LOCALISED PROSTATE CANCER PACK LAUNCHED

We are pleased to announce that the revised localised prostate cancer pack was launched in September.

The existing localised prostate cancer pack—affectionately known as the blue box—was launched in May 2011. It has been a great success with almost 10,000 packs distributed through support groups, prostate cancer specialist nurses, other health professionals and other channels. However, after two years some of the contents are now out of date. Following a review by Zest Health Strategies, and with generous funding from Gandel Philanthropy, we decided to revise and relaunch the pack.

The new pack comprises four booklets covering diagnosis, treatment, side effects and wellbeing all contained in a plastic box. The pack is also available for download from the website and available on USB and in multi-media versions.

It is the product of considerable research and effort by the Health Programs & Education team with generous input from a broad range of health professionals and the National Support Groups Committee.

Each Support Group has been sent a resources parcel which includes two copies of the new localised prostate cancer packs, and one USB card version.

There are limited stocks of the existing localised prostate cancer pack which is being phased out following the launch of the new pack. However, some of the contents of the original pack, including Localised prostate cancer—a guide for men and their families will continue to be available in hard copy and to download from our website.

If you would like to order additional copies of the new localised prostate cancer pack, either in hard format or on USB, or wish to download a copy, please visit PCFA’s website and complete an order form: http://www.pcfa.org.au/articleLive/pages/Localised-Prostate-Cancer-Pack.html

Alternatively, please call us on 1800 22 00 99.

In the new year we will be launching further resources in the same format for:

- Men with advanced prostate cancer
- Younger men
- Gay and bisexual men
- Partners and Carers.

Two copies of each of the new resources will be distributed to every support group as they become available. Further copies can be ordered by phoning the National Office or completing the order form on the PCFA website.
The Supporting men with prostate cancer through evidence based resources and support is progressing well. Key project progress:

**Develop evidence based resources and support kits on prostate cancer for identified population groups**
- Resources are being developed for the identified population groups of Men with advanced prostate cancer; Younger men under the age of 50; Gay and bisexual men; Partners & Carers; Culturally and linguistically diverse communities; and, Aboriginal and Torres Strait Islander communities. These are being reviewed by a number of expert advisory panels and consumers, to ensure they are based on the best available evidence.

**Facilitate a comprehensive evaluation of the Program**
- An external evaluator, HealthConsult Pty Ltd, has been appointed and an extensive evaluation of the project has commenced with an anticipated completion date of June 2015.

**Increase the number of peer support groups available to people affected by prostate cancer, prioritising rural and regional areas**
- The training modules have been released and the Support Group and Outreach Coordinators continue to deliver training to the support group network
- 46 support groups have been established since the Funding Agreement commenced, 15 of which are special purpose groups
- Gay and Bisexual support groups have been established in Brisbane, Sydney, Melbourne, Adelaide and Perth, whilst discussions are underway for similar groups in Darwin and Hobart

**Develop an internet based communications hub using social networking tools for men to better navigate the patient journey**
- Work on the revised PCFA website and a communications hub is continuing, with new content being developed.
COMMUNITY ATTITUDES SURVEY 2013 LAUNCHED

In August 2013 the results of PCFA’s 11th annual community attitudes survey were published in a report entitled Prostate Cancer: The Next Generation. The research was conducted in March and April 2013. Previously, our community attitudes survey focused on men aged 40 to 74, largely because less than 3% of prostate cancer diagnoses occur in men younger than 50. This year we focused on the next generation - men aged 18 to 50. We found that younger men clearly see prostate cancer as an important male health issue alongside obesity and heart disease. They also clearly believe that community awareness of prostate cancer is increasing with 56% of participants saying it is “rising a lot” or “rising a little”, although many are unable to identify the factors which have led to this view.

However, the increase in community awareness has not led to a corresponding increase in personal awareness. The level of self-reported knowledge of prostate cancer is significantly lower than in the group of men aged 40 to 74 who participated in PCFA’s 2012 Community Attitudes Survey. Forty-one per cent (41%) of participants said they know “a lot” or “a little” about prostate cancer compared to 63% of men aged 40 to 74 in the 2012 survey. Furthermore, only 12% of participants said they feel more informed about prostate cancer over the last 12 months. Clearly, more work must be done to educate men under age 50 about prostate cancer; they may not yet be at serious risk of developing the disease, but it is important that men develop a level of awareness and understanding before they reach their mid-forties.

This survey also marked the first time we have asked participants about their sexual orientation. We were surprised that more than 13% of respondents identified as being gay or bisexual, or did not identify as being heterosexual. The absence of information about sexual orientation in much of prostate cancer research means that the experiences of gay and bisexual men with prostate cancer are poorly understood. It is therefore important, and exciting, that we were able to provide a meaningful insight into the experiences of this group of men for whom prostate cancer is a significant health issue.

Gay and bisexual men who participated in the survey reported that they experience more significant health issues than the heterosexually identified participants. Consistent with existing research findings, the gay and bisexual participants also reported a higher incidence of depression and anxiety. This is of concern given these mental health issues are likely to be experienced by men with prostate cancer in general.

In terms of support, the support network utilised by gay and bisexual participants is different to that of heterosexual men, for they are more likely to draw support from their friends. This highlights the importance of non-family members as significant members of gay and bisexual men’s support network, and challenges the notion that a family member or partner is the person’s main support.

For the full report, please visit the PCFA website, http://www.pcfa.org.au/articleLive/pages/All-Publications.html. Hard copies of the survey have been distributed to support groups, chapter councillors, ambassadors, PCFA members, and medical and health professionals.
SUPPORT & OUTREACH

BIG AUSSIE BARBIE 2013
LAUNCH EVENTS

Sydney, Melbourne & Brisbane Launches
The Big Aussie Barbie campaign is PCFA’s national fundraising campaign encouraging Australians to host a Barbie to raise funds for prostate cancer. Matthew Hayden, former champion Australian cricketer, is the face of the campaign in 2013 giving us a much further reach with media and general interest nationally.

With the support of the Big Aussie Barbie Major Sponsor, Commonwealth Bank, the campaign was officially launched on Tuesday 20th August 2013 at Customs House in Sydney, followed by a series of launch events across Australia.

In Sydney, Melbourne and Brisbane we launched a piece of art work dedicated to men. The canvas was a huge success with passers-by interacting by leaving their finger print on the art work.

Film crew were asking passersby, “If you could invite two men to a BBQ who would they be and why?” The footage we collated from this will be used over various elements of the BAB in 2014.

We had great volunteer support from Commonwealth Bank and Matthew Hayden was interviewed throughout the launches creating interest for the general public.

2,000 mini BBQ tongs were handed out together with Selly’s BBQ wipes to the general public and McCormick handed out a range of BBQ spices.

Adelaide Launch
September BBQ month was launched in South Australia in a unique fashion – at the Metropolitan Fire Service Headquarters, with an outside broadcast by Radio 891 ABC Adelaide.

High profile South Australian personalities Les Burdett and Grant Burge lent their considerable profiles to the cause, helping recruit thousands of supporters to PCFA’s Big Aussie Barbie campaign.

The morning kicked off with a BBQ hosted and cooked by volunteers, firemen from the United Firefighters Union, chef Camillo from Assaggio and the Mushroom Growers Association. Donations came from Barossa Fine Foods, Bakers Delight and Schweppes.

Following this, Ian Henschke spent two hours of live radio time interviewing survivors, Les and Grant and firefighter Neil Mangelsdorf, as well as PCFA-SA Board Member and Urologist Dr Peter Sutherland.

Perth Launch
The highlights of the day:

- MC Tod Johnston was fantastic and really got the message out there about the campaign and prostate cancer;
- Four BBQ stations were set up with each being manned by our corporate supporters: Apache Energy, Atteris, SKM and Commonwealth Bank. The teams cooked and sold 1,100 sausages;
- Mike Hussey, former champion Australian cricketer, attended for two hours. He signed 100 miniature cricket bats that were sold for $20 each;
- A “BAB Mystery Tasting Competition” was staged with six participants made up of Mike Hussey, Kim Ledger (patron of a major event here) and an executive from each of the four corporates;
- ‘Divalicious’ opera singers performed on the day which attracted a good crowd.

Commonwealth Bank
Commonwealth Branches turned up the heat again on prostate cancer. Throughout the month of September Commonwealth Bank staff came together with their local communities to host BBQs to raise funds and awareness for prostate cancer. Corporate centres held large cook-offs where departments competed to raise the most amount of money for the cause while selling PCFA merchandise to boost their fundraising efforts.
Perth

Melbourne

Brisbane
We are excited to announce that we have been chosen along with National Breast Cancer Foundation (NBCF) as the charities which will benefit from the all-new AO Blitz by Tennis Australia.

Dr Anthony Lowe, Prostate Cancer Foundation of Australia CEO said: “We are pleased and proud to be partnering with Tennis Australia and National Breast Cancer Foundation on the AO Blitz. A balanced diet, exercise and reducing alcohol consumption reduces the risk of cancer. What better way to exercise than playing tennis with family and friends.”

What is the AO Blitz?
The AO Blitz is the largest tennis participation drive in the history of Australian sport. An initiative of Tennis Australia, the AO Blitz is a national competition that allows people who play tennis – and those who have never picked up a racquet – the chance to win major prizes and raise funds for PCFA and NBCF.

From October fundraisers are encouraged to take on tennis-themed challenges to earn points and win prizes. At the end of the AO Blitz, the towns with the most points will be represented on court at the Australian Open 2014 by one of the world’s leading players.

To help share the excitement AO Blitz will be holding Activation Days in every state and territory in Australia. At each of these days, people will donate to play on mini courts, take part in cardio tennis and hold the Australian Open Trophies plus much more!

How you can get involved
If you are a school or club you can take on the AO Blitz fundraising challenge. Visit AOBlitz.com.au for more information and to sign up.

If you would like to be PCFA reps at the AO Blitz Activation Days, please check out the PCFA website and the Fundraise through Tennis page for all the locations, dates and times.
PCFA AMBASSADOR PROGRAM UPDATE

PCFA is pleased to announce that training sessions for Ambassadors have now been held for each state and territory. A total of 92 Ambassadors have attended the training, and the events were well received by participants. Some of the best aspects of the training, as stated by attendees, were the camaraderie and passion of the group, sharing personal stories with one another, and getting to practise the new presentations whilst receiving peer feedback. It was also great to see the more experienced Ambassadors sharing their knowledge and tips with the newer Ambassadors, whilst learning from one another.

Ambassadors have been out spreading the message of prostate cancer awareness nationwide. Within the past few months, Ambassadors have presented at a wide range of locations, including rugby and golf clubs, rotary clubs, city councils, military bases and manufacturing companies. Presentations have also been done for staff of Qantas, a major corporate partner of PCFA, and even at a vintage car show!

As the Ambassador program continues to expand, PCFA hopes to reach even more men and their families. In the words of an attendee to a recent Ambassador presentation, “Everybody was impressed and felt that they are now more informed and educated on prostate cancer and men’s health; I think that they thought that this was a small matter that didn’t really affect many men.”

Prostate Cancer Specialist Nursing Service

As you are all aware, the Prostate Cancer Specialist Nurses have been making a fantastic impact in their respective hospitals since the program was formally launched in May 2012. The service has so far delivered over 5000 contacts to patients and families affected by prostate cancer which is a wonderful result. PCFA was delighted with the recent announcement of additional funding towards the existing program. Whilst we are still in the process of negotiating how this additional funding will be distributed, we are confident it will enable us to double the number of nurses who are part of this program. We will post details of how the additional funding will be rolled out on the PCFA website and support group members are encouraged to check on there for further information.

Photo: The Honourable Tanya Plibersek announcing additional funding for the Prostate Cancer Specialist Nursing Service

Prostate Cancer Foundation of Australia
Prostate Cancer Foundation of Australia has been lucky enough to be the beneficiary charity for the auction of the first mangoes of the season held at Sydney Markets each year. Since 2009, the auction has raised over $95,000 for PCFA.

The auction always attracts a huge audience full of celebrities and local community. This year, The Honourable Tony Abbott made an appearance and auctioned off the mangoes for an incredible $30,000 to the highest bidder. The morning also included a huge BBQ, mango eating competition for the kids, fruit carving, and silent and live auction prizes with all donations coming to PCFA and two other chosen charities.

PCFA even got The Honourable Tony Abbott and The Honourable Joe Hockey to stop by the PCFA tent and place their thumb prints of support on our huge artwork dedicated to men who have died from prostate cancer.

We are continually grateful to the Sydney Markets Foundation for choosing PCFA as their charity year on year.
Fancy taking on a challenge of a lifetime or know someone who would?

We have just launched the PCFA Kilimanjaro Trek 2014 and we would like to invite you, your friends and family to sign up!

From 6th – 17th October 2014, 24 trekkers will be climbing the iconic Kilimanjaro and in the lead up to the trek raising vital funds to support PCFA research and awareness programs.

This is a truly exciting challenge that will not only change your life but by raising funds you will be helping change the lives of men and their families living with prostate cancer.

Places will fill up fast so don’t miss out!

For more information please contact kathryn.jones@pcfa.org.au or call 02 9438 7040

The recent AgQuip event in Gunnedah, NSW, was a great awareness program for PCFA with 80,000 to 100,000 people passing through the gates over the course of the three day event.

All 100 PCFA bags containing information on prostate cancer were given out in the first day and plenty of brochures were available on the stand.

Von and Kerry White from Inverell PCSG organised the stand and were assisted over the course of the event by Gary & Robyn Conyers (Armidale), Elizabeth & John Allen (Dubbo) and Ray & Maree Dart (Tamworth).

David Foster (World Champion Axe man) conducted Men’s Health talks and helped to promote the stand.

All PCFA offices will be closed for two weeks from close of business, Friday 20th December 2013 until Monday 6th January 2014.

During this period, please note that all calls will be routed to voicemail and emails will receive an out of office reply.

We would like to take this opportunity to wish our support groups, ambassadors, Prostate Cancer Specialist Nurses, colleagues and supporters a very Merry Christmas and a Happy New Year.
The Roadshow has been in full swing since the pilot sessions in Port Pirie, South Australia in March and has now visited sites in five states and territories across Australia.

Turnout for both the community and health professional sessions at the Roadshows so far have been terrific, with the sessions creating a great deal of discussion with the specialists delivering the education at each site.

Sites visited so far have included:
- Port Pirie SA
- Nhulunbuy (Gove) NT
- Katherine NT
- Emerald QLD
- Gladstone QLD
- Bairnsdale VIC
- Armidale NSW
- Canberra ACT

PCFA is grateful to the support groups in these areas who have assisted in spreading the message about the roadshow which has contributed to the successful uptake of the sessions.

There are still plenty of sites to be visited in the last couple of months of 2013 and additional sites visited next year.

To stay up to date on the latest information regarding the Roadshow program, please visit the Roadshow link on the PCFA website: http://www.pcfa.org.au/articleLive/pages/PCFA-Rural-Education-Roadshow.html
**PCFA MONOGRAPHS LAUNCHED**

We are pleased to announce a new series of PCFA publications, Monographs in Prostate Cancer. A monograph is a specialist work of writing on a single subject or an aspect of a subject, usually by a single author. The creation of the series is an important milestone for PCFA as a broad-based community organisation and the peak body for prostate cancer in Australia.

The first monograph, Practice Framework and Competency Standards for the Prostate Cancer Specialist Nurse, written by Julie Sykes, was published earlier in the year and distributed to Cancer Councils, health partners, Cancer Australia, Directors of Nursing and similar.


The second monograph, Prostate cancer information needs of Australian gay and bisexual men, has just been published and shall be distributed shortly.

A third monograph on Aboriginal and Torres Strait Islander men and prostate cancer is underway.

---

**MEN’S HEALTH EXPO, TAMWORTH**

A Men’s Health Expo was recently held in Tamworth at which the local Urologist, Dr Ramin Samali, presented and 100 people attended. Seven bikes from the Ulysses Club rode down the main street with the sign and made a noise to draw shoppers’ attention to this successful event.

**New Support Group: Younger Men’s PCSG, Perth, WA**

“‘You’re too young to have prostate cancer!’...I would hear this said over and over again, from friends, family members and even those in the medical profession. These words never made me feel any better but made me feel worse and more isolated. I was just 37 years of age and had been diagnosed with a disease which was associated with much older men, and a disease of which I had no symptoms besides the medical signs used for diagnosis.

The future I was having to face involved surgery and treatments with complications including incontinence and impotence as a result. I was at a stage of my life that I was looking forward to starting a family in a few years yet had to consider my fertility options with an upcoming prostatectomy planned.

All the literature I read involved older men who were usually at retirement age and enjoying their grandchildren. Their issues seemed far from what I was having to prepare for and I struggled to relate to their stories.

As a result of my experiences and need to relate to men of a similar age and stage of life, I have set up a Younger Men’s Prostate Cancer Support Group for men under 50 years. We will be meeting on the first Tuesday of each month (except January) from 7.00pm at the offices of PCFA office Unit 1, 294 Newcastle Street, Perth. Those younger men, both pre and post-surgery, diagnosed with prostate cancer are encouraged to attend. Their partner and/or support person are also welcome. By Walter Bonnet
A $57,000 donation from the Geraldton PCSG has bought two ultrasound biopsy machines for the Mid West which have been placed in the Geraldton Hospital and St John of God Hospital, Geraldton.

Terry Koltasz, convenor of the Geraldton PCSG, informed his local newspaper that “The purchase of ultrasound biopsy machines will mean that men diagnosed with prostate cancer will no longer have to travel to Perth to have this relatively simple procedure undertaken, saving a great deal of time and expense. The procedure may only take 30 to 45 minutes, but for some men the trip means a three-day turnaround and some men simply refuse to go to Perth.”

It is hoped that the availability of these machines would also help alleviate Perth’s long waiting list for this procedure. Geraldton PCSG would like to thank the sponsors who helped achieve the target, including the Railways Football Club, Western Power, City of Greater Geraldton, Cancer Council Palliative Care Network, Bunnings Warehouse Geraldton and Victory Signs.

BENDIGO CATHEDRAL

Each year for the first week in September, Bendigo paints its town blue to acknowledge men’s health and prostate cancer.

On the 8th September, Edgell (NSW) hosted its 38th 7km jog at which Bathurst PCSG hosted an information stall. With 1500 participants, a significant number of leaflets on the support group and PCFA were distributed and Dr John Trollor, convenor of the Bathurst PCSG, provided a brief talk about testing for prostate cancer and details on the Bathurst PCSG, including its Men’s Health Night. Congratulations to John and his wife, Pat, for participating in (and completing) the run as well!

38th Edgell Bathurst Jog

Congratulations to Alan and Gabrielle Moran on jointly receiving the Order of Australia Medal (OAM). The prestigious honour was awarded to the Morans in recognition of their service to the Penrith community typically through health support organisations, including their commitment to assisting those affected by prostate cancer through the Nepean/Blue Mountains Prostate Cancer Support Group.