

September 2021

National Prostate Cancer Awareness Month Social Media Toolkit



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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about prostate cancer. It can also help you plan, implement, and evaluate your social media strategy and make the case for why it's important.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](https://twitter.com/GWCancer)

WHAT IS PROSTATE CANCER AWARENESS MONTH?

September is Prostate Cancer Awareness Month, also known as National Prostate Health Month, an annual campaign to raise awareness of the disease and focus on research into its cause, risk reduction, diagnosis, treatment, and survivorship. The goal is to support those affected by prostate cancer and encourage health-promoting behaviors. In 2017, in the United States, 207,430 new cases of prostate cancer were reported, which also represents the highest new cancer incidence rate in the country.¹ Prostate cancer is the most commonly diagnosed invasive cancer among men over age 60.² In addition, prostate cancer is one of the leading causes of cancer death among men.¹



SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](https://www.facebook.com), [Twitter](https://twitter.com), and [LinkedIn](https://www.linkedin.com).³ For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the Social Media for Health Observances Guide available at <http://bit.ly/GWCCSMTKs>.

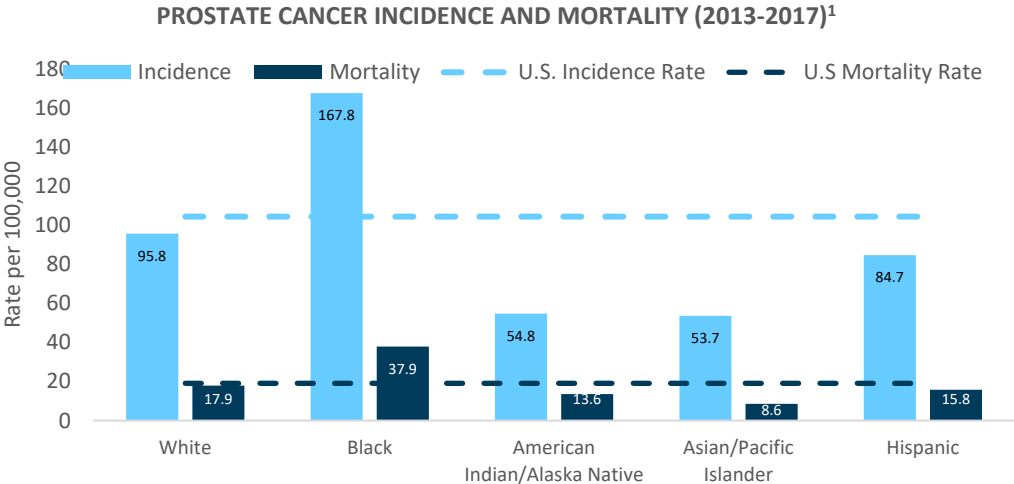
BEST PRACTICES FOR COMMUNICATING ABOUT PROSTATE CANCER

Disparities in prostate cancer exist among different populations. Age-adjusted data from 2013 to 2017 showed 168 new prostate cancer cases among Black men versus 96 new cases among White men per 100,000.¹ Moreover, Black men are more than twice as likely to die from prostate cancer as non-Hispanic White men.¹

Per the CDC, "African American men ⁴:

- Are more likely to get prostate cancer than other men.
- Are more than twice as likely to die from prostate cancer than White men.
- Get prostate cancer at a younger age, tend to have more advanced disease when it is found and tend to have a more severe type of prostate cancer than other men."

To promote health equity, conduct culturally appropriate targeted outreach and education for prostate cancer among Black men.



The U.S. Preventive Services Task Force (USPSTF) recommends that men only get screened for prostate cancer after talking with their doctor about the risks and benefits of screening and participating in [shared decision-making](#).⁵ However, data from the Health Information National Trends survey found low levels of communication between patients and providers about prostate-specific antigen (PSA) testing and treatment.⁶

A recent systematic review of qualitative studies revealed that in addition to receiving information from a health care provider, "most patients seek extensive information to help inform their treatment decisions"⁷ about prostate cancer, including using other social resources. Patients need reliable information to make informed decisions around screening and treatment.⁷ Since communication is becoming more technology-based, social media is emerging as a tool for health communication. YouTube has become widely used for health-related videos including prostate cancer.⁸

TIPS FOR COMMUNICATING ABOUT PROSTATE CANCER



1. Tailor your messages to your intended audience

- **Share information in an approachable way with simple wording fit for an eight - grade reading level.** ²² **Depending on the audience, translations into other languages may be helpful.** Older people, those with low income or low education, and immigrant or ethnic/racial minority groups may have both lower health literacy and poorer health outcomes.^{9,23}
- **Encourage Black men to connect with a primary care provider to discuss screening options,** ¹⁰ since prostate cancer can show up early in this group.⁴ Black men are less likely to have a primary care provider or use healthcare services compared to other racial and ethnic groups.¹⁰
- **Customize your messages and images to your intended audience using tools like [Make it Your Own \(MIYO\)](#).** Prostate cancer can potentially be misunderstood and stigmatized among Black men.¹¹ Address misperceptions via culturally-relevant approaches.
- **Promote shared decision making between Black men and their doctors regarding prostate cancer screening.** ¹²⁻¹⁴
- **Encourage older men to visit their doctor to talk about prostate cancer risk reduction services.** ¹⁵
- **Encourage individuals with a family history of prostate cancer** to talk to their doctor since they may be at a greater risk for developing prostate cancer. ²⁴
- **For Black men, prostate cancer beliefs can be influenced by male sexuality, masculinity, and identity.** ¹⁶
- **Adapt and test decision aids targeted at Spanish-speaking Latino men** rather than simple English-to-Spanish translations. ^{17,18, 25}
- **Share local LGBTQ+-health resources** that consider the unique and significant sexual concerns of gay, bisexual, transgender and gender non-conforming prostate cancer survivors. ¹⁹
- **Emphasize that cancer risk reduction is necessary** due to a growing and aging U.S. population. By 2050, the total number of new cancer cases is predicted to increase by almost 50%. Prostate cancer is projected to remain one of the top four leading cancers in 2050. ²⁶



2. Promote self-efficacy and participation in decision-making

- **Build survivors' self-confidence by providing useful toolkits and resources,** especially those that can be printed and taken to appointments.
- **Build health literacy and promote patients' engagement in decision-making** by providing clear and practical information. ^{20,21}
- **Tell patients about specific resources they can request,** such as prostate risk checklists or screening recommendations. ²⁰



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found on the GW Cancer Center’s Social Media for Health Observances Guide at <http://bit.ly/GWCCSMTKs>.

Tip: These correspond to the strategies above.

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts	Message Category
September is Prostate Cancer Awareness Month! Get informed by reviewing #prostatecancer FAQs from @PCFNews: https://bit.ly/2AM4BCf #PCSM	September is Prostate Cancer Awareness Month! Get informed by reviewing #prostatecancer FAQs from the Prostate Cancer Foundation: https://bit.ly/2AM4BCf #PCSM	2
Aprenda sobre la salud de la próstata por medio de la @UrologyCareFdn: https://bit.ly/30TypYC #PCSM ⁱ	Aprenda sobre la salud de la próstata por medio de la Urology Care Foundation: https://bit.ly/30TypYC #PCSM	1
Be aware of prostate health and reduce your risk for #prostatecancer. Talking to your doctor is easier with @CDC_Cancer’s printable tips and questions: http://bit.ly/2kQKIhT #PCSM #menshealth	To stay as healthy as possible, it’s important to be aware of prostate health and know how to reduce your risk. Talking to your doctor is easier with CDC Cancer’s printable tips and questions: http://bit.ly/2kQKIhT #PCSM	2
Having side effects from your #prostatecancer treatment? Ask your healthcare provider about strategies to reduce risk of treatment side effects like osteoporosis and review more info from @NIH: https://bit.ly/37Bg3wy #CompCancer ⁱⁱ	#Prostatecancer treatment can have side effects. Are you impacted? Consult your healthcare provider about appropriate strategies to reduce the risk of treatment side effects like osteoporosis. Review more information from NIH: https://bit.ly/37Bg3wy #CompCancer ⁱⁱ	2
Wondering about testing for #prostatecancer? Take 3 minutes to listen to this @CDC_Cancer podcast: https://bit.ly/2Ylv8lJ #PCSM	Unsure about #prostatecancer testing? Invest in your health by listening to this 3-minute CDC Cancer podcast episode: https://bit.ly/2Ylv8lJ	2
Black men are at a greater risk for #prostatecancer. @USPSTF recommends that Black men talk to their doctor about the potential benefits and harms of screening. Read more: https://bit.ly/3kSlQnX #PCSM	Black men are at an increased #prostatecancer risk. The USPSTF recommends they talk to their doctor about the potential benefits and harms of screening. Read more: https://bit.ly/3kSlQnX #PCSM	1

ⁱ TRANSLATION: Learn about prostate health from the Urology Care Foundation.

ⁱⁱ If this message reaches those who have not yet sought treatment, it may discourage some individuals from seeking treatment. Use your discretion when disseminating messages to specific audiences.

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Black men are more likely to get #prostatecancer at a younger age. Find a primary care provider who can discuss prostate cancer screening options with you. Early detection is key. Read more from @CDC_Cancer: https://bit.ly/3kUmOjn</p>	<p>Black men are more likely to be diagnosed with #prostatecancer at a younger age. Find a primary care provider who can discuss prostate cancer screening options with you. Early detection is key. Read more: https://bit.ly/3kUmOjn</p>	2
<p>97% of White #prostatecancer survivors are alive 5 years after diagnosis. Prostate cancer usually grows very slowly. Check out @TheNCI's risk reduction, screening and treatment information for patients and health professionals: http://bit.ly/2ilqOg6 #PCSM</p>	<p>Ninety-seven percent of White #prostatecancer survivors are alive 5 years after diagnosis. Prostate cancer usually grows very slowly. Learn more using the NCI's risk reduction, screening and treatment information tailored for patients and health professionals: http://bit.ly/2ilqOg6 #PCSM</p>	2
<p>According to @NCICancerStats, about 96% of Black and Hispanic men are alive 5 years after a #prostatecancer diagnosis compared to 97% of White men. Refer to @TheNCI for information on reducing your risk of prostate cancer: https://bit.ly/3alHI5N</p>	<p>According to NCI Cancer Statistics, 96% of Black and Hispanic men are alive 5 years after a prostate cancer diagnosis, compared to 97% of White men. Read more on reducing your risk of prostate cancer: https://bit.ly/3alHI5N</p>	2
<p>Learn about screening for #prostatecancer. Review the @CDC_Cancer's information on these two tests before talking to your doctor: https://bit.ly/316clcJ #PCSM</p>	<p>Thinking about being screened for prostate cancer? Review the @CDC_Cancer's information on screening before talking to your doctor: https://bit.ly/316clcJ #PCSM</p>	2
<p>Most #prostatecancer cases are in those aged 60+ years, but Black men get prostate cancer earlier than White men. Minimize your risk and talk to your doctor about your personal risk factors—Review @CDC_Cancer research: https://bit.ly/2MLFbHo #CompCancer</p>	<p>Most #prostatecancer cases are diagnosed in adults 60 years and older, but Black men get prostate cancer earlier than White men. Check out the CDC's research on cancer later in life and implement these ideas to lower your risk: https://bit.ly/2MLFbHo</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Did you know that Black men have a higher risk of being diagnosed with a more advanced and more aggressive type of prostate cancer when found? Refer to @theNCI's fact sheet on screening: https://bit.ly/3kVcNCJ and talk to your doctor.</p>	<p>Did you know that Black men tend to have a more advanced and more aggressive type of prostate cancer when found? Review this patient fact sheet for information on prostate cancer screening: https://bit.ly/3kVcNCJ</p>	1
<p>Get help if you have #prostatecancer. Share your emotions and ask friends, family and your healthcare provider for additional support. This @TheNCI article reviews the emotional impacts of advanced #cancer: https://bit.ly/37BHoyK #CompCancer</p>	<p>Get help if you have #prostatecancer. Share your emotions with friends, family and your healthcare provider and reach out for additional support. Review the emotional impacts of advanced #cancer in this National Cancer Institute article: https://bit.ly/37BHoyK #CompCancer</p>	1
<p>Are you having trouble urinating? Feel burning during urination? Learn about symptoms of #prostatecancer and see your doctor using this @TheNCI guide: https://bit.ly/2N9omGt #prostatecancer #menshealth #CompCancer</p>	<p>Are you having trouble urinating? Feel burning during urination? These symptoms may be from other conditions. Use this National Cancer Institute booklet to talk to your doctor: https://bit.ly/2N9omGt #CompCancer</p>	2
<p>Exercise can help reduce #prostatecancer risk. Check out tips from certified health and fitness expert @CarolJMichaels on @CancerDotNet: https://bit.ly/3efFeHC #PCSM #CompCancer</p>	<p>Exercise can help reduce #prostatecancer risk, Review tips from certified health and fitness expert Carol Michaels, MBA, ACE, ACSM on Cancer.net: https://bit.ly/3efFeHC #PCSM #CompCancer</p>	1
<p>You may be more likely to get #prostatecancer if someone in your family has it. Providers, review the U.S. Preventative Task Force's clinical considerations for these groups. https://bit.ly/2BhjFYJ #PCSM</p>	<p>You may be more likely to get prostate cancer if someone in your family has it. Providers, review the U.S. Preventative Task Force's clinical considerations for individuals who might be impacted by these factors. https://bit.ly/2BhjFYJ #PCSM</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>#DYK race and ethnicity are known risk factors for #prostatecancer? Providers, make sure to check out the U.S. Preventative Task Force’s information on this topic: https://bit.ly/2BhjFYJ</p>	<p>Race and ethnicity are risk factors for prostate cancer, especially for African American individuals. Providers, make sure to check out the U.S. Preventative Task Force’s information on this topic: https://bit.ly/2BhjFYJ</p>	1
<p>Unsure about how to talk to your doctor regarding #prostatecancer screening? Use this @CDCgov tool as a starting point for your conversation: https://bit.ly/3wPIMdr</p>	<p>Do you know how to speak to your doctor about prostate cancer screening? Use this CDC tool to help you build confidence and talking points for your conversation: https://bit.ly/3wPIMdr</p>	2
<p>Diagnosed with #prostatecancer? #Prostatecancer is generally treated by urologists, radiation oncologists and medical oncologists who are ready to support you through #prostatecancer treatment. For more about treatment visit @AmericanCancer Society: http://bit.ly/2JCYYO #PCSM</p>	<p>Prostate cancer is generally treated by urologists, radiation oncologists and medical oncologists. Nurses, nutritionists, social workers, and rehabilitation specialists often assist. If you are diagnosed with prostate cancer, there are teams ready to support you through your cancer treatment. Learn more about treatment from the American Cancer Society: http://bit.ly/2JCYYO #PCSM</p>	1, 2
<p>Eating fruits and vegetables and reducing trans fats can help reduce risk for #prostatecancer. Review more healthy food tips from @EatRight: https://bit.ly/2MOCa9d #CompCancer</p>	<p>Making healthy food choices can help reduce risk for #prostatecancer. This includes eating fruits and vegetables and reducing trans fats. Implement these easy tips from the Academy of Nutrition and Dietetics: https://bit.ly/2MOCa9d #CompCancer</p>	2
<p>Looking for a #prostatecancer provider that can provide affirming care to #LGBTQ+ patients? Search @GLMA_LGBTHealth’s directory for an oncology specialist: https://bit.ly/2Yb691z #PCSM</p>	<p>To ensure prostate cancer screening and treatment is affirming for you as an #LGBTQ+ individual, search Health Professionals Advancing LGBTQ Equality’s provider directory for an oncology specialist: https://bit.ly/2Yb691z #PCSM</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Revise esta lista de síntomas potenciales del cáncer de próstata, creada por los @CDC_Cancer: https://bit.ly/2N8e8Go Si tiene uno o varios de estos síntomas, consulte a su médico de inmediato ⁱⁱⁱ. #PCSM</p>	<p>Revise esta lista de síntomas potenciales del cáncer de próstata, creada por los CDC: https://bit.ly/2N8e8Go Si tiene uno o varios de estos síntomas, consulte a su médico de inmediato ⁱⁱⁱ. #PCSM</p>	1
<p>Finished #prostatecancer treatment? Use @GWCancer Center's prostate cancer survivorship checklist to keep track of your health after treatment. Download it today! http://bit.ly/25lLgtR #PCSM #CancerSurvivors</p>	<p>Finished #prostatecancer treatment? Use GW Cancer Center's prostate cancer survivorship checklist to keep track of your health after treatment. Download it today! http://bit.ly/25lLgtR #PCSM</p>	1, 2
<p>Exercise during #prostatecancer treatment can increase energy and improve overall quality of life. Walking, jogging, swimming and strength training are great options! Read more from specialist @CarolJMichaels on @CancerDotNet: https://bit.ly/3efFeHC #PCSM</p>	<p>Research suggests that exercise during #prostatecancer treatment can give you more energy and improve overall quality of life. Walking, jogging, swimming and strength training are great options! Read more from specialist Carol Michaels on Cancer.Net: https://bit.ly/3efFeHC #PCSM</p>	2
<p>#DYK: For men over 50 years old, #Medicare Part B covers annual PSA blood tests to screen for #prostatecancer. Call your doctor today to see if screening is right for you. http://bit.ly/32u0hke #menshealth #PCSM</p>	<p>For men over 50, #Medicare Part B partially or fully covers annual prostate #cancer screenings. Ask your doctor if you should get screened and what the risks and benefits of #prostatecancer screening are for you: http://bit.ly/32u0hke #PCSM</p>	1
<p>Diagnosed with #prostatecancer? For nutrition support, ask your doctor for a referral to a registered dietitian (RD) that is a certified specialist in oncology (CSO). Or, see if there is an @EatRight cancer/oncology nutrition expert near you: https://bit.ly/2CkjX1z #CompCancer</p>	<p>It can be challenging to know the best ways to eat when you have prostate cancer. If you'd like more support, ask your doctor for a referral to a registered dietitian (RD) that is a certified specialist in oncology (CSO). Or, see if there is an Academy of Nutrition and Dietetics cancer/oncology nutrition expert near you: https://bit.ly/2CkjX1z #CompCancer</p>	1, 2
<p>Gay and bisexual men with #prostatecancer have specific healthcare needs. @GWCancer Center's fact sheet has answers and resources: http://bit.ly/MSMPrCaFactSheet #PCSM #LGBTQ</p>	<p>GW Cancer Center has tailored prostate cancer information for gay and bisexual men. Take charge of your health using these answers and resources: http://bit.ly/MSMPrCaFactSheet #PCSM #LGBTQ</p>	1

ⁱⁱⁱ. TRANSLATION: Review this list of potential prostate cancer symptoms from the CDC. If you have one or more of these symptoms, consult your doctor immediately.

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>All people with a prostate can get #prostatecancer, including transgender women. Choose a doctor that you feel comfortable working with. Refer to this @GWCancer Center’s fact sheet to help you find one: http://bit.ly/TransPrCaFactSheet #LGBTQ</p>	<p>All people with a prostate can get prostate cancer, including transgender women and gender-nonconforming individuals. Choose a doctor that you feel comfortable working with. Refer to this GW Cancer Center’s fact sheet to help you find one: http://bit.ly/TransPrCaFactSheet #LGBTQ</p>	<p>1,2</p>

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>September is Prostate #Cancer Awareness Month. Take time to learn about the prostate, how to talk to your doctor, what to look for and more in this National Cancer Institute booklet: https://bit.ly/2N9omGt</p>	2
<p>Are you an #LGBTQ+ prostate #cancer survivor? Tailored answers and resources are available, including tips for choosing a doctor and health care team that you feel comfortable working with. Print out GW Cancer Center's fact sheet: http://bit.ly/MSMPrCaFactSheet</p>	1
<p>Working to keep track of prostate cancer information? Use this prostate cancer survivorship checklist from GW Cancer Center and the American Cancer Society to identify prostate #cancer symptoms and planning considerations. Download it today! http://bit.ly/25lLgtR</p>	2
<p>Primary care providers who work with prostate cancer survivors, the National #Cancer Survivorship Resource Center toolkit provides a thorough guide for following clinical practice guidelines. Review pages 33 through 37 for long-term effects, guidelines and a care checklist: http://bit.ly/NCSRCToolkitProviders</p>	2
<p>During Prostate #Cancer Awareness Month, clinicians can build or refresh their knowledge through GW Cancer Center's free Cancer Survivorship E-Learning Series for Primary Care Providers. Module 7 is all about caring for prostate cancer survivors: https://bit.ly/37FnJhz</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS FOR COVID-19

Tweets	Facebook Posts	Message Category
#CancerCare Providers: Talk to your patients about the pros and cons of #prostatecancer screening as life starts to return to normal post-#COVID19: https://bit.ly/3vwSZdH	Healthcare Providers: As things start to return to normal post-COVID-19, discuss with your patients the pros and cons of resuming prostate cancer screening: https://bit.ly/3vwSZdH	2
#CancerCare Providers: #Prostatecancer screening disparities are evident and have increased due to #COVID19. Don't let your patients fall behind: https://bit.ly/3c0G8st	Providers: Prostate cancer screening disparities are evident and have increased due to COVID-19. Don't let your patients fall behind: https://bit.ly/3c0G8st	2
#Prostatecancer patients and survivors: talk to your doctor about the risks and benefits of getting the #COVID19 #vaccine as well as other precautions you may need to take: https://bit.ly/3x8JpOH	Prostate cancer patients and survivors: talk to your doctor about the risks and benefits of getting the COVID-19 vaccine as well as other precautions you may need to take: https://bit.ly/3x8JpOH	2
#DYK #prostate cancer screenings declined by 74% during the peak of the pandemic? Early detection can save lives. Talk to your doctor about safely resuming screening and next steps: https://bit.ly/3vOISkp	Did you know prostate cancer screenings declined by 74% during the peak of the pandemic? Early detection can save lives. Talk to your doctor about safely resuming screening and next steps: https://bit.ly/3vOISkp	2
#Cancer patients and survivors, including #prostatecancer survivors, may be at higher risk for illness if they get #COVID19. Lower your risk of infection by getting vaccinated: @theNCI guidance: https://bit.ly/34I0h2o	Cancer patients and survivors, including prostate cancer survivors, may be at a higher risk for illness if they get COVID-19. Lower your risk of infection by getting vaccinated. Read more from the NCI at https://bit.ly/34I0h2o	2

ADDITIONAL TOOLS AND RESOURCES

These tools can help you enhance your online presence and overall communications strategy regarding prostate cancer awareness.

Tool	Description
<p>Living with Prostate Cancer - Resources to Take Charge of Your Health (Gay and Bisexual Men)</p> <p>Prostate Cancer - Resources to Take Charge of Your Health (Transgender Women and Gender Non-Confirming Individuals)</p>	<p>Gay and bisexual men as well as transgender women and gender non-conforming individuals all have health care needs that are often not talked about. These two factsheets can help sexual and gender minority individuals talk with their doctor if they have prostate cancer. They include tips for patients and their partners to work with their health care team and manage the effects of treatment. The resources list on the back of each factsheet has more information.</p>
<p>The Cancer Survivorship E-Learning Series for Primary Care Providers</p>	<p>This series educates primary care providers (PCPs) about how to better understand and care for cancer survivors in the primary care setting. Clinicians can learn about caring for survivors of adult-onset cancers in Module 7: Spotlight on Prostate Cancer Survivorship: Clinical Follow-Up Care Guideline for Primary Care Providers.</p>
<p>Continuous Update Project (CUP): Diet, Nutrition, Physical Activity and Prostate Cancer</p>	<p>This American Institute for Cancer Research (AICR) project is currently the most rigorous, systematic global review of the scientific research currently available on prostate cancer and these lifestyle factors.</p>
<p>National Cancer Survivorship Resource Center Toolkit</p>	<p>Resources to help with implementing American Cancer Society cancer survivorship care guidelines for several cancers including prostate cancers are available. A provider checklist for prostate cancer begins on page 39 and a patient checklist begins on page 73.</p>
<p>Talk to Someone About Prostate Cancer</p>	<p>The CDC has a virtual human simulation that was created to help individuals better understand prostate health, risks for prostate cancer, and options for screening and treatment.</p>

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