



July 8, 2010

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Treasurer, Board of Directors

# Us TOO Mission

- Communicate timely, personalized, and reliable information
- Enable informed choices regarding detection and treatment of prostate cancer.

# Us TOO Chapter Network

- TOTAL - 327
- United States - 300
- International - 27
  - England - 8
  - Canada - 7
  - Scotland - 4
  - Australia, Bahamas, Belgium, India, Netherlands, South Africa, Spain

# Us TOO Support Groups

- Peer-to-peer support
- Personal information sharing
- Partners, companions and families
- Educational symposia & workshops

# Central Office Support

- Us TOO website
  - Newsletter
  - Resource publications
  - Materials for health fairs
- Patient referrals
- Chapter leader support
- Identity as an international organization.

# Online Discussion Groups: *Prostate Pointers*

14 moderated bulletin boards

1. P2P - Physician-to-Patient
2. SeedPods - brachytherapy, radioactive seed implants
3. PCAI - prostate cancer and intimacy
4. The Circle - PCa support, wives and partners
5. RP - radical prostatectomy
6. EBRT - external beam radiation therapy
7. CHB - combined hormonal blockade
8. HAH - humor and healing
9. IceBalls - cryosurgery
10. NewDx - newly diagnosed
11. Spirit - spiritual support
12. WW - watchful waiting
13. PCAN - prostate cancer action network
14. Promise - grieving a loss

# Educational Programs

- Topic-related teleconferences & web-casts
- Minority & Underserved Populations
- Awareness Program
- Companions & Families Program:  
*Circles of Love*
- Us TOO University

# Advocacy

- One Voice Against Cancer (OVAC)
- Cancer Leadership Council (CLC)
- National Health Council – Voluntary Health Agencies member
- Conferences & meeting attendance:  
AUA, ASCO, NCPC, PCF, etc.

# Us TOO Recommendations

- Early detection decreases deaths and improves quality of life.
- Benefits of early detection and treatment outweigh the cost and inconvenience of occasional false positives.

# The Growing Challenge

- Knowledge is power
- 230,000 diagnosed each year
- in the next 10 years to 300,000  
(+40%)
- 1 in 6 of Baby Boomer men
- *6.6 million men at risk*

# Areas of concern for patients

- Treatment outcome
- Quality of life
- Knowledge that the doctors they have chosen for treatment have both expertise and experience in their field

“Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it’s the only thing that ever has.”

*Margaret Mead*