Order the **Men’s Health Initiative Prostate Cancer Kit** from the North American Federation of Temple Brotherhoods, six to eight weeks prior to your event.

**Advertising and Promoting**

- About three to four weeks before the event, mail a letter and brochure to every household in your congregation. The brochure, “For Men Only” may be ordered from the National Office of NFTB. Be sure to order this at least a month before your mailing date. *Use the enclosed congregational letter.*

- Write an article for your Temple bulletin. *Use the enclosed sample article.*

- Put flyers up around the Temple and the neighborhood. Ask local businesses to display the flyer. Include the flyer with a Temple mailing, or do a special Brotherhood mailing. *Use the enclosed sample flyer.*

- Have the event listed in local newspapers.

- Have the program announced at Shabbat services for several weeks prior to the event.

**The Program**

Plan for approximately an hour to an hour and a half.

Divide the event into three parts:

1. **Speaker(s)**
2. **Questions**
3. **Walk-thru of the Prostate Cancer Kit**

**1. Speakers**

Invite a local physician, preferably a urologist or a surgeon specializing in prostate surgery, to be your guest speaker. If there is a medical practice in your area specializing in men’s health, invite one of their physicians to speak.
You may also consider inviting someone who has had prostate cancer to speak. First-hand experiences are very effective.

Your speakers can come from your own congregation. Ask the doctors in your congregation if they can refer you to someone who specializes in prostate cancer. Call the American Cancer Society at 1-800-ACS-2345. They can refer you to physicians in your area.

Have the physician speak for about 15 to 20 minutes. Ask him to speak on the diagnosis and treatment of prostate cancer. If you are having a prostate cancer survivor present, he should speak after the physician.

2. Questions
After the speakers have made their presentations, allow ample time for questions. Since there are differing opinions about testing and treatment, there will probably be a lot of questions. If you are having more than one speaker, you will need more time for questions.

3. Walk-thru of the Prostate Cancer Kit
For the final segment of the program, have your programming chair or the event chair explain the contents of the kit. The kit includes informational brochures; a resource list including additional books, articles, and pamphlets; a list of websites; and a PSA/DRE Testing Diary. Urge members to bring the Diary with them the next time they see their doctor. You can also provide the physician who is your guest speaker with a kit ahead of time, so that he will be familiar with the contents and can assist in the explanation.

Good Luck!! You are performing a great mitzvah by encouraging men to take better care of their health. Remember, if you need any more assistance, just call our national office.

©1998 NFTB
Dear Brotherhood President:

We are excited to be sending you the premier learning module of our new program, **Men’s Health Initiative - A Project of NFTB.** As you know, Brotherhood is about service to our congregations AND service to our members. “**Men’s Health Initiative**” is an on-going program of NFTB, designed to help our Brotherhoods provide an important service to our members, one that speaks specifically to men.

This new program provides vital information on men’s health issues. Our first module deals with prostate cancer. Subsequent topics will include stress reduction, high blood pressure, arthritis, diabetes, and heart disease. With the “**Men’s Health Initiative,**” NFTB and your Brotherhood can play an important role in improving the quality of life of our members and their families. Information, preventative care, and early detection can make a tremendous difference. The Talmud instructs us that when a man is in pain, he should visit a physician (B.BK 46b). Through “**Men’s Health Initiatives**” we can fulfill the important **mitzvah** of saving lives.

A unique feature of “**Men’s Health Initiatives**” is that each module takes you, step-by-step, through a program for your members. Each module includes promotional flyers, suggested newsletter articles, and specific programming ideas. In addition, resource packets will be provided for program participants, filled with fact sheets, informational literature, readings lists, and Internet sites.

*In a human body, the component parts are dependent on one another. When one ceases to function, so does the other. When they break apart one from the other, the body is stricken and the person dies, like a house that has four sides - if one side breaks away, the house collapses.*

*(Midrash Sam. 4)*
We look forward to your feedback on these programs. If you would like any additional assistance in implementing these programs, just call our national office.

Sincerely,

Stephen K. Breslauer  Douglas E. Barden  Victor S. Appell
President       Executive Director    Program Associate

cc: Program Chair
**PROSTATE CANCER KIT CHECKLIST**

All packets receive:

Brochures:
   “For Men Only,” ACS
   “Facts on Prostate Cancer,” ACS

PSA/DRE Diary

“Learn More About Prostate Cancer”

“Prostate Cancer Fact Sheet”

“Prostate Cancer Websites”

Reprint of Article:
   “This Can’t Happen To Me,” Brotherhood Magazine, Vol. 30, No.2 (Spring 1997)

Packets to Brotherhood Presidents and Program Chairs also include:

Cover Letter

Step-by-Step Programming Guide

Congregational Letter

Bulletin Article
The following materials are included in each NFTB Prostate Cancer Packet for Workshop Participants:

- American Prostate Society 6 Year PSA/DRE Diary
- American Cancer Society Brochures and Booklets:
  - “For Men Only - What You Should Know About Prostate Cancer”
  - “Facts on Prostate Cancer”
  (Subject to availability, this booklet may be replaced with, “Prostate Cancer: What it is and How it is Treated”)
- Prostate Cancer Fact Sheets
  - Organizations
  - Important Phone Numbers
  - Reading List
  - Websites
- Reprint of Brotherhood Magazine article, “This Can’t Happen to Me.”
SAMPLE LETTER

In a human body, the component parts are dependent on one another.
When one ceases to function, so does the other.
When they break apart one from the other, the body is stricken
and the person dies, like a house that has four sides -
if one side breaks away, the house collapses.
(Midrash Sam. 4)

Dear Congregant:

Last year, 317,000 men were diagnosed with prostate cancer and 41,000 men died from this disease. The American Cancer Society estimates that one man in two runs the risk of developing some form of cancer in his lifetime. Prostate cancer is among the most common forms of cancer found in men.

No one likes to think about cancer, but the earlier cancer is detected, the better the chances of beating it. The North American Federation of Temple Brotherhoods has launched a new program, Men’s Health Initiatives, to educate men about the health risks they face, and how to take care of their health. NFTB’s first project is prostate cancer.

Temple -----------Brotherhood/Men’s Club, an NFTB affiliate has joined with NFTB in its commitment to providing this valuable service to the members of our congregational family.

On Wednesday evening, (date) at 8:00 PM, -----------Brotherhood/Men’s Club will be presenting “Everything You Need to Know About Prostate Cancer.” Dr. ------ will be the guest speaker. He will be talking about prostate cancer detection and the treatments available. In addition, all those attending will receive NFTB’s Prostate Cancer Information Kit, including resources, websites, and a prostate cancer diary for your physician to record your test results on. We hope you will make every effort to attend this important program.

We have enclosed an American Cancer Society brochure on prostate cancer. It is our hope that all the adult males of your family will read it. If you would like additional copies, please call----------
**SAMPLE NEWSLETTER ARTICLE**

**BROTHERHOOD TO HOST PROGRAM ON PROSTATE CANCER**

One out of every five American men will develop prostate cancer in his lifetime. Last year, 317,000 cases of prostate cancer were diagnosed. The earlier prostate cancer is discovered, the better the chances are that it can be treated effectively.

The *North American Federation of Temple Brotherhoods* has made educating men about prostate cancer one of its top priorities. Temple-----Brotherhood/Men’s Club has joined this effort.

On Wednesday evening (date), at 8:00 p.m., Temple----Brotherhood/Men’s Club will present “Everything You Need to Know About Prostate Cancer.” Dr.------will be the guest speaker. He will be talking about prostate cancer detection and treatment. In addition, all those who attend will receive *NFTB’s* Prostate Cancer Information Kit, including resources, webistes, and a prostate cancer diary for your physician to record your test results on. We hope you will plan on being at this important Brotherhood event.
PROSTATE CANCER WEBSITES

♦ American Cancer Society
   http://www.cancer.org/
   Using their own search engine, enter “prostate” for extensive listings and information from a leading organization in the field.

♦ Cancer News on the Net
   http://www.cancernews.com/
   Provides excellent links to a variety of sources, including the National Institutes of Health.

♦ National Cancer Institute
   http://www.arc.com/cancernet/cancernet/html
   This is a division of the National Institutes of Health. In addition to publications, they provide a nationwide telephone information service.

♦ Prostate Cancer
   http://www.mskcc.org/document/WICPROST.html
   The website of Memorial Sloan Kettering Cancer Center dealing with prostate cancer and the treatment options they provide. This website offers plenty of clear information.

♦ Prostate Cancer HotLine
   http://www.prostatecancer.com/HOTLINE/HotLine.html-ssi
   This site provides a list of phone numbers and e-mail addresses of prostate cancer patients. This site also includes a chatroom.

♦ Prostate Cancer InfoLink
   http://www.comed.com/Prostate
   This resource is informative, well organized and clearly written by CoMed Communications Internet Health Forum.

♦ WellnessWeb - The Patient’s Network
   http://www.wellweb.com/wellness
   This is a large and thorough site. It is very informative and includes many useful links.

♦ Yahoo
   http://yahoo.com/Health/Diseases_and_Conditions/Prostate_Cancer/
   This search engine directs you to a list of almost thirty sites on the topic, ranging from major hospital centers, to governmental agencies, to personal stories.
LEARN MORE ABOUT PROSTATE CANCER

Articles, Pamphlets, and Books

♦ “Dying for Dollars,” *Men’s Health* (September 1997)


♦ “The PSA Blood Test & Prostate Cancer,” American Cancer Society

♦ “After Diagnosis: Prostate Cancer, Understanding Your Treatment Options,” American Cancer Society

♦ “Prostate Cancer: What Every Man – and His Family – Needs to Know,” American Cancer Society

♦ “Prostate Cancer: What Every Man Over 40 Should Know,” The Prostate Health Council

♦ “What You Need to Know About Prostate Cancer,” National Cancer Institute.

Important Telephone Numbers

♦ American Cancer Institute, Cancer Information Service
  1-800-4-CANCER

♦ American Cancer Society
  1-800-ACS-2345

♦ Prostate Health Council
  1-800-242-2383

♦ Us Too - Prostate Cancer Survivor Support Groups
  1-800-808-7866