

**YOUR TALK,  
YOUR WALK  
HANDBOOK**

**YOUR PERSONAL  
PROSTATE HEALTH GUIDE**

**Talk That Talk**<sup>TM</sup>  
It's time to talk about prostate cancer

# THE TALK LOOKS DIFFERENT THIS TIME AROUND



**The talk** comes in many forms. Perhaps it came in the form of a hard conversation you had with loved ones about the discrimination that Black people face in the world. Maybe it was when we were young boys learning to become men.

This time, as Black men, **the talk** means protecting our health by talking about our increased risk for prostate cancer (PC).

**BLACK MEN ARE MORE LIKELY TO HAVE MORE AGGRESSIVE AND LATE-STAGE PC AND ARE ABOUT 2X MORE LIKELY TO DIE FROM PC THAN MOST OTHER MEN.**

Simply put, PC is taking our fathers, brothers, uncles, and friends before their time. If we **Talk That Talk** with our doctors about our PC health and getting screened, we can help change things.

What is prostate cancer?

PC begins when cells in the prostate grow out of control and can spread to other parts of the body. Your prostate is a small gland located below the bladder in the male body and makes the fluid that sperm travel in.

Early prostate cancer is hard to notice because you might not feel any symptoms. That's why it's important for us to stay on top of our prostate health.

It's important to know the signs and symptoms of PC and act, so if you're experiencing any of these, make an appointment with your doctor right away.



- > Frequent urination
- > Pain or burning when you urinate
- > Blood in your urine or semen
- > Ongoing pain in your back, hips, or pelvis
- > Problems with erectile dysfunction



**DON'T SHRUG OFF ANY OF THESE SYMPTOMS. WHEN YOUR BODY TELLS YOU SOMETHING, LISTEN.**



# EACH OF US HAS A PART TO PLAY



The good news? Prostate cancer is usually a slow-growing disease, and according to the American Cancer Society, *there's an up to 96% survival rate if PC is caught early enough.*

That's why it's crucial to have honest conversations. And each of us has a part to play.

It means being open and talking about our prostate health — and talking about it regularly.



## BECAUSE CONVERSATIONS MEAN GREATER AWARENESS.

And awareness leads to talking to our doctors and screening for prostate cancer that can help save the lives of the people closest to us. That means being honest about our experiences and our risk with members of our church, the guys at our barber shop, and our teammates who we see on the weekends.

Remember, our doctors might begin by recommending a simple blood test called the prostate-specific antigen (PSA) that measures PSA levels in the blood to determine the health of your prostate. A PSA test can be added to your routine physical, and depending on your health, your doctor may also consider a digital rectal exam (DRE).

### WE HAVE THE POWER TO MAKE PROSTATE HEALTH CONVERSATION ROUTINE WHEREVER WE GATHER WITH OUR COMMUNITY. TRY THESE QUESTIONS OUT:

- Did you know being a Black man is a risk factor for getting prostate cancer?
- Did you know it's important to speak to your doctor about your prostate health even if nothing "feels" wrong?
- Did you know prostate screenings can start with a simple blood test?

## WHATEVER OUR PERSONAL STORY MAY BE, WE DON'T WANT TO MISS THE CHANCE TO LEARN WHAT WE NEED TO KNOW AND DO TO PROTECT OUR HEALTH.

What are 3 reasons why you want to *Talk That Talk* about prostate cancer?

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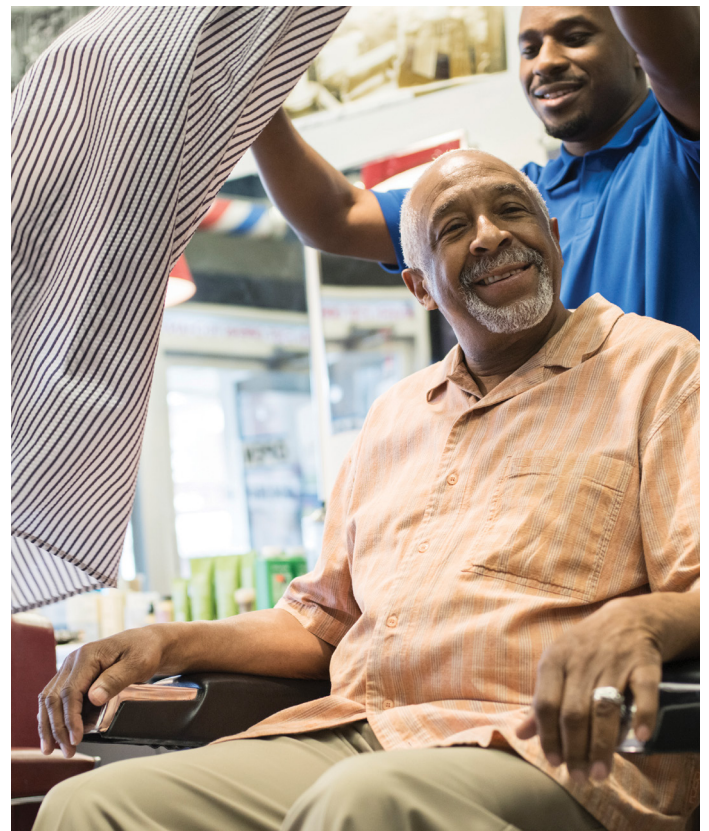
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# PROSTATE CANCER RISK FACTORS – WHAT YOU NEED TO KNOW

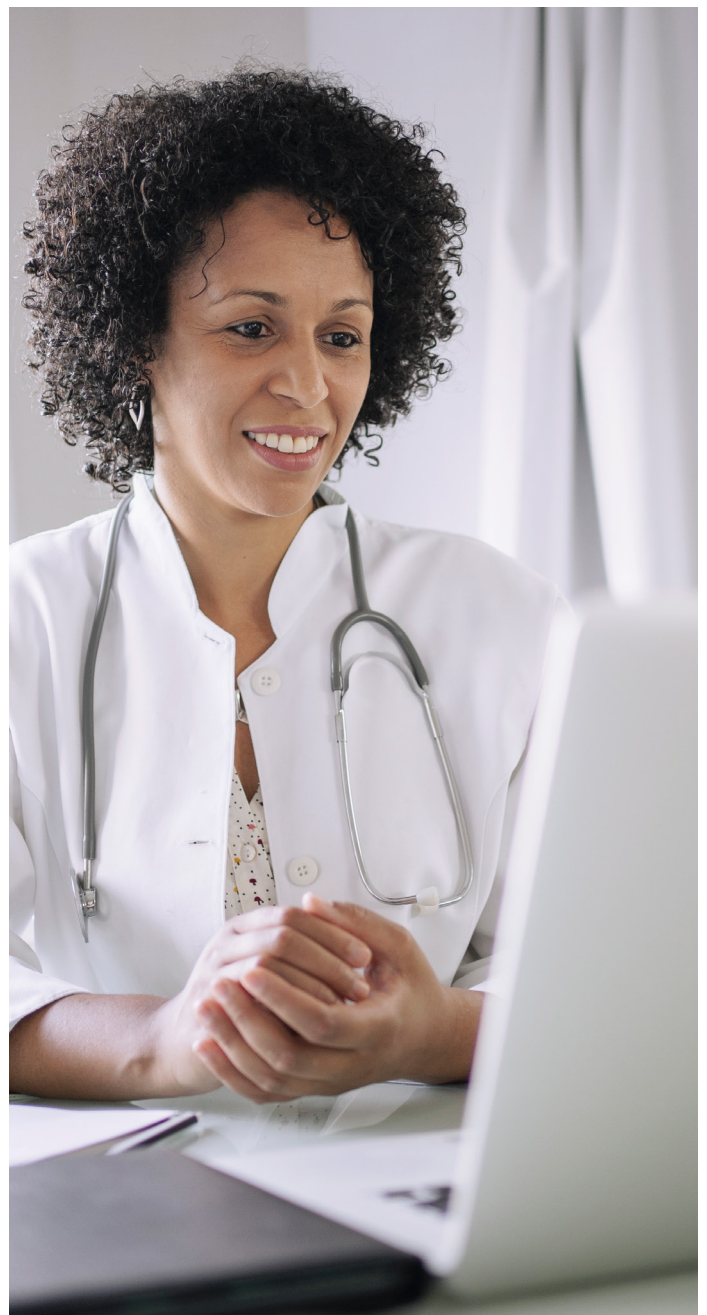


It's time for us to **Talk That Talk** today, so we can be around to enjoy our days ahead. Before we can do so, we need to know what risk factors we're up against to help guide our next steps. Check off the risk factors that apply to you, **and discuss them with your doctor at your next appointment.**

- Age**  
Considering our PC risk as Black men, we should start discussing PC screening with our doctor as early as 40, especially if PC runs in our families.
- Family History of PC**  
Our risk of PC is increased by up to 68% if it runs in the family, so it's important to **Talk That Talk** with our relatives.
- Other Cancers in Your Family**  
When we **Talk That Talk** about other types of cancer that run in our families — like breast and ovarian — we can help protect our prostate health. They are just two examples that have been linked to a higher risk of PC.
- Chemical Exposure**  
Long exposure to certain pesticides, chemicals, or radioactive materials may increase our risk of prostate cancer.
- Delayed Care**  
When we don't feel sick, PC screenings aren't usually at the top of our priority list. However, just because there aren't any symptoms doesn't mean that there's nothing wrong. Our overall health routines should include PC screenings.
- Trust in the Health Care System**  
We don't always feel seen or heard by the people meant to care for us. Even when our health care experiences may be difficult and stressful, it's important to advocate for our health to get the best care from the people who treat us.



**TIME FOR US TO TAKE CHARGE  
OF OUR PROSTATE HEALTH  
AND TALK THAT TALK WITH  
OUR DOCTORS.**



# THE RISKS & BENEFITS OF GETTING SCREENED



It's true that prostate cancer (PC) is the second-leading cause of cancer death for Black men. However, when it comes to getting screened, early detection may be the difference between life and death.



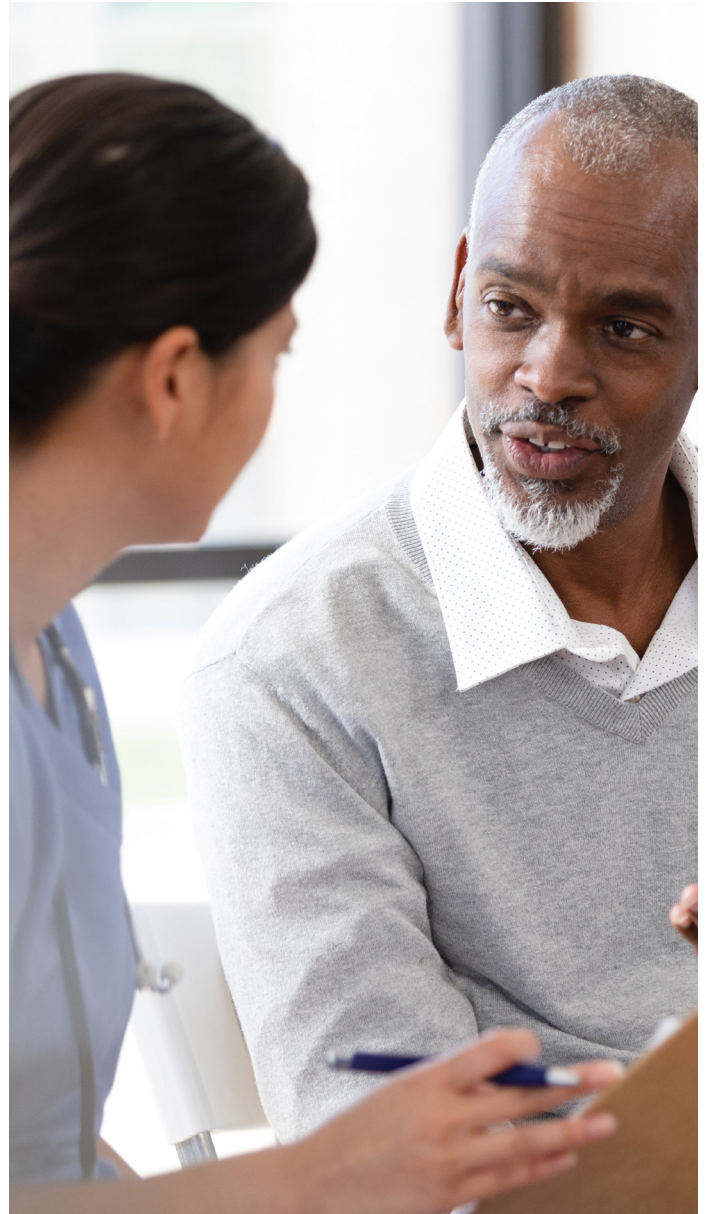
“**TALK THAT TALK. DON'T BE AFRAID TO GO SEE THE DOCTORS IF SOMETHING'S NOT RIGHT. GET SCREENED EARLY.**”

—*SHANNON SHARPE, PRO FOOTBALL HALL OF FAMER, HOST OF UNDISPUTED, TALK THAT TALK AMBASSADOR, PROSTATE CANCER SURVIVOR*

## FOUR REASONS WHY WE SHOULD GET SCREENED FOR PC



- 1 PC may not show symptoms right away. Getting screened early and over time can help us monitor for PC even when we feel healthy.
- 2 The sooner we detect PC through screening, the better our chances to address it. PC screening may catch the disease before it spreads to other parts of the body.
- 3 Screening for PC can help us find other issues that could be happening with our prostate.
- 4 We can protect our families and our legacy when we know where we stand with PC. When we **Talk That Talk** with our families, we can make a difference for generations to come.



How often we screen will be based on our prostate-specific antigen (PSA) blood test results. Talk to your doctor to find out what works best for you.

If you are feeling symptoms, it could mean the PC has reached an advanced stage. So, if you're experiencing pain or discomfort, don't ignore it — **Talk That Talk** with your doctor right away! And remember, if they don't listen, you can always find a second opinion.

## PROSTATE CANCER SCREENING OPTIONS — WHAT'S RIGHT FOR YOU?



Prostate cancer screening is an important part of protecting your total health, but it's important to know that there are a number of different types of tests available.

After a conversation about your risk factors and your health, your doctor might recommend one of the following tests based on your needs:

### PROSTATE-SPECIFIC ANTIGEN (PSA) TEST

The PSA test is a blood test that measures the amount of prostate-specific antigen in the blood — a substance found in higher amounts in men with prostate cancer. The levels of PSA help to indicate the health of the prostate.



**YOUR PRIMARY CARE DOCTOR WILL MOST LIKELY PERFORM A PSA TEST. IF YOUR PSA LEVELS ARE HIGHER THAN NORMAL, THEY MAY RECOMMEND ANOTHER PSA TEST BEFORE OTHER SCREENING METHODS.**

### DIGITAL RECTAL EXAM (DRE)

The DRE helps your doctor understand if your prostate is larger than it should be or if your prostate has any unusual lumps or bumps that blood tests cannot show. Your primary care doctor or urologist — a doctor who is trained in conditions affecting the urinary system, like prostate cancer — will feel the prostate through the rectum to check for any problems.

➤ You might find the digital rectal exam awkward or embarrassing. It's **your** choice whether you have the test done, and you can ask your doctor for imaging tests.

### TRANSRECTAL ULTRASOUND (TRUS)

A transrectal ultrasound uses sound waves to create an image of the prostate gland. This exam is usually done by a radiologist. The radiologist will place a small probe into the rectum to help provide high-quality images to determine if any changes in the prostate are hidden from view.

➤ Imaging tests like the TRUS might be more expensive than routine tests and might not be covered by your insurance.





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## MAGNETIC RESONANCE IMAGING (MRI)

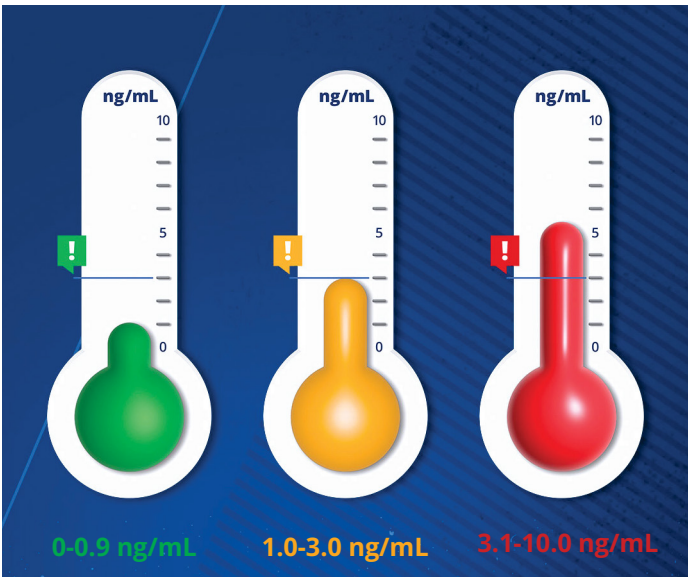
An MRI scan uses magnetic waves to produce images of your body's tissues and organs. It can show whether there are any changes in the prostate gland that could mean cancer is growing or tumors are present.

➤ MRIs are often more expensive than other methods, but they produce higher-quality results because they can show whether cancer has spread outside of the prostate gland.



**WHEN IT COMES TO PROSTATE CANCER SCREENING TESTS, THERE'S NO ONE-SIZE-FITS-ALL METHOD.**

Remember, your doctor will most likely start with a PSA (prostate-specific antigen) exam first. And when it comes to your PSA test results, there are levels to it:



➤ **0-0.9 ng/mL:** This range is **normal**. Consider PSA screening about **every two to four years**, but *Talk That Talk* with your doctor about what works specifically for you

➤ **1.0-3.0 ng/mL:** This range is **normal**. Continue to get PSA blood tests about **every one to two years**, but track if your levels increase over time

➤ **3.1-10.0 ng/mL:** This range is **above normal** and requires further testing and follow-up. Your doctor can refer you to a urologist, a specialist who will be able to confirm if you have PC. Anything beyond this range should be discussed with your doctor immediately

A PSA exam is a useful tool for detecting PC, but it alone can't tell you if you have prostate cancer. If your results come back elevated, that doesn't necessarily mean you have *cancer*. Your health care team will give you more information about what an elevated level means for your specific health situation.

Either way, make sure you use the *Talk That Talk* and **Track Your PSA** tool. Find it on [www.TalkThatTalkPC.com](http://www.TalkThatTalkPC.com) and use the resource to make it easier for you to track your PSA results and make better-informed decisions with your doctor. Use the tool to track your PSA levels over time to watch for any gradual or sudden changes, and bring up any concerns with your doctor. If necessary, you can also use this resource to help you advocate for a referral to see a urologist.

**KNOWING MORE ABOUT OUR PROSTATE HEALTH WILL HELP US TO SPEAK UP, ADVOCATE FOR WHAT WE NEED, AND PROTECT IT.**



# WE DON'T HAVE TO NAVIGATE PROSTATE HEALTH ALONE



As Black men, we might find it hard to talk about our worrying or painful experiences for fear of judgment or the concern that we might appear weak. We're taught from a very young age to be strong, but there's no need for us to always wear that mask around the people who care about us.

**NAVIGATING YOUR PROSTATE HEALTH CAN BE TOUGH. CHECK THE FEELINGS THAT APPLY TO YOU BECAUSE THEY MAY AFFECT HOW YOU TALK YOUR TALK:**

## CHALLENGE 1: THE PROSTATE EXAM

### WHAT ARE MY FEELINGS ABOUT "PROSTATE CHECKS"?

- Very Uncomfortable:** I don't like talking or thinking about it
- Nervous:** I feel uncertain, and I don't know what to expect
- Neutral:** I don't want to do it, but I will because it's important
- Empowered:** I know it's important, and I'm making this a priority



**REMEMBER, WHEN PROTECTING YOUR PROSTATE HEALTH, YOU HAVE DIFFERENT OPTIONS AVAILABLE TO YOU.**

After a conversation with our doctor, a prostate-specific antigen (PSA) blood test might be the first step before our doctor decides if more testing is necessary to get a full picture of your prostate health.







**Talk That Talk**  
It's time to talk about prostate cancer

**CHALLENGE 2: CONCERNS ABOUT MY SEXUAL HEALTH**

**IF I DO HAVE PROSTATE HEALTH ISSUES, HOW DO I THINK TREATMENT WILL AFFECT MY SEXUAL HEALTH?**

- It will make me more self-conscious about my sexual health
- It will give me negative side effects that'll affect my sexual performance
- I don't anticipate any changes to my sexual health

You may be avoiding prostate cancer screenings because you believe they can negatively impact your sexual performance.

**BUT THE TRUTH IS, THAT'S NOT THE FULL STORY.**

Effective treatment options are available to help you recover your sexual ability. If you have concerns about how prostate cancer treatment might impact your sexual performance, having an open conversation with your doctor will help.

**CHALLENGE 3: TRUSTING MY DOCTOR**

**HOW OPEN AND HONEST DO YOU FEEL AROUND YOUR DOCTOR?**

- I feel very open and honest with my doctor. I talk about what's going on, no matter how embarrassing it is

- I feel pretty open and honest with my doctor, but I don't like sharing information that isn't directly asked
- I'm not sure how open or honest I am with my doctor. I don't see them frequently enough, and we don't have that kind of relationship
- I don't feel comfortable being honest around my doctor. They really only seem concerned with the results of tests, not how I'm feeling or what's going on in my life



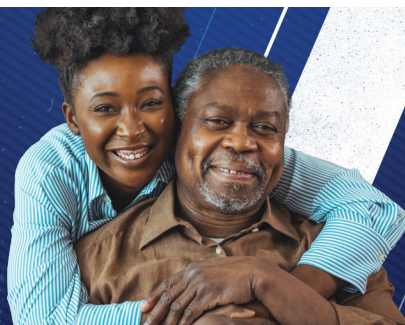
**WHAT WE SAY AND DO CAN AFFECT OUR CARE.**

And we can be more successful when we are well-informed and take an active role in our treatment. However, it can be hard to trust a doctor you don't feel like you can relate to.



NOW'S THE TIME TO  
**TALK**  
ABOUT PROSTATE  
CANCER

**TalkThatTalk**  
It's time to talk about prostate cancer



Sometimes, our doctors don't always look like us, might not understand our culture, or recognize where we are coming from. When you don't feel seen or heard, you can:

- Get a second opinion. Ask your friends and family for recommendations of doctors they like to visit.
- Speak to other members of your care team. Not only your doctor but also your nurses and pharmacists are equally concerned with your well-being. Reach out to them with any additional questions.

## CHALLENGE 4:

## TALKING WITH MY FAMILY

### HOW COMFORTABLE ARE YOU TALKING ABOUT HEALTH PROBLEMS AND CONCERNS WITH YOUR FAMILY?

- I am very comfortable talking about health problems and concerns with my family
- I can talk about my health problems and concerns, but it's not easy
- When things get really "serious," I'm fine talking about health problems with members of my family who are strong enough to take the news
- I'm not comfortable talking about health problems and concerns with my family

Sharing our truth is the only way to end the silence around prostate cancer. When we share our experiences, we can protect other members of our family and learn how our family members can support us.



**SHARING OUR STORY CAN GIVE US INSIGHT INTO THE CARE WE DESERVE.**



# BUILDING YOUR TALK THAT TALK NETWORK



Navigating prostate health can be a difficult journey, and it can be even harder to get through if you're doing it alone. A circle of family and friends that you can rely on can be very helpful.

There may be many people in your community who have knowledge, advice, and kind words to share. Plus, your circle of family and friends can help take some things off your plate.

## YOUR COMMUNITY MAY BE ABLE TO HELP YOU IN THE FOLLOWING WAYS:



### YOUR NEXT-DOOR NEIGHBOR

They may be able to run errands or watch your kids while you're at a doctor's appointment.

### YOUR SIGNIFICANT OTHER & GROWN CHILDREN

They can help provide you with the emotional encouragement you need to remain strong throughout your journey. They can also be another set of ears and advocate for you during your doctor appointments.

### YOUR CHURCH STUDY GROUP

They may be able to offer prayers or spiritual guidance.

### YOUR BROTHER OR FAVORITE COUSIN

They may have had prostate cancer and can relate to your experience and share.

No matter who it is or how they're helping you out, it's important to have a solid circle of support and trust.



**OUR LOVED ONES WANT TO SEE US HAPPY AND HEALTHY, SO LET'S TALK THAT TALK WITH THEM AND EMBRACE HAVING A SHOULDER TO LEAN ON.**

**TALK THAT TALK  
TOGETHER**



There are online communities of Black men who are navigating their prostate health and are open to sharing their experiences.

Several organizations provide support groups for men and their care partners going through prostate health-related screenings, treatment, or care. They may also have information on where to find quality health care providers, as well as resources for finding financial assistance and insurance coverage. You can find a list of these organizations on our website.



**BY SHARING OUR EXPERIENCES  
AND PERSPECTIVES, WE CAN  
MOVE FORWARD TOGETHER.  
LEARN MORE AT  
[WWW.TALKTHATTALKPC.COM](http://WWW.TALKTHATTALKPC.COM)**



## A GUIDE TO PROSTATE CANCER STAGES

Understanding what may influence the stages of prostate cancer (PC) can help conversations with your doctor. For example, the male hormone, testosterone, plays an important role in prostate cancer. Testosterone helps to regulate sex drive, muscle mass, and the creation of red blood cells and sperm, but testosterone levels are also linked to higher PSA (prostate-specific antigen) levels. By reducing the levels of testosterone in the body, PC can be stopped or slowed. Here are the stages to know about:

When being treated for PC, the type of doctor you see may vary by stage. You may see a:

- **Urologist** — A doctor who is trained in conditions affecting the urinary system, like prostate cancer
- **Oncologist** — A specialist who has training in treating late-stage PC
- An advanced practice provider, nurse practitioner or physician assistant may also provide PC care and information throughout your journey

### STAGE

#### LOCALIZED PROSTATE CANCER (LPC)

When prostate cancer (PC) **has only** been found in the prostate.

- Your doctor will be a urologist.

### STAGE

#### BIOCHEMICAL RECURRENCE (BCR) OR PSA FAILURE

When men are treated for localized prostate cancer with prostatectomy (prostate surgery) or radiation therapy and **still have** elevated levels of prostate-specific antigen (PSA) some time after treatment.

- Your doctor will be a urologist.

### STAGE

#### nmCRPC (NON-METASTATIC CASTRATION-SENSITIVE PROSTATE CANCER)

A form of prostate cancer that **hasn't spread** to other parts of the body and **still responds** to treatment that lowers testosterone.

- Your doctor will be a urologist and/or an oncologist.

### STAGE

#### nmCRPC (NON-METASTATIC CASTRATION-RESISTANT PROSTATE CANCER)

A form of prostate cancer that **hasn't spread** to other parts of the body but is **no longer responding** to treatment that lowers testosterone.

- Your doctor will be a urologist and/or an oncologist.

### STAGE

#### mCRPC (METASTATIC CASTRATION-SENSITIVE PROSTATE CANCER)

A form of prostate cancer that **has spread** to other parts of the body and **still responds** to treatment that lowers testosterone.

- Your doctor will be an oncologist.

### STAGE

#### mCRPC (METASTATIC CASTRATION-RESISTANT PROSTATE CANCER)

When the cancer **has spread** to other parts of the body and **stops responding** to all treatment. It is possible for it to spread to lymph nodes (clusters of cells that help the immune system), bones, the bladder, or other parts of the body.

- Your doctor will be an oncologist.



**IF YOU'RE DIAGNOSED, TALK THAT TALK WITH YOUR DOCTOR TO BETTER UNDERSTAND THE STAGES OF PC AND WHAT IT MEANS FOR YOUR TREATMENT OPTIONS AND YOUR HEALTH.**

# TYPES OF TREATMENT



There are different types of prostate cancers (PC), and your treatment options can vary too. Your treatment options may be influenced by the:

- » **Stage** of the cancer: how far it has spread already
- » **Aggressiveness** of the cancer: how quickly it will spread and grow
- » Your health, age, and medical history
- » Your treatment choices and treatment goals



**NOT ALL PROSTATE CANCERS (PCS) ARE THE SAME. IT VARIES FROM PERSON TO PERSON.**

**Talk That Talk** with your doctor about pros, cons, possible side effects of any treatment options, and which option will be best for you:

## TYPE OF TREATMENT



### ACTIVE SURVEILLANCE

Your doctor may closely monitor your PSA (prostate-specific antigen) levels over time for increases that indicate changes in your PC before recommending treatment.



### SURGERY

If the cancer is only found in your prostate, your doctor may recommend removing your prostate to prevent the cancer from spreading. The procedure is called a radical prostatectomy.



### MINIMALLY INVASIVE PROCEDURE

Minimally invasive procedures use small incisions and microscopic tools to reduce pain, speed up recovery, and lessen complications after surgery. Some minimally invasive procedures include:

- » **Robotic surgery:** Surgery that involves using a robotic device and a computer to control its movement
- » **Cryosurgery:** Surgery that consists of freezing and removing parts of the prostate
- » **High-Intensity Focused Ultrasound:** A procedure where high-energy sound waves are used to destroy cancer cells



### RADIATION THERAPY

This treatment uses high-energy radiation to destroy cancer cells. Radiation treatment is sometimes combined with a treatment called androgen deprivation therapy (ADT), which keeps PC cells from spreading.

## TYPE OF TREATMENT



### ANDROGEN DEPRIVATION THERAPY (ADT)

ADT is a type of medicine that helps to block your body from making male hormones, specifically testosterone. Testosterone plays a major role in prostate cancer growth, so blocking it helps stop the cancer.

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### ANTI-ANDROGENS

Anti-androgens work by preventing the male hormones (androgens) from attaching to the outside of prostate cancer cells. PC cells can grow and spread when androgens are present, so these medications block that process.

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### OBSERVATION

Depending on the stage of PC, your doctor will give you regular prostate exams and PSA (prostate-specific antigen) tests to make sure the cancer is not getting worse. They may not need to treat you.

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### CHEMOTHERAPY

Chemotherapy is a treatment for prostate cancer that uses medication to kill cancer cells. The medications can be taken by mouth or injected into a vein or muscle.

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### IMMUNOTHERAPY

Prostate cancer can have a serious impact on your immune system because healthy cells die off and weaken your body's ability to defend itself. Immunotherapy is a treatment to boost or restore the ability of the immune system to fight cancer.

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### RADIOPHARMACEUTICALS

Radiopharmaceuticals are medications that contain radioactive components. They can be used in the treatment of cancer that has spread to bones and also help reduce pain related to bone cancer. Once injected into the vein, these medicines target the prostate cancer cells, and the radioactive component kills the prostate cancer cells. They can also be used for diagnostic purposes.

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### CLINICAL TRIAL

A clinical trial is a type of study that determines how well medical treatments work in a group of people. Clinical trials are used to determine if new treatments for prostate cancer are safe and effective before they are approved by the US Food and Drug Administration.

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### PALLIATIVE CARE

Palliative care is a special type of medical care offered to patients with serious or end-of-life illnesses. The treatment goal of palliative care is to keep you comfortable. You can expect relief from pain and other symptoms, as well as support for your loved ones who are helping you.







# CARE PARTNERS, YOU NEED SUPPORT TOO



## CARE PARTNERS, YOU NEED SUPPORT TOO

Being a care partner can also be overwhelming! It requires patience and empathy, as well as physical and emotional endurance. Whoever you are to them, your support is important, and you can do it best by sharing the weight instead of shouldering it for him.



**YOU'LL BE ABLE TO BE THERE FOR HIM IN THE FUTURE IF YOU TAKE CARE OF YOURSELF TODAY. CONSIDER WHAT YOU CAN AND CAN'T DO ON YOUR OWN.**

The good news is that there are strategies to cope with stress and resources at your disposal.

He may not always admit it or know how to express it, but he needs you.

And we know you need help too! We're here for you.

### RESOURCES AT [WWW.TALKTHATTALKPC.COM](http://WWW.TALKTHATTALKPC.COM)

- > [Help for Cancer Caregivers](#)
- > [Caregiver Action Network](#)
- > [Cancer Support Community](#)
- > [The Mighty](#)
- > [Uber Health](#)



\*This site is published by Janssen Biotech, Inc. The above links to third-party resources are provided as a service to our website visitors and may be helpful to them along their prostate health journey. This site is not intended to provide medical advice. You should always talk to your doctor and health care team about any medical decisions and concerns.



## IT NEEDS TO HAPPEN TODAY. IT NEEDS TO HAPPEN TOGETHER. WE GOT THIS.

There's no better time than now to start changing how we talk about prostate health and cancer in our communities — and there's no better way than by getting informed.

We all have a role in changing how our communities think about this disease. We can help change our awareness of how prostate cancer impacts our communities. We can help incite action by talking with our doctors, getting screened, and learning about PC stages and treatment options.

***Our strength is in knowledge. And our strength is in numbers.***

## Explore. Connect. Be Heard.

Join the **Talk That Talk** community online and find a support system today, plus other tips, tricks, and resources around PC.

**CONNECT ON FACEBOOK @TALKTHATTALKTIME**

**FOLLOW ON INSTAGRAM @TALKTHATTALKTIME**

**PROSTATE CANCER (PC) IS A DISEASE THAT DOESN'T GET ENOUGH ATTENTION IN OUR COMMUNITY. IF WE CAN GET OTHER BLACK MEN TALKING ABOUT PC, AND ENCOURAGE THEM TO TALK WITH THEIR DOCTORS ABOUT SCREENING, WE CAN MAKE AN IMPACT AND **HELP SAVE THE LIVES OF BLACK MEN.****

**It's time we start the prostate cancer conversation.**

***WWW.TALKTHATTALKPC.COM***