



NATIONWIDE INCIDENCE RATE

1 IN 8 MEN
will be diagnosed with
prostate cancer in their lifetime

3.3+ MILLION MEN
currently diagnosed with prostate cancer

This year in the United States:
New cases: **299,010** | Deaths: **35,250**

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

138.1 IN EVERY 100,000 MEN
will be diagnosed with
prostate cancer in their lifetime

19.9 IN EVERY 100,000 MEN
die from the disease

This year in Louisiana:
New cases: **4,330** | Deaths: **440**

NATIONAL RANKINGS BY STATE:

#3 for prostate cancer incidence
#18 for prostate cancer deaths

Source: Estimates based on 2024 data from the American Cancer Society

ZERO's Impact in Louisiana

Patient Programs

- **ZERO360** is a free, comprehensive support service that helps patients and their loved ones navigate insurance, find resources to help pay for treatment and living expenses, connect with emotional support services, and ensure access to care.
- **ZERO's nationwide Us TOO support group network** offers a variety of peer-led virtual and in-person groups offering emotional support, resources, and education to empower those impacted by prostate cancer to make informed decisions about their care.
- **ZERO's MENtor program** matches patients with trained, volunteer MENtors who have been on a similar journey to provide ongoing, one-on-one support.
- **ZERO Connect** is our online private Facebook group where you can connect with others affected by prostate cancer, ask questions, and learn from their experiences.

CDMRP* Grants in Louisiana

Year Introduced: 1997

Total Grants to Date: 35

Total Grand Awards Through FY 2022:** \$15.5M

* Congressionally Directed Medical Research Programs

**PCRP (Prostate Cancer Research Program) data for FY 2023 has not yet been posted

GRANT RECIPIENT	YEAR	AMOUNT
Tulane University	2019	\$1,140,000
	2018	\$1,470,679
	2010	\$902,853
Xavier University of Louisiana at New Orleans	2003	\$1,076,209
Louisiana State University Health Sciences Center	2022	\$1,067,053

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.
- **Strategy:** Place ads and stories in the Louisiana State Medical Society newsletter and journal on prostate cancer early detection recommendations and resources.

(continued from previous page) CDC's National Comprehensive Cancer Control Program (NCCCP) Funding in Louisiana:

- **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.

ZERO Prostate Cancer is the leading national nonprofit with the mission to end prostate cancer. ZERO advances research, improves the lives of men and families, and inspires action. Visit our website: www.zerocancer.org.

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ZERO is a 501(c)(3) philanthropic organization recognized with four out of four stars by Charity Navigator and is accredited by the Better Business Bureau.