

ZERO's Community

ZERO's community is an influential force in the fight against prostate cancer with a nationwide reach that continues to grow. ZERO is the primary destination for all impacted by the disease to convene, get support, and come together as one united voice to create a better future for the prostate cancer community. ZERO's Regional Chapters play a critical role locally to support and rally patients, survivors, caregivers, and partners.



11,000+ Run/Walk Participants in 50 cities

ZERO's Run/Walk series is the only nationwide series dedicated to prostate cancer.



Debt Relief for Patients

Since the inception of ZERO360, case workers have helped patients lower their medical costs by a total of **\$7.65M**.



Digital Reach

13.8M impressions through digital advertising.
2.6M+ webpage views on zerocancer.org.
140,100+ ZERO blog webpage views.
79,500+ subscribers to the ZEROHour monthly e-newsletter.



1,200+ Annual Summit Attendees

Patients, caregivers, and survivors from across the country gather each year to attend the most impactful education and advocacy event in the prostate cancer community.



600+ Local Champions

ZERO Champions pounding the pavement with local and state representatives and working in their communities to raise awareness and funds.



Patient and Caregiver Support

60,000+ patients and families received assistance through free case management, transportation, mentoring, support groups, and educational events.

ZERO's Us TOO Support Groups

ZERO's Us TOO Prostate Cancer Support Groups include a network of 145+ groups in the U.S. and abroad. Patients with prostate cancer who attend meetings—sometimes along with spouses/partners—can find valuable information and perspective from their peers who often have similar experiences relative to managing various aspects of prostate cancer.

- **145+ Support Groups in 41 States and three countries**
- **Meetings are either in-person, virtual or hybrid**
- **Support groups for female caregivers, the LGBTQIA+ Community, men who are deaf or hard of hearing, Spanish-speaking individuals, Black men, and those dealing with grief from the loss of a loved one are also available**

Robust and Influential Digital Engagement

ZERO's social media platforms provide a virtual space for our prostate cancer community to share important information, express their thoughts and engage in meaningful interactions. This community is highly engaged and our platforms are steadily growing.



1,421,000+

YOUTUBE VIEWS

Viewers have on-demand access to more than 500 videos, patient stories, webinars, and events related to prostate cancer research and education.



45,000+

FACEBOOK FOLLOWERS

The ZERO Facebook community is made up of the ZERO page, the Run/Walk page, and other Facebook groups, and includes prostate cancer champions, patients, survivors, caregivers, and loved ones sharing their stories and connecting.



40,000+

INSPIRE MEMBERS

Members regularly post to this online prostate cancer support community with ongoing discussions in a wide variety of topic threads, from newly diagnosed to advanced disease, and many more.



4,500+

LINKEDIN CONNECTIONS

Experts, medical professionals, patients, and caregivers connect to share and discuss the most important events affecting the prostate cancer community.



12,000+

PODCAST PLAYS

ZERO's podcast, Prostate Cancer Uncensored features unfiltered discussions with researchers, caregivers, patients, and medical professionals.



3,000+

INSTAGRAM FOLLOWERS

Instagram is ZERO's fastest growing platform. It's the place to be for photos and videos inspiring the prostate cancer community.

ONSITE DIGITAL PATIENT ENGAGEMENT

ZERO's educational and support resources are displayed on digital screens in more than **1,400 urology and oncology offices** across the country reaching **6,800+ health care providers**.

This is in result of a partnership with **PatientPoint**, a patient engagement platform for every point of care including waiting and exam rooms.