

BLUE SKY NEWS

ISSUE 75 | APRIL 2020 EDITION

5 YEARS + \$31 MILLION

Our research is saving Aussie lives

TICKING TIME BOMB MEN BRAVELY FACING FAMILY HISTORY

Find out about the fathers and sons at risk and how you can help us save lives Facing the Tiger
Men's Health Week
GIVEAWAY
OFFER!

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Thank you for backing us!

Welcome to the first new look edition of Blue Sky News, where we turn a new page towards finding ways to defeat prostate cancer in our lifetime. As you turn these pages, you'll read about our new awareness campaign on family history, our \$31 million investment in research over the past five years, and the many ways in which you can get involved in giving and receiving support.

On behalf of the team at PCFA, thank you for your ongoing donations and solidarity – we can't do this without you.



Mr Steve Callister
Chairman



Professor Jeff Dunn AO CEO

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PCFA's CEO Professor Jeff Dunn AO with fellow UICC Board Members.



ONE MAN DIAGNOSED EVERY 25 SECONDS

LEADERSHIP WITH GLOBAL IMPACT: PCFA JOINS WORLD CANCER LEADERS

Every 25 seconds, one man will be newly diagnosed with prostate cancer somewhere in the world.

"Prostate cancer is a global challenge, requiring local action," says our CEO, Professor Jeff Dunn AO, who is a recognised World Cancer Leader and Board Director of the Union for International Cancer Control.

Jeff will stand on the world stage this October in solidarity with men affected by prostate cancer, when the World Cancer Congress takes place in Oman. Jeff attended a UICC Board Meeting recently to help plan the event, which is hoped to have the biggest impact in World Cancer Congress history.



AUSSIE FATHERS & SONS AT HIGH FAMILY RISK WE'RE TAKING ACTION

We're urging men to check their family history of prostate cancer, issuing a warning to health authorities that the growing number of new cases could be a ticking time bomb for Australia.

The call coincides with the launch of our first Community Action Survey, mobilising community and government action to eliminate avoidable cancer deaths and improve quality of life for survivors.

"About 211,000 Australian men are alive today after a diagnosis of prostate cancer and 20,000 men will be newly diagnosed this year. By 2040, the number of survivors is forecast to increase by 76 per cent to nearly 372,000," says our CEO Professor Jeff Dunn AO.

"It's vital that men know their family history of prostate cancer and face the future armed with everything they need to know to beat it. We urge all Australians to get involved in prostate cancer awareness and education – it could help to save your life or the life of someone you love."

KNOW THE FACTS

If your father or brother have ever been diagnosed with prostate cancer, you have twice the average risk of developing the disease.

If you have two or more close male relatives who have been diagnosed, your lifetime risk of developing prostate cancer increases five-fold.

Your risk also increases if you have a strong family history of breast or ovarian cancer, especially if a BRCA1 or 2 gene mutation was involved.

GET INVOLVED TODAY!

Get the facts, raise awareness and make a donation https://pcfa.org.au/awareness/know-your-family-history/



5 YEARS & \$31M for research 6 GAME-CHANGING PROJECTS

WHEN IT COMES TO RESEARCH, WE'RE DOING THE WORK THAT MATTERS

1. \$5,250,000

Exploiting alterations in lipid metabolism to improve diagnosis, treatment and imaging of prostate cancer

Despite advances in treatment, we still can't tell which cancers will be slow-growing and which cancers will be aggressive. This project focuses on predicting tumour behaviours and monitoring patients' treatment responses, in order to improve outcomes from treatment.

2. \$1,527,658

A prospective multicentre study of the impact of Ga-68 PSMA PET imaging in prostate cancer management

This trial investigates a new technology PSMA PET/CT. If PSMA-PET/CT proves effective, the scan could become a first-line test for staging prior to surgery or radiotherapy, with significant benefits for patients worldwide.

3. \$1,525,000

A prospective phase II randomised controlled trial of Lutetium-177 PSMA radionuclide therapy in men with metastatic prostate cancer

In this clinical trial, called TheraP, attaching the Lutetium-177 radioactive isotope to PSMA provides a way of locating and killing cancer cells that have travelled to other parts of the body. If TheraP proves effective, it will have major benefits for men with advanced prostate cancer.

4. \$6,250,000

Adaptive Response to Targeting the Androgen Axis: A Strategic Offensive on Resistance

This project will investigate the best approach, in conjunction with Androgen Deprivation
Therapy, to halt the spread of prostate cancer, with great potential to improve clinical outcomes and quality of life for men with metastatic disease.

5. \$5,000,000

Prostate Cancer Bone Metastasis (ProMis): New Opportunities for Therapeutic Development

This project will investigate ways to stop prostate cancer cells spreading to bone and growing in bone. Breakthroughs here would be a game-changer for all men impacted by prostate cancer.

6. \$1,040,370

A phase II randomised controlled trial of high dose Vitamin D in localised prostate cancer (Pros-D)

This clinical trial aims to establish whether high-dose vitamin D supplementation helps prevent prostate cancer progression.

OVER \$31 MILLION

FUNDED IN RESEARCH OVER THE PAST FIVE YEARS

Here are six of our highest value projects, each worth over \$1 million.

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Donate now to fund more crucial research at pcfa.org.au/donate

NEED HELP WITH ERECTILE DYSFUNCTION?

DON'T DESPAIR, RESEARCH IS MAKING A DIFFERENCE

WE'RE HERE TO HELP WITH THE UPS & DOWNS



Treatments for erections have come a long way since Viagra was introduced in 1989. The drug took the world by storm, becoming the first drug to beat \$1 billion in revenue in a 12-month period, signifying the importance of a healthy sex life to all of us – and especially to men impacted by prostate cancer.

If you're experiencing erectile dysfunction, here are some tips for beating it.



VACUUM ERECTION DEVICES

A vacuum erection device draws blood into the penis to stimulate an erection. A trial of over 109 men found the device helpful in about a third of men after surgery.

PENILE RINGS

Penile rings are ideal for men who get erections but can't maintain them long enough. They're made of rubber and placed onto the base of the penis.

PDE5 INHIBITORS (VIAGRA, CIALIS, LEVITRA AND SPEDRA)

Delivered in tablet form, these drugs relax the smooth muscle cells of the blood vessels in the penis and increase blood flow.

PENILE INJECTIONS

Medication is injected into the penis to induce erections and has proven effective in clinical trials, although can have side effects.

PENILE IMPLANTS

Implants are often used when other treatments have failed. Surgery is required to implant inflatable rods into the penis to achieve a mechanical erection.

PENILE REHABILITATION

Penile rehabilitation is a treatment program to improve your chances of returning to typical erections by stimulating regular blood supply to the penis, starting soon after surgery.

RESEARCH IS KEY

Research is key to finding new treatments for erectile dysfunction and to comparing the effectiveness of existing treatments for different men. In a recent European study comparing the new drug Spedra with Viagra, Viagra was found to be more effective, but Spedra had fewer side effects.

The men in the trial started taking the medication 10 days after surgery, at least 30 mins before sex, at a maximum of three tablets per week. After six months of treatment, most reported that the medications were effective, but the findings suggested Viagra was slightly more effective on two counts, being the hardness of the erection and "how often erections were hard enough for penetration".

Fewer men taking Spedra had side effects, at a rate of about five per cent compared to 20% of those on Viagra. Side effects included headaches and hot flushes with both drugs, and some of the men on Viagra also had muscle pain and indigestion. One man experienced a condition called cyanopsia – where everything looks blue-tinted.

LOOKING FOR MORE TIPS AND IDEAS? JOIN OUR ONLINE COMMUNITY!

onlinecommunity.pcfa.org.au

If erectile dysfunction impacts you, make sure you talk to your GP or specialist before treatment.



6 KEYS TO HEALTHY SURVIVORSHIP

CONSUMERS & EXPERTS ACHIEVE CONSENSUS

Every 25 minutes one of our fathers or sons will hear the news he has prostate cancer. Alarmingly, it remains the most commonly diagnosed cancer in Australia, with life-shattering side-effects that can impact the whole family.

Our research has found at least 35-40% of men affected by prostate cancer experience poorer physical and mental quality of life outcomes, and lower life satisfaction, 10 years after the diagnosis and treatment of prostate cancer.

With thanks to you, we're doing something about it. In February we brought together consumers and experts to begin work on a set of Australian Prostate Cancer Survivorship Guidelines.

Men's Health Week:

LET'S TALK ABOUT PROSTATE CANCER

Help us celebrate Men's Health Week from **June 15-21** by bearing all about prostate cancer and organising a morning tea or community presentation.

Our goal this year is to raise awareness of the side-effects and symptoms, which can have life-long impacts on quality of life and wellbeing.

Register your interest to receive a free e-copy of Facing the Tiger's first chapter along with our Top 10 Tips for Men's Health After Prostate Cancer.



Email <u>enquiries@pcfa.org.au</u> or call **1800 22 00 99**.



ABOUT FACING THE TIGER

By Professor Suzanne Chambers AO

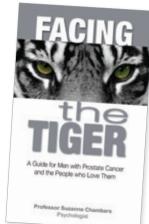
Written by one of the world's leading researchers on coping with the mental health impacts of prostate cancer, Facing the Tiger shares personal stories and insights from men and their partners to offer emotional comfort and inspiration.

"This book will make a large difference to the lives of people affected by prostate cancer."

Professor Ian Davis, Medical Oncologist, Founder and Chair, Australian and New Zealand Urogenital and Prostate Cancer Trials Group

While each person's experience of prostate cancer is different, there is nothing quite like the learning offered by others who have already walked the path.

Don't face the tiger alone.



SUBSCRIBE TODAY!

Subscribe to our eNewsletter via pcfa.org.au to receive the full report.



HIRE A HUBBY RAISES \$500,000 FOR AUSSIE BLOKES BATTLING PROSTATE CANCER

If you think \$1 can't make a difference, think again. Hire A Hubby has chipped in a whopping \$500,000 for Aussie blokes battling prostate cancer, all thanks to a dollar-per-bill program.

The campaign kick-started in 2015, with over 300 franchisees nationwide sharing \$1 from every invoice with the PCFA.

Hire A Hubby CEO, Brendan Green, said he hoped other Australian businesses would do the same.

"We began our journey with the PCFA in 2010 when it occurred to me that most of our Hubbies were at risk of prostate cancer.

"Many of our franchisees have been impacted, so partnering with PCFA has been a great way to give back and contribute to the big picture in the hope that we can beat it.

"We're proud to be one of PCFA's long-term partners, providing a community-based organisation with a secure stream of funding so that they can do the hard yards to keep up the research and support.

"The fight against cancer is a bit like home maintenance – as soon as you fix the light bulb you notice the leaky tap, and you have to keep chipping away at it."

"If you're one of the blokes affected, having the experts on the job matters.

"We're really proud of our affiliation and know that every dollar makes a difference," he said.



TURF CLUB CHAIRMAN QUITS THE GROG FOR DRY JULY

READ ABOUT HOW THIS PROMINENT COMMUNITY LEADER DARED TO MAKE A DIFFERENCE

Are you ready for Dry July? This year hundreds of Aussie blokes impacted by prostate cancer and their loved ones will be taking part and teetotalling for a good cause – zero deaths from prostate cancer.

Last year's highest fundraiser for PCFA, self-described 'barfly' Brett Cook, jokes that weekends would normally be spent at the racetrack with a beer in hand.

But the chair of the Gold Coast Turf Club will once again kick the grog for Dry July, helping us raise vital funding for prostate cancer research and support.

"The first week I enjoyed it but felt a bit fidgety, but by week two I was starting to feel healthy and getting lots of donations, so staying on the bandwagon became a matter of pride," the 52-year-old says.

"In a normal week I have a couple of drinks, but on the weekends I usually have a decent crack ... but I'll be swapping again to water with lemon this July."

Mr Cook, who also runs Coastal Tipper Hire, said his sacrifice paid off last year, helping to raise more than \$50,000 for PCFA.

It also earned him the national crown for the highest fundraising participant, out of over 40,000 Dry July entrants across Australia. Brett says his second punt at the challenge should be easier than the first.

"This time around going cold turkey won't be such a culture shock to me," he said. "The biggest challenge is always going to the races on a Saturday, but I tackle it head on knowing that I might be helping someone survive prostate cancer," he said.

"The donations don't come easily," he says, "And I'll confess to badgering my family and friends to cough up cash.

"They know it's important though, because all of us have lost friends and family to prostate cancer, and if they know their money is going directly to help Aussie blokes people are always quick to put their hand in their pocket," he said.

"Both my grandfathers were inflicted with prostate cancer—the first one died in his 60s. It's something that no one particularly talks about, but things like this are helping to change that."





The Simple Bloke's Blue Potato Salad

(with Lemon Basil Vinaigrette!)

By Ross Alexander
Founder of the Outback 4WD Adventure

SERVES SIX

This recipe is one of Ross Alexander's favourites and is easy to prepare if you're on the road, like Ross will be this September for the Outback 4WD Adventure!

INGREDIENTS

	800gms blue potatoes	1 teaspoon apple
П	1 small capsicum, diced	cider vinegar
_	(lilac if you can find one)	1/4 cup olive oil
	1/4 large onion,	1 teaspoon sugar
	finely chopped	~15 fresh basil leaves
	1 lemon, juiced	Salt and pepper to taste

PREPARATION

Throw the whole potatoes in a pot, cover with water, bang on the lid and bring to the boil. Lower the heat when the water boils and leave the spuds sitting in the hot water until they soften, say 15-20 minutes. Drain and cool the potatoes, chop into bite-size chunks. Add the capsicum and onion. In a small bowl, whisk the lemon juice, vinegar, olive oil and sugar. Chop the basil and mix into the dressing. Pour and toss on the spuds. Season to taste. Refrigerate for about 15 minutes before serving. Enjoy with a steak!

To join Ross on his Outback 4WD Adventure and get involved in fundraising for our work, visit prostate-cancer-rally-outback-4wd-adventure/



The Blue Bondi Mocktail

By Chris & Gail Dunne AM Founders of the Long Ride

SERVES FOUR

This mocktail can be enjoyed allyear round and is brought to you by Chris and Gail Dunne, founders of The Long Ride and two of our strongest supporters!





INGREDIENTS

1litre sparkling water
500mls pineapple juice
200mls freshly squeezed orange juice
2-3 drops of blue food colouring

PREPARATION

Chill a cocktail glass of your choosing. Combine all ingredients in a shaker, throw in some ice, and mix well. Pour and serve with a maraschino cherry or your favourite fruit.

Enjoy a Blue Bondi with Chris and Gail on the Long Ride this October.

Find out more at **longrideaustralia.com**



GET READY AUSTRALIA – WE'RE WELCOMING 34 NEW NURSES TO HELP TACKLE PROSTATE CANCER

AND WE NEED MANY MORE!

We're boosting our support for Australian men affected by prostate cancer, with 34 new specialist nurses set to start work from July this year.

The appointments have been made possible by a Federal funding grant and community donations, with many more nurses needed.

According to our CEO, Professor Jeff Dunn AO, demand for specialist care is rapidly growing.

"With an ageing and increasing population, the number of new cases of invasive prostate cancer among Australian men will grow significantly over the next three years," he says.

"Meeting the nursing and psychosocial care needs of those affected requires highly specialised nursing expertise, collaboration, and innovation.

"Beyond the fundamental goals of early diagnosis and effective treatment, our aim is to improve quality of life for those affected, preventing comorbid conditions and assisting in the management of complications arising from prostate cancer treatment and its serious side effects.

"Prostate cancer is a particularly difficult disease to treat and manage, with symptoms and side-effects that can have devastating impacts over a lifetime. Our Nurses play a unique role in supporting men throughout survivorship."

Our Director of Nursing Programs, Sally Sara, has been working with hospitals around the country to help grow our support.

"Our priority is to meet demand for specialist care, especially in areas that may be underserved, such as regional and rural locations."

"Importantly, our nurses work hand-in-hand with multidisciplinary treatment teams to ensure holistic and patient-focussed care, with a focus on addressing both clinical needs and quality of life outcomes," Sally says.

"Specialist nurses play a vital role in coordinating the care of men with prostate cancer from the point of diagnosis across the continuum of care, including the management of side-effects and symptoms of treatment throughout survivorship and recovery."

SURVIVOR NUMBERS SET TO SWELL

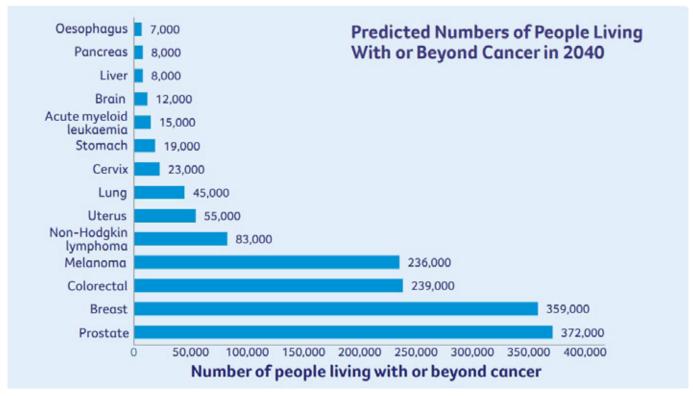
EARLY DETECTION KEY TO SAVING LIVES



The predicted number of Australian men living with or beyond prostate cancer is set to increase from about 211,000 today to 372,000 by 2040, making it the most prevalent cancer in Australia.

That's enough men to populate the city of Hobart today, and Canberra by 2040.*

Early detection remains key to reducing mortality and improving survival outcomes.



Source: Cancer Council and Australian Bureau of Statistics (2011 Census Data)



TODAY: **211,000**

BY 2040: **372,000**

NUMBER OF AUSTRALIAN MEN PREDICTED TO LIVE WITH OR BEYOND PROSTATE CANCER







Only 36% of Aussie men are diagnosed at Stage 1 when prostate cancer is easier to beat and survival is higher.

GOBLUE FOR PROSTATE CANCER AWARENESS MONTH THIS SEPTEMBER

www.blueseptember.com.au

EVERY 25 MINUTES an Aussie bloke is diagnosed with prostate cancer. We need to **RAISE \$1 MILLION** for research and support this September. There are **3** easy ways **YOU** can make a difference.



HOW FAR WILL YOU GO FOR OUR FATHERS AND SONS THIS SEPTEMBER?

Today 54 men will be diagnosed and 9 men will die. Can you walk, jog, ride, run, swim, or jump to help raise funds to beat prostate cancer?

Host a
BLUE BBQ
for Father's Day
6 September 2020



2



Buy our **BLUE HERO** badge and wear your hero on your heart

When you pin a **blue hero** on your heart, you'll be investing in a future free of prostate cancer – saving the lives of our fathers and sons.

Help us raise funds for research and get active for our fathers and sons this September.

Register now at www.blueseptember.com.au



WHAT'S ON AROUND AUSTRALIA

QLD

NSW

VIC

RUMBLE RIDERS

24 APRIL – 7 MAY

ALLORA



IT'S A BLOKE THING LUNCH

24 MAY

GOLD COAST

HIRE A HUBBY ANNUAL GOLF DAY

24 JULY

ASHGROVE GOLF CLUB



MALENY MUSCLE ON THE MOUNTAIN SHOWN & SHINE

5 JULY

MALENY

Showgrounds



STONEY CREEK 3
BALL GOLF CLASSIC

NOV 2019 - MAY 2020

ACT, QLD, NSW, WA

SMH HALF MARATHON

17 MAY

SYDNEY



WA

BIGGEST EVER BLOKES LUNCH

3 APRIL

WA ITALIAN CLUB, PERTH

trybooking.com/BHMMJ

HBF RUN FOR A REASON

24 MAY

PERTH CBD

www.hbfrun.com.au

HIRE A HUBBY CHARITY GOLF DAY 1 MAY

ROTARY CLUB OF MANNINGHAM CHARITY GOLF DAY

1 MAY

KEW GOLF CLUB

www.rcm.org.au/golf-day

BIGGEST EVER BLOKES LUNCH

22 MAY

LATROBE, KERNOT HALL, MORWELL



SA

FRIDAY LONG LUNCH

12 JUNE

ADELAIDE OVAL

https://givergy.com.au/



MORE REASONS TO CELEBRATE



JOIN THE WORLD'S LARGEST PROSTATE CANCER SUPPORT NETWORK!

With about 150 local groups and 15,000 network members, Australia's Prostate Cancer Support Group Network is the largest in the world.

Comprising men and women directly impacted by prostate cancer, the Network is a powerful voice for advocacy, awareness, and action.

Late last year Support Group Leader Meetings were held around Australia, delivering a new Action Agenda to grow our reach.

Find out more and get involved in supporting others impacted <u>pcfa.org.au/support/support-groups-for-people-affected-by-prostate-cancer/</u>

2021: 25 YEARS OF ACTION

A future free of prostate cancer is in our sights

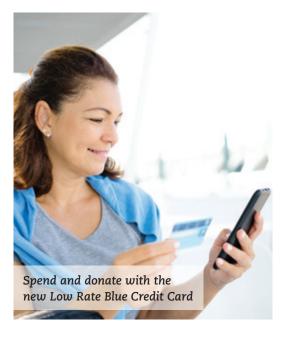
Next year marks the 25th Anniversary of Prostate Cancer Foundation of Australia and to celebrate, we need your help.

We're digging back through the archives to gather old newspaper clippings, photos, relics, and stories.



If you have a story or photo to share, please get in contact via enquiries@pcfa.org.au or 1800 22 00 99

Our next edition will feature more news on PCFA's Silver Anniversary – stay posted!



YOU CAN BANK ON US

Looking for a great credit card, a bank you can trust, and a good cause?

Look no further! We've teamed up with Community First to launch a Low Rate Blue Visa, making it easier for our supporters to spend and donate.

"This is a win for anyone who wants a low-fee card that offers highvalue by giving back to the community," says our CEO, Prof Jeff Dunn AO.

Community First CEO, John Tancevski, said the organisation was proud to walk the talk on supporting Australian men and families.

"We're incredibly proud to have the opportunity to help raise awareness and support for PCFA while giving more Australians access to a great value credit card."

The low rate card with a her purpose



Low Pate Blue credit card

8.99% p.a.*

on purchases

- + balance transfers + cash advances
- + Same low rate of 8.99% p.a.* on purchases, cash advances and balance transfers
- + Half of the \$40 annual fee (\$20) is donated to the Prostate Cancer Foundation of Australia each year that you hold the card
- Purchases are up to 55 days interest free when you pay your balance in full by the due date each month







Prostate Cancer Foundation of Australia and Community First Credit Union have partnered to launch the Low Rate Blue Credit Card which will help raise money to reduce the impact of prostate cancer on Australian men, their partners and families.

Credit eligibility criteria, terms & conditions, fees & charges apply – details available on application. "Rate is current as at 02/03/20 and subject to change without notice. Community First Credit Union donates \$20 to the Prostate Cancer Foundation of Australia from the annual fee for each Low Rate Blue credit card. The Low Rate Blue credit card proudly supporting the Prostate Cancer Foundation of Australia (PCFA) helps raise money for PCFAs important work in reducing the impact of prostate cancer on Australian met, their partners and families. Apple Pay, Google Pay and Samsung Pay are registered trademarks of Apple Inc., Google Inc., and Samsung Electronics Co. respectively. Community First Credit Union Limited ABN 80 087 649 938 AFSL and Australian credit licence 231204.



"PUTTING SOME POWER INTO THE FIGHT AGAINST PROSTATE CANCER."

