

CHSSN
Community Health Education Program (CHEP)
Impact Report – Prostate Cancer 101
October 22, 2008

Early detection is crucial! Have that yearly check-up! Cooked tomatoes are more effective than raw. I didn't know it was hereditary. Prostate cancer is treatable. Be aware of PSA numbers.
--Participants, Prostate Cancer 101 videoconferencing session

On Thursday evening, October 22, 2008, three host communities—CASA, MCDC and Vision Gaspé Perce Now, joined by CAMI—participated via videoconferencing to “ask an expert” on their chosen topic of prostate cancer. Thanks to the outstanding promotion of the Community Coordinators, the practical and clear presentation by urologist, Dr. Irwin Kuzmarov, and the shared experience of 3 men from the West Island Prostate Cancer Support Group, 60 participants are now informed.

New knowledge and greater awareness about the #1 cancer diagnosis in men over age 65 was gained. It was revealed that there is no known prevention to date so early detection is key. How? It is essential to know what questions to ask, when to ask them and how often to be tested (digital exam and blood test).

Immediate Results:

- 60 people gained new knowledge about prostate cancer.
- The 4 participating communities are now connected to a Montreal support group with a personal contact to its Helpline.
- Good promotion and a topic focused on men, resulted in the highest male attendance ever.
- Evening sessions successfully attracted another target population.
- Numerous questions were prepared and answered within 1.5 hours.

Other Outcomes:

- The interest of the CBC via radio interview (Gaspé) resulted in higher attendance.
- Host communities were unable to get any invited health care professionals to attend.
- The session DVD is now available for all communities to use to promote prostate health (i.e., with churches, curling clubs, service clubs, seniors' groups and seniors' residences).

Professional resources related to this topic are: 1) A physiotherapist with expertise on kidneys, bladder and incontinence, and 2) A psychologist willing to share both his personal and professional experience with prostate cancer.

Significant Statistics:

- Participants: MCDC (20 men, 0 women), Vision Gaspé (14 men, 5 women), CASA (2 men, 1 woman), and CAMI (2 men, 16 women).
- The average age of participants was 60 years.
- Fifty-five evaluations were received (91% return).
- Evaluations overwhelmingly reveal that the presentation was extremely helpful, interesting, and met their expectations.
- To date, 5 out of 8 communities have ordered the session DVD for follow-up in their regions.