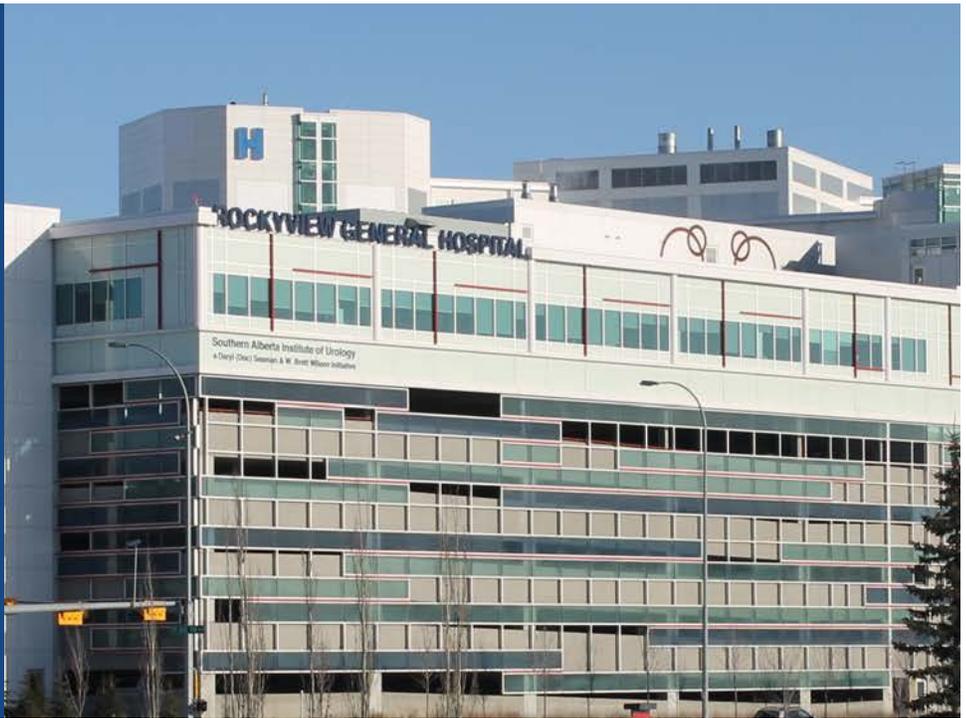




Prostate Cancer  
Centre

Executive Director's  
**Report**



Upcoming Events:

June 29, 2016

**NUTRaiser**

July 7, 2016 from 6-8pm

Bottlescrew Bills

Pre-purchase your pint today at

<http://bit.ly/28BEnt0>

**Priddis Greens  
Charity Classic**

August 9-11, 2016

Sign up at <http://bit.ly/1oPO1jQ>

**Fore Men's Health  
Golf Tournament**

August 11, 2016 from 12-7pm

The Elks Golf Course

<http://bit.ly/28ZJ5c8>

**Remington Golf  
Classic**

SOLD OUT!

Buy raffle tickets here

<http://bit.ly/28Qv4gq>

Hello,

As promised, here is the first Executive Report to the Board. Because we just held our June Board meeting 2 weeks ago, this report is a little light on content. Please note the events listed on the side of this page. **We need your support.** Contact Linda at 403-943-8869 for any questions you may have on how to participate.

We just received a note from Chris Moser resigning as a Board member due to family responsibilities. However, he will always be a part of the PCC family. Thank you Chris!

August 30<sup>th</sup> – Medical and Operations Meeting  
September 8<sup>th</sup> – Audit and Risk Meeting  
September 14<sup>th</sup> – Board Meeting  
September 27<sup>th</sup> – Fundraising Meeting  
October 5<sup>th</sup> – HR & Governance Meeting

**Good News! PennWest will be sending us a cheque for \$100,000 for this year's commitment for the Rural Man Van.**

The next Executive Report will be at the end of August. Have a wonderful summer.

Pam

For our father's day campaign this year using Bret Hart we raised **\$806**. See social media stats below. In 2015, in a generic Father's Day Campaign, we raised \$1,718.

Our second annual Father's Day campaign launched at the beginning of June. Our spokesperson was Bret Hart. This year we increased social media use, specifically using Facebook. Some of the stats include:

- Bret Hart Story Post: 462,000 people reached, 1,300 likes, 97 comments and 688 shares.
- Bret Hart Video Post: 10,000 people reached, 3,857 views, 89 likes, 4 comments and 25 shares.
- Bret Hart Father's Day Ask Post: 4,900 people reached, 180 likes, 4 comments and 18 shares.

**Bret Hart Ad: 16,152 people reached and 205 clicks going to the donate page.**

In addition we directly mailed our over 10,000 email subscribers 3 times. Just want you to be aware of the lack of dollar translation using Bret. However, awareness reach was amazing. We are consulting with Larry Clausen who is with Cohn and Wolfe and Chair of the Bill Brooks Benefit <http://www.cohnwolfe.com/> to explore why we were so unsuccessful and how to improve our online campaigns.



## Quick Facts:

**When detected early, prostate cancer is one of the most successfully treated types of cancer.**

### **RAC 1 – Access to a Specialist**

Express Clinics to shorten wait time from a family doctor referral to a consultation with a Urologist.

### **RAC 2- Access to Treatment Specialists**

Bi-monthly information sessions are offered to men diagnosed with prostate cancer. These free sessions are available to you and your partners by registration with your Urologist only.

**Year to Date:****City Clinics**

On the city Van, 1637 men have been tested during 49 clinics. The average men tested per clinic has increased from 28 men/clinic in 2015 to 33 men/clinic YTD. This can be attributed to better promotion from the hosts and the Centre as well as being more selective about potential host sites.

3 clinics have included Men's Health Initiative (Stephen Ave, BA Robinson, Dawgs Baseball)

- 4% of men tested in Calgary had an elevated PSA.
- 51% of men received a PSA test for the first time
- 17% do not have a family doctor.

**Rural Clinics**

On the rural Van, 1103 men have been tested during 29 clinics. The average per clinic is 38 men/clinic in 2016, which is comparable to 2015 numbers

- 10 clinics have included Men's Health Initiative (9 for FarmTech, 1 for FortisAlberta)
- 4% of men tested in rural Alberta had an elevated PSA. (same as the City Van)
- 48% of men received a PSA test for the first time
- 12.5% do not have a family doctor (less than the City Van)

**Fund Development**

45% of city clinics have been sponsored by 3<sup>rd</sup> parties. (Ride For Dad, City of Calgary being the major supporters.

65% of rural clinics have been sponsored by 3<sup>rd</sup> parties. (Inter Pipeline being the major supporter).

New sponsors this year include: Provost Insurance, Calgary Police Association, Pesol, Cowboys For Cures, Western Electrical

**Man Van Tracker:****Urban Clinics**

Sunday, July 3<sup>rd</sup>

**Prostaid Show & Shine**

Grey Eagle Casino

3777 Grey Eagle Dr.

11:00AM - 2:00PM

Monday, July 11<sup>th</sup>

**Stephen Ave**

8<sup>th</sup> Ave SW & 1<sup>st</sup> St SW

11:00AM - 2:00PM

Tuesday, July 12<sup>th</sup>

**Hull Services Stampede Breakfast**

2266 Woodcreek Ave SW

8:00AM - 12:00PM

**Rural Clinics**

Vauxhall

**Friday, July 1<sup>st</sup>**

Vauxhall Show and Shine

700 2<sup>nd</sup> Ave

12:00PM-4:00PM

Ponoka

**Sunday, July 3<sup>rd</sup>**

Ponoka Hockey Arena

4410-54 St

10:00AM-1:00PM

Coronation

**Saturday, July 9<sup>th</sup>**

Coronation Rodeo

1500N Dinosaur Tr.

Sponsor: Inter Pipeline

12:30PM-3:30PM

This year PCC launched the “**Know your Numbers**”, campaign.

Most men aged 18-50 only go to a health care provider if they are very ill. The main health issues for men over age 40 are: cancer, (colon, skin, lung and prostate), hypertension, (high blood pressure), diabetes, (elevated sugar in the blood) and obesity. Due to the unique platform that the Man Van provides to reach all demographics of the Southern Alberta male population, we are raising awareness of modifiable risk factors in death and chronic disease, by offering the following:

- Body Mass Index (BMI) - A ratio of a person's height to weight. This is a useful tool to determine if an individual is at their proper weight;
- Blood Pressure (B/P) - A measure of the pressure of the blood when the heart beats and when it is at rest.
- Random Blood Glucose (RBG) - A measure of the sugar in a person's blood.

These three measurements are closely tied with the health conditions listed above. Like the approach we take to prostate cancer, preventative teaching and raising awareness makes for a happier, healthier man, partner, employee and community member.



## Quick Facts:

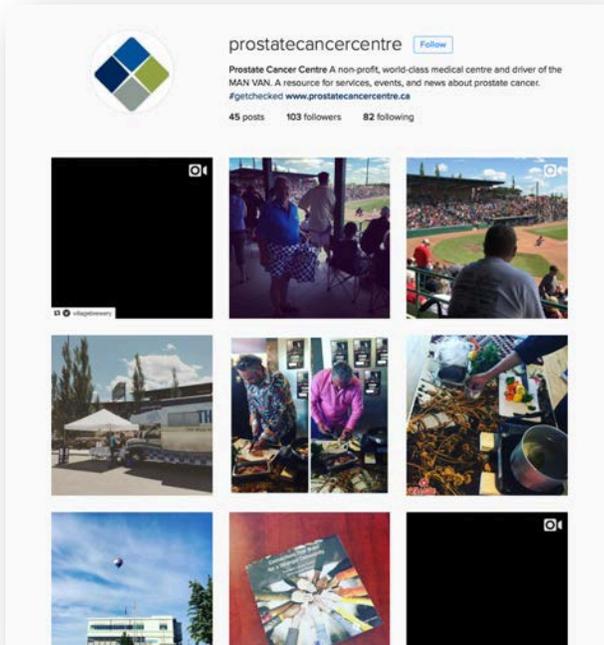
### Risk Factors:

**There are some factors that increase the risk of prostate cancer:**

- A family history of prostate cancer increases the risk depending on the relationship to a relative with the disease. Men with prostate cancer should encourage their sons over to age of 40 to get checked.
- A family history of breast or colon (bowel) cancer.
- Higher in black males than in Caucasians and Asians. It is also lower in those who follow an Asian rather than a Western diet.
- High fat diets and a diet high in calcium and red meat.

Many men who develop prostate cancer have none of these risk factors.

We introduced Instagram this year and it is another way for us to communicate our messages. So far this year (since January) we have 102 followers, 45 posts, 579 likes and 8 comments.



Our annual report was released June 8 at the Annual General Meeting. We sent out all of our annual reports to donors, volunteers and other people important to the Centre. A total of over 300 reports were sent out to our stakeholders.

## Quick Facts:

**Total Twitter followers: 2,586**

**Total Facebook followers: 1,212**

**Total Instagram followers: 102**

**Total Newsletter Subscribers: 10,503**

**Total Website Visits for 2016: 17,138**

Facebook: [www.facebook.com/ProstateCancerCentre](http://www.facebook.com/ProstateCancerCentre)

Twitter: [www.twitter.com/prostatealberta](http://www.twitter.com/prostatealberta)

Instagram: [www.instagram.com/prostatecancercentre](http://www.instagram.com/prostatecancercentre)

YouTube: [www.youtube.com/channel/UCvYg4m0Ewn6hqVjIH0\\_ljnw](http://www.youtube.com/channel/UCvYg4m0Ewn6hqVjIH0_ljnw)

LinkedIn: [www.linkedin.com/company/prostate-cancer-centre](http://www.linkedin.com/company/prostate-cancer-centre)

## Did you know?

For a new medicine to be available to Canadians it takes an average of 12 years from the initial experimental stages in a lab to the time it is approved by Health Canada for marketing. At the Prostate Cancer Centre (PCC) we actively participate in the development of new medicines for prostate cancer and other urologic diseases.

Currently, we are closely following the health of 6 study participants in the SPARTAN trial. The purpose of this study is to test an experimental medication (ARN 509) in men with prostate cancer who are at an increased risk for developing more advanced disease (cancer spreading to other parts of the body). Study participants attend monthly clinic visits where they are assessed by the study team for any changes in their health.

Even after a medication is approved for sale in Canada, the effectiveness and side effects of the medication continue to be monitored. At PCC, not only are we participating in a study (Cosmic Study) to contribute to the ongoing evaluation of a medication (Zytiga), we are the top recruiting site in Canada with 26 patients enrolled as of the end of June 2016.

## Quick Facts:

**APCaRI:** Alberta Prostate Cancer Research Initiative.  
[Learn More](#)

**COSMIC:** Study of Zytiga (abiraterone acetate) used in clinical care of hormone-resistant prostate cancer.

**EMBARK:** Study of Enzalutamide Plus Leuprolide, Enzalutamide Monotherapy, and Placebo Plus Leuprolide in Men With High-Risk Nonmetastatic Prostate Cancer Progressing After Definitive Therapy

**ENZAMET:** Enzalutamide as 1<sup>st</sup> line therapy for men with hormone sensitive metastatic prostate cancer.

**proSPECT:** Study to evaluate an experimental imaging agent for newly diagnosed prostate cancer patients who are scheduled for surgery.

**TITAN:** ARN 509 plus Androgen Deprivation Therapy (ADT) Versus ADT Alone in Subjects with Metastatic Hormone Sensitive Prostate Cancer.

**ULTRASOUND STUDY:** Study to compare an experimental high-resolution ultrasound versus standard low resolution ultrasound during prostate biopsy.