

STAY IN THE *Game* COMMUNITY TOOLKIT



Join the team to tackle
prostate cancer in your
community.





How to Use this Toolkit

This toolkit is your playbook for the Stay in the Game (SITG) Initiative. Inside, you will find important information about prostate cancer and prostate cancer screening, ways you can get involved, and resources you will get to help spread the word about prostate cancer in your community.

Disclaimer: The content within this toolkit is intended solely for educational purposes. It is not a substitute for professional medical advice, diagnosis, or treatment. Always seek the guidance of qualified healthcare professionals regarding any questions or concerns you may have about your health.

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Game On

Introducing Stay in the Game

Stay in the Game (SITG) is a community-led initiative focused on raising awareness about prostate cancer and promoting prostate cancer screening.

We empower local champions to educate and support their communities in the fight against prostate cancer.



Mission

The Stay in the Game Prostate Cancer Initiative works with local and statewide organizations to tackle the burden of prostate cancer in men in Virginia, especially the disproportionate burden in Black and African American men. By building partnerships to raise awareness and promote screening, the initiative aims to increase prevention and screening efforts, empowering communities to take the lead in reducing the racial disparities in prostate cancer.

Vision

A future where Black and African American men across Virginia experience reduced rates of prostate cancer, with equitable access to prevention, screening, and care, resulting in healthier, thriving, and empowered communities.

History

The University of Virginia's Comprehensive Cancer Center established the Stay in the Game initiative in January 2024. It was created after a series of community conversations highlighted the need for greater community awareness of prostate cancer prevention and screening.

This initiative was designed in partnership with local community leaders to ensure a community-driven approach. Stay in the Game continues to grow through strong collaborations, keeping prostate cancer education accessible, relevant, and impactful for all.



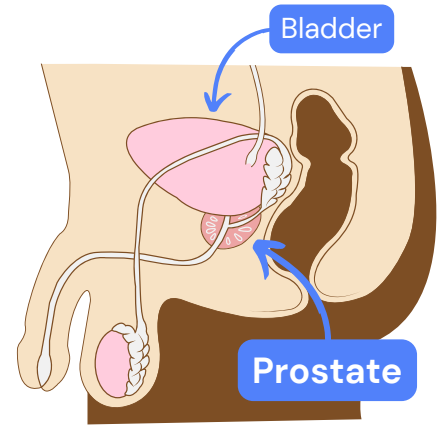
Fundamentals

Understanding Prostate Cancer

What is Prostate Cancer?

The prostate is a chestnut sized gland below the bladder that creates the fluid for transporting sperm.

Prostate cancer is when cells in the prostate gland start to grow out of control.



Risk Factors

The following risk factors may increase the risk of prostate cancer:



AGE

Prostate cancer is rare in men younger than 50 years old. The chance of developing prostate cancer increases as men get older.



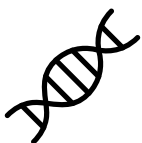
FAMILY HISTORY

A man whose father, brother, or son has had prostate cancer has a higher-than-average risk of prostate cancer.



RACE

Prostate cancer occurs more often in African American men than in White men. African American men with prostate cancer are more likely to die from the disease than White men with prostate cancer.



INHERITED GENES

Some gene changes can be passed on in families. Some gene changes linked to increased risk of prostate cancer include BRCA1, BRCA2, and Lynch syndrome. Other gene changes can also raise a man's risk.

American Cancer Society. *Prostate Cancer Risk Factors*. 2023.

National Cancer Institute. *Prostate Cancer Risk Factors*. 2023.

National Cancer Institute. *Prostate Cancer Prevention (PDQ®)—Patient Version*. 2023

Symptoms

Most men with early prostate cancer have no symptoms. However, some men with prostate cancer can experience:

Milder Symptoms:

- Slower or weaker urine stream
- More frequent urination
- Blood in urine or semen

Severe Symptoms:

- Trouble getting an erection
- Pain in the bones
- Lower body weakness or numbness
- Sudden weight loss
- Excessive fatigue



➤ **It is important to talk to your doctor if you are experiencing any of these symptoms.**

Prevention

There is currently no sure way to prevent prostate cancer. Research is still ongoing to better understand the disease. But there are things you can do that may lower your risk for prostate cancer:

Talk with your doctor about



your family
history



if screening
is right for you



be physically
active



maintain a healthy
weight and diet

What is My Risk?

Prostate cancer is the most common cancer type in men, after skin cancer. Each man's risk can vary depending on his age, race, and other factors.

1 in 8

men will be diagnosed with prostate cancer during their lifetime.



Differences Based on Race

Prostate cancer negatively affects Black and African American men more than men of other races. Black and African American men are more likely to develop and die from prostate cancer than other races.

1 in 6

Black men will be diagnosed with prostate cancer during their lifetime.



Compared to White men, Black men are:

1.7x more likely to be **diagnosed** with prostate cancer

2.1x more likely to **die** from prostate cancer

American Cancer Society. *Cancer Facts & Figures for African American/Black People 2022-2024*. 2022.

American Cancer Society. *Key Statistics for Prostate Cancer*. 2024

Desai, Nehlesh K., et al. "Oncology Clinician Perspectives on Prostate Cancer Screening and Treatment: A Mixed-Methods Study." *Cancer*, vol. 128, no. 23, 2022, pp. 4124-4133, <https://doi.org/10.1002/cncr.34433>.

Prostate Cancer Screening

Detecting prostate cancer early

Talk with your doctor

Men should make an informed decision with their healthcare provider about whether to be screened for prostate cancer.

The decision should be made after weighing the benefits, risks, as well as the man's personal preferences and values.



Screening Guidelines

It is recommended that men discuss prostate cancer screening with their provider starting at age:

50

Men who are at
average risk

45

Men who are
at **high risk**

40

Men who are
at **higher risk**

Recommended screening guidelines are according to the American Cancer Society.

» **Your family history and race may affect your risk level.
Talk to your doctor to determine when to start screening.**

Screening Tests

There are currently two recommended tests for prostate cancer screening:

- **PSA (Prostate Specific Antigen) Test**
a blood test that measures the levels of a prostate protein in the body
- **DRE (Digital Rectal Exam)**
a physical test to assess prostate health

In most cases, the first step of prostate cancer screening is the PSA test. If the PSA test is abnormal, a DRE or another test may become part of the screening to help you and your doctor get a better idea if you might have prostate cancer.

Screening Benefits and Risks



Benefits

- Detecting prostate cancer early makes it both easier and less expensive to treat
- The survival rate for early stage prostate cancer is over 99%, whereas late stage/distant prostate cancer is about 34%



Risks

- Treatments after screening can lead to serious/harmful complications
- Treating a cancer that would not have caused problems if left unchecked
- Possible false positive test results

American Cancer Society. *American Cancer Society Recommendations for Prostate Cancer Early Detection*. 2023.

American Cancer Society. *Survival Rates for Prostate Cancer*. 2023.

American Cancer Society. *Can Prostate Cancer Be Found Early?* 2023.

American Cancer Society. *Screening Tests for Prostate Cancer*. 2023.

Game Plan

The Structure of Stay in the Game

Take your commitment to the next step by joining one of our pledge levels. Pledge levels vary and there is something for everyone.

Why Join a Pledge Level?

By pledging to Stay in the Game, you'll receive **exclusive access to a collection of free resources and support** from a network of community champions. The benefits you receive and responsibilities you take on will depend on the pledge level you choose in the fight against prostate cancer.

Level Options:



BRONZE LEVEL

Spreading
Awareness



SILVER LEVEL

Educating the
Community



GOLD LEVEL

Helping Men Get
Screened

Level Responsibilities

Your part in making a difference

Each pledged member plays an important role in the fight against prostate cancer. The table below outlines the specific responsibilities associated with each level. Each level comes with increasing levels of involvement. These are designed to support and empower both you and your community in staying proactive about prostate health.

	Bronze AWARENESS BUILDING	Silver EDUCATING	Gold SCREENING
Pledge to join	✓	✓	✓
Take Prostate Cancer 101 training	✓	✓	✓
Attend quarterly meetings	✓	✓	✓
Share SITG materials	✓	✓	✓
Host a SITG education event	✗	✓	✓
Host a SITG screening event	✗	✗	✓

➤ Unsure of which level to join at? Contact us and we'll help you find a level that works best for you.

Level Incentives

We're here to support you

Your dedication is key to making an impact, and we're here to assist you every step of the way. Each level offers incentives to help support your participation.

By joining a level, we will assist with the costs for...



» **Have an idea? Other support opportunities may be available. Contact us to discuss.**

Resource Locker

Preview of Member Resources

By joining Stay in the Game, you'll get free access to a collection of educational and promotional resources to help you and your community in the fight against prostate cancer.

Here's a sneak peek at some the exclusive resources members get:



One-pagers



Flyers



Team T-Shirt



Social Media Graphics



Brochures

Getting in the Game:

How to Join the Team

Ready to join the team?

Sign the
online pledge
today:




SCAN ME



Questions?

Contact us:

 stayinthegame@virginia.edu

 434-924-2074

Visit our website:

 bit.ly/TacklePCA



SCAN ME

Will you **Stay in the Game** with your community?



UVA CANCER CENTER

AN NCI-DESIGNATED COMPREHENSIVE CANCER CENTER