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.

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 ZERO Hour monthly e-newsletter.

Debt Relief for Patients
Since the inception of ZERO360, case workers have helped patients lower their medical costs by a total of $7.65M.

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

OUR REACH
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.

**YouTube Views**
1,421,000+

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

**Facebook Followers**
45,000+

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.

**Inspire Members**
40,000+

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.

**Linkedin Connections**
4,500+

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

**Podcast Plays**
12,000+

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

**Instagram Followers**
3,000+

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.