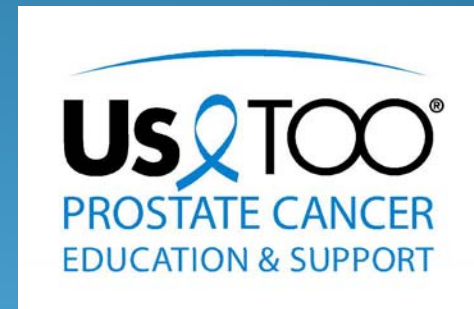


Us TOO International 2010 Mission Accomplishments



Prepared December 20, 2010

Us TOO International Mission

- Be the leading prostate cancer organization helping men and their families make informed decisions about prostate cancer detection and treatment through Support, Education and Advocacy.
- See Blue, SEA Blue!





Us TOO Support Services

- Chapter Development Initiative
- *Chapter NEWS* articles highlighting chapter activities
- Chapter leader communications, resource center
- Us TOO Inspire & Prostate Pointers online support/discussion communities
- 2 subscriber-driven Wikis: Prostate Cancer & Intimacy, Radical Prostatectomy & Post Surgical Issues
- Mets Mavericks: Advanced disease support model
- Circles of Love: Families and companions support
- Patient peer support referrals



Us TOO Education Services

- Us TOO Summit, Symposium & 20-year Celebration event, Aug 20-21, 2010, Chicago, IL
Streaming video of presentations at:
http://www.ustoo.org/20thAnniversary_webcast.asp
- Webinar Oct 13, 2010: *Understanding Diagnostic Testing for Prostate Cancer Patients*, Manish Bhandari, MD
- Monthly newsletter, the *HotSheet*, and *Burning Issues Supplements*

Us TOO Education Services

- Educational brochures/Online Info Request Center
- *NEWS You Can Use* eblasts
- Us TOO website – www.ustoo.org
- New Advanced Disease Kit in progress
- Bone Health Report
- www.MyProstateCancerRoadmap.com



Us TOO Awareness Activity

- SEA Blue Prostate Cancer 5K run/3K walk – Chicago
- Rock Out 4 Cancer – Hard Rock Café Chicago
- Willis (Sears) Tower – Blue lights in Sept
- Pints for Prostates
- Sneakers@Work Day
- Facebook, LinkedIn, YouTube, Twitter
- Conquer Prostate Cancer leather wristbands
- Us TOO 20th Anniversary



2010 SEA Blue 5K Run/3K Walk



Us TOO Awareness Activity



AN INDEPENDENT SUPPLEMENT FROM MEDIA PLANET TO THE CHICAGO TRIBUNE

Bone metastases
Hope for victims with
dangerous cancer

Cancer vaccine
Provenge increases life
expectancy in patients

Breast reconstruction
Maintaining your
womanhood

MEDIA PLANET

**BREAST & PROSTATE
CANCER AWARENESS** June 2010

5 TIPS
TO REDUCE YOUR
RISK OF CANCER

BEATING THE ODDS

Dan Zenka and Eloise Caggiano are part of the one in six and one in eight that were diagnosed with prostate and breast cancer. Find out what saved their lives.

At the University of Chicago Medical Center, we use every tool at our disposal to fight cancer—new drawings to help educate patients and put their minds at ease. Turn to page 3 to learn more. **DISCOVER FOR YOURSELF.** discover.uchospitals.edu | 888-001-6200

THE UNIVERSITY OF CHICAGO MEDICAL CENTER
AT THE FOREFRONT OF MEDICINE™

Us TOO
PROSTATE CANCER
EDUCATION & SUPPORT

September is National
Prostate Cancer
Awareness month

1.800.80USTOO
www.us TOO.org

mysuburbanlife.com
NORTH RIVERSIDE SUBURBAN LIFE

Lemont prostate cancer survivor knows importance of early detection

By Matt Piechalak, mpiechalak@mysuburbanlife.com
Suburban Life Publications
Posted Sep 16, 2010 @ 04:23 PM

When Lemont resident Darryl Trinco developed a prolonged and very nasty cough in the fall of 2001, he knew something was wrong.

"I think it was my body sending me signals, telling me I ought to take care of myself," Trinco said.

A prostate blood test yielded alarmingly-high results for Trinco, who was diagnosed with prostate cancer on Oct. 27, 2001. After researching his options, he decided to undergo surgery and radiation treatment.

"It was a very gut-wrenching journey for me," said Trinco, 55. "There was a period when all you have is a positive attitude to hold onto."

Despite the cancer being in an advanced stage, Trinco's doctors caught it in time. But not everyone is so lucky. When early detection tests for prostate cancer became relatively common in the early 1990s, the prostate cancer death rate began to drop, according to the American Cancer Society.

Trinco knows just how important early detection is.

"It was a very lucky thing I was able to catch it," Trinco said. "In my case, (early detection) pretty much saved my life."

Early detection is key, stressed Trinco's wife, Debbie Trinco.

Purchase this photo
Bill Ackerman

Darryl and Debbie Trinco relax poolside on Wednesday, Sept. 15, 2010. The couple have put together one of the largest teams for this year's SEA Blue Prostate Cancer Run/Walk fundraiser on Sunday, Sept. 19, 2010.

Us TOO Advocacy Activity

- Advocacy alerts on:
 - Funding appropriations
 - Reimbursement
 - Petitions
 - New bills
 - Reaction to PSA testing controversy
- ↑ collaboration with America's prostate cancer organizations
- CLC, OVACC, NHC
- World Wide Prostate Cancer Coalition (WWPCC)





Us TOO Collaboration

- Partnered with 7 other leading prostate cancer non-profit organizations on joint messaging, policy agenda:
 - Malecare Prostate Cancer Support
 - Men's Health Network
 - National Alliance of State Prostate Cancer Coalitions
 - Prostate Cancer International
 - Prostate Health Education Network
 - Us TOO International Prostate Cancer Education and Support Network
 - Women Against Prostate Cancer
 - ZERO – The Project to End Prostate Cancer



Us TOO 2011 Priorities

- Core mission areas: Support, Education, Advocacy
- Core mission delivery tools: Web site, *HotSheet*, *NYCU*, *Chapter NEWS*, educational materials, awareness materials
- Us TOO University symposium – Aug 2011
- Visits to support group chapters
- Strategic planning
- Awareness events