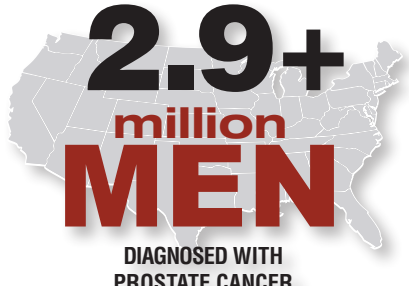


General tips for talking with your son about prostate cancer.

- 1 Every 20 minutes an American man dies from prostate cancer. Highlight the importance of being educated on general prostate health.
- 2 Convey that all men are at risk. One in eight men will be diagnosed with prostate cancer at some point in life. The biggest factors include race and family history.
- 3 Early detection saves lives. There are no symptoms of early stage prostate cancer, making it critical to talk to your doctor about testing after you turn 40.
- 4 Be an example and tell him about your prostate screening experience. Testing for prostate cancer is quick and easy and can be done with a simple blood test and a physical exam.
- 5 Encourage him to make his health a priority. Exercising regularly, maintaining a healthy weight, and eating a heart healthy diet can help reduce your risk of prostate cancer.

If you have been diagnosed with prostate cancer:

- 6 Be honest with him about your diagnosis because he is at increased risk. The biggest risk factors include family history and race. Men with a close relative with the disease, African Americans, and veterans are at increased risk.
- 7 Prostate cancer is the third leading cause of cancer death in men. Talk to him about how you learned you have prostate cancer.
- 8 Share details of your prostate cancer journey, so he can be better educated on the disease and the challenges you are facing.
- 9 Create a family tradition of open and honest communication about your health. Use Father's Day as an annual reminder to stay current on medical check-ups and adopt or renew healthy lifestyle choices.
- 10 More than 2.9 million men in the U.S. have been diagnosed with prostate cancer. Share hope - when diagnosed at an early stage nearly 100 percent of men are still alive five years after diagnosis.



2.9+
million
MEN
DIAGNOSED WITH
PROSTATE CANCER

10 WAYS TO GET INVOLVED WITH ZERO

- 1 Take the Challenge! Sign up for a Run/Walk or Endurance Team.
- 2 Sign up to receive our e-newsletter, ZEROHour.
- 3 Like ZERO on Facebook.
- 4 Follow ZERO on Twitter.
- 5 Host a local event in your community to benefit ZERO.
- 6 Find free testing near you through ZERO's online testing map.
- 7 Become one of ZERO's Heroes.
- 8 Attend the ZERO Prostate Cancer Summit in Washington, DC.
- 9 Become a local advocate for ZERO in your community.
- 10 Donate to the ZERO Research Fund.

