

North Texas Prostate Cancer Coalition

Annual Meeting, November 12, 2011



Together For Good Health



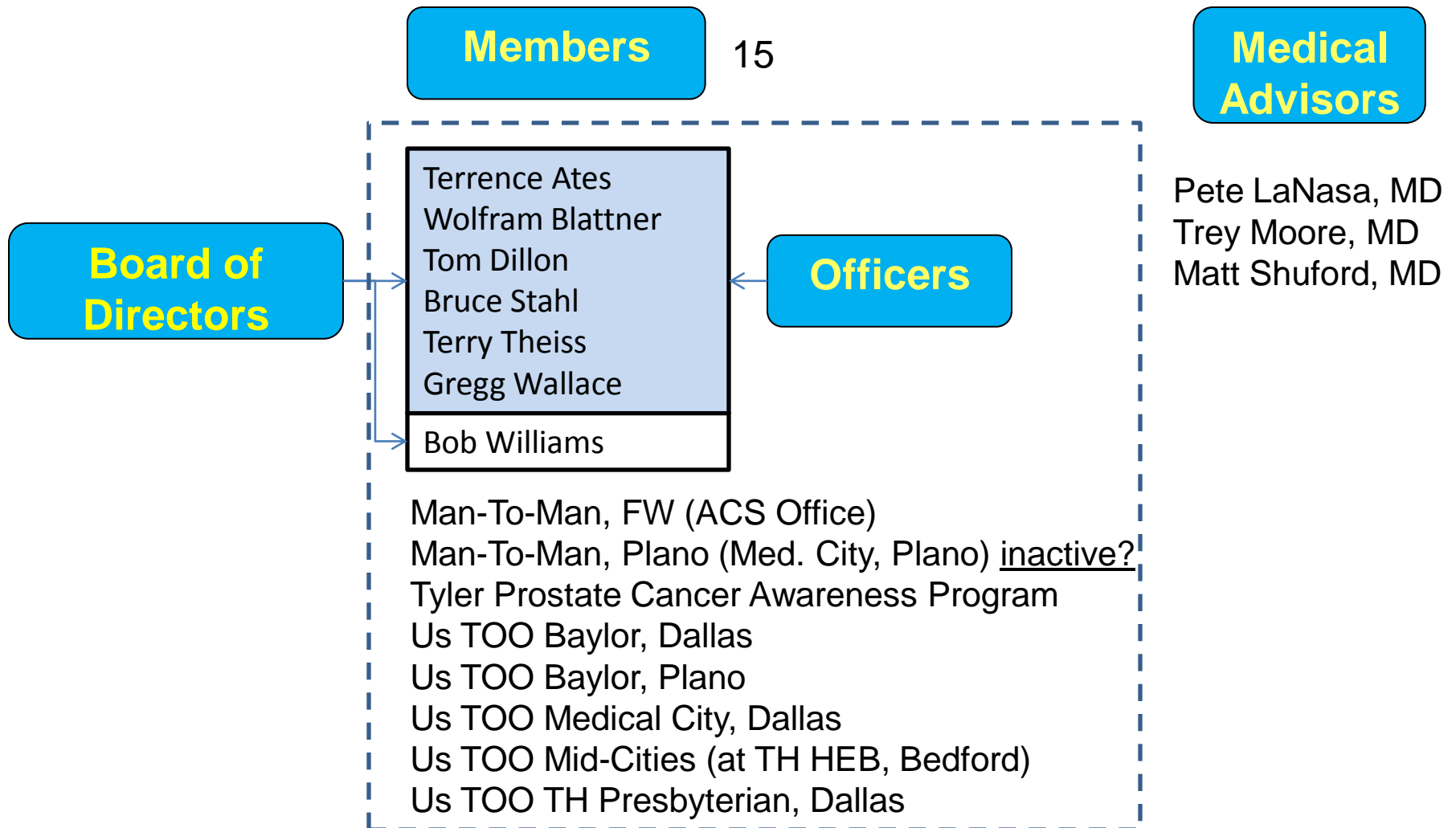
NTxPCC, Annual Meeting Agenda

- ***Opening Remarks***
 - *The Coalition*
- ***Administrative***
 - *Minutes*
 - *Election, Directors*
 - *Financial Reports, 2010, 2011 (Current)*
 - *2012 Budget*
- ***Program Review***
 - *Awareness Programs*
 - *Survivor Programs*
 - *Goals for 2012*
- ***Break***
- ***Report on Dendreon/NASPPC Meetings***
- ***50 Hoops***
- ***Tyler Programs***
- ***Open Discussion***

NTxPCC - Current Coalition



NTxPCC Organization



Election, Directors

Current Directors (3 year terms):

Terrence Ates

Wolfram Blattner

Tom Dillon

Bruce Stahl

Terry Theiss

Gregg Wallace

Bob Williams

Additional Nominations?

2010 Financial Statement

| Income | Actual | Budget |
|--|--------------------------|--------------------------|
| Grants and Donations | | |
| Grants | \$5,000.00 | \$5,000.00 |
| Donations | \$4,088.00 | \$3,500.00 |
| Donations, Justin Sucato Memorial | \$ 800.00 | |
| Other (Test Deposits, PayPal) | \$ 0.23 | |
| Total Income | <u>\$9,888.23</u> | <u>\$8,500.00</u> |
| Expenses | Actual | Budget |
| Health Fair and Screening Events | | |
| PCa Model | \$ 60.99 | \$ 60.00 |
| Health Fair Brochure | \$ 0.00 | \$2,000.00 |
| Other Support | \$ 0.00 | \$ 300.00 |
| <u>Subtotal</u> | <u>\$ 60.99</u> | <u>\$2,360.00</u> |
| Awareness Program | | |
| Brochure Artwork | \$ 340.00 | \$ 340.00 |
| Printing | \$1,100.00 | \$1,500.00 |
| T-Shirts, Volunteers | \$ 271.50 | \$ 360.00 |
| <u>Subtotal</u> | <u>\$1,711.50</u> | <u>\$2,100.00</u> |
| Speakers Bureau | | |
| Printing, CDs | \$ 0.00 | \$ 200.00 |
| <u>Subtotal</u> | <u>\$ 0.00</u> | <u>\$ 200.00</u> |
| Office Expenses | | |
| Awards | \$ 139.50 | \$ 200.00 |
| Other (PayPal Fees) | \$ 7.70 | \$ 60.00 |
| Postage/Printing | \$ 0.00 | \$ 400.00 |
| Website | \$ 0.00 | \$ 100.00 |
| Emergency Funds | \$ 0.00 | \$ 500.00 |
| <u>Subtotal</u> | <u>\$ 147.20</u> | <u>\$1,260.00</u> |
| Total Expenses | <u>\$1,919.69</u> | <u>\$6,030.00</u> |
| Cash on Hand, December 31, 2009 | <u>\$ 77.80</u> | |
| Total Income, 2010 | \$9,888.23 | |
| Total Expenses, 2010 | -\$1,919.69 | |
| Cash on Hand, December 31, 2010 | <u>\$8,046.34</u> | |

Financial Statement

Jan. 1, 2011 thru Oct. 31, 2011



| | <u>Income</u> | <u>Budget</u> |
|--|--------------------------|--------------------------|
| DONATIONS AND GRANTS | | \$1,500.00 |
| Donations | \$564.00 | |
| Justin Sucato Memorial | \$100.00 | |
| <u>Total Income</u> | <u>\$664.00</u> | <u>\$1,500.00</u> |
| | <u>Expenses</u> | <u>Budget</u> |
| HEALTH FAIRS AND SCREENING EVENTS | | |
| PCa Models, Posters | \$167.34 | \$320.00 |
| Other Support (Banners) | \$88.18 | \$300.00 |
| Handouts | | \$1,000.00 |
| Health Fair Brochure | \$1,165.40 | \$1,600.00 |
| Sub-Total | \$1,420.92 | \$3,220.00 |
| AWARENESS PROGRAM | | |
| T-Shirt, Volunteers | \$161.50 | \$500.00 |
| Posters | | \$500.00 |
| Brochure Printing (Reprint) | | \$1,800.00 |
| Sub-Total | \$161.50 | \$2,800.00 |
| SPEAKERS BUREAU | | |
| Combined Speakers Event | | \$600.00 |
| Printing, CDs | | \$200.00 |
| Sub-Total | \$0.00 | \$800.00 |
| OFFICE EXPENSES | | |
| Printing | | \$300.00 |
| Postage | | \$100.00 |
| Awards | \$85.50 | \$200.00 |
| Website | \$62.03 | \$100.00 |
| Misc (PayPal, Travel) | \$76.05 | \$60.00 |
| Sub-Total | \$223.58 | \$760.00 |
| CONTINGENCY FUNDS | | |
| | \$0.00 | \$500.00 |
| Sub-Total | \$0.00 | \$500.00 |
| <u>Total Expenses</u> | <u>\$1,806.00</u> | <u>\$8,080.00</u> |
| CASH FLOW | | |
| <u>Cash in Hand, Dec. 31, 2010</u> | <u>\$8,046.34</u> | <u>\$8,046.34</u> |
| Net Income (Loss), 2011 | (\$1,142.00) | (\$6,580.00) |
| <u>Cash in Hand, Oct. 31, 2011</u> | <u>\$6,904.34</u> | <u>\$1,466.34</u> |

Bruce Stahl
Treasurer, NTxPCC
bstahl@prodigy.net



Budget, 2012

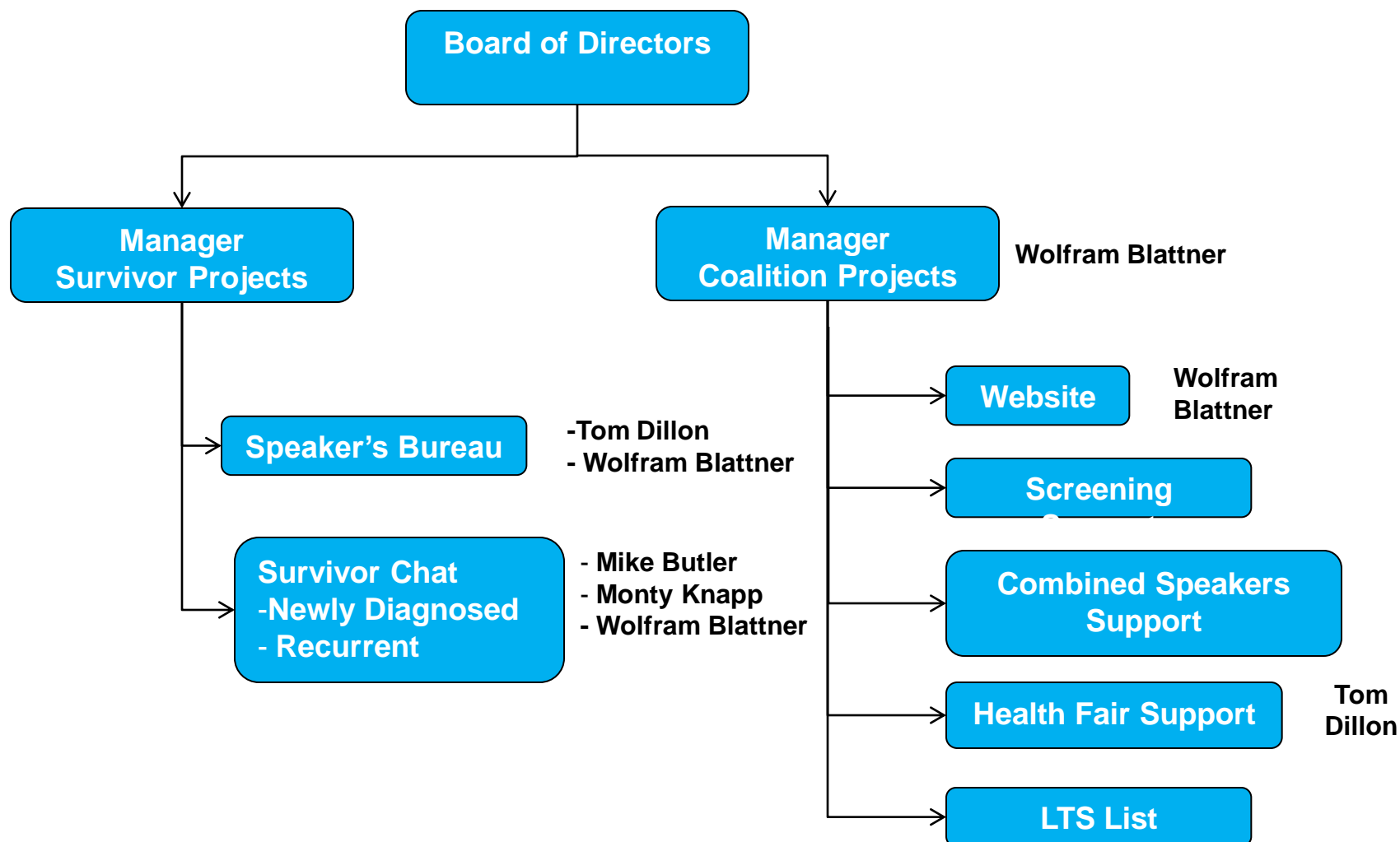
(BoD approved, Revised Nov. 5, 2011)

| | | <u>Income</u> |
|------------------------------------|--|--------------------|
| DONATIONS AND GRANTS | | |
| Sponsorship | | \$2,500.00 |
| Sponsorship, Symposium | | \$4,000.00 |
| Grants, Symposium | | \$1,500.00 |
| Donations | | \$500.00 |
| <u>Total Income</u> | | <u>\$8,500.00</u> |
| | | <u>Expenses</u> |
| HEALTH FAIRS AND SCREENING EVENTS | | |
| Support Material | | \$500.00 |
| Handouts | | \$1,000.00 |
| Artwork, Brochures | | \$350.00 |
| Health Fair Brochure (2) | | \$1,600.00 |
| Sub-Total | | <u>\$3,450.00</u> |
| AWARENESS PROGRAM | | |
| Shirts, Volunteers | | \$500.00 |
| Posters | | \$500.00 |
| Brochure Printing (Reprint) | | \$1,800.00 |
| Sub-Total | | <u>\$2,800.00</u> |
| SPEAKERS BUREAU | | |
| Combined Speakers Event | | \$6,500.00 |
| Printing & Material | | \$200.00 |
| Sub-Total | | <u>\$6,700.00</u> |
| OFFICE EXPENSES | | |
| Awards | | \$200.00 |
| Website | | \$100.00 |
| Travel | | \$250.00 |
| Misc | | \$100.00 |
| Sub-Total | | <u>\$650.00</u> |
| CONTINGENCY FUNDS | | |
| | | \$500.00 |
| Sub-Total | | <u>\$500.00</u> |
| <u>Total Expenses</u> | | <u>\$14,100.00</u> |
| CASH FLOW | | |
| <u>Cash in Hand, Dec. 31, 2011</u> | | <u>\$6,404.34</u> |
| Net Income (Loss), 2012 | | (\$5,600.00) |
| <u>Cash in Hand, Dec. 31, 2012</u> | | <u>\$804.34</u> |

NTxPCC

- **Program Review, 2011**

NTxPCC Programs



2011 Progress

- Concentrated on Awareness Programs
 - Increased Health Fair Support
 - Increased Screening Support (volunteers)
 - Created Awareness Brochure
- Prostate Cancer Symposium

Activities/Progress - Programs



Awareness Programs

- *Speakers' Bureau*
- *Health Events Support*
- *Posters/Brochures*

Survivor Programs

- *Support Group Meetings*
- *Long Term Survivor (LTS) List*
- *Let's Talk on Tuesday ... (NDX and recurring)*
- *STEPS*
- *Combined Speakers (Symposium)*

Website

Fundraising

Speakers' Bureau



Early Detection Presentations

- Baylor/Plano Screening (2); attendance: 50!
- Medical City, Screening (3)
- Sachse Relay for Life

Other

- Health Care Presentation (PHIGS)

Awareness Events, Support (Summary)

- *27 events, 35% increase from last year (20)*
- *Made possible because of an increase in volunteers, especially from Us TOO Baylor/Plano*

Awareness/Screening Events, Support Main Events



- *Waste Management Expo (moves to NV next year)*
- *Symposium*
- *DadFest*
- *PC Survivors Day (Baylor/Dallas)*
- *PC Rally, THR Harris*
- *Cruisin' for a Cure (10-th year, supported by FWPD)*
- *Golf Tournament – UREF*
- *Drs. Fulgham*
- *Screenings/Health Fairs at Baylor/D, Baylor/P, Medical City/D, Medical Center/P*

Awareness / Screening Events

New Events (14)



- **PC Symposium**
- **Employee Health Fair, THR Harris**
- **Rhoads Terrace Bible Fellowship, Spring Festival**
- **National Cancer Survivors' Day, Medical City, Dallas; Cancer Care, FW**
- **Cancer Survivor Week, Baylor/Dallas**
- **Prostate Cancer Celebration/Rally, THR Harris, FW**
- **Relay for Life (ACS), First Baptist Church, Sachse**
- **Dinner Lecture (Spring), 50 Hoops**
- **Health Fair, YMCA Highland Park**
- **4th Annual CVS Cares Community Health Fair, Plano**
- **Screenings at Waste Management Expo; THR Presbyterian, Plano; Medical Cancer Center, Richardson**

Awareness Events, Support

Not covered



- **2010 Events, not covered (7) [no requests]**
 - Word of Life Ministries, Mesquite, Health Fair
 - Omicron Mu Omega Foundation, DeSoto, Health Fair
 - Health Fair, **Texas DoT, Fort Worth** – did it happen?
 - Hotter Than Hell, Harley Davidson party
 - Health Fair Station, ManPower Conference – no health fair this year?
 - Health Fair, Destiny Church, Fort Worth
 - Screening, Urology Res. & Ed. Foundation at Mt. Hebron Missionary Church – not scheduled
- **Other**
 - “It’s a Guy Thing – Baylor SW (FW), Baylor (Grapevine)
 - **Screening at TH Harris HEB/Bedford**

USPSTF Recommendation



- **Published Official NTxPCC Position (Website)**
- **NTxPCC Response to USPSTF (distributed to members)**
- **Notified members/survivors**
 - NASPCC material, Response Dr. Catalona, Dr. Shamel, link to Dr. Myers video
- **Comments on Newspaper Articles**
 - Star Telegram, Dallas Morning News, tried Houston Chronicle
- **Letter to Potter's House**
- **Contacted PC Resource Center (Austin)**

Screening, 2011



- **Events (10)**

- Waste Expo; TH Harris, FW
- DadFest; TH Presbyterian/Dallas
- Men's Health Day, Baylor/Plano (No DRE?)
- Cruisin' for a Cure – Carshow; TH Harris Methodist/Fort Worth; USMD
- Free PC Screening, The Medical Center of Plano
- Free Male Health Screening, Medical City/Dallas
- Free PC Screening, Baylor/Dallas ("Make-up screening" is pending)
- PC Screening, TH Presbyterian/Plano
- TH Harris HEB/Bedford (September, did not participate!)
- Medical Cancer Center of Richardson

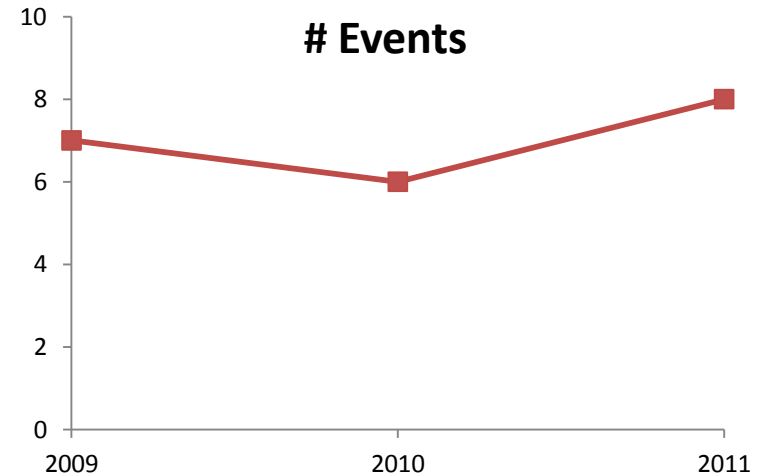
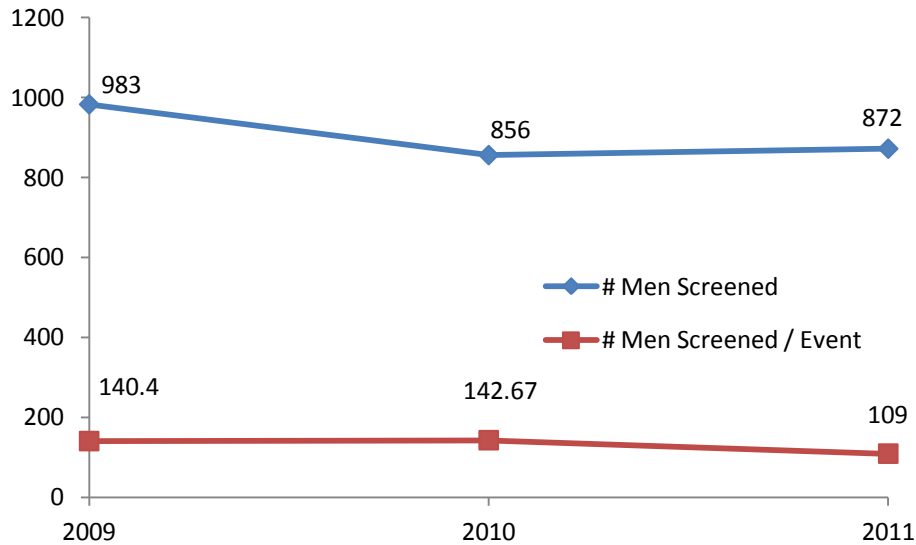
- **Requirements**

- PSA & DRE
- Some hospitals lowered minimum age requirements to 35 or 40

What Worked Well

- ***Presentations***
 - *Health Fair/Screening/Plano*
 - *2 Presentations, 50 people*
 - *Key: Location*
- ***Distribution, Health Fair Brochures***
 - *September Screening, Baylor/Dallas*
 - *Everybody received copy of brochure*
 - *Key: Location*

Screening Data 2009-2011



| Year | Events | # Men | Men Referred (PSA/DRE) |
|--------------|-----------|--------------|------------------------|
| 2011 | 5 | 517 | 15.1% |
| 2010 | 3 | 257 | 28.4% |
| 2009 | 3 | 536 | 12.3% |
| Total | 11 | 1,310 | 16.6% |

Does not include all screening events

Screening, PSA

- **Cut-off**
 - 2.5 or 4.0, hospital dependent
 - NTxPCC will not push to standardize PSA cut-offs
- **Comments**
 - One hospital reported 10 “abnormal” DREs, PSA in range (4.0)
 - Dr. W. Catalona: 25% of men with PSA between 2.5 and 4.0 have prostate cancer

Screening/Awareness – The Next Step #1 ?



- **NBA Opportunity?**
 - NBA interest
 - Presbyterian connected with Mavericks
- **NFL Screening**
 - NFL/AUA Screening 2011 Super Bowl week – no interest
 - Cancer Network/Colorado/NFL/Tony Romo
- **Zero has contract with NHL**
 - October 13 was Cancer Awareness Night at Dallas Stars (Prostate and Pancreatic Cancer)
- **MLS - FC Dallas?**
 - Presbyterian (material provided), Wolfram have connections
- **MLB - Rangers?**
 - 2009 Screening at Chicago Cubs
 - Tom Grieve / Tom Dillon / MC Arlington

Screening – The Next Step #2?



- **New Screening Program?**

- **Small screening events (churches, clubs, etc.)**

Some hospitals have policies against “outside screening”

Urology association or hospital identifies physicians/nurses for possible screening day

Request will be honored if a minimum number of men are signed up before the fair (deals with small numbers)

Screening times will be adjusted to number of men signed up

- UREF screening (2010) at Mt. Hebron Church, Plano (PSA only)
 - **Methodist/Dallas has 40 screening events per month (PSA only)**

Brochures



- **Education Brochure**

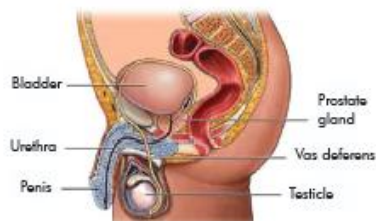
- Intent to distribute to physicians
- Need to reprint
- Waiting on Coalition updates

- **Awareness brochure** (for health fairs/screening)

- Combined with Us TOO
- **Printed**
- Translated into Spanish
(awaiting physician's review, as well as AUA 2011 guidelines)

Awareness (Health Fair) Brochure

What is Prostate Cancer?



The prostate is part of the male reproductive system, located below the bladder and just in front of the rectum. It is a walnut-size gland that manufactures fluid for semen.

Prostate cancer is a disease that affects the cells in the prostate. If cells divide in an abnormal way, they can form a tumor. Cancerous prostate tumors can block the flow of urine and, left untreated, can spread to other parts of the body.

Prostate cancer is the most common invasive cancer in men. Every year over 230,000 men are diagnosed with the disease in the United States, and about 30,000 will die. In Texas alone, over 13,500 men are diagnosed every year. If detected early, prostate cancer is often curable.

The majority of newly diagnosed prostate cancers are localized. (In other words, the tumor growth has not spread beyond the prostate gland). This is good news; early detection allows treatment options that increase chances of survival.

Prostate Cancer, in its early stages, may cause no symptoms. Once prostate cancer is detected, a number of treatment options may be recommended. Please consult your doctor, visit www.ntxpcacoalition.org or www.ustoo.org to find out more about the risk and benefits of each option.

Prostate Cancer Kills One Man Every 17 Minutes Don't Be One of Them

For the general population, a man in his lifetime has about a

- 16 percent chance (1 in 6) of being diagnosed with prostate cancer. The risk of being diagnosed increases to 20 percent for African-American men.
- 3 percent chance (1 in 33) of dying from prostate cancer.

The older you are, the greater the risk of getting prostate cancer. See the chart below:

| AGE | ALL MEN | AFRICAN AMERICAN MEN |
|------|------------|----------------------|
| 45 | 1 in 2,500 | 1 in 1,111 |
| 50 | 1 in 476 | 1 in 204 |
| 55 | 1 in 120 | 1 in 66 |
| 60 | 1 in 43 | 1 in 26 |
| 65 | 1 in 21 | 1 in 13 |
| 70 | 1 in 13 | 1 in 9 |
| 75 | 1 in 9 | 1 in 7 |
| EVER | 1 in 6 | 1 in 5 |

FOR MORE INFORMATION GO TO



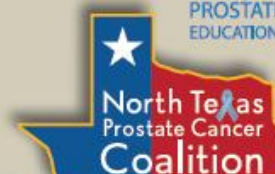
www.ntxpcacoalition.org



www.ustoo.org

JAN 2011

What You Should Know About Prostate Cancer



Support Group Meetings



- Seven (?) Support groups
- Two with regular “high” attendance
- Need more physicians’ support (Brochure ...)
- Lack of Speakers

Workshops



- **Low attendance**
- **NDX workshops not feasible; STEPS program still available**
- **Recurrence workshop on hold**
- **NDX/Recurrence discussions available at “Let’s Talk on Tuesday”**
 - Available to all survivors
 - We do NOT recommend hospitals/doctors
- **Need more support from physicians**



Let's talk on Tuesday
about Prostate Cancer



*Sponsored by the Prostate Cancer Resource Center and
The North Texas Prostate Cancer Coalition*

Prostate Cancer Survivors are waiting to talk with you ...

- Informal chat sessions with survivors
- Learn about treatment options and questions to ask your doctor.
- Provide reassurance and support you may need to face treatments.
- Learn about support groups and educational classes offered free!

Tuesdays - from 10:00 am - 2:00 pm

Cancer Resource Center - Klabzuba Tower Ground Floor
1300 W. Terrell Avenue, Fort Worth, Texas 76104

*For more information – contact Gayle Wilkins, MSN, RN, OCN
Prostate Cancer Resource Center - 817-820-4868*

TexasHealth.org

Doctors on the medical staff practice independently and
are not employees or agents of the hospital.



Survivor Chat

- Slow start, but picked up
 - Some great sessions
 - Time used to prepare for other events on slow days
-
- Need more physicians' support

STEPs To Surviving Prostate Cancer



Series cut from 6 to 3 weeks, coordinated by the Prostate Cancer Resource Center at Texas Health Harris, Fort Worth

Program run in spring and fall

**Attendance declined compared to previous years
Need increased physicians' support**

Combined Speakers Support

2009

- **1st Annual Prostate Cancer Survivors' Celebration (Baylor/Dallas)**
Local speaker: Scott Murray; Attendance ~ 150; Recognition Award

2010

- **2nd Annual Survivor Celebration (Baylor/Dallas)**
Baylor CEO; Recognition Award; Attendance ~ 200
- **Unable to secure Dr. Ian Thompson**

2011

- **Symposium; Dr. Partin; Dr. Fulgham; Survivor; Attendance ~90**
- **3rd Annual Survivor Celebration (Baylor/Dallas);**
Doctors' Forum; Attendance ~120

Combined Speakers

2012 Plan

- **Seems that Baylor/Dallas will continue the Annual Survivor Celebration event**
- **Symposium**
 - Facilitated jointly by NTxPCC and UREF
 - Intended for survivors and physicians (NOT applying for CME credit)
 - Identified some sponsors through NTxPCC and UREF, not confirmed
 - Should be a Coalition event involving all associated hospitals
 - Asking for nominal support
- **Please notify us in time if you are planning to bring in other speakers**
 - We will support



Prostate Cancer Symposium

May 5, 2012

10 a.m. – 3 p.m.

Location TBD

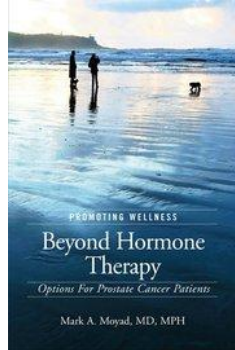
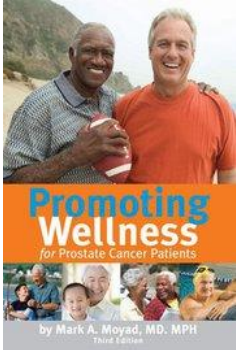
Sponsors



Speakers



- **Mark Moyad, MD**
- Professor of preventive and alternative medicine at the University of Michigan, and an acknowledged authority on the roles of diet, supplements, and other forms of integrative care in the prevention and treatment of prostate cancer



Topic: TBD

Speakers, Cont.



- Arthur Sagalowsky, MD
- Professor
Endowed Title: Dr. Paul Peters
Chair in Urology in Memory of
Rumsey and Louis Strickland

CIRCON/ACMI GOLD CYSTOSCOPE AWARD of the American Urological Association

The most outstanding achievement within
10 years of residency (1987)

**Topic: The Cardiovascular Effects of
Androgen-Deprivation Therapy**



- John Nemunaitis, MD
- Executive Director, Mary
Crowley Cancer Research
Centers

**Topic: Personalized
Therapeutics in the
Management of Prostate
Cancer**

Agenda, Tentative

| | |
|-------------|--|
| 9:30-10:00 | Registration |
| 10:00-10:15 | Welcome: Wolfram Blattner Pat Fulgham, MD, Introductions |
| 10:15-11:00 | Arthur Sagalowsky, MD, Urologist UT Southwestern Medical School Topic: Cardiovascular Effects of Androgen Deprivation Therapy |
| 11:00-11:45 | John Nemunaitis, MD , Director Mary Crowley Research Centers Topic: Personalized Therapeutics in the Treatment of Prostate Cancer |
| 11:45-12:30 | Lunch |
| 12:30-12:45 | Justin Sucato Award |
| 12:45-1:15 | Survivor Speaker? |
| 1:15-2:00 | Athan Schindler, Lance Armstrong Foundation |
| 2:00-3:30 | Mark Moyad, MD |

Possible Locations

Texas Rangers Stadium: Legends Museum, Arlington



← Noah's, 6101 E. Campus Circle, Irving

La Cima Club, 5215 N. O'Connor Blvd, Irving



People are Aware of Website

Site traffic for NTX PCa Coalition

Discover information about the number of visitors your site gets.

Total site traffic for the last 7 days

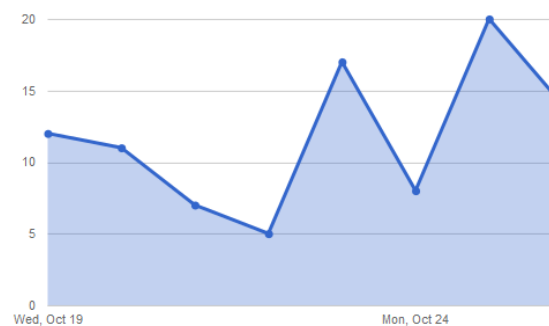
For the period: Oct. 6, 2011 to Oct. 13, 2011



70 hits on October 10

Total site traffic for the last 7 days

For the period: Oct. 19, 2011 to Oct. 26, 2011



Visits

152

Need more data?

Get more traffic data and see visitor trends with Yola Silver

Inbox - Windows Mail

hp

Member Response

- **Good working relationship with and between members**
- **Specific actions**
 - *Survivor Celebration*
 - *Super Bowl Screening (AUA/NFL)*
 - *Brochure distribution (NTxPCC brochure)*
 - *Awareness brochure distribution* (*"Health Fair"/Screening Distribution*)
 - *Screening Request*, *Dallas Habitat*
- **Please increase communication**

GreatNonprofits Reviews

- ***NTxPCC qualified for Listing***
- ***Feedback from Reviews (17)***
 - *Coalition is functioning, no changes needed (4)*
 - *Increase visibility (programs, doctors, media) (3)*
 - *Expand (other health care providers, organizations, individuals; support group for South Dallas; other cities across the State) (3)*
 - *More volunteers (1)*
- ***Specific***
 - *“This organization is well run just as it is; excellent resource”*
 - *“Increase the visibility to all urologists across North Texas and increase the conversation about prostate cancer in the general media”*
 - *“Drop N out of NTxPCC; include Galveston, El Paso ...”*
 - *“Encourage other health care providers, organizations and individuals to join the North Texas Prostate Coalition with the goal of working together as one to fight prostate cancer, diagnose it early and provide unified support”*

Response to Feedback

- **No Changes Needed - Functioning**
 - *Apparently we are doing something right*
 - *NTxPCC would like to do more*
- **Increase Visibility – Programs, Doctors, Media**
 - *Big Concern*
 - *Requires more volunteers and personnel “with connections”*
- **Expansion**
 - *Open to other adding health care providers, organizations*
 - *Other cities in NTx possible; not enough resources at this time to expand to South and West Texas*
- **More Volunteers**
 - *Obvious priority*

Other PC Organizations in Tx



- **D/FW Metroplex**
 - UREF
 - For Mankind (Golf tournament)
 - Dallas Moustache
 - UT SW Man To Man
 - 50 Hoops
- **Austin**
 - Prostate Cancer Research Center
 - Women against Prostate Cancer (contacts in D/FW area?)
- **Houston**
 - TXPCC
 - Blue Cure Foundation
- **Other Locations**
 - Wichita Falls, Amarillo, Lubbock, Sherman, Galveston
- **Us TOO, Man to Man organizations**

New Efforts



Outreach to Underserved

- *Working with 50 Hoops and Potter's House*
- *Trying to create Support Group in South Dallas*
(large minority population)
- *Need to connect with Latino Community*
Spanish version of awareness brochure is first step

Goals for 2012?

- **Diversity**
 - African-American Community (South Dallas/50 Hoops)
 - Latino Community (start with Hispanic Community)
- **Speakers' Bureau**
 - Presentations at Churches, Men's Clubs, Women's Clubs, etc.
- **Health Fairs/Screening Support**
 - Baylor Grapevine/SW FW; USMD
 - Increase Health Fair tables (table cloths, handouts)
 - We will support where and when possible and feasible
- **Awareness**
 - Urology/Texas Oncology Offices
 - September: "... **Hospitals and NTxPCC Go Blue?**" (MC Dallas!)
 - Media ?

Challenges



- ***Need program managers***
- ***Manpower shortage***
 - *Observed increase in volunteers is not sufficient*
- ***Financial***
 - *2012 goals may need additional funds to survivor contributions*

Dendreon Meeting

- ***NTxPCC President was invited to an advocacy meeting***
 - *Meeting at new facility in Seal Beach, CA*
 - *NTxPCC only invitee East of Colorado*
 - *Third facility to open in Atlanta*
- ***Provenge Presentation***
 - *Technology (proprietary)*
 - *Medicare administrative changes*
 - *Financial assistance*
- ***Tour of Facility***
- ***Advocacy/Awareness Discussion***
- ***Future Relation with NTxPCC***

- ***Mission Statement***

To provide support to existing state prostate cancer organizations; to facilitate the development of new state prostate cancer organizations; and to serve as a collective and collaborative voice to make prostate cancer a national health care priority.

- ***Currently 37 State Coalitions (plus DC)***

- *Including Texas (TPCC)*
- *Added 6 “State Coalitions” during 2011*
- *Most of the “State Coalitions” are single groups*
- *No distinct membership definition*

NASPPC Meeting – Chicago

(Oct 14-15)

- **USPSTF workshops**
- **Minutes mailed to NTxPCC leadership**
- **Guest Speakers**
 - *Catalona, MD (PSA Can Save Lives, Pro PSA Test, submitted for FDA approval)*
 - *Raymond Nagle, MD, PhD (Global Molecular Pathology Testing)*
 - *Jack Groskopf, PHD (Gen-Probe: PSA3 Test, submitted for FDA approval)*
 - *Scott Riccio (Dendreon: Provenge)*
 - *Kip Cross (Millenium/Takeda: Tak-700, in Phase III trial)*
 - *Jane Varian, RN (Sanofi-Aventis: Current and Future Directions in PCa”)*

50 Hoops

Tyler Programs

Open Discussion

?

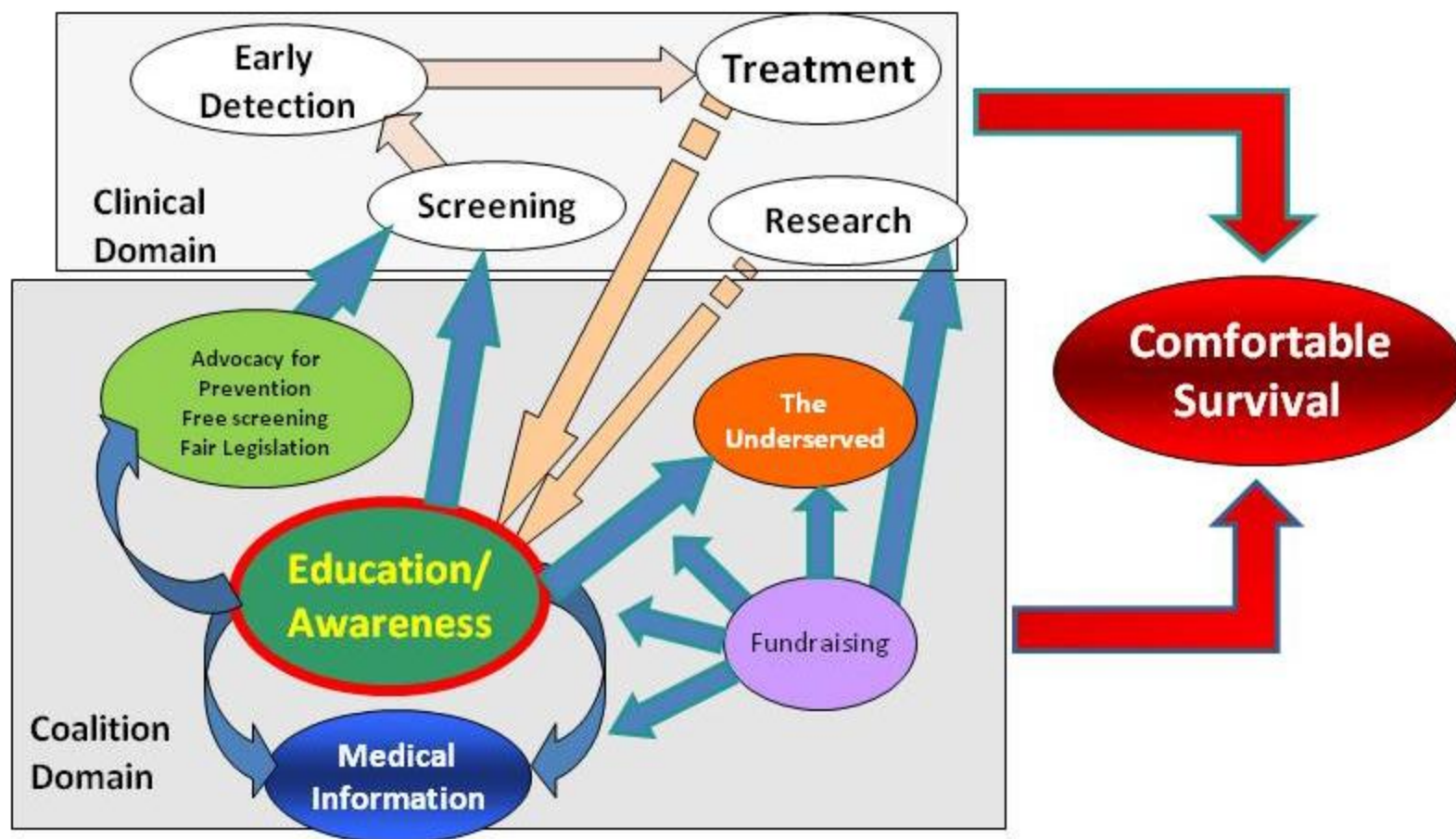
Background



NTxPCC History

- Started with a website for a local Support Group in Fort Worth, 2008
- Found another survivor interested in awareness programs
- Added Six Support Groups within the DFW Area
- Formed a Coalition, Spring 2009
- Elected Directors & Officers, Fall 2009
- Applied for Non-Profit Status for Texas - approved
- Applied for 501 (c)(3) status with IRS - approved
- Expanded to include Tyler PCAP, June 2010

NTxPCC - Coalition Intention





Coalition Status

Non-Profit

- Registered Non-Profit Corporation in Texas
- Received 501(c)(3) approval from IRS, Feb. 2010
- Exempt from Franchise Taxes

Coalition Plans



Area Interest Groups

- Some local prostate cancer groups not members of NTxPCC

Statewide Interest Groups

- Identified some of them
- Statewide plans TBD

NTxPCC

- NTxPCC will stay as North Texas Coalition

Health Fair Support



Typical Setup

- Stand-Up Poster
- PCa Model
- Handouts (mainly high risk Us TOO brochure)
- Area Screening List
- UT Risk assessment chart

Optional

- Online risk assessment (requires wifi)
Note: not used at screenings
- Early Detection presentation



Brochure

Early Detection is the Key
to Successful Treatment.

GET SCREENED!



New guidelines by the American Urology Association (AUA) recommend prostate cancer screening for men aged 40 or older, stating that an above average PSA score at age 40 is a strong predictor of developing the disease later in life.

In addition, AUA recommends that men who wish to be screened have a digital rectal exam as well as PSA testing.

Risk factors for Prostate Cancer are

AGE

FAMILY HISTORY

and

RACE

Are you well informed?
Are you aware of your risks?
Do you know your PSA?

Get Educated About
Prostate Cancer!

Support and Member Groups

Man To Man, Fort Worth (at ACS Office)

Contact: Gayle Wilkins, 817-820-4868

Man To Man, Plano (at Plano Medical Center)

Contact: Gene Hogan, 214-473-7697

Tyler Prostate Cancer Awareness Program

Contact: Terrence Ates, 903-565-5926

Us TOO, Baylor Medical Center, Dallas

Contact: Polly Candela, 214-820-3595

Us TOO, Baylor Regional Medical Center, Plano

Contacts: Emily Gentry, 469-814-6753

Tom Dillon, 972-998-5221

Us TOO, Mid-Cities

(at Texas Health Harris Methodist HEB, Bedford)

Contact: Jaren Smith, 214-536-0254

Us TOO, Medical City Dallas Hospital

Contacts: Jan Tichenor, 972-566-5793

Justin Sucato, 214-405-5460

Us TOO, Texas Health Presbyterian, Dallas

Contact: Angie Clark, 214-345-5030

Check our supporters on our Website

www.ntxpcacoalition.org

Get Educated About
Prostate Cancer



Long Term Survivor List



NTxPCC LTS volunteer members will talk about own experience only

LTS List

Surgery

Radiation

Other Treatment/Multiple Initial Treatment

Incontinence

Multiple Treatments (Recurrence)

Spousal Support

Patient Visits

Baylor/Dallas

USMD

Website

- **Plenty of Information**
 - **Up-to-date**
- **Try to stay away from controversial information**
 - **Three medical advisors**
- **All events are posted**
 - **Chapter leaders are responsible for correctness of information regarding their respective chapter**
 - **Related events are posted as well**
- **Page for sponsors/supporters**
- **Love to have input / suggestions**
 - **Major or minor**

Screening Support - Example



When helping at a screening event: (Car Show, FW)

Make sure men know what they are waiting in line for...

Explain there will be both a lab test and DRE – it is important to do both (assure them it's not too bad) and if they say they want to only test PSA – explain it's our policy to do both. If they don't want to do both, than they need to excuse themselves from the screening.

Ask the men if they are having any urinary problems (burning, pain, that type of thing.)

Screenings are for men with NO symptoms (BPH symptoms are okay).

Ask when they had their last screening. If it was anytime within this year (last 9 months) than ask them to wait for next screening.

This is NOT the place to be checking on previous elevated PSA's or double check someone else's results.

Make sure the men have not already been treated for cancer. (We always get a few wanting a follow up PSA)

Make sure they are old enough! At least 40 – if they are younger and want to be screened, ask them to talk to nurses first to determine if at high risk and appropriate to be screened.

**Policies at different
screening events will be
different**

Health Fair Support - Example

Job Descriptions for Survivors at Health Fairs (TH Harris Methodist - Modified)

Be friendly and engage men of screening age in conversation.

Ask men if they have been screened for prostate cancer in the last year.

It is okay to tell them that you are a survivor and encourage them to get tested.

Distribute pamphlets – but don't force them. If someone really doesn't want it – they'll just throw it away at the next trash can.

Answer questions the men have about how they do testing, what's it like, that type of thing.

Do not go into details about your personal experience with biopsy, or other specific medical details.

The emphasis here is to assure them it's not so bad and probably saved your life.

Refer specific medical type questions to the nurse with you at the event (if applicable).

Encourage men to get screened or see their Dr. – but do not push too hard....

There is still controversy about the benefit of PSA testing and its overall impact on prostate cancer survival. – OK to mention screening risks

Encourage women to take the information home to the “men in their lives” – it might be a husband, brother, father, son, uncle, boyfriend, etc...

Special Events , 2011 (27) (1 of 2)

- *April 2 (Sat); Prostate Cancer Symposium*
- *April 27 (Wed); Employee Health Fair, THR Harris, Fort Worth; (brochures)*
- *May 8 (Sat); Rhoads Terrace Bible Fellowship, Spring Festival; presentation*
- *May 11, 12 (Tue/Wed); Wellness for Life Screening Event, Waste Management Expo (table)*
- *May 20 (Fri), Fabulous 50 to Sexy at 60: Heart to Heart” Dinner Lecture Series*
- *June 3 (Fri); 1-3pm; National Cancer Survivors Day, Medical City, Dallas (brochures)*
- *June 5 (Sun); 2-4pm; National Cancer Survivors Day, Cancer Care, FW (table)*
- *June 9 (Thu); 10am-noon; Cancer Survivor Week, Baylor/Dallas (brochures)*
- *June 11 (Sat); “It’s a Guy Thing”, Baylor/Dallas; Health Fair (table)*
- *June 11 (Sat); “It’s a Guy Thing”, Baylor/Plano; Health Fair/Screening (table; presentation)*
- *June 18 (Sat); DadFest, Richardson; Health Fair/Screening (table)*
- *July 16 (Sat); 50 Hoops Basketball Tournament – Prostate and Colon Cancer program, Lancaster Rec. Center (survey, table)*

Special Events , 2011 (27) (2 of 2)

- Sep. 6 (Tue); Survivor Celebration, Baylor/Dallas (table)*
- *Sep. 7 (Wed); Prostate Cancer Celebr./Rally, THR Harris/FW (table)*
- *Sep. 9 (Fri); PHIGS Conference ,Tyler; (presentation)*
- *Sep. 9 (Fri); Dinner Lecture (50 Hoops): Putting the CAN in Cancer, Potter's House (brochures)*
- *Sep. 10 (Sat), Screening at Presbyterian, Plano (table)*
- *Sep. 13 (Tue); YMCA (table)*
- *Sep. 13 (Tue); Relay for Life, First Baptist Church, Sachse; (presentation)*
- *Sep. 17 (Sat); 4th Annual CVS Cares Community Health Fair, Plano (table)*
- *Sep. 17 (Sat); Screening at Baylor/Dallas (table)*
- *Sep. 17; Screening Medical Center of Plano (table)*
- *Sep. 17; Screening Day Medical City/Dallas (table, presentations)*
- *Sep. 17 (Sat); "Cruisin' for a Cure" car show and screening, FW (brochures)*
- *Sep. 19 (Mon); Golf Tournament Brookhaven CC – UREF*
- *Sep. 22 (Thu); Screening at Richardson Medical Cancer Center (table)*
- *Oct. 13 (Thu); 6:00 p.m. Col. Dan Fulgham, PhD. , Pat Fulgham, MD; UREF*

North Texas Prostate Cancer Coalition



TOGETHER FOR GOOD HEALTH