



Prostate Cancer Coalition of North Carolina

*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.*

Prepared by Mary C. Anderson, Executive Director



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 actions to battle this disease.
3. Uniting and coordinating our efforts to increase the effectiveness of those affected or concerned about prostate cancer.

Prepared by Mary C. Anderson, Executive Director



Public Awareness Action Plan Priorities

Committee Members:

Fred Belcher

Sherrie Ellenburg

Joe Joyner

Robert Kimbrough

Dennis Milligan

Dan Newman

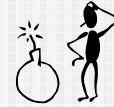
Rhonda Raney

Al Richmond

Dana Smith

Dean Sox

Thomas Walker



Prepared by Mary C. Anderson, Executive Director



Public Awareness Priorities

- Create a more Accurate Image of Men with *Potentially Deadly Cancer* – and its impact on those who care.
 - Younger men who develop prostate cancer are more likely to die of it – so earlier detection for these men in particular is essential.
 - Early detection means more options, time to research, develop an understanding, and make good decisions that support quality and quantity of life for every man.
- Encourage a Proactive Approach to Prostate Health.
 - The real value of prostate screening is tracking changes from year to year.
 - Individual adoption of earlier routine screening sets the stage for optimal outcomes.

Prepared by Mary C. Anderson, Executive Director



Early Detection Action Plan

Committee Members:

Bill Berry

Sherrie Ellenburg

Dan Fried

Carol Gardner

George Gardner

David Ikle

Larry Isely

Rich Leber



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Early Detection Priorities

- Ensure that every primary care practice in NC has access to the PCCNC Screening Guidelines.
- Engage the public to encourage excellence in prostate health via the adoption of the guidelines with a letter writing campaign to local primary care physicians.

Prepared by Mary C. Anderson, Executive Director



Patient Support Action Plan

Committee Members:

*Bob Cline
Leroy Darkes
Sherrie Ellenburg
Phil Harris
Nancy Isely*



*Larry Isely
Rich Leber
George Shepard
Bruce Thoreson*

Prepared by Mary C. Anderson, Executive Director



Patient Support Priorities

- Develop men (and their support persons) into informed consumers through the process of screening and diagnosis.
- Provide easily accessible tools that address the concerns of newly diagnosed men – and the concerned medical community.

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Regional/ Community Development

Committee Members:

Diane Abraham

Fred Belcher

Dave Cottingham

Renie Cottingham



Sherrie Ellenburg

Virginia Hunter

Lloyd Mickens

Mike Perkins

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Regional Priorities

- Promote broad-based awareness of the Manton Bill.
- Strengthen our local connections to others concerned and affected by prostate cancer via campaigns such as Belk charity days, and adoption of the prostate cancer awareness license plate.
- Begin to engage the local health departments and cancer centers via our collaboration with the Prostate Cancer Education Council (PCEC).

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www.pccnc.org

Email mary@pccnc.org for
more information or to join in
our efforts!