



# CAMPAIGN UPDATE



**AUAFUNDATION**  
The Official Foundation of the  
American Urological Association



September is Prostate Health Month and the American Urological Association (AUA) Foundation has a full slate of activities dedicated to educating patients and the public about prostate cancer.

## **“Know Your Stats” Campaign Kicks Off Second Season**

The AUA Foundation is once again teaming up with the National Football League (NFL) to educate men about prostate cancer. Now in its second year, the Know Your Stats about Prostate Cancer® campaign has expanded outreach to patients through partnerships with over 360 hospitals around the country to educate men and their loved ones about the importance of prostate health. More than 566 KYS prostate cancer events are scheduled with hospital partners across the country. A full list of events can be found at [www.KnowYourStats.org](http://www.KnowYourStats.org).

The second season of the Know Your Stats about Prostate Cancer® campaign kicks off on August 31, 2010 when prostate cancer survivor Mike Haynes, a Pro Football Hall of Fame Inductee and campaign spokesman, hits the national airwaves with a satellite media tour. Haynes will be joined by fellow Hall of Famer Ronnie Lott on this media blitz as they urge men to learn more about their risk for prostate cancer, get tested and stay in the game for life.

NFL Commissioner Roger Goodell joined Mike Haynes and other Hall of Famers, including Harry Carson, John Madden, Michael Irvin and Willie Lanier, in filming six new public service announcements to be released throughout the 2010 and 2011 football seasons. Stadiums across the country will once again feature the public service announcements on their Jumbotrons. And, Team Haynes continues to grow with a host of new members, including Elvin Bethea, Dan Dierdorf, Franco Harris, Yale Lary, Bobby Mitchell, Dan Marino, Warren Moon, Lenny Moore, Roger Staubach, Dave Wilcox, and Steve Young.

The Foundation is also excited to announce that Us TOO International Prostate Cancer Education & Support Network has joined the campaign to provide support group services for men who have been diagnosed with prostate cancer.

## **PROSTATE Act to be Introduced on Capitol Hill**

On September 15, 2010, the AUA Foundation and the NFL will join American Urological Association physicians on Capitol Hill to raise awareness for the soon-to-be introduced Prostate Research, Outreach, Screening, Testing, Access, and Treatment Effectiveness (PROSTATE) Act of 2010. The bill calls for the establishment of a federal Interagency Task Force composed of agencies from the U.S. Department of Health and Human Services (HHS) and the U.S. Department of Defense and led by the U.S. Department of Veterans Affairs, which will identify and catalog prostate cancer activities across these agencies; develop a strategy to improve the research portfolio; eliminate duplication between agencies; identify best practices; expand collaboration; increase patient and medical community participation; and develop a coordinated message related to screening and treatment for prostate cancer. Representative Edolphus Towns (D-NY-10) will introduce the legislation in the House this month; Senators Jon Tester (D-MT) and George Voinovich (R-OH) will follow suit in the Senate.

In working to advance this much-needed legislation, the AUA Foundation will join the AUA and the NFL in co-hosting two events: a Meet and Greet event on Capitol Hill to announce the introduction of the PROSTATE Act and a special reception – in conjunction with the Congressional Black Caucus – to honor Representative Edolphus Towns (D-NY-10) for his ongoing commitment to the issue of prostate cancer. Mike Haynes will be joined by fellow Hall-of-Fame players, NFL leaders and AUA physicians at these events.

To find out more about AUA Foundation Prostate Health Month events, or to get involved, please contact us at [info@KnowYourStats.org](mailto:info@KnowYourStats.org).