



Nationwide Incidence Rate

1 in 8 men will be diagnosed during his lifetime
3.1M men currently diagnosed

This year in the United States...

New cases: 288,300
Deaths: 34,700

Veterans are 1.5x more likely to get prostate cancer.

African-American men are 2.1x more likely to die of prostate cancer.

Incidence Rate in Louisiana

138.5 in every 100,000 men diagnosed
19.9 in every 100,000 men die from the disease

This year in Louisiana...

New cases: 4970
Deaths: 470

National Rankings by State:

#2 for prostate cancer incidence
#18 for prostate cancer deaths

Source: Estimates based on 2023 data from the American Cancer Society

ZERO's Impact in Louisiana

Patient Programs

- ZERO360 is ZERO's comprehensive patient navigation service that provides individualized case management to help patients and their families connect with financial assistance, navigate insurance, and find other kinds of support including emotional support and even transportation assistance.
- ZERO also offers peer-to-peer support through our Us TOO Support Groups and MENtor programs. We match patients and caregivers with someone who has been on a similar journey to provide ongoing, one-on-one support. We also run a nationwide network of support groups for those affected by prostate cancer.
- ZERO Connect is our online private Facebook support group where you can connect with others affected by prostate cancer, learn from their experiences, and ask questions to patients and loved ones across the country.

ZERO Prostate Cancer is the leading national nonprofit with the mission to end prostate cancer and help all who are impacted. ZERO advances research, provides support, and creates solutions to achieve health equity to meet the most critical needs of our community. Visit our website: www.zerocancer.org

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CDMRP Grants in Louisiana

Year Introduced: 1997
 Total Grants to Date: 34
 Total Grand Awards Through FY 2021*: \$14.4M

**PCRP data for FY 2022 has not yet been posted*

Grant Recipient	Year	Amount
Tulane University	2018	\$1470679
Tulane University	2019	\$1140000
Xavier University of Louisiana at New Orleans	2003	\$1076209.19
Tulane University	2010	\$902853
LSU Health Sciences Shreveport	2016	\$865785

CDC’s National Comprehensive Cancer Control Program (NCCCP) Funding in Louisiana:

- Goal: Increase the use of client-centered, culturally and literacy level appropriate prostate cancer screening informed-decision making.
- Objective: Decrease in inappropriate screening for men older than 75 years, African-American men between the ages of 40-45 years, and Caucasian men ages 40-44 years by increasing the use of the informed decision-making model for prostate cancer screening to men and their families. (2008 BRFSS baseline.) Budget: \$100,000.
- Strategy: Promote informed decision-making and prostate health awareness during National Prostate Month each September. Earned media TV and radio campaigns, print media, website.
- Strategy: Distribute educational materials through businesses and other places frequented by men aged 40 and older, and their friends and families, such as doctors’ offices, barbershops, beauty parlors, bars, corner groceries, and OPH, LRHA, LPCA, HCSD, LBCHP and FITCo facilities.
- Strategy: Conduct physician academic detailing visits with providers who serve men aged 40 and older to promote the informed decision-making model.
- Strategy: Encourage medical and nursing schools to include the informed-decision making model for prostate cancer early detection in their curriculums.

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2023 Prostate Cancer Facts & Statistics

- Strategy: Place ads and stories in the Louisiana State Medical Society newsletter and journal on prostate cancer early detection recommendations and resources.
- Objective: Increase prostate cancer early detection informed decision-making to African-American men at higher risk of prostate cancer aged 40 and older by convening and increasing the number of community educational sessions. Budget: \$30,000.
- Strategy: Conduct peer led small group education using My Brother's Keeper lay education model. Recruit participants through organizations and businesses that serve African-American men aged 40 and older, such as churches, men's groups, Greek organizations, and barbershops in areas with significant numbers of African-American men aged 40 and older.
- Strategy: Conduct at least 25% of physician detailing visits with providers who see a significant number of African-American men, the group with highest prostate mortality rate in Louisiana.
- Objective: Increase the number of men who complete the early detection process by ensuring timely medical attention from abnormality to diagnosis. Budget: \$720,000.
- Strategy: Provide patient navigators to assist men with signs and symptoms or abnormal screening results through the diagnostic process and start of treatment.
- Strategy: Promote and expand resources needed to assist men through the early detection process, including transportation, patient education, and language services.

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