



# CHAPTER LEADER NEWS

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Us TOO International  
Prostate Cancer Education &  
Support Network

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## Regional Directors are here to support YOU!

The Us TOO David C. Pratt Center Chapter, located in St. Louis, Missouri welcomed their local regional director, Bill Palos to their summer chapter meeting. Bill spoke to the group regarding leadership development, participant involvement and current resources available for chapters.

Bill presented chapter leader Kathy Bumberry RN, BSN, BC, OCN, with a plaque in recognition of her past and continuing support of the local chapter and the community!

Did you know that your local regional director is always available

to help you develop your chapter and support you in any way he/she can? Invite them to speak at one of your chapter meetings and receive an update on resources and other means of support available to your chapter.

The 2007 Roster of Regional Directors is posted on the Us TOO Website. Contact your "RD" today! Support is only a phone call or email away.

*Below: Kathy Bumberry receives her plaque from Bill Palos.*



*Happy Valentines Day!*



## Awareness starts with you... *If not you, who? If not now, when?*

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Where did you first learn about prostate cancer? Sadly, far too many men learn about prostate cancer for the first time when it is accompanied with a diagnosis - their diagnosis...

We've all seen the impact of an "if it ain't broke, don't fix it" mentality. Sometimes this thinking results in events that are just plain inconvenient, like a flooded basement or a smoking engine. More often, this thinking results in something as devastating as a cancer diagnosis, perhaps a late stage diagnosis.

There is no doubt the work we do to support prostate cancer patients/survivors and those who love them is SO VITALLY IMPORTANT. But consider this: what would happen if we all reached out **before** they were faced with a cancer diagnosis? How many lives could we save? Can you imagine the results of even a little pro-active effort?

What if that effort was really no effort at all, just as simple as lacing up your shoes and encouraging others to do the same? And what if this was all great fun? What would that really mean? For each set of laced-up sneakers, we can possibly save many lives! Consider this: while your actions could undoubtedly reach "someone", they could also reach someone you know and/or love.

Despite the fact that the number of men diagnosed with prostate cancer every year is even greater than the number of women diagnosed with breast cancer, prostate cancer awareness is far from where it needs to be. If we are to meet the needs of the growing at-risk population, we **must** step up and reach out. Now is our time to act. While there are countless ways to reach into your community to promote prostate awareness, **Sneakers@Work**, which takes place in Friday, June 15<sup>th</sup>, 2007, is one of the most FUN, simple, effective tools available today.

SNEAKERS@WORK Day was created as a way to develop much needed positive awareness about prostate health and prostate cancer, the # 2 cancer killer of men. This event is as simple as lacing up your sneakers with BLUE LACES for one day and inviting your colleagues and friends to do the same. Who will learn about prostate cancer through you? Can you save a life today by lacing up your Sneakers?

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### TO GET INVOLVED:

To register for Sneakers@Work or get more information, go to: [www.ustoo.org](http://www.ustoo.org). If you have any questions regarding the Sneakers@Work Awareness Campaign, please contact Dan Reed at [dan@ustoo.org](mailto:dan@ustoo.org) or at (800) 80-US-TOO. The campaign kicked off in January and February will be the key month for recruiting companies as the **registration deadline is MARCH 2ND!!!**

How will your neighbors, colleagues and friends learn about prostate cancer risk and detection? How will they hear the message, if not through you? If they do not hear it now, when will they hear it? And will it be too late?

**Sign up today and proudly lace up your "blues."**



## Us TOO To Host Free Conference Call: Intimacy & Prostate Cancer

The Us TOO Companions & Family Advisory panel is hosting a one-hour, nationwide teleconference program on the topic, "Intimacy and Prostate Cancer" on Tuesday, February 13<sup>th</sup> at 9pm Eastern, 8pm Central, 7pm Mountain, 6pm Pacific. The call will feature a medical professional specializing in this area as well as two couples who have faced prostate cancer AND the challenge of recreating or redefining intimacy and found solutions.

Just in time for Valentine's Day, make a date with your loved one and join us for this frank, open dialog about this challenging issue. Learn about solutions that can bring intimacy back into your relationship. Response has been amazing so please RSVP to secure your place.

**RSVP:** This FREE teleconference will fill quickly, so register today to secure your place. To register, contact Dan Reed at [dan@ustoo.org](mailto:dan@ustoo.org), or call 1-800-808-7866. You may remain anonymous when you RSVP if you choose but please RSVP so we can reserve ample space.

### TO PARTICIPATE IN THE CALL:

On February 13<sup>th</sup> please dial the toll-free number to listen to, or participate in, the program. There will be time for questions and answers immediately after the panel presentations.

Date: February 13<sup>th</sup>

Time: 9pm Eastern, 8pm Central, 7pm Mountain, 6pm Pacific

Dial in # (toll free): 1-800-475-3716

This insightful, informative, timely program is brought to you by Us TOO and funded in part by a generous contribution from American Medical Systems.

*For additional information about this teleconference program or any of Us TOO's Companion and Family efforts, please contact Elizabeth at [elizabeth@ustoo.org](mailto:elizabeth@ustoo.org) or at 320-980-0437.*

## HOST A CLOSEST TO THE PIN CONTEST AND HELP FIGHT PROSTATE CANCER!

**Arnie's Army** and Us TOO International have teamed up to help raise funds and awareness for the thousands of men touched by prostate cancer every year. Arnie's Army is named after Arnold Palmer, legendary golfer but more importantly, a prostate cancer survivor. The concept for the fundraiser is quite simple; the only thing the chapter volunteers have to do is hold a closest to the pin contest at his or her favorite golf course by approaching the club pro and gaining his approval. The event can be held on a regular day of play or by attaching the event to an already scheduled work or family outing. To schedule an event at your favorite golf course or to attach the contest to your work or family golf outing visit [www.ustoo.org](http://www.ustoo.org) for more details or call Dan Reed, Development and Marketing Coordinator, Us TOO International at (800) 80-Us-TOO. With your help, we can save lives.

## AstraZeneca Welcomes Grant Requests from Chapters for PSA Cards! —By Bill Palos, Senior Regional Director and Board Member

All of us need funds to support educational and awareness activities on prostate cancer in our regions. Last year during the October Us TOO University Program held in South Carolina, I presented information on what some of the support groups could do to further awareness of prostate cancer in their area.

AstraZeneca had offered to provide PSA cards to any chapter that wanted them. The PSA card had information about the local support group in the region, along with why men should get their PSA checked and keep track of their PSA readings from year to year.

Due to administrative concerns, AstraZeneca agreed to provide a grant to Us TOO to expedite the printing of PSA cards for chapters as they requested them. Regional Directors and support group leaders can obtain these grants from their local AstraZeneca representatives to cover cost in support of prostate cancer educational and awareness activities in their region.

Regional Directors may find other support groups in their region that could use the PSA cards to hand out at doctors offices and health fairs to alert men and their families that there is an Us TOO Support Group in the area that could help them with prostate cancer issues.

To process the grant, you will have to use Us TOO's Tax ID number as a non-profit organization (unless you have your own) therefore the funds will need to be sent to the Home Office of Us TOO to be held for your use. You will be reimbursed from Us TOO when you submit the receipt for the purchase of the cards. Examples of the grant request are available from the Home Office and additional information can be obtained by contacting Bill Palos at (309) 799-3621 or e-mail at [wpalos@aol.com](mailto:wpalos@aol.com).

Right: see a sample of the PSA Card used by one of our chapters. The card is printed on both sides and folded. Cards are often distributed at health fairs, seminars, screenings, etc. They are a great networking and marketing tool for your group!

**Tex Us TOO** is Houston's oldest and largest chapter of prostate cancer survivors. Meetings are held monthly on the 2<sup>nd</sup> Monday of each month, in the Rotunde Room of St. Luke's Methodist Church, 3471 Westheimer, at Edloe. Meetings begin at 6:30 pm and are usually over by 9 pm, and there is no charge. Prostate cancer survivors, their wives and partners, and especially men newly diagnosed with the disease are encouraged to attend.

**HOTLINE - 713-623-4772**  
Visit our website at [www.texustoo.org](http://www.texustoo.org)

**Typically, there are no early symptoms, when treatments are more effective.**

- ✓ Get a check-up by age 40, both a PSA blood test and a DRE (Digital Rectal Exam).
- ✓ Schedule annual check-ups around the same date each year (Tests are often free in September.)
- ✓ Keep a record of your exact PSA result. Know the score, not just that you're OK.
- ✓ Track your PSA each year. Rate of change is more significant than the number.

**EARLY DETECTION SAVES LIVES!!!**

**PSA History**  
Annual check-ups are important!

Date	PSA	Date	PSA	Date	PSA

A move of more than .75 in 12 months may be a red flag.  
"Us TOO: Someone to talk to... who understands."

**LOOK WHOSE EMPLOYEES WILL BE LACING UP THEIR BLUE SHOE-STRINGS ON JUNE 15TH TO BENEFIT PROSTATE CANCER AWARENESS:**

*UHS South Texas Health System*

*Little Company of Mary Hospital*

*Schneider Electric/Square D Company*

*American Medical Systems*

*Smith Barney of Boston*

*Forsyth Regional Cancer Center/Novant Health*

*Central Baptist Hospital Cancer Care Center*

*St. Alphonsus Cancer Care Center*

*Littleton Fire Rescue....and many, many more!!!*



**Us TOO Wichita Kansas Chapter Distributing Posters in Local Community to Raise Awareness!!**

According to Chuck Maack, one of the Chapter's leaders, the idea of the poster came from a PC survivor and group leader in Somerset, England. He shared the poster he had designed and graciously granted the Kansas chapter permission to edit and distribute the piece.

The chapter in Somerset UK placed the posters in "pubs, clubs, hospitals, workplaces and everywhere there is a urinal or a notice board." The Wichita Chapter plans to do the same. Please contact Chuck for more information at: [maack1@cox.net](mailto:maack1@cox.net).

A poster titled "THE PROSTATE IS THIS YOU?". It features a cartoon character in a blue suit climbing a staircase of four steps. The steps are labeled with symptoms: "MALE AND OVER 40?", "GOING TO THE TOILET MORE FREQUENTLY?", "PROBLEM WITH STARTING? WEAK FLOW? JOB TO FINISH?", and "THEN TAKE STEPS TO SEE YOUR DOCTOR". To the left, there is a diagram of the bladder and prostate. At the bottom, it says "Us TOO PROSTATE CANCER EDUCATION &amp; SUPPORT WICHITA CHAPTER". Contact information is provided: "For help and information: 316.993.6997 or www.ustoowichita.org". A red banner at the bottom reads: "YOUR DOCTOR CAN CHECK YOU FOR INFECTION, PROSTATE ENLARGEMENT OR PROSTATE CANCER".

**Us TOO International  
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Education & Support  
Network**

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at [Karen@ustoo.org](mailto:Karen@ustoo.org)

Visit our website  
at [www.ustoo.org](http://www.ustoo.org)

**New Resource!**

**Audio (CD) copies of the educational conference call on End of Life Issues held in October are now available FOR LOAN TO CHAPTERS in the Us TOO Home Office Lending Library. Please contact Jackie at Us TOO at [Jackie@ustoo.org](mailto:Jackie@ustoo.org)**



May 30 - June 19

**Bidding for  
Health  
and Hope**



The 2007 Us TOO Online Auction will be held late May through early June. We need your participation to make this event a success! Us TOO International needs exciting, fun and attractive items. For example, Us TOO International is looking for MP3 players, Handheld GPS Receivers, DVD players, Plasma HDTVs, and other electronics. Sports memorabilia or tickets are also great auction items! WE ASK THAT EACH US TOO CHAPTER DONATE ONE AUCTION ITEM FOR THE 2007 EVENT. Funds raised from the on line auction are used to provide support and resources for chapters as well as individuals with prostate cancer and their loved ones who do not receive the benefits of chapter participation. Contact Dan Reed at 630/795-1002 to learn how your chapter can get involved!