



**PROSTATE
CANCER
COALITION**

OF NORTH CAROLINA

Background

Founded on March 21, 2001 by the late Robert J. "Bob" Anderson, the Prostate Cancer Coalition of North Carolina (PCCNC) a statewide network of survivors, patients, caregivers, and concerned citizens working together to support high quality care for all men at risk of developing prostate cancer or living with a prostate cancer diagnosis. We are an all volunteer 501(c)(3) non-profit. Our coalition consists of prostate cancer patients, survivors, caregivers, activists, support and advocacy organizations, healthcare providers, hospitals, healthcare systems, faith communities, civic organizations, industry partners, professional medical organizations, researchers, and more.

Mission & Vision

Mission

The coalition focuses on three goals:

1. Raising awareness of prostate cancer as a major health threat to North Carolina families.
2. Promoting community, state, and national action to battle this disease.
3. Helping to unite and coordinate the efforts of all those battling prostate cancer in North Carolina.

Vision

By working together, the citizens of North Carolina will see a day when prostate cancer is no longer a threat to the families of our state.

Strategies

Network sustainability

Collaborative program development

Efficient and effective shared messaging collateral

Network Sustainability

- Connecting survivors, caregivers, medical providers, researchers, industry, legislators, and more to collectively find and explore mutually beneficial opportunities to fight PCa.

We invite all interested and concerned parties to join us!

- Monthly statewide Zoom meeting (1st Mondays at 12 noon).
- Open agenda and follow-up distributed to 350+ subscribers.
- Distribution extends virally to approximately 20 active affiliated organizations, bringing reach to over 1,000 North Carolinians.

Collaborative Program Development

Grow Your Own Way: An "open-source" series of "home grown" community program frameworks - FREE to adopt, adapt, and utilize to suit the needs of your community.

- Cuts & Conversations
- Screening Event Guidance
- Virtual Fireside Chat(s)

Cuts & Conversations

Bridging Collaborative Community Partnerships: Innovation in Advancing Men's Health Awareness through Trusted Conversations

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BACKGROUND

Persistent disparities in men's health outcomes—particularly among Black and medically underserved populations—are exacerbated by limited access to preventive care, stigma surrounding male-specific cancers, and underutilization of trusted community spaces for health education. PCCNC and TCF launched Grow Your Own Way: Cuts & Conversations, a culturally responsive outreach initiative embedding health education into barbershops to normalize conversations around prostate and testicular cancer.

OBJECTIVE

To evaluate the effectiveness of a grassroots, community-based intervention in increasing men's health awareness, fostering health literacy, and promoting early detection behaviors in traditionally underserved populations.

METHODS

- **Setting:** Barbershops across North Carolina identified as culturally resonant and trusted spaces.
- **Intervention Components:**
 - Distribution of testicular self-exam shower hangers
 - Prostate cancer education materials
 - Barber-led health conversations
- **Evaluation Strategy:**
 - Qualitative feedback from barbers and patrons
 - Observational data on engagement and material uptake
 - Informal interviews assessing shifts in health-seeking behavior

RESULTS

- Over 500 shower hangers and educational materials distributed
- Barbers reported increased comfort initiating health conversations
- Patrons expressed greater willingness to discuss sensitive health topics
- Emergent themes included normalization of self-exams, increase interest in screenings, and desire for ongoing engagement.

Grow Your Own Way



Cuts & Conversations



THEORETICAL FRAMEWORK

- **Social-Ecological Model:** Recognizes the influence of interpersonal, community, and institutional factors on health behavior.
- **Community-Based Participatory Research (CBPR):** Ensures equitable stakeholder engagement and co-creation of outreach strategies.

CONCLUSION

Embedding health education in culturally relevant, everyday environments can:

- Destigmatize men's health topics
- Promote early detection and preventive care
- Foster sustained engagement in medically underserved communities

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- Christy Steph-Banks, Building Bridges of Hope Health Ministry

Cuts & Conversations



Empowering the Next Generation of Community Health Leaders

View additional supportive resources at <https://www.pccnc.org/cuts-and-conversations.html>

Virtual Fireside Chat(s)

Supporting and encouraging the development and expansion of support for men with cancer and their loved ones throughout North Carolina and beyond...



Connect with our network of support at:
<https://www.pccnc.org/support-network.html>

Efficient and Effective Shared Messaging Collateral



Every Man Needs a Prostate Plan®

www.pccnc.org/plan

By working together, the citizens of North Carolina will see a day when prostate cancer is no longer a threat to the families of our state.

- Know your numbers! A baseline risk assessment for major causes of mortality in men can help proactively predict cardiovascular disease, cancer, diabetes, and more.
- Consider a baseline prostate screening at 40, when elevations are less likely to be caused by enlargement or other prostate conditions.
- Average prostate specific antigen (PSA) increases with age. Men with a higher than average baseline that is not due to certain conditions or activities are at the greatest risk for future development of aggressive prostate cancer.
- A low PSA number does not mean no cancer is present. While less common, low PSA producing cancers can be very deadly and can only be found by DRE and possibly imaging.



Questions?