date)
- Time (be sure to include AM or PM)

### WHERE

- Exact street address or corner; include any landmarks
- Include brief directions to at least get someone in the vicinity if the address is hard to reach or not on a main road

### WHY

According to The Prostate Net, prostate cancer is the single most diagnosed of all cancers, and the second leading cause of cancer death in men. African American men have an incidence rate 59% greater than white males and a death rate 128% higher than white men. Latino/Hispanic males have the third highest rates of prostate cancer incidence and death. Medically underserved patients are usually diagnosed with advanced stage disease and have limited or no health insurance to pay for treatment. **(Include local health statistics, re: prostate cancer, if available).**

### FOR MORE INFORMATION, CONTACT

- Include name, daytime, evening and /or cell #
- This should be the hospital/health center's director or media relations who a reporter/editor can reach out to if they have any questions about your event
- Pick a reputable person; someone who tracks messages regularly and returns calls promptly.

### TRACKING PUBLICITY RESULTS

- National results: [www.google.com](http://www.google.com);  
type in Going to the Barbershop to Fight Cancer
- Local market results: Go to Google.com's News Alerts tool;  
establish search criteria (prostate cancer + barbershop) and reports are delivered directly to your mailbox).

**SAMPLE PRESS RELEASE**

**CONTACT:**

Lynne Scott Jackson, Millynneum, Inc.  
212.560.9300; HYPERLINK “mail  
to:millynneum@aol.com”millynneum@aol.com

**MGM / BARBERSHOP 2 SUPPORT PROSTATE CANCER AWARENESS  
WITH HISTORIC CAMPAIGN TO REACH AFRICAN AMERICAN,  
LATINO MALES**

www.ProstateNet.org 1.888. 4ProsNet (1.888.477.6763)

New York, NY, January 27, 2004 – Hollywood has joined forces with The Prostate Net to help prevent the second leading cause of cancer death in African American and Latino men via an innovative barbershop community outreach campaign.

Themed “Going to the Barbershop to Fight Cancer,” the health awareness campaign urges men to get checked for prostate cancer and coincides with MGM’s February release of the movie BarberShop 2 Back in Business, featuring Cedric the Entertainer, Ice Cube, Eve and Queen Latifah. February is also Cancer Prevention Month and Black History Month

In addition to MGM, the program is supported by Aventis Oncology, American Airlines, Black Entertainment Television/BET, Abbott Laboratories Fund, Foundation for Medical Evaluation and Education, Cancer Informational Service of the National Cancer Institute, Capital Technology Information Services, Inc., National Black Leadership Initiative on Cancer, SurferNetwork Internet Radio and Celgene Corporation.

Over the next few weeks, ethnic barbers in major US cities will participate in community health education sessions at local hospitals. They will learn important facts about prostate cancer from leading experts in the field, including information about warning signs and resources available at local hospitals and medical centers. Armed with insight, they will immediately begin a grassroots community battle to spread the word to their customers ñ urging them to take advantage of free screenings offered by local hospitals.

According to The Prostate Net, prostate cancer is the single most diagnosed of all cancers, and the second leading cause of cancer death in men. African American men have an incidence rate 59% greater than white males and a death rate 128

higher than white men. Latino/Hispanic males have the third highest rates of prostate cancer incidence and death. Medically underserved patients are usually diagnosed with advanced stage disease and have limited or no health insurance to pay for treatment.

“We provide the means to cope, until there is a cure,” says Virgil Simons, founder of The Prostate Net. Hundreds of barbers nationwide are expected to participate in the program, with a goal of encouraging 50,000 African American and Latino Men to be screened by March 1. Many leading cancer research centers in the US are participating in the community outreach campaign, which will continue throughout the year and expand to include information about asthma, heart disease and other illnesses affecting people of color.

Simons explains, “We want to honor the barbers’ historic position as a business leader and communicator. Upon completion of their training sessions at local hospitals, these Community Health Motivators (barbers) will receive Certificates of Cutting Edge Achievement for taking time out of their busy schedules to fight cancer, in addition to MGM gift packages and other prizes. “In partnership with local hospitals, we are pleased to participate in this grassroots campaign to help save lives.”

To learn how your company can help or if you are a barber who would like to participate in a training session, call 1.888.4ProsNet (1.888.477.6763) or visit [www.ProstateNet.org](http://www.ProstateNet.org).

### **Background**

Prostate Net Founder Simons was diagnosed with prostate cancer in 1995 at age 48. Despite having excellent medical coverage, a doctor with major credentials and a high degree of health literacy, he realized there was an overwhelming amount of data to digest and comprehend regarding his condition. He founded the non-profit entity to provide credible and actionable information, using a synergistic blend of cancer survivors, renowned cancer clinicians and researchers and corporate supporters that will enable patients, their families and health professionals to partner in making the appropriate choices to assure the best chance for cure and retention of the desired quality of life.

Participating Hospitals

( see list at [www.prostatenet.org/barbershop/](http://www.prostatenet.org/barbershop/))

**For more information visit [www.ProstateNet.org](http://www.ProstateNet.org)**

**for interview requests, contact:**

**Lynne Scott Jackson, Millynneum, Inc. 212.560.9300**

**[millynneum@aol.com](mailto:millynneum@aol.com)**

**PROGRAM RESOURCE CONTACTS**

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**Creative Director: Nato Rosado**  
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**Program Intern: Johana Nampaso**  
Email: jnampaso@aol.com

**For Help In Locating Barbershops In Your Community:**

**follow these steps ...**

**Go to:** [www.barbershop.com](http://www.barbershop.com)  
**Click on:** "Find Barber Shops"  
**Enter:** your Zip Code and put in a radius of 5 miles  
**Click on:** "Submit"

You can also work with our Program Partner,  
the **National Association of Barber Boards of America:**

[www.nationalbarberboards.com](http://www.nationalbarberboards.com)

**Charles Kirkpatrick, Executive Officer**  
Phone: 501.682.2806  
Email: Charles.Kirkpatrick@arkansas.gov

**The Foundation for Medical Evaluation and Early Detection**

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

**Mr. Michael Stoler, President**

Phone: 212.850.0675

Email: [mstoler@firstam.com](mailto:mstoler@firstam.com)

The Foundation will review your program and potentially provide financial reimbursement, on a negotiated rate, to cover the actual cost of the PSA test IF the medical facility does not have a program for free screening.

**For Help with Patient Assistance Issues:**

**Patient Advocate Foundation**

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

700 Thimble Shoals Blvd - Ste. 200

Newport News, VA 23606

Phone: (800) 532-5274

Email: [help@patientadvocate.org](mailto:help@patientadvocate.org)

The Patient Advocate Foundation counselors will assist in resolving insurance issues, pharmaceutical co-payment or indigent care programs and any other activity to insure that those diagnosed with prostate cancer will obtain care.

**Potential Promotional Tie-In to Build Community Awareness:**

**Safe At Home Prostate Awareness Network**  
**Safe At Home: Senior Softball Saving Lives**

[www.safe-at-home.net](http://www.safe-at-home.net)

**Mr. Frank Agnello**

Phone: 360.455.4803

Cell: 360.561.4364

Email: [frankagnello@comcast.net](mailto:frankagnello@comcast.net)

Safe At Home promotes the utilization of neighborhood softball teams as a vehicle to generate information on prostate cancer

**SUPPLEMENTAL INFORMATION:**

**The National Cancer Institute's Cancer Information Service**

Will provide a range of brochures to aid in educating your community on nutritional issues that can have a positive effect in reducing the incidence or progression of cancer; some of the titles available are:

- **"Down Home Healthy Cooking"** cookbook
- **"Less Fat"** brochure
- **"5 A Day Challenge"** brochure
- **"9 A Day"** brochure
- **"Smoking Facts for African-Americans"** brochure
- **Mammogram** book marks

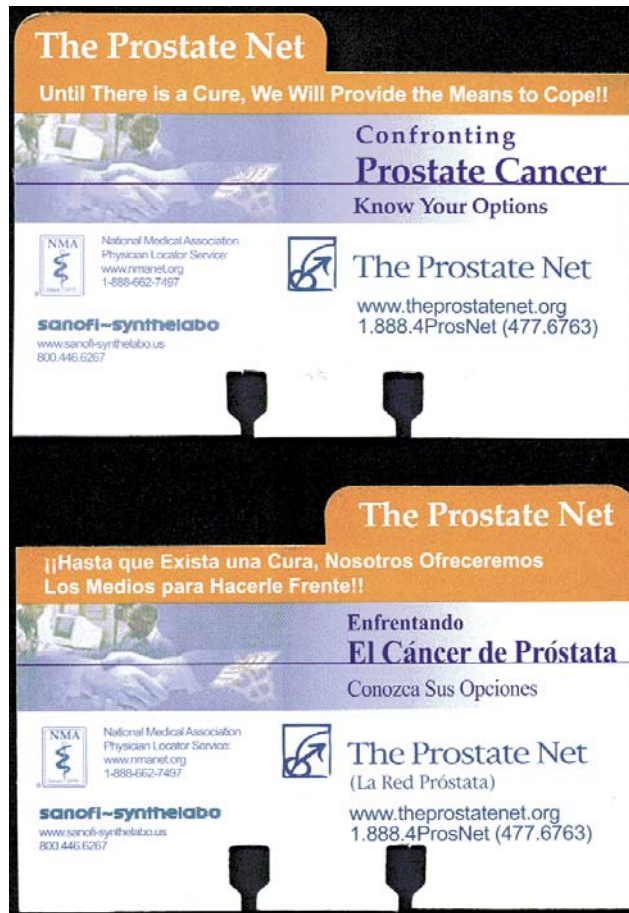
**Linda Slan**  
slanl@mail.nih.gov

**SUPPORT MATERIALS**

To aid you in your efforts to inform, educate and motivate the consumers in your area, we are pleased to offer the following elements for your use:

**www.theprostatenet.com** - “Virgil’s Prostate Online”: the comprehensive site for leading edge information on managing the disease. Currently has an average of 433,000 hits, 88,000 visits per month from over 50 countries worldwide. More critically, 316 other organizations link to it for information to better serve their audiences.

**1.888.4Prosnet (477.6763)** - “Patient Hotline”: 24 hour, 7 day live operator service in English and Spanish. Handles intake of questions for follow-up by our team of 10 survivor counselors experienced in all aspects of managing the disease. Particularly difficult questions are referred to our Medical Advisory Board for communication with the caller’s doctor. A Rolodex card, printed in English and Spanish is available for doctors, public health workers and/or patient support group leaders.



**WELCOME****OUR MISSION:  
SAVING LIVES THROUGH THE ELIMINATION OF  
RACIAL HEALTH DISPARITIES**

In 1995, as I recovered from surgery for my prostate cancer, the concept for The Prostate Net evolved as a mechanism to increase awareness of the risk from Prostate Cancer and to encourage men to get tested and to empower them to effectively manage the healthcare system. Providing the "means to cope, until there is a cure," that is The Prostate Net's unique, award-winning public education program, which links medical centers, leading cancer research centers, community leaders, businesses, government agencies, healthcare support organizations, industry associations and corporations in providing leading edge information to our audiences and constituency.

African Americans are at higher risk of having prostate cancer and dying from the disease. In partnership with hundreds of barbershops in major cities throughout the U.S., Going to the Barbershop to Fight Prostate Cancer was created to help get the word out in a place where men talk openly— *the barbershop*. This handbook was developed as a guide for hospitals, health centers and neighborhood organizers to effectively create a program in their local communities.

Here's how the program works: Barbers, historically respected as influential leaders in the African American community, take part in brief prostate cancer information sessions, led by local healthcare professionals. Armed with knowledge, these "community health motivators" lead a grassroots community battle against prostate cancer. The barbers work with local hospitals and community leaders, encouraging men to get checked for prostate cancer. To date, the program has enabled over 10,000 men to be screened; with a goal to reach an additional 25,000 men by the end of 2005.

We are pleased to have your team as part of our national health education network. Use this manual to educate men and their families, mobilize your community, distribute vital healthcare information, and save lives!

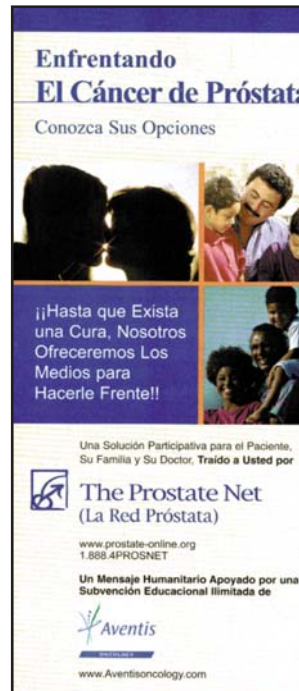
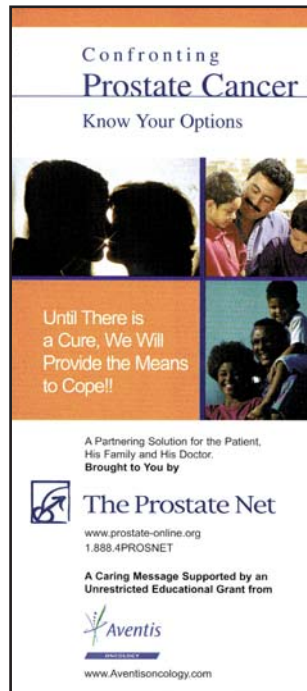
Sincerely,

Virgil Simons and the Prostate Net Team

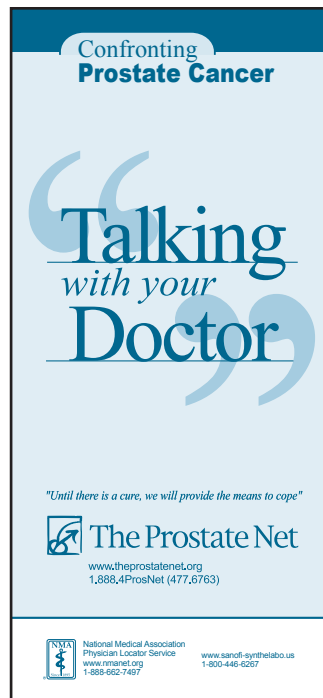
[www.ProstateNet.org](http://www.ProstateNet.org)

1.888.4ProsNet (477-6763)

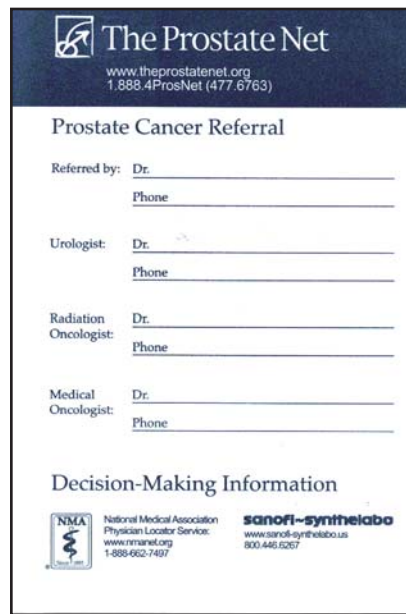
**“Know Your Options”**: - Informational brochure, available in English and Spanish, that provides a basic understanding of the process from initial testing through diagnosis through treatment decision-making. Designed to encourage discussion between doctor and patients to make the most appropriate choice for potential for cure and retention of quality of life.



**“Talking With Your Doctor”**: - Educational brochure created to provide basic understanding of all processes of testing, diagnosis and treatment. Can be used by physicians to guide the patient through all of the elements of disease management and by patients to obtain a better understanding of the process from their doctors.



**Prescription Pad:** - Developed for use by National Medical Association doctors, the pad reinforces the importance of the patient receiving referrals to professionals other than just the urologist to be certain of getting inter-disciplinary information as to their condition. Because prostate cancer is often a complex disease, it is important to understand what all of the available treatment options for your specific disease condition are.



**The Prostate Net**  
 www.theprostatenet.org  
 1.888.4ProsNet (477.6763)

**Prostate Cancer Referral**

Referred by: Dr. \_\_\_\_\_  
 Phone \_\_\_\_\_

Urologist: Dr. \_\_\_\_\_  
 Phone \_\_\_\_\_

Radiation Oncologist: Dr. \_\_\_\_\_  
 Phone \_\_\_\_\_


Medical Oncologist: Dr. \_\_\_\_\_  
 Phone \_\_\_\_\_

**Decision-Making Information**


**NMA** National Medical Association  
 Physician Locator Service:  
 www.nmanet.org  
 1-888-662-7497

**sanofi-synthelabo**  
 www.sanofi-synthelabo.us  
 800.445.6267

“In The Know”: - A newsletter targeted to professionals and consumers to deliver current news related to all disease phases and new therapeutic developments. Hard copies are available for distribution in medical centers, doctors' offices and barbershops; the online version can be accessed at: [www.theprostatenet.com/newsletter](http://www.theprostatenet.com/newsletter)



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



**SAVE THE DATE**  
**Visit Our Booth #2101 at ASCO**  
 May 13-17  
 American Society of Clinical Oncologists  
 Orlando, FL  
[www.asco.org](http://www.asco.org)

**April 14-16**  
 American Society of Breast Disease  
 Las Vegas, NV  
[www.asbd.org](http://www.asbd.org)

**April 16 - 20**  
 American Association for Cancer Research  
 Anaheim, CA  
[www.aacr.org](http://www.aacr.org)

**April 19**  
 National Coalition for Cancer Survivorship  
 "Ribbons of Hope" Gala  
 Washington, DC  
[www.canceradvocacy.org](http://www.canceradvocacy.org)

**April 28 - May 1**  
 Oncology Nursing Society  
 Orlando, FL  
[www.onso.org](http://www.onso.org)

**May 2nd**  
 Melanoma Monday  
 1.888.462.DERM  
[www.aad.org](http://www.aad.org)


**May 8 - 14**  
 National Women's Health Week  
 1.800.994.9662  
[www.fda.gov](http://www.fda.gov)

**May 11 - 17**  
 American Society of Clinical Oncologists  
 Orlando, FL  
[www.asco.org](http://www.asco.org)

**May 21 - 26**  
 American Biological Association  
 San Antonio, TX  
[www.abasoc.org](http://www.abasoc.org)

**May 28**  
 National Senior Health and Fitness Day  
 1.800.528.8225  
[www.fitnessday.com](http://www.fitnessday.com)

### Chemotherapy with Taxotere Improves Survival over Other Chemo Combos



Taxotere (docetaxel), a chemotherapy drug approved by the FDA last year, has been shown to be more effective in improving survival over historical standard chemotherapy combinations. According to results from two clinical trials published in 2004 in the *New England Journal of Medicine*, and reported at the recent ASCO Prostate Cancer Symposium, chemo combinations based on Taxotere are more effective over standard chemo regimens in patients that are hormone-refractory, or those that have become resistant to traditional hormone therapy.

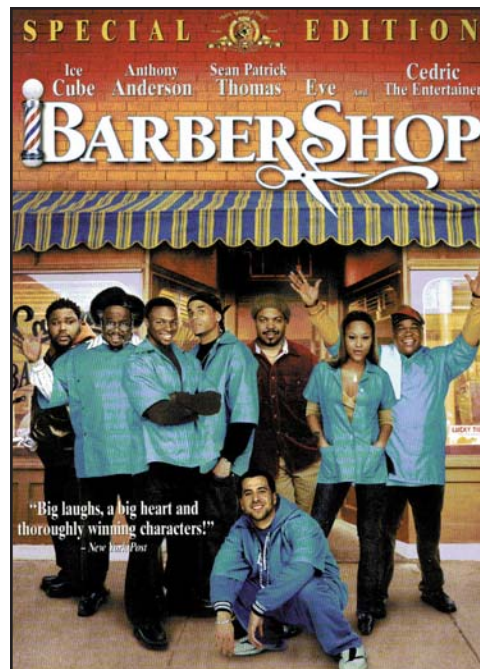
Dr. Daniel Petrylak (seen here), one of the Key Principal Investigators for the Taxotere trials, provided a historical perspective on the treatment of prostate cancer. Hormone therapy is given to reduce levels of male hormones, which are responsible in part for the growth of prostate cancer. Unfortunately, patients ultimately stop responding to hormone therapy after being on treatment, and are then referred to as having hormone-refractory prostate cancer. Once they reach this level, patients have limited effective treatment options, and combinations of agents are used, such as the chemo agent mitoxantrone (Novantrene) and the steroid prednisone.

In the first clinical trial, a direct comparison of Taxotere/prednisone to the historical treatment of mitoxantrone plus prednisone was given to hormone-refractory patients. The *NEJM* reported that of the 1,016 patients, the average survival for the Taxotere combo was 19 months, compared to 16.5 months with the mitoxantrone-based regimen. In the second trial, Taxotere and the chemo agent estramustine was compared to chemo agent mitoxantrone and prednisone. In the Taxotere group, average survival was 18 months, compared to 15 months for those treated with the other regimen — a 20% decline in mortality and a 27% increase in Progression Free Survival (PFS). Equally important was the decline in PSA rates (50% vs. 27%) for the new treatment standard.

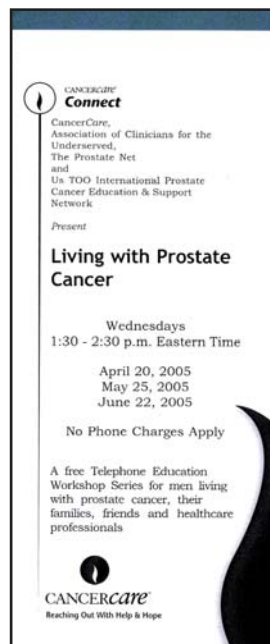
Since these studies were published, there have been other studies by researchers in the U.S. and elsewhere in the world that have shown that Taxotere (docetaxel) is a chemotherapy agent that continues to show promising activity in the treatment of prostate cancer. Taxotere works by inhibiting tubulin, a protein essential to cell division, thereby preventing cancer cells from dividing and growing in number. Taxotere is the only drug approved for breast, lung and prostate cancer, three of the most prevalent cancers. It was approved for combination use in prostate cancer in May of last year. Patients with hormone refractory prostate cancer should speak with their oncologist about the risks and benefits of using Taxotere for treatment of their disease state, as well as participating in one of the on-going trials using Taxotere and other agents in combination therapy.

Based on *New England Journal of Medicine* and *Ecology* articles, *Smith Pharmaceuticals* news release, and *U.S. FDA* press release.

**“Barbershop – The Movie”:** - DVD copies of the movie will be made available in your initial launch package to be used as diversion for men waiting to be screened or as an attraction for a community health event. It also serves as a way to reinforce the role and importance of the local barber in advancing the message that we’re trying to deliver.



**Partners:** As we have partnered nationally with groups such as CancerCare, you too should seek local alliances with chapters of national organizations like the American Cancer Society, Us Too, etc. who can join in our initiative to provide additional community outreach, barber recruitment, supplemental information and/or educational tools and "feet on the ground" to help mobilize consumers in the barbershops to participate in the program.



## **LOOKING FORWARD**

### **Challenges & Solutions**

- We know many of you have limited time and resources
- Don't bite off more than you can chew
- Some hospitals/centers are working with 6 barbers; some can handle 30
- As the team leader, only you know what is the right for your organization
- Let your momentum build during the year
- Pace yourself, expand your network, utilize all resources
- Plan your next promotion now
- Alert the media to get the word out
- Implement ideas from other BarberShop program partners
  
- Questions?: Contact Lynne Scott Jackson, millynneum@aol.com, 212.560.9300

### **Get Creative: 2005 Health Observance Calendar**

- Available here on our [www.ProstateNet.org/barbershop/](http://www.ProstateNet.org/barbershop/) website
- Includes FULL listing of months / days you can use to promote prostate cancer awareness, and other health issues of importance to multicultural communities
- Plan now for 2006
- Add health fairs for your city, region, state

**IMPORTANT CONTACTS**

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