

# PHEN

*Prostate Health Education Network, Inc.*

## **2010 FATHER'S DAY RALLY AGAINST PROSTATE CANCER**

*On Father's Day 2009, PHEN implemented its inaugural "Father's Day Rally Against Prostate Cancer" in partnership with 33 churches in Massachusetts. This groundbreaking and highly successful effort is the model for a national rally on Father's Day 2010.*

### ***FATHER'S DAY 2010***

At the beginning of 2010 churches will be recruited to participate in the *Father's Day Rally Against Prostate Cancer (RAP Cancer) initiative*. During the months of May and June PHEN will coordinate with participating churches to bring increased awareness to the African American prostate cancer crisis. The rally will receive a high level of visibility through the media; radio, television, internet and print with a theme of ***"Joining Hands to Save Lives"***

*The PHEN Father's Day Rally will take place within each church.* Leading up to Father's Day, churches will announce their participation and encourage their members to wear blue on Father's Day. Wearing blue is a visible show of support for prostate cancer survivors, and for increased education and awareness outreach for prostate cancer and for men's health overall. During regular services on Father's Day, participating churches will recognize the prostate cancer survivors, their family members and loved ones within their congregations. They will also recognize the loved ones of those who have been victims of the disease. A special prayer of love and healing will be offered for all; some churches may want to expand on this recognition. PHEN will provide each church with prostate health educational materials for distribution on Father's Day. This will be a single page, front and back, glossy folded flyer that can be included in church programs or handed out to the congregation. It delivers key messages about prostate health that can be used by all men, and also by women to help increase the awareness of their husbands, fathers, sons, brothers or other loved ones.

### ***PHEN / CHURCH PARTNERSHIPS FOLLOWING FATHER'S DAY***

PHEN's goal is to establish an ongoing working relationship with partnering churches following the Father's Day rally. Under this relationship PHEN will provide prostate health support to the church members through PHEN RAP cancer education and awareness activities and resources. These include:

- *PHEN TV programs available online, and on DVD's for presentation within churches and other venues.*
- *Speakers and materials for church programs and events*
- *Education and awareness materials for distribution within each church*
- *Access to the PHEN Online support community for survivors and loved ones which is available on PHEN's website.*

PHEN requests that each church partner assign a liaison(s) to coordinate the Father's Day program and the ongoing PHEN relationship. It is recommended that this be a prostate cancer survivor(s) with a commitment to outreach and help others. PHEN will provide orientation, guidance and support for the church liaisons.

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## ***KNOWLEDGE AND THE POWER OF PRAYER***

Prostate cancer is the leading cause of cancer and the second leading cause of cancer deaths among all men with more than 200,000 being diagnosed with the disease each year and approximately 30,000 deaths. *African American men have a 60% higher prostate cancer incidence rate and a 150% higher death rate than all other men; this is the largest racial disparity for any type of cancer.*

*A lack of knowledge is a significant cause of the prostate cancer crisis in Black America. Men who have survived prostate cancer often times attribute their success to their knowledge and the power of prayer.*

PHEN's Father's Day Rally calls on the power of prayer to bring churches, families and communities together to join hands across the nation to increase awareness and knowledge. This national outreach effort will reduce the level of prostate cancer deaths and suffering.

## ***ALL CHURCHES ARE INVITED TO PARTICIPATE***

*Every church can meet the requirements to participate in the Father's Day Rally and help remove the silence and lack of knowledge contributing to the prostate cancer crisis. The high level of public visibility will make a strong statement across the nation for addressing the extreme racial disparity and the disease overall. Great and miraculous healing will take place through PHEN and churches working together in prayer. Each Participating church will be recognized on the PHEN website and in media releases.*