

September 2020

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](#)

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](#), [Twitter](#), and [LinkedIn](#).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>.

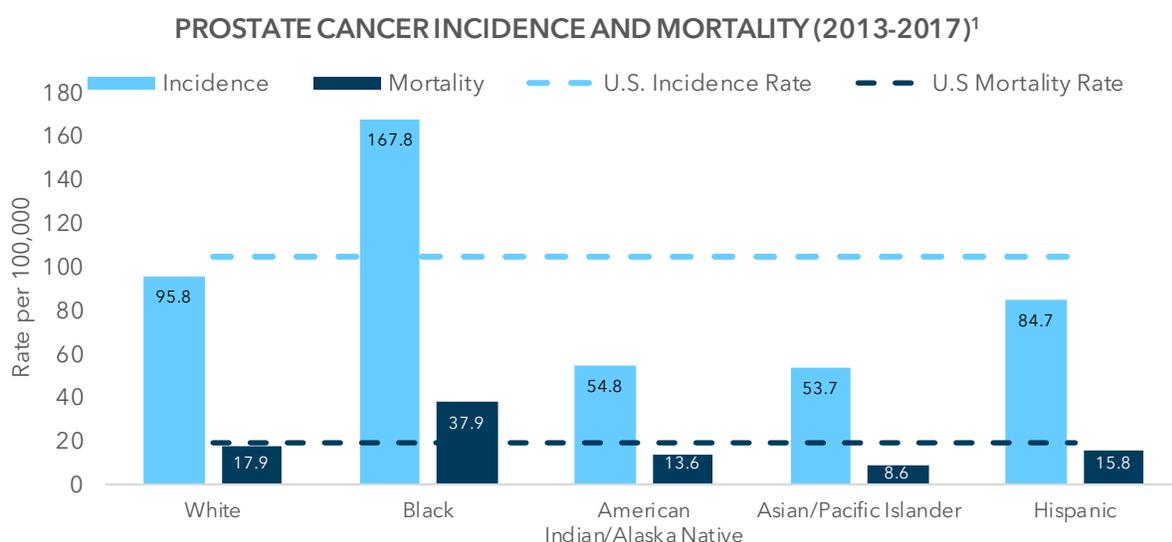
BEST PRACTICES FOR COMMUNICATING ABOUT PROSTATE CANCER

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 men⁴:

- 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 "most patients seek extensive information to help inform their treatment decisions"⁷ about prostate cancer. Patients need reliable information to make informed decisions around screening and treatment.⁶ 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 or translations.** 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
- **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 ethnic groups.
- **Customize your messages and images to your intended audience using tools like [Make it Your Own \(MIYO\)](#).** Research suggests that black men prefer messages with a local “champion” from the community and culturally relevant information.¹¹
- **Promote screening and the positive effects of screening for black men in social media.**¹²⁻¹⁴
- **Encourage older men to make choices aligned with risk reduction.**¹⁵
- **Acknowledge the specific risks,** including decreasing exposure to cancer-causing agents, prioritizing physical and social health, and using more preventive options.
- **Consider cultural and societal taboos around male sexuality and reproductive health.**¹⁶
- **Adapt and test decision aids targeted at Spanish-speaking Latino men** rather than simple English-to-Spanish translations.^{17,18}
- **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



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

- **Build survivors’ belief in their abilities by providing useful toolkits and resources,** especially those that can be printed and taken to appointments.⁹
- **Build health literacy and promote patients’ engagement and participation 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.



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>.

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.

| Tweets | Facebook Posts | Message Category |
|--|--|------------------|
| <p>September is Prostate Cancer Awareness Month! Get informed by reviewing #prostatecancer FAQs from @PCFNews: https://bit.ly/2AM4BCf #PCSM</p> <p>Tweet This</p> | <p>September is Prostate Cancer Awareness Month! Get informed by reviewing #prostatecancer FAQs from the Prostate Cancer Foundation: https://bit.ly/2AM4BCf #PCSM</p> <p>Share Link on Facebook</p> | 2 |
| <p>¿Habla español? Aprenda sobre la salud de la próstata por medio de la @UrologyCareFdn: https://bit.ly/30TypYC #PCSMⁱ</p> <p>Tweet This</p> | <p>¿Hablas español? Aprenda sobre la salud de la próstata por media de la Urology Care Foundation: https://bit.ly/30TypYC #PCSM</p> <p>Share Link on Facebook</p> | 1 |
| <p>Be aware of prostate health and reduce your risk for #prostatecancer. Make talking to your doctor easier with @CDC_Cancer's printable tips and questions: http://bit.ly/2kQKIhT #PCSM #menshealth</p> <p>Tweet This</p> | <p>To stay as healthy as possible, it's important to be aware of prostate health and know how to reduce your risk. Make talking to your doctor easier with CDC Cancer's printable tips and questions: http://bit.ly/2kQKIhT #PCSM</p> <p>Share Link on Facebook</p> | 2 |
| <p>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</p> <p>Tweet This</p> | <p>#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 #CompCancerⁱⁱ</p> <p>Share Link on Facebook</p> | 2 |
| <p>Wondering about pursuing testing for #prostatecancer? Take 3 minutes to listen to this @CDC_Cancer podcast: https://bit.ly/2Ylv8lJ #PCSM</p> <p>Tweet This</p> | <p>Unsure about pursuing #prostatecancer testing? Invest in your health by listening to this 3-minute CDC Cancer podcast episode: https://bit.ly/2Ylv8lJ</p> <p>Share Link on Facebook</p> | 2 |
| <p>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/3kSIQnX #PCSM</p> <p>Tweet This</p> | <p>Since black men are at an increased #prostatecancer risk, USPSTF recommends they talk to their doctor about the potential benefits and harms of screening. Read more: https://bit.ly/3kSIQnX #PCSM</p> <p>Share Link on Facebook</p> | 1 |

ⁱ. TRANSLATION: Speak Spanish? 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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 2 |
| <p>98% of #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 style="text-align: center;">Tweet This</p> | <p>Ninety-eight percent of #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> <p style="text-align: center;">Share Link on Facebook</p> | 2 |
| <p>According to @NCICancerStats, 96.2% of black men and 94.7% of Hispanic men are alive 5 years after a #prostatecancer diagnosis compared to 98% of white men. Refer to @TheNCI for information on reducing your risk of prostate cancer: https://bit.ly/3alHI5N</p> <p style="text-align: center;">Tweet This</p> | <p>According to NCI Cancer Statistics, 96.2% of black men and 94.7% of Hispanic men are alive 5 years after a prostate cancer diagnosis, compared to 98% of white men. Read more on reducing your risk of prostate cancer: https://bit.ly/3alHI5N</p> <p style="text-align: center;">Share Link on Facebook</p> | 2 |
| <p>The prostate specific antigen (PSA) test and the digital rectal examination (DRE) are two methods of 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 style="text-align: center;">Tweet This</p> | <p>Thinking about being screened for prostate cancer? The prostate specific antigen (PSA) test and the digital rectal examination (DRE) are two methods of 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 style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 1 |
| <p>Are you having trouble urinating? Feel burning during urination? Learn about symptoms of #prostatecancer: https://bit.ly/2EhekC2. See your doctor if you have symptoms using this @TheNCI guide: https://bit.ly/2N9omGt #prostatecancer #menshealth #CompCancer</p> <p style="text-align: center;">Tweet This</p> | <p>Are you having trouble urinating? Feel burning during urination? The CDC has information about #prostatecancer symptoms: https://bit.ly/2EhekC2. These symptoms may be from other conditions. Use this National Cancer Institute booklet to talk to your doctor: https://bit.ly/2N9omGt #CompCancer</p> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 1 |
| <p>Family history and ethnicity can indicate a higher risk for #prostatecancer. Doctors can review the U.S. Preventative Task Force's clinical considerations for these groups. https://bit.ly/2BhjFYJ #PCSM</p> <p style="text-align: center;">Tweet This</p> | <p>Family history and ethnicity can indicate a higher risk for #prostatecancer. 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> <p style="text-align: center;">Share Link on Facebook</p> | 1 |

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

| Tweets | Facebook Posts | Message Category |
|--|---|------------------|
| <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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 1 |
| <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. #PCSMⁱⁱⁱ</p> <p style="text-align: center;">Tweet This</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. #PCSM</p> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 2 |

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>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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 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 style="text-align: center;">Tweet This</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> <p style="text-align: center;">Share Link on Facebook</p> | 1 |
| <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> | |

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> <p style="text-align: center;"></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 talking and working with. Print out GW Cancer Center's fact sheet: http://bit.ly/MSMPrCaFactSheet</p> <p style="text-align: center;"></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> <p style="text-align: center;"></p> | 2 |
| <p>Learn how to best support sexual and gender minority prostate cancer survivors in your social work and healthcare work. Take this free GW Cancer Center course, Addressing the Need for #LGBTQ-Affirming #Cancer Care: https://bit.ly/3hBHfQl</p> <p style="text-align: center;"></p> | 1 |
| <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> <p style="text-align: center;"></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> <p style="text-align: center;"></p> | 2 |

ADDITIONAL TOOLS AND RESOURCES

These tools can help you enhance your online presence and overall communications strategy regarding prostate cancer awareness. In addition, below is a set of image banks that can visually enhance your social media posts.

| Tool | Description |
|---|--|
| Addressing the Need for LGBTQ-Affirming Cancer Care: A Focus on Sexual and Gender Minority Prostate Cancer Survivors | This training helps social workers and other health care professionals better support sexual and gender minority cancer patients, with a specific focus on prostate cancer survivor needs. |
| Living with Prostate Cancer - Resources to Take Charge of Your Health (Gay and Bisexual Men) Prostate Cancer - Resources to Take Charge of Your Health (Transgender Women and Gender Non-Confirming Individuals) | 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. |
| The Cancer Survivorship E-Learning Series for Primary Care Providers | 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. |
| Continuous Update Project (CUP): Diet, Nutrition, Physical Activity and Prostate Cancer | 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. |
| National Cancer Survivorship Resource Center Toolkit | 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. |

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