

Prostate Cancer Public Service Announcement

If you are a man over age 40, listen up! The statistics are sobering. ***In the U.S. during this past year alone, it is estimated that nearly 235,000 men were diagnosed with prostate cancer and nearly 29,500 men died from the disease.*** In fact, the odds are that about 1 in 6 men will be diagnosed with prostate cancer during their lifetime.

Hi, I'm Barry Bracken and I am a survivor of advanced prostate cancer.

Regardless of what you may have heard to the contrary, the American Cancer Society and other professional groups strongly recommend annual prostate cancer screening for all men over the age of 50. Annual screening consists of a PSA test and a digital rectal exam. Men who are at higher-than-average risk—including African American men and men with a family history of prostate cancer—should begin annual screening at age 40.

While not foolproof, a PSA test combined with a digital rectal exam is the **only** non-invasive screening method currently available to detect prostate cancer in its early stages. My advise - if you are over 40, talk to your doctor about routine prostate cancer screening. Cancer screening saved my life and it could save yours, too.

This message is brought to you by Beat the Odds and KFSK.