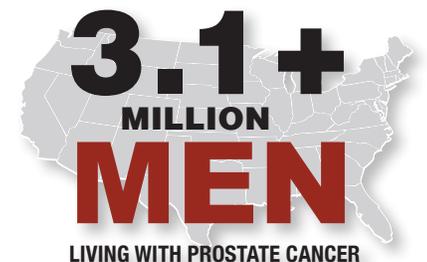


General tips for talking with your son about prostate cancer.

- 1** Every 15 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 risk 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 he turns 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 his 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 second 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 3.1 million men in the U.S. are living with prostate cancer. Share hope - when diagnosed at an early stage nearly 98 percent of men are still alive five years after diagnosis.



10 WAYS TO GET INVOLVED WITH ZERO

- 1 Sign up for a Run/Walk or Team ZERO endurance events.
- 2 Sign up to receive our e-newsletter and blog updates.
- 3 Visit zerocancer.org/store to shop for good.
- 4 Follow ZERO on social media!
- 5 Host a local event in your community with ZERO's educational materials.
- 6 Find free testing near you through ZERO's online testing map.
- 7 Share your story and become one of ZERO's Heroes.
- 8 Attend the ZERO Prostate Cancer Summit! Sign up at zerocancer.org/summit.
- 9 Become a local advocate for ZERO in your community. Learn more at zerocancer.org/advocacy.
- 10 Donate to ZERO at zerocancer.org.

