

Let's Talk About It[®] Program Guide

*A Prostate Health Education Program
for African-American Men*



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Acknowledgements

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volunteers from ACS and 100 BMOA who contributed to the development of this prostate cancer education program.

Thank you!

Introduction

In 1997 the American Cancer Society (ACS), the National Cancer Institute (NCI), and the Centers for Disease Control and Prevention (CDC) co-sponsored a leadership conference on prostate cancer in the African-American community. This conference was held in collaboration with 100 Black Men of America, Inc. and other interested groups. One of the results of this leadership conference has been the development of Let's Talk About It.

Let's Talk About It is a community-based prostate awareness and education program for African-American men that was developed collaboratively by the American Cancer Society and 100 Black Men of America, Inc. Both organizations recognize that helping men to be more knowledgeable about prostate health and prostate cancer will help them be more active and effective decision makers when it comes to deciding whether they want to be tested for prostate cancer.

This Program Guide is designed to help you think through the steps involved in planning and carrying out a Let's Talk About It program. It covers program planning highlights and gives examples of resources and program ideas.

Why Is Let's Talk About It Important?

Of all the cancers that affect African-Americans, prostate cancer used to be one of the least talked about. Not any more, and with good reason:

Prostate cancer is the most common form of cancer in African-American men. It occurs more often in African-American men than in any other racial or ethnic group and African-Americans are twice as likely to die of the disease than are other American men.

While these facts are a wake-up call, there is good news. In the last decade, there has been much progress in the battle against prostate cancer. Testing and treatment options have all improved. These improvements have been accompanied by a growing movement to educate men and help them be active participants in their own health care. Let's Talk About It is a part of that movement.

***Prostate cancer is the
most common form
of cancer in
African-American men.***

Program Goal and Objectives

The goal of Let's Talk About It is to provide African-American men with current, accurate, and reliable information on prostate cancer testing and treatment options.

Empowered by this information, men are encouraged to talk to their doctors about prostate health, prostate cancer, testing, all treatment options and whether or not testing is right for them. This process, called **informed decision making**, enables men to make good decisions about their health.

How does a man know if he has made a good, or “informed” decision about his prostate health? According to the article “Early-Stage Prostate Cancer Treatment Options” (Hilderly, 1997), a decision is “informed” or good if it is made:

- with a reasonable understanding of the available information
- in the context of a person's values, beliefs and priorities
- after using all available help to overcome any logistical barriers. (Logistical barriers include a lack of reliable transportation, or the lack of preferred treatment options close to home).

Objectives of Let's Talk About It

Let's Talk About It is designed to meet the following specific objectives:

1. Educate men about prostate cancer including: options for testing and treatments; the risks and benefits of testing; and the risks and benefits of all treatment options.
2. Allow men to ask questions and get accurate information.
3. Give men the opportunity to hear about the experience of survivors, their spouses, and their families.
4. Link African-American men to the resources and services of the American Cancer Society, including the ACS Web site and toll-free information line.
5. Encourage men to make healthy changes to their lifestyle — for example, exercising more and eating less animal fat.
6. Encourage men to talk to their families and find out whether brothers, uncles, father, or grandfathers had prostate cancer.
7. Inform men of the American Cancer Society Guidelines for Prostate Cancer and motivate men to discuss prostate health with a doctor to and obtain screening.

Six Essential Elements



All six of these essential elements must be present for a program to be called Let's Talk About It.

1. Collaboration.

The Let's Talk About It program was developed through a partnership between local chapters of 100 Black Men of America, Inc. (100 BMOA) and the American Cancer Society (ACS). If possible, both organizations should be involved in planning and delivering Let's Talk About It at the local level. Collaboration with other community based organizations is also encouraged. If a collaboration with 100 BMOA to deliver Let's Talk About It is not possible in your community, it is important to at least acknowledge the contributions made by 100 BMOA in the development of the program.

2. Up-to-date information and local resources.

The ACS will provide all the information needed for the program. In addition, the ACS toll-free telephone number (1-800-ACS-2345) and Web site (www.cancer.org) should be included in all materials and promoted at presentations so that participants know they have a place to go for further information.

3. Use of volunteers and staff from ACS.

Local programs should rely on trained ACS and 100 BMOA volunteers and staff as prostate cancer educators.

4. Presentation of a required core of information.

In order to call the program Let's Talk About It certain information needs to be covered. This includes:

- Acknowledgement of the program partners (ACS and 100 BMOA, and/or other primary collaborators in your community)
- Basic facts about prostate health and prostate cancer, including
 - Risk factors, symptoms, testing, treatments
 - Pros and cons of testing and treatment
- Where to go for more information, including local ACS contact information, the national ACS toll free number (1-800-ACS-2345), and the national ACS Web site (www.cancer.org).

5. Program evaluation.

All Let's Talk About It programs will be asked to collect evaluation information using tools included in this guide. A list of essential and optional evaluation tools and all of the information you need to apply them can be found in the Program Guide section Measuring the Success of Let's Talk About It.

6. Training.

All volunteers/staff should be trained to conduct the program. A Let's Talk About It Training Guide is available.

The Six Essential Elements Defined

There are six essential program elements to Let's Talk About It, summarized on the previous page. These essential elements help ensure quality and consistency. Without each essential element, the program will not work as intended or achieve the expected outcomes. All essential elements must be in place in order to use the name Let's Talk About It.

The six essential elements are:

1. Collaboration.

The Let's Talk About It program was developed through a partnership between local chapters of 100 Black Men of America, Inc. (100 BMOA) and the American Cancer Society. Wherever possible, both organizations should be involved in planning and delivering Let's Talk About It at the local level. If a collaboration with 100 BMOA to deliver Let's Talk About It is not possible in your community, it is important to at least acknowledge the contributions made by 100 BMOA in the development of the program.

Collaboration with other community-based organizations is also encouraged. A Let's Talk About It program can have multiple community-based program partners. Be creative and include as partners other organizations in your community interested in prostate health education, but also the organizations that can best reach the African American men in your community.

2. Up-to-date information and use of local resources.

The ACS will provide all the information needed for the program. Organizers of Let's Talk About It should call the ACS ahead of time to gather the most up-to-date information on prostate health and prostate cancer for the upcoming program. In addition, the ACS toll-free telephone number (1-800-ACS-2345) and Web site (www.cancer.org) should be included in all materials and promoted at presentations so that participants know they have a place to go for further information.

The success of any Let's Talk About It effort will depend on whether it is truly grounded in the local community and responsive to the needs of the men who live there. Including local resources, such as the leadership of key community groups or staff from the local health department or hospital, can provide a link to cancer screening and testing sites, for men who choose to be tested. (Note: American Cancer Society is not a direct provider of prostate cancer screening.) Involving local organizations in the planning and delivery of a program will help ensure its success and enhance the program's credibility.

3. Use of volunteers and staff from ACS.

Local programs should rely on trained ACS, a 100 BMOA and other community volunteers and staff as prostate cancer educators. There are many common misconceptions about prostate cancer, a sensitive topic that can stir strong emotions. It is vitally important that a prostate cancer education session be facilitated by experienced presenters with a thorough understanding of the state-of-the-science in prostate cancer detection and treatment.

4. Presentation of a required core of information.

In order to call the program Let's Talk About It, certain information needs to be covered. This includes:

- Acknowledgement of the program partners (ACS, 100 BMOA, and other primary collaborators in your community)
- Basic facts about prostate health and prostate cancer, including
 - Risk factors, symptoms, testing, treatments
 - Pros and cons of testing and treatment
- Where to go for more information, including local ACS contact information, the national ACS toll free number (1-800-ACS-2345), and the national ACS Web site (www.cancer.org).

Though local chapters, communities, and venues may differ, the essential topics can usually be covered in a 1-1/2 hour presentation. A Let's Talk About It program can also be lengthened to include a panel discussion with an ACS representative, a survivor, and a pastor to talk about the importance of men being active participants in their own health care.

5. Program evaluation.

It is essential to measure the success of Let's Talk About It to ensure that the program is being implemented as planned and that it is meeting the program objectives. For a detailed look at program evaluation, see the next section, "Measuring the Success of Let's Talk About It."

6. Training.

Volunteer and staff training is available in the following areas:

- How to plan and implement a Let's Talk About It program (covered in this Program Guide)
- How to train facilitators for Let's Talk About It sessions (covered in the Training Guide)

All trainers, facilitators, and Let's Talk About It staff and volunteers should receive the training needed to deliver the program in a consistent way that will meet all of the program objectives. For more information about Let's Talk About It training, please contact Eve Nagler at 404-329-5788 or by email at eve.nagler@cancer.org.

Measuring the Success of Let's Talk About It

The measure of success of Let's Talk About It is the number of African-American men who learn current, accurate, and reliable information on prostate cancer testing and treatment options. Evaluation forms have been developed both to measure the success of the program nationwide and to assist program planners in evaluating local efforts.

Essential Evaluation Tools

In order to measure the success of the Let's Talk About It program nationally, all Let's Talk About It programs will track the results of at least half of the sessions offered. The sessions to be evaluated should represent an accurate cross-section of the various types of events offered in your community. The necessary evaluation tools are included in Appendix D. The following should be completed by the participants of at least half of the sessions hosted:

- **Registration Form**— includes contact information for telephone follow-up
- **Pre-test Form**— indicates the beginning point (what did participants know before the session began)
- **Post-test Form**— measures progress (how much did participants learn in the session)
- **Participant Telephone Follow-up Interview**— is intended to capture the impact of the men's participation on their informed decision making. Did they speak with their physician? Decide to get tested? ACS is responsible for conducting follow up interviews. Interviews can be conducted at one month or three months.

The Registration, Pre-Test, Post-Test, and Telephone Follow-up Interview forms should be made into a database and mailed at the end of the fiscal year to:

Eve Nagler
American Cancer Society NHO
1599 Clifton Road, NE
Atlanta, GA 30329-4251

Concerned that your program participants may not want to complete so many forms? One way to increase the numbers of forms completed is to offer incentives. If a participant turns in all of the forms, provide a T-shirt, ball cap or other prize from local sponsors. Another option is to time the distribution of door prizes with the completion of forms, with a drawing at the beginning of a session after a call for Pre-Test Forms, and then a final door prize drawing after the completion of the Post-test Form.

Optional Evaluation Tools

Additional evaluation tools have been included in this guide for your information only. If you choose to use them, these tools may give you valuable information about the success of your program partnership and how you might design future programs of this kind. These forms, included in Appendix D, will not be tracked and do not need to be submitted to the ACS National office:

This optional form, should you choose to use it, is to be completed by the program participants:

- **How Did We Do?** This participant feedback form collects information on what worked and what could use improvement. It should be distributed just before the last activity of a discussion group or presentation — don't wait until the very end, or your participants will be eager to get out the door and may not give the questions their full attention.

These following optional forms can be completed by the program planners:

- **Program Planning Log** (used to record and track all activities involved in planning and presentations)
- **Recruitment and Training of Volunteers Log** (used to help keep a record of how many trainers were trained and who was trained)
- **Program Results Log** (used to record the number of presentations conducted and the total number of participants)
- **Follow-up Interview Form for the Core Partners.** The purpose of this interview is to determine whether the collaboration strengthened the relationship between the initial sponsoring organizations.

Not only will evaluation help you know that your efforts are helping others, the results may also be a great incentive to your community partners to continue or increase their efforts around prostate cancer education. Be sure to share evaluation information with your community partners.

Let's Talk About It Program Kit

There are four pieces in the Let's Talk About It program.

- 1. Program Guide–2074.11** (which you are currently reading) which gives specific information about starting Let's Talk About It in a local community, including who to include on the planning team, ways to deliver the program information and tips for success. The Program Guide also includes examples of prostate cancer education efforts in communities around the country to illustrate the realities involved in planning such an effort. (See Pilot Programs/Examples section)
- 2. Training Guide–2074.10** with facilitator notes, overheads, and a three-page fact sheet on prostate cancer, which will help organizers lead and structure a program discussion about prostate awareness and education.
- 3. Questions and Answers about Prostate Cancer–2074.02**, an information card to distribute to Let's Talk About It program participants.
- 4. Information on Prostate Cancer Risk, Testing, and Treatment–2074.09**, a fact sheet to distribute to Let's Talk About It program participants.

Possible Program Formats

Local Let's Talk About It partnerships can plan many different types of Let's Talk About It events in their community. Let's Talk About It can be a one-time event, annual events, events linked to special days such as Father's Day, or a series of activities. Any program activity should focus on encouraging men to make informed decisions about their prostate health, including talking to their doctors or health care providers.

A Let's Talk About It program may include:

- Church-related educational programs
- Discussion sessions sponsored by local fraternities/sororities, social organizations, or community groups
- Promotion at a sporting event like a bowling or golf tournament, football game or other gatherings of men of an upcoming Let's Talk About It program
- Any other creative program format that can best reach the African-American men in your community

More information about developing Let's Talk About It program events that will work well in your community can be found in "Steps to Planning and Implementing the Program," the next section of this Program Guide. You may use as many of the suggested formats as you like, or make up your own. What is most important is that you choose program formats that make sense in the context of your own community.

Where Did These Formats Originate?

The Let's Talk About It program formats suggested in this guide emerged from several sources. The first source was a search of the current literature on prostate cancer, which guided the development of suggested formats for reaching African-American men and their spouses and families. The second source was a qualitative research project conducted with focus groups of African-American men. (For more information about the current literature and the qualitative research project, see Appendix C.) Valuable information has also been gained from the Let's Talk About It pilot programs and other community-based prostate education efforts.

Program Examples

In the past several years, many prostate education programs have been conducted that have contributed to the development of the Let's Talk About It format. These programs provide examples of how Let's Talk About It can be implemented in different community settings, and describe the collaborative partnership between 100 Black Men, the ACS, and other community-based organizations. Examples include Baltimore, Harlem, Detroit, Denver, Houston, and San Jose.

100 Black Men Denver

Partners: American Cancer Society, Denver Department of Health, Denver Office of the Mayor, TAP Pharmaceuticals; leaders in the faith community, local physicians, local celebrities, private sector, prostate cancer survivors.

Media used: Radio, including African-American owned radio stations; local newspapers, including African-American owned newspapers

Priority Audience Reached: 240 men called in and received education packets; 153 African-American men came in for information and testing during a recent Prostate Cancer Awareness Day

Program overview: The Denver chapter solicited the support of the American Cancer Society, the Denver health department and the mayor of Denver. Along with the Denver 100 Black Men chapter, these three essential players created a core team to get things started on prostate education. Once the Denver team came together, they created a theme: "Real men get it checked!" They sponsored a prostate testing day, Prostate Cancer Awareness Day, that coincided with the American Cancer Society's Prostate Awareness Week.

Denver solicited support from community leaders, community groups, businesses, and media in order to promote Prostate Cancer Awareness Day:

- The Rapid Transit District (RTD) donated ad space at a reduced rate on 250 buses and in 60 bus shelters.
- Urban Spectrum, a community newspaper in the African-American community, produced a two page spread on prostate cancer, 100 Black Men, and the day.
- Haven Moses, the former Denver Bronco, participated in a drive-time interview on KEZW, a popular Denver radio station.
- KDKO, a local radio station popular in the African-American community, promoted the event in advance and on the day. KDKO also set up remote broadcasts at a couple of testing sites so they could broadcast live from the actual test sites. Two of the DJs participated in the testing and then talked on air about what the testing experience was like, and encouraged men in the listening audience to talk to their doctors about whether they should be tested or not.
- Ministers, religious leaders, and the faith community as a whole, were enthusiastic supporters and partners. Members for 100 Black Men went directly to local ministers to let them know what the program was about, why the chapter was doing prostate awareness and that the involvement and support of the ministers were essential. Churches advertised the testing in their bulletins and pastors talked about prostate cancer and prostate education from the pulpit.

- Planners developed and distributed press kits to all media outlets.
- 100 Black Men of America, Inc. sponsored a booth at the Denver Black Arts Festival to distribute information on prostate health.
- The city council and Governor Romer declared the week of September 21 as prostate cancer awareness week.
- Two physicians and chapter members helped recruit urologists in the area to conduct the screening tests for free. TAP Pharmaceuticals, provided funding and paid for the testing.
- The Denver Health Medical Center, which helped establish three different clinic sites in the Denver area. These clinics made sure that men whose tests were positive had follow up care, even if they did not have health insurance.

Lessons learned:

Managing and running a program involves a lot of detail!

“Once we got into it we wished we had started a little earlier. We would recommend to other chapters that they give themselves 5-6 months lead time before the actual event, maybe longer if they’re in a bigger city where things may move slower or take longer to accomplish. It’s important to remember that each step takes time, and it’s usually more time than you think.”

Some things can go wrong internally, things that can’t really be predicted.

“We learned that the phone numbers that we advertised for community members to call switched to voice mail at 5 p.m. So some callers didn’t get to talk to a real staff person. This is the kind of issue that really needs a human voice at the other end. So for the next program we’ll make arrangements to have calls forwarded to another person, or we’ll post business hours with the phone numbers. That way people will know to call only between certain hours.”

It’s important to designate specific tasks to individuals to make sure all of the bases are covered. Everyone understanding their roles and responsibilities helps avoid volunteer burnout.

“Basically, once you put things into motion, things start to happen. Things you never planned. Planning is key, but opportunities also get created. Opportunities to reach people and affect the community in ways you could have never planned!”

Point of contact: Mr. Greg DeCuir, Treasurer, 100 Black Men of America, Inc., Denver, Co. Phone: (303) 864-0945.

“Basically, once you put things in motion, things start to happen.”

100 Black Men Detroit

Partners: American Cancer Society, Detroit Medical Center, St. John's Hospital, Henry Ford Hospital, the Michigan Department of Public Health, community medical doctors, urologists and representatives from local HMO groups.

Priority audience: African-American males 40 and over in the Detroit metropolitan area

Program overview: When the national office of 100 Black Men and the American Cancer Society came together in 1997 to address the issue of prostate education, the Detroit chapters wanted to follow suit. Detroit has a very large African-American community-over 1 million people in the metropolitan area, half of whom are men. A lot of people in the community had heard about prostate cancer, and the idea of 100 Black Men of America taking it on it seemed like a natural fit, although working on health issues was a little different for this chapter because most of their previous efforts had focused on youth. This effort meant that they really had to extend their outreach efforts to include adults 40 and over.

"We started to develop a strategic plan in 1995 where we committed ourselves to a focus on education, youth mentoring, anti-violence, and economic development. When the national office of 100 Black Men and the American Cancer Society teamed up in this joint effort we added health to our strategic plan."

The Detroit program relies on the guidance of a large steering committee that includes:

- The Detroit 100 Black Men of America chapter
- The American Cancer Society;
- Three health systems in Detroit (Detroit Medical Center, St. John's Hospital, Henry Ford Hospital)
- The Michigan Department of Public Health
- A former City of Detroit health director
- Community medical doctors
- Urologists
- Representatives from local HMO groups
- Public relations representatives
- Community relations representatives

Since early 1998, the Detroit chapter has worked on health promotion and health education issues generally. On Father's Day, 1999, they focused specifically on prostate cancer with the launching of a 1-2 year prostate health awareness campaign. Detroit plans to use available and new materials from ACS to bolster their own activities.

They plan to develop a local public service announcement (PSA) and to do outreach to radio, TV, and print media. The chapter also plans to recruit and hire a staff person who will be responsible for working full-time with volunteers, partners, and the community on issues of prostate health education.

100 Black Men Detroit also held a prostate cancer awareness week in September 1999. The program was a community-wide prostate information campaign, with testing available at various locations. In keeping with the chapter's focus on health promotion and education, men were tested for prostate cancer and had their blood pressure, glucose levels, and cholesterol checked.

Our message is “not only do you need to be aware of prostate health, but your total health!”

Lessons learned:

Working with a large committee of experts means that decisions take longer. Things move slower, but the payoff is having all of that talent involved on such an important issue. It really makes for a successful program.

Once the program begins, chapters need to tap into funding sources to keep it going.

Health education and promotion takes longer than just educating men about prostate cancer, but it is important to sustain this effort and look at awareness and behavior change. Chapters also need to be able to evaluate their programs.

The fact that CEOs from each of the medical systems sent a letter of support to the steering committee showed that the medical systems were supportive and serious about the issue.

Point of contact: Robert R. Johnson, 100 Black Men of America, Inc., Detroit, Michigan. (248) 888-0949.

Our message is “not only do you need to be aware of prostate health, but your total health!”

100 Black Men Houston

Partners: American Cancer Society, McGregor Medical Association, local doctors, medical personnel, local hospital, and local churches.

Media used: Local radio stations; ads in the newspapers, including local African-American owned newspapers; press releases to all of the TV stations and targeted radio stations.

Priority audience reached: 113 African-American men determined that the next step for them was to get screened.

Program overview: Houston's 5-year-old chapter has been involved in prostate education for the last four years as a result of the urging of two chapter members, Dr. Elgin Wells and Dr. Michael Livingston. The Houston chapter was one of the first chapters of 100 Black Men of America Inc. to address prostate education and prostate cancer.

Dr. Wells and Dr. Livingston first brought the issue of prostate education to the attention of the chapter because it was an issue that they had seen first hand as dramatically affecting African-American men. The chapter quickly agreed that prostate education was an issue that they wanted to work on. Their first step was to team up with the American Cancer Society and Dr. Curtis Pettaway from M. D. Anderson Hospital to begin planning the first prostate cancer information and screening program, which was held in 1995.

Lessons learned:

The community makes the difference.

"We had a real community effort and great team work on all of the educational programs that we've conducted. The American Cancer Society and McGregor Medical Association provided us with great volunteers and technical support. M. D. Anderson Hospital donated the staff-including Dr. Pettaway Dr. Boykin, other doctors, nurses, phlebotomists-and all of the supplies and laboratory personnel that went into our screening program. Windsor Village United Methodist Church donated the community center as a prostate information and screening site. Radio stations gave us free air time, especially KTSU, which is affiliated with our local Texas Southern University. It's an oldies and jazz station. The listeners are 30 and over, which included the adults 40 and over that the prostate education program was trying to reach. The chapter president knew a couple of people at the radio station and asked for their help."

If located in a big city, hold prostate education events in different locations each time.

"You'll reach more people, and asking for help from different churches and community centers gets a larger community involved."

The leadership of 100 Black Men must go directly to leaders in the faith community to have support from pastors, churches, ministers, and mosques.

Point of contact: Eddie Marbley, Health Director, 100 Black Men of America, Inc., Houston, (713) 558-3400.

100 Black Men Maryland

Partners: American Cancer Society, Liberty Medical Center

Media used: local radio, local newspapers, TV and church bulletins

Priority audience: African-American men in the Baltimore area

Program overview: The Baltimore chapter of 100 Black Men of America, Inc. has been working on prostate education and prostate cancer screening since 1993. They got into it because they wanted to alert African-American males about prostate cancer. African-American males needed to be informed about and treated for prostate cancer within their own community. Many men did not even recognize the need to see a physician, so the chapter felt this educational process needed to stay in the African-American community.

As a first step, Baltimore developed a partnership with Liberty Medical Center in Baltimore. Liberty Medical Center has helped with the education and screening program over the last 4 years. Prostate cancer testing is scheduled on a quarterly basis, over a three-day period. Men who determine along with their doctor that they want to be tested, are called by telephone to pre-register for their testing at Liberty Medical Center, though 'walk-ins' to the center are also welcomed.

The team at the medical center consists of a urologist, a nurse, and a laboratory technician. When a man comes in for testing, they first see the nurse, who completes a medical history. The person is then given the chance to view a videotape on prostate cancer, provided to us by the American Cancer Society.

After viewing the tape, the patient receives a blood test from a technician and a physical exam from a urologist. The urologist also talks with the man, answers any of his questions, and conducts an exit briefing. Members from the Baltimore chapter of 100 Black Men escort the patient from one room to the other. This helps reassure the person and alleviate anxiety.

Currently, the Baltimore chapter is focusing their attention more on prostate information and education and hope that the focus on education will lead to more screening for men who decide that testing is appropriate for them.

Baltimore also hopes to extend their community partners to include Johns Hopkins University Hospital, and the University of Maryland Hospital, while continuing their strong partnership with Liberty Medical Center.

Lessons learned:

Partnerships matter! A successful program cannot be organized and carried out without community-based partnerships.

Many men work during the day. Men need the option to receive services, including testing, during day or evening hours.

Point of contact: Howard Tucker, 100 Black Men of Maryland, Baltimore, Maryland (410) 685-6630.

100 Black Men of Silicon Valley

Partners: 100 Black Men of America, American Cancer Society

Priority Audience: Members of the 100 Black Men of Silicon Valley, Inc.

Program overview: This Let's Talk About It program was held at a regular meeting of the Silicon Valley Chapter of 100 Black Men of America. Speakers included a man who had had prostate cancer, a person who had had colorectal cancer, and a urologist. One section of the presentation included slides that compared incidence and mortality data specific to San Jose and the San Francisco Bay Area as well as California and national data. There was also an excellent discussion of risk factors and a presentation of how diet and exercise influence the overall health and prostate health of African-American males.

The speakers' frank and open presentations created an atmosphere in which participants felt comfortable asking a lot of difficult and potentially embarrassing questions. The Question and Answer session included discussion of:

- Nerve sparing
- Sex therapy and post operative expectations
- Seed therapy, how it is utilized and how successful it can be versus prior radiation therapy
- Dismissal of the "Castration Myth" related to prostate cancer therapies
- Other diet-linked diseases such as hypertension and colon cancer

- What should a diet include, what sort of fats should be in a diet, distinguishing between different types of fat and cholesterol
- How exercise affects sexuality
- Vasectomy and concerns about correlation to prostate cancer (another myth) were clarified
- Homosexual behavior and possible effects on the prostate. How many erections can be achieved with the assistance of VIAGRA® (sildenafil citrate), risks and benefits of VIAGRA®
- Questions about how prosthesis works

Lessons learned:

It is crucial to have at least one man who had had prostate cancer speak, but a person who had had another cancer can also be a very helpful addition to the speaker's list. The person with colorectal cancer was a powerful advocate for taking advantage of the potentially life-saving testing now available for many cancers, and he also opened a conversational door to diet issues that related directly to prostate cancer and overall health.

Assign a 100 member the task of making sure all members complete evaluation forms before leaving.

Designate someone other than the staff person to take up evaluation forms and take care of housekeeping details. At the end of the presentation, many participants would have walked out without completing evaluation forms if a volunteer hadn't manned the door and taken on the task of making sure all members completed the evaluation forms before leaving.

Point of contact: James Veny, 100 Black Men of Silicon Valley, (408) 281-4117, jeveny@pacbell.net.

Prince Hall Masons, Harlem

Partners: Prince Hall Masons, American Cancer Society

Additional Community Collaborators: Cancer Care, Inc. (provided Social Worker), Bio Medical Laboratories (provided PSA testing), Columbia Presbyterian Medical Center (provided Nutritionist), local caterers (provided food and refreshments)

Priority audience: African-American males 40 and over in Harlem.

Program overview: A meeting site was chosen that was familiar and accessible to the community. There was food prepared and catered by a local business which prompted persons to come and participate. Prior to the event this program was marketed by using flyers and mail-outs to the Masons and to other American Cancer Society staff and volunteers in the local database.

The program was introduced by one of the Prince Hall Masons who serves in a health promotion and education leadership role within the group. The speakers included

- a Mason who is a champion of prostate cancer education in the Harlem community and who encouraged all present to take a proactive role

- a man who had prostate cancer who was able to allay some fears and put some common prostate cancer myths to rest
- the wife of a man who had prostate cancer, who discussed the more intimate side of the disease and spoke about the changes that occur within a marital relationship after surgery or post-treatment
- a dietician who addressed dietary factors, herbal supplements and non-traditional treatment
- a social worker, who talked about the psycho-social effects of cancer on the patient and the family
- an African-American urologist, very active in prostate initiatives in the area, who provided a wealth of information about local testing resources, treatment options, and local support for survivors and their families

After the presentations, no-cost testing was made available on site through Bio Medical Laboratories, one of the additional program collaborators. Because of the emphasis on informed decision making, the testing was only available to those men who had participated in the educational portion.

Lessons learned:

Because of the number of barriers to testing for many inner-city African-American men (including financial limitations, lack of access to health care, literacy and transportation issues) it was critical to the success of this program that no-cost testing was available immediately after the training. Information about local no and low cost healthcare and testing options was also available for those who were not yet ready to make a decision about testing.

In terms of preparation, the planners found that the organized sharing of minutes of all of the planning meetings ensured all partners were clear about their roles and expectations. Given the number of collaborators on this project, this was especially important.

We also learned from this experience that we need to be more considerate of the needs of the participants who may have literacy and/or visual limitations.

Point of contact: American Cancer Society/Bronx Region Harlem Unit.

It was critical to the success of this program that no-cost testing was available immediately after the training.

Steps to Planning and Implementing a Program

Steps to Planning and Implementing a Let's Talk About It Program

Whatever type of community prostate education program you decide to undertake, the seven steps listed here can help you reach the African-American men in your community and carry out a successful program. As you go through the steps you may want to use the checklist at the end of the section to help you stay on track.

Step 1: Start with the Core Partnership

Let's Talk About It was originally developed through a partnership between The 100 Black Men of America, Inc. (100 BMOA) and the American Cancer Society (ACS).

If you are an ACS staff person or volunteer, start by reaching out to your local chapter of 100 BMOA. Are they interested in working with you to develop a Let's Talk About It program? If so, set up a meeting with a local 100 BMOA representative to discuss the project and to brainstorm other organizations that might be interested in collaborating to implement Let's Talk About It in your community. To locate the closest 100 Black Men of America, Inc. chapter call 1-800-598-3411, extension 13.

If for any reason the 100 Black Men of America chapter in your community is not interested in implementing Let's Talk About It, work on your own to develop a list of other potential community-based collaborators. Please do remember, however, that even if your local chapter of 100 BMOA will not be participating, many other 100 BMOA volunteers worked hard to help develop the Let's Talk About It program. It is important to at least acknowledge the contributions made by 100 BMOA and their continued participation on a national level in the development of the Let's Talk About It program.

If your 100 Black Men of America chapter is considering a Let's Talk About It program, first contact ACS to discuss such a collaboration and how you might best carry out the program. To locate the closest American Cancer Society office you can call 1-800-ACS-2345.

Step 2: Establish a Let's Talk About It Team

Your program team will be responsible for all the aspects of planning, carrying out, and evaluating your program. Who should you invite to join your Let's Talk About It program team? Consider carefully the demographics of your community. Who are the African-American men in your area and what organizations already exist to serve, connect, and empower them? Where do they work? Are there other organizations already active in prostate cancer health education?

The following are all candidates for your program team:

- staff from your 100 Black Men chapter to plan and manage the program;
- staff from your local ACS chapter to plan and manage the program;
- ACS volunteers who can serve as presenters and sources of referrals and further information;
- members of your 100 Black Men chapter who can help establish links with the community (for example, members who are physicians, media representatives, businessmen, clergy);
- representatives from local churches and the faith community;
- representatives from local medical institutions (if your hospital or medical center has a cancer center, include someone who works with prostate cancer patients);

- representatives of key community organizations or populations, such as fraternities and sororities, who will serve as important liaisons with the community;
- a representative of your city or county health department;
- representatives from local mental health or social services organizations;
- representatives from cancer support groups for men and families; and
- local physicians, especially urologists.

Step 3: Plan a Program That Makes Sense for Your Community

Convene your planning team to consider the demographic data for your community and develop an initial program plan. Use the following questions to focus the discussion:

- What are the populations of African-American men in your community? (grouped by age, income, neighborhood, common employer, or other significant characteristic)
- What program formats are most likely to reach these populations?
- What populations can your program partners most easily reach?
- Are there other populations you need to reach? What potential partner organizations already reach these populations?
- Will your program focus just on prostate education and awareness or will it emphasize overall wellness?

- How can your program activities be designed to include interactive discussions of concerns and issues?
- Will you want to sponsor a one-time event or a series of Let's Talk About It programs in different settings?
- How can you ensure that program activities last a reasonable length of time (enough time to adequately cover the essential element of minimum topics covered and allow for discussion and questions?)
- What will be the time, date, and location of the program(s)?

Here are two community program options you may want to consider:

1. Let's Talk About It discussion sessions sponsored by local fraternities, sororities, social organizations, or community organizations. These groups can attract men and women to discussions where information can be exchanged and shared in a comfortable and secure setting.
2. Church-related educational programs. A faith community is central to the spiritual, mental, emotional and physical well-being of many African-American families. Many African-American churches describe their efforts as "missions of wellness" for the community. Leaders of the faith community can be invaluable in reaching and educating men on this subject; they are uniquely qualified to help address the fear and fatalism often attached to the subject of cancer. In addition, the church and other religious groups can help empower men and their families to acknowledge an illness, make healthy lifestyle changes, and incorporate prayer in the process of health decision making.

Let's Talk About It in the faith community can take many forms:

- A Let's Talk About It flyer announcing an upcoming event can be distributed at the end of a service. Religious leaders can encourage their members to participate.
- Discussion groups, men's day meetings, or health education committee programs can all be used as venues to conduct upcoming Let's Talk About It events.
- Use the church newsletter or bulletin to "get the word out" about an upcoming event.
- Holidays such as Father's Day or other special days designated by the congregation can be used to promote upcoming Let's Talk About It programs.
- Many religious groups have programs that reach out to underserved individuals in the community. These programs can be used to reach men who do not usually participate in traditional education programs.

Step 4: Implement Promotion and Recruit Additional Community Support

Implementing promotions and continuing to recruit additional community support serves several useful purposes. This vital step serves to:

- Alert the community to program plans
- Build interest and support among potential partners
- Help recruit volunteers to help with current planning or future planning
- Create awareness of the importance of prostate health

Listed below are several ideas for promoting a Let's Talk About It program:

Print and broadcast media information/ education projects. If you have contacts or members who work with the media, you can encourage them to help educate men and their families about prostate cancer. Local television or radio stations can provide air time for programs, public service messages, or other programming. Print media can donate space to advertise events and can help get the word out through articles, letters, and other coverage. Some ideas for media activities include:

- holding a radio call-in show with a cancer specialist and a survivor to give the audience a chance to talk about prostate cancer and get answers to questions;
- sponsoring a public service campaign around Father's Day to encourage African-American men and inform them about issues around testing;
- asking a news anchor or radio personality to take on the issue and talk about risk, detection, and treatment options;
- providing story ideas and leads to local and specialized newspaper; these stories might address common misconceptions about prostate cancer or profile prostate cancer survivors;
- ensuring that any Let's Talk About It events you are planning in the community are announced in the media; and
- working with the media to obtain coverage of your success with the program.

Women can be great motivators for getting men to do something about their health. Using women's groups, like sororities, was deemed by focus group participants as appropriate and necessary. Focus group participants described the involvement of women in a Let's Talk About It program as a "natural approach" because "women can motivate men to see a doctor." In their article, "Preferences of Husbands and Wives for Prostate Cancer Screening," Volk and colleagues (1997) report that both husbands and wives are often involved in the decision-making process regarding prostate cancer testing because prostate cancer (like some other diseases) challenges "the most intimate aspects of a couple's relationship." Involving women in a Let's Talk About It is highly recommended. Many women are interested in attending presentations about prostate health. Outreach activities can be addressed to them as spouses, sisters, mothers, aunts, and grandmothers.

- Announce an upcoming event of Let's Talk About It directed toward women at church or sorority

Many local organizations and individuals can be productive partners in a Let's Talk About It program. These partners can participate in a single activity or a longer-term effort. Here are some examples of partners and their potential contributions:

- local barbers and beauty shops can be mobilized to post information and encourage discussion about prostate cancer;
- local sports figures, celebrities, pastors or politicians can lend support and help draw people to the program;
- local businesses can provide resources for publicizing events, printing materials, providing food and give-aways at events;
- public or university libraries can help program participants access computers and the Internet

and can be a good source of helpful telephone numbers and Web sites;

Promotions at sporting events or other gatherings of men. You can bring the Let's Talk About It messages to men in many settings. Go where the men are. If you are going to reach out to men and make them feel comfortable talking about prostate cancer, go to places where they are comfortable. Barber shops, sporting events, car washes, men's clothing stores, auto stores, sporting goods shops all can be potential "places to converse" about prostate cancer. For example, you can invite a celebrity sports person or other community leader to address men in the audience and provide materials for participants to take away from the event.

Step 5: Cover the Bases

As you plan various program activities, make sure you cover the following bases:

Equipment, audiovisuals, and print materials. If you plan to use the overheads, you will need to rent or borrow equipment on the day of the program. Make sure that you have sufficient copies on hand of the Let's Talk About It fact sheet or any other print materials that you want to distribute.

Resources for incentives. Incentive items like gift certificates, t-shirts, baseball caps, and movie passes can help increase participation and may encourage people to participate who otherwise wouldn't. Make sure you have the details worked out in advance. You may also want to consider, as mentioned in the evaluation section, timing the distribution of door prizes and give-aways (the fun stuff!) to encourage the completion of evaluation forms (which can be tedious but are necessary if we are to continue to improve and fund the program).

Publicity for your activities. Make sure the community knows about the program, where it is,

and why they should attend. Send out announcements with plenty of time to appear on broadcast and print community calendars. Ask church leaders, fraternities, and other organizations to promote your event, too.

Appropriate technical resources. Determine the types of resources and people you will need for your activities. For example, if you are planning a radio call-in show, make sure you include a medical authority and a prostate cancer survivor who has been trained by the American Cancer Society.

Accurate information is available to all program participants. ACS will provide the technical information on prostate education for the program. Anyone involved in the program presentation should read the latest information from the ACS Web site (www.cancer.org) about prostate cancer risk, diagnosis, and treatment to be familiar with the subject. ACS staff will provide appropriate technical staff, speakers, or prostate cancer survivors for presentations. They can also help you screen out individuals who may provide misleading or inaccurate information or those who are trying to promote questionable products and services. Also make sure to share the ACS Web site, the toll-free ACS number (1-800-ACS-2345), and relevant ACS program materials with all program participants.

Appropriate services are available for the men you try to reach. One of the most important objectives of Let's Talk About It is to help African-American men make informed decisions about their prostate health. Helping men to be more knowledgeable about prostate health and prostate cancer will help men be more active and effective decision makers when it comes to thinking about whether they should be tested for prostate cancer and knowing what treatment options are available. Therefore, assume that your call-in show, discussion group, or presentation will generate questions about testing and treatment options. Your local ACS partner should make arrangements in advance with local physicians and facilities to provide this information.

If at all possible, try to line up free or low-cost services as part of this effort. You may also want to consider recruiting physicians to provide a few hours of service in their office to conduct the early detection tests for free. This option may be a good way for physicians who are members of 100 Black Men to participate in your program. (Note: ACS is not a direct provider of prostate testing services).

It is also important to identify what the local health care resources are for those without health insurance. If a man with limited financial resources and no health insurance and has a positive PSA, where can he turn in your community for health care? Are there representatives of the local Social Services, Health Department, or County Hospital who are willing to help such men and their families navigate the health care system?

You will likely also get questions about other types of local services and community resources. Using the Local Resources Roster in Appendix A, develop a list of these services and resources; check that the contact information is accurate and maintain it over time.

Step 6: Evaluate Your Let's Talk About It Program

As you plan your program activities, include time for evaluation. Evaluation will help you determine whether your program met its goals. In addition, evaluations can help identify which elements of your program worked well and which needed improvement. See the previous section "Measuring the Success of Let's Talk About It" for details on program evaluation.

Step 7: Recognize and Reward Efforts

Volunteers need and deserve support for their role in carrying out their Let's Talk About It assignments. Try to recognize everyone who contributed to the planning, implementation and follow up of the Let's Talk About It program. Some ways to recognize and reward efforts include:

- Thank you notes from the primary program partners
- A party or special event
- Awards or certificates

Sharing the Work—Sample Job Descriptions

One of the key factors cited for the success of the Prince Hall Masons Harlem pilot was the use of formal job descriptions as they divided the work of hosting a Let's Talk About It program. Depending on the structure and location of your program, you may need to divide the work differently, but you are encouraged to develop your own job descriptions. All tasks are more easily and reliably accomplished when each volunteer and team member knows exactly what he or she is expected to do.

The following job descriptions, based on those used by the coordinators of the Harlem program, are provided to inspire you. Note that although the jobs below are assigned to various members of the coordinating committee, the overall oversight of the Let's Talk About It program will be provided by the local American Cancer Society staff.

Outreach Coordinator

Outreach will be focused in the church with some additional community involvement. The Outreach Coordinator will study the Let's Talk About It Program and Training Guides and develop packets of materials and training programs appropriate for our program.

Duties

- Contact the pastor of 25 churches (by letter, telephone, or through a member)
- Have a pastor recruit one to three members to be trained to do outreach
- Provide attendees of the forum a volunteer sign-up sheet as part of the recruitment
- Set up consistent training dates (for example, Mondays and Thursdays)

Provider/Facility Coordinator

Work with the planning committee to determine what facility will be used for the Let's Talk About It program.

Duties

- Arrange all meetings and write correspondence
- Determine amount of refreshments needed and secure it
- Clarify in advance with contact person the set up and delivery of material and refreshments
- Send thank-you letters

Gifts/Prize Coordinator

Determine what gifts would be appropriate as door prizes and develop gift bags.

Coordinator for Panelists/Speakers

Determine which medical personnel, survivors, politicians, and other community leaders we should contact to be a part of the panel or featured as a speaker.

Duties

- Decide what our message(s) should be and who should deliver them. How are they connected to the priority population and the community?
- Decide what politicians and community leaders should be involved
- Telephone and write them
- Once speakers are confirmed, ask for their C.V. or resume and write a brief biography
- Send thank you letters

Publicity Distribution Coordinator

Responsible for mapping out strategy to recruit volunteers and distribute flyers, fact sheets and brochures throughout the community.

Duties

- Divide community into sections and label them for distribution of fact sheets and brochures
- Determine the number of volunteers you will need. Each area should have at least two people
- Coordinate with each member organization for volunteers
- Schedule volunteers to complete distribution of materials before program date
- Send thank you letters

Program Day Distribution Coordinator

Responsible for preparing information packets to be distributed on the program dates.

Duties

- Study the Let's Talk About It Program Guide and materials and develop packets of materials appropriate for our program
- Prepare packets for distribution
- Work with Coordinator for Panelists/Speakers regarding speakers and prepare name tags and/or table top identification
- Schedule for packets to be delivered to programs

Communication/Marketing Coordinator

Responsible for keeping the group informed about the status of flyers (which will be printed locally to advertise our Let's Talk About It programs) and the Let's Talk About It fact sheets and brochures (to be obtained from the American Cancer Society). Final approval of flyers will come from the group.

Duties

- Contract with an advertising company or find talented volunteer to design flyer and assist with additional marketing techniques
- Obtain group approval/choice of flyer once the designer has developed draft(s)
- Have approved flyers printed
- Work with American Cancer Society staff to order Let's Talk About It fact sheets and brochures and distribute them to the Outreach, Publicity Distribution and Program Day Coordinators

Appendix A: Planning Checklists

This section contains the following checklists to help you plan your Let's Talk About It program.

The **Let's Talk About It Program Planning Checklist** covers the highlights of Let's Talk About It program planning and implementation.

The **Community Collaboration Checklist** can be used at an early planning meeting to help your core partnership cover all the bases when developing your local Let's Talk About It team.

Roles and Responsibilities of the Core Team summarizes the primary responsibilities of Let's Talk About It team members.

The **Local Resources Roster** should be completed at an early planning meeting. Make sure this key information about local resources is available at all Let's Talk About It events and to anyone fielding questions from the media about your Let's Talk About It program.

Let's Talk About It Program Planning Checklist

Step 1. Start with the Core Partnership

- Representatives of the local chapter of the 100 Black Men of America or other community-based organization and the local American Cancer Society office discuss the possibility of implementing a Let's Talk About It program.

Step 2. Establish a Let's Talk About It Team

- Develop list of other potential community-based collaborators.
- Invite other collaborators to participate.
- Build a team, including other community-based partners, to plan and implement a Let's Talk About It program.

Step 3. Plan a Program That Makes Sense for Your Community

- Consider the demographics of your community. Know exactly who are you trying to reach with your program.
- Collaborate with organizations that can help you reach the various populations of African-American men in your community.
- Determine the program objectives.
- Decide which program format(s) make sense for your community.
- Make sure the proposed program satisfies the six essential elements of Let's Talk About It.
- Determine a time, date, and specific location for the program(s).

Step 4. Promote Your Program and Recruit Additional Community Support

- Identify and contact local resources and community partners who can help promote the program, including:
 - Contacts or team members who work with the media
 - Women's groups at churches, sororities
 - Local barbers and beauty shops
 - Local sports figures, celebrities
 - Local pastors
 - Local politicians
 - Local businesses that might help with publicity, printing materials, food, promotional items
 - Public and university libraries for public computer access for participants

Appendix A

- Devise a strategy for getting the word out to the populations you are trying to reach, possibly including:
 - Radio call-in show with cancer specialist and a survivor
 - Public service campaign around Father's Day
 - Promotions at sporting events or other local gatherings of men
 - Asking news anchor or radio personality to take on the issue
 - Providing story ideas to local newspapers
 - Advertising local Let's Talk About It events through television, radio, and print media
 - Media coverage of Let's Talk About It success

Step 5. Cover the Bases

- Sufficient equipment to show video or overheads, if needed
- Sufficient copies of Let's Talk About It fact sheet and any other print materials you want to distribute
- Incentive items/door prizes like gift certificates, t-shirts, baseball caps, movie passes
- Publicity for activities
- Panelists, if needed (for instance, oncologists, urologists, prostate cancer survivors)
- Volunteers and program presenters are familiar with current information on prostate cancer
- Appropriate services available for the men you are trying to reach (free or low cost screening, help navigating health care system, information for those without health insurance, etc.)
- Local Resources Roster complete and available to program presenters/participants

Step 6. Evaluate Your Program

- Sufficient copies of Pre-Test, Post-Test, and Registration form available for Let's Talk About It participant
- Plan in place to encourage participants to complete evaluation forms
- ACS team in place to conduct Telephone Follow-up Interviews
- Completed Pre-Test, Post-Test, and Telephone Follow-up results mailed to Eve Nagler at the American Cancer Society National Home Office.

Step 7. Recognize and Reward Efforts

- List maintained of those volunteers, community organizations, and businesses who have contributed to your local Let's Talk About It program
- Thank you notes sent to individual volunteers
- Thank you notes sent to community organizations and businesses who have made contributions
- Party or special event to celebrate successful campaign/event
- Awards or certificates for key contributors

Appendix A

Community Collaboration Checklist

The checklist below is not intended to be exhaustive, but rather to give you a starting point as you consider who are the logical Let's Talk About It program partners in your community. Use resources, staff and volunteers from the local:

- American Cancer Society, Inc.
- 100 Black Men of America, Inc.
- NBLIC (especially for information on nutrition)
- NAACP
- Health Department
- Cancer Centers, usually affiliated with a hospital or medical center
- Community Hospitals
- Mental health services, including information on support groups for men and families
- Social services
- Senior centers and Area Agencies on Aging (AAA)
- Cancer treatment centers (good source of information on new treatments or upcoming clinical trials)
- Urologists and radiation oncologists
- Churches and faith community
- Fraternities and sororities with active local chapters
- Cancer support groups for men and families
- Libraries with public computers and access to the Internet
- Radio and television stations
- Newspapers
- Women's groups

Appendix A

Roles and Responsibilities of the Core Team

American Cancer Society

- Participates in planning including identification of local and community resources.
- Participates in the development and coordination of collaborative community partnerships.
- Recruits volunteers to participate in Let's Talk About It, including men who have had prostate cancer when requested. Note: All participants who have had cancer that are used in a Let's Talk About It must come from the American Cancer Society.
- Ensures the availability of resources needed to implement the program, including up-to-date accurate information on prostate cancer and materials as well as technical assistance.
- Serves as liaison between ACS volunteers, ACS staff, 100 Black Men of America and other community-based organizations.
- Monitors programs progress and suggests any changes necessary to maintain program integrity and maximize potential success.
- Coordinates evaluation.
- Gathers evaluation materials forms at Let's Talk About It programs.
- Supplies up-to-date and most current information on prostate cancer to all Let's Talk About It programs.
- Supplies up-to-date and most current information on prostate cancer to presenters at all Let's Talk About It programs.

100 Black Men of America/Other Community-Based Program Partners

- Participates in planning, including identifying local and community resources.
- Publicizes program.
- Recruits target audience.
- Participates in developing and coordinating collaborative community partnerships.
- Recruits volunteers from 100 Black Men of America and other community-based organizations to help plan and implement Let's Talk About It events.
- Ensures that evaluation forms (registration, pre-test, and post-test) are distributed, filled out, and delivered to the American Cancer Society.

Appendix A

Local Resources Roster

More questions about prostate cancer? The following local resources are available:

The American Cancer Society

If you would like more information about prostate cancer, call **1-800-ACS-2345**, visit the ACS Web site at **www.cancer.org**, or contact your local ACS office:

Doctors

The following local physicians are available to help men and their families who have questions about:

Prostate cancer testing:

Name	Phone	E-mail

Treatment options:

Name	Phone	E-mail

Health Care and Financial Resources

The following contact people are available to help men and their families find the health services they need and what financial assistance may be available for those seeking treatment:

Organization	Contact Name	Phone/E-mail
Department of Social Services	_____	_____
County Health Department	_____	_____
County Hospital	_____	_____

Appendix B

Sample Agenda for a Let’s Talk About It Program

According to the essential elements, a required core of information should be presented. Though local chapters, communities, and venues may differ, generally these topics can be covered in a 1-1/2 hour presentation.

If desired, a program can be lengthened to 2 hours by including a panel discussion with an ACS representative, a person who has had cancer, and a pastor to talk about the importance of men being active participants in their own health care.

The required core of information includes:

Background/history of the program partners **15 minutes**

(ACS, 100 BMOA, and other primary collaborators)

Basic facts about prostate health and prostate cancer **60 minutes**

including:

- Risk factors, symptoms, testing, treatments
- Pros and cons of testing, and all treatment options
- Question and Answer Session

Where to go for more information **15 minutes**

including

- Local ACS
- National ACS toll free number and Web site

Appendix C

Origin of Let's Talk About It Program Formats

The Let's Talk About It format was initially developed based on the experience of focus groups with African-American men in Baltimore, Denver, Detroit, and Houston. Focus group research can be extremely helpful in the early stages of an effort when investigators are trying to understand the dimensions of an issue—in this case, the best way to reach African-American men with information about prostate health. Qualitative research can also provide valuable insight into the thoughts, feelings, and perspectives of potential participants or audiences.

Church-related programs are strongly suggested in this Let's Talk About It Program Guide because focus group participants repeatedly mentioned the strong influence of the African-American church on the community as a whole. Many of the focus group participants stated that they preferred getting information on prostate health through a church-related program and that a successful program needed the commitment of the church minister and other church leaders. As one focus group participant stated, **“The church is the key to reaching African-American men, their spouses, and their families.”**

In an article on “Prostate Cancer Education in African-American Churches,” Weinrich and colleagues (1998) conclude that African-American churches are core components of many African-American communities and can serve as vehicles for delivering health messages. They argue that persons will be more likely to participate in a healthy behavior if they have had cues to action. Cues to action can include receiving information about prostate cancer or having a friend or acquaintance die of the disease. When cues occur in an environment where trust has been established, such as a church, they can have a positive effect on members. In essence, churches where the pastors support and promote prostate cancer education and where members include survivors or where members have died of prostate cancer all provide strong cues to action. One such action could be participation in Let's Talk About It.

Many of the men also stated that an important way to reach a man was “through his spouse.” As one focus group participant said, “our women motivate us to see a doctor.” Involving women in a prostate education program seemed like a “natural approach” to the focus group participants because they understood the emotional impact of prostate cancer not only for the man, but for his spouse, children, and extended family.

Using women's groups, like sororities, was deemed by focus group participants to be appropriate and necessary. In their article *Preferences of Husbands and Wives for Prostate Cancer Screening*, Volk and colleagues (1997) discuss the differences in how husbands and wives make decisions about prostate cancer screening. These authors report that both husbands and wives are often involved in the decision-making process regarding prostate cancer testing because prostate cancer (like some other diseases) challenges the most intimate aspects of a couple's relationship. Involving women in a Let's Talk About It is highly recommended.

Appendix C

Another tool that all communities have access to is the use of mass media to get the word out about prostate health. In their book *Social Marketing: Strategies for Changing Public Behavior*, Kotler and Roberto (1989) observe that the mass media, through entertainment, news, talk shows, and advertising, reach most Americans and powerfully reflect and shape their norms, beliefs, and knowledge. Other authors agree, arguing that the media confer status and legitimacy on issues, thereby making it easier and acceptable to discuss them (Piotrow et al., 1992). Over 40 years' experience in public health campaigns has clearly demonstrated that messages delivered through mass media, with or without reinforcement through interpersonal channels, can induce people to adopt healthy behaviors (Kotler and Roberto, 1989). Committee members will want to take advantage of this powerful tool in their Let's Talk About It efforts.

In the book *A World Against AIDS: Communication for Behavior Change*, (AED, 1993) the authors demonstrate that successful health education programs look creatively at opportunities to meet the target audience where they are. This important issue was also raised by focus group participants when they urged Let's Talk About It to "go where the men are." This means that local planners should think creatively about where their target audiences congregate, such as church, barber shops, men's groups, sporting events and tournaments.

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Appendix D: Evaluation Forms

Essential Evaluation Tools

The following forms will be used to measure the success the Let's Talk About It program nationally, and should be completed by all of the participants in at least half of your Let's Talk About It programs:

- **Registration Form**
- **Pre-test Form**
- **Post-test Form**
- **How Did We Do?**
- **Participant Telephone Follow-up Interview**

All of these essential evaluation forms should be catalogued and at the end of the fiscal year forwarded to:

Eve Nagler
American Cancer Society NHO
1599 Clifton Road, NE
Atlanta, GA 30329-4251

Optional Evaluation Tools

Additional evaluation tools have been included in this guide for your information only. These are optional forms to be completed by the program planners. These forms will not be tracked and do not need to be submitted to the ACS National office:

- **Program Planning Log**
- **Recruitment and Training of Volunteers Log**
- **Program Results Log**
- **Follow-up Interview Form for the Core Partners**

Appendix D

Instructions to Trainers for Preparing and Administering Program Evaluation Forms

Copy each of the forms on to a separate sheet of paper.

The **Registration Form** should be available at the check-in point for participants to complete before they receive their workshop packets.

Assemble a workshop packet for each participant with the following:

- **Pre-Test Form**
- **Post Test Form**
- **“How Did We Do?” (optional)**

Using a numbering rubber stamp (or by writing by hand) place a participant Identification Number at the top of each sheet in the packet. Write the same ID number on each of the three forms in the packet. For example, forms marked 001, would be in a packet marked 001. Forms marked 002, would be in a packet marked 002, etc. If you anticipated 15 participants in the program, the numbered packets and forms would go up to 015.

Why the numbers? This makes it possible to correlate the feedback without violating the confidentiality of the men participating.

At the beginning of the training, the facilitator should ask participants to take a few minutes to fill out the Pre-Test Form.

Just before the last workshop event (such as the drawing for the last door prize), the facilitator should ask the participants to fill out the Post-Test and the “How Did We Do?” feedback form. The reason you want to do this before the last event is so that your participants will not rush through the form in a mad rush to get out of the door.

When the participants have turned in all of their forms, sort the forms by participant ID number. Make sure that the forms for each participant are stapled together. All of these essential evaluation forms should be collected as a database and at the end of the fiscal year mailed to:

Eve Nagler
American Cancer Society NHO
1599 Clifton Road, NE
Atlanta, GA 30329-4251

Tell participants that you will be following up with them to see what actions they have taken as a result of this program and what additional assistance they may need. Explain it will be via telephone one month after the program.

Appendix D

Let's Talk About It Registration Form

All information will be kept strictly confidential, and will only be used for purposes of following up (if permission to do so is granted) and evaluating the success of the Let's Talk About It program.

Name _____ Home Telephone _____

City, State, Zip Code _____

May we call you within three months to follow up on the training? Yes No

Gender: Male Female

Please check the racial/ethnic description that fits you best (optional):

- African-American English Speaking Caribbean French Speaking Caribbean
 African Other (please specify) _____

Have you been diagnosed with prostate cancer? Yes No

If you have been diagnosed, have you received treatment? Yes No

Name _____ Home Telephone _____

City, State, Zip Code _____

May we call you within three months to follow up on the training? Yes No

Gender: Male Female

Please check the racial/ethnic description that fits you best (optional):

- African-American English Speaking Caribbean French Speaking Caribbean
 African Other (please specify) _____

Have you been diagnosed with prostate cancer? Yes No

If you have been diagnosed, have you received treatment? Yes No

Name _____ Home Telephone _____

City, State, Zip Code _____

May we call you within three months to follow up on the training? Yes No

Gender: Male Female

Please check the racial/ethnic description that fits you best (optional):

- African-American English Speaking Caribbean French Speaking Caribbean
 African Other (please specify) _____

Have you been diagnosed with prostate cancer? Yes No

If you have been diagnosed, have you received treatment? Yes No

Appendix D

Let's Talk About It Pre-Test

Participant Number _____

What do you know about prostate cancer?

1. Please check the two types of tests used to find prostate cancer.

- ED
- PSA
- MBA
- DRE

2. What are some symptoms a man may experience if he has prostate problems?

(Check all those that apply)

- Difficulty urinating
- Weak urine flow
- Headaches
- Frequent Urination
- Constant pain in the lower back, pelvis, or upper thighs

3. For the following statements please check "True" or "False."

A yearly prostate exam is only recommended for men whose fathers died from prostate cancer.

- True False

African-American men have one of the highest rates of prostate cancer in the world.

- True False

Surgery is the only treatment for prostate cancer.

- True False

Men who eat less animal fat in their diet can lower their risk of prostate cancer.

- True False

Appendix D

Let's Talk About It Post-Test

Participant Number _____

Please do not fill out this survey until the training is over.

What Do You Remember?

1. Please check the two types of tests used to find prostate cancer.

- ED
- PSA
- MBA
- DRE

2. What are some symptoms a man may experience if he has prostate problems?

(Check all those that apply)

- Difficulty urinating
- Weak urine flow
- Headaches
- Frequent Urination
- Constant pain in the lower back, pelvis, or upper thighs

3. For the following statements please check "True" or "False."

A yearly prostate exam is only recommended for men whose fathers died from prostate cancer.

- True False

African-American men have one of the highest rates of prostate cancer in the world.

- True False

Surgery is the only treatment for prostate cancer.

- True False

Men who eat less animal fat in their diet can lower their risk of prostate cancer.

- True False

Appendix D

Let's Talk About It Feedback Form

Participant Number _____

Please do not fill out this survey until the training is over.

How Did We Do?

1. What did you like best about today's program? _____

2. What did you like least about today's program? _____

3. What could be done to make the program better? _____

4. Would you recommend Let's Talk About It to others?
 Yes Why?

No Why not?

Appendix D

Let's Talk About It Telephone Follow-up Interview Results

Note to Interviewer: This interview is intended to be a casual telephone conversation, not a telemarketing attempt. Since our overall program goal is to empower the participants, it is more important that the participant feel comfortable with the conversation than it is that you get every last scrap of information. The questions below are under no circumstances to be read verbatim to the program participant. **Conversations should be kept brief.** End with thanking the participant for participating, and asking if there is any more information on prostate cancer that he would the interviewer to supply.

Name of Interviewer: _____

Phone Number Called: _____ Date: _____

1. Since the training has the participant

Talked with a doctor or other healthcare provider about prostate cancer?

Yes No If no, Why? _____

Been tested?

Yes No If no, Why? _____

Planned on getting tested in the future?

Yes No If no, Why? _____

Sought more information about prostate cancer?

Yes No If no, Why? _____

Exercised more?

Yes No If no, Why? _____

Eaten healthy foods, including more fresh fruits and vegetables?

Yes No If no, Why? _____

Found out if any family members had or has prostate cancer?

Yes No If no, Why? _____

Taken any other steps regarding prostate cancer?

Yes No If no, Why? _____

2. If the participant sought more information about prostate cancer where did he go?

ACS 800 number ACS Web site ACS Local office 100 Local Chapter

Healthcare provider/clinic Internet Other _____

3. Is there any additional information about prostate cancer that the participant would like provided?

Always end with a thank you for participating in the follow-up interview.

Appendix D

Let's Talk About It Program Planning Log

- 1. Date planning began _____
Program start date _____ Program end date _____
- 2. How many planning meetings were held before program implementation began? _____

- 3. Where were the meetings held? _____

- 4. When were the meetings held? _____

- 5. What organizations participated in your planning committee? _____

- 6. How many members were on your planning committee? _____

- 7. How were the members selected? _____

- 8. What problems (if any) did they encounter with their role(s) and responsibilities? _____

- 9. What problem (if any) did the 100 Black Men, Inc. encounter with their role(s) and responsibilities? _____

Appendix D

10. Identify major problems (if any) you encountered when planning: _____

11. How were the problems resolved? _____

12. What do you consider the key lessons learned in planning a Let's Talk About It Prostate Health Program for African-American men? _____

13. What advice would you offer others in planning a Let's Talk About It Prostate Health Program for African-American men? _____

Appendix D

Let's Talk About It Recruitment and Training of Volunteers Log

- 1. How were volunteers recruited? _____

- 2. Did you encounter any problems recruiting volunteers? _____

- 3. How were the problems resolved? _____

- 4. What lessons learned or advice would you offer to others about recruiting volunteers? _____

- 5. Were volunteers trained? (Check one.) Yes No
- 6. How were they trained? _____

- 7. Who conducted the training? _____
- 8. Where did the training take place? _____
- 9. How long were the training session(s)? _____
- 10. How many training sessions were held? _____
- 11. How many volunteers completed the training? _____
- 12. How could the recruitment and training of volunteers be improved? _____

Appendix D

Let's Talk About It Program Results Log

1. How many programs were held? (Provide dates and location.) _____

2. What types of activities were conducted as part of your program? _____

3. What types of promotional/enhancement activities were conducted as part of your program?
Radio talk show Yes No How many/often? _____
Public service campaigns Yes No How many/often? _____
Presentations/Panel discussions Yes No How many/often? _____
Other (specify) Yes No How many/often? _____
4. Where were your information sessions/presentations held? _____

5. Did you encounter any problems finding a location to hold your events? _____
6. If yes, how did you resolve the problems? _____

7. How did you advertise your events? _____

8. What type of advertising did you find to be most effective? _____
9. How many African-American men attended your information sessions/presentations? _____
10. Where there non-African-American men in attendance? (Check one.) Yes No
11. Did other family members participate in your information sessions/presentations?
 Yes No Who were they? _____
12. Did you provide any incentives to attract men to the information sessions/presentations?
 Yes No If yes, what incentives were they? _____
13. What are some key lessons learned from implementing these sessions/presentations? _____

Appendix D

Let’s Talk About It Follow-up Interview Form for the Core Partners

Introduction: The purpose of this optional questionnaire is to assess the impact of the Let’s Talk About It on core program partners. It was originally designed to provide information about the core partnership between the American Cancer Society and 100 Black Men of America, but can be adapted for use with other collaborative partners. The items are based on a review of research about what makes collaboration successful. Many of the items are taken from the Collaboration Experience Questionnaire (CEQ) developed by the Aspen Institute.

Instructions: Please answer the following questions to the best of your knowledge. Remember, there are no right or wrong answers.

1. Prior to the Let’s Talk About It program was there any history of the ACS and the local 100 chapter working together in your community? Yes No

2. How successful would you say that the partnership between ACS and the 100 Black Men of America was in implementing the Let’s Talk About It? (Check one)

- Very successful Somewhat successful Successful
- Somewhat unsuccessful Very unsuccessful

3. Do you think that your organization gained something from its involvement? Yes No

4. If you answered yes to question 3, please describe some of the things you gained:

5. Would you encourage the ACS and the 100 Black Men of America to establish similar partnerships in the future? Yes No

6. Were the roles and responsibilities of the partners clear? Yes No

7. What problems (if any) did you encounter in working together? (If you did not encounter any problems, skip to question 9.)

8. How did you resolve the problems?

Appendix D

- 9. In your opinion, did the partnerships for the Let’s Talk About It program create new opportunities for future collaboration? Yes No
- 10. At this time, are your local ACS and 100 chapters jointly sponsoring any activities besides Let’s Talk About It? Yes No
- 11. If you answered yes to Question 10, is this relationship a result of the partnership you established for the Let’s Talk About It program? Yes No

The following question (#12) to be answered by the ACS.

- 12. Do any representatives from the 100 Black Men of America local chapter participate in any of your boards, committees, or any other of the organization’s meetings unrelated to the Let’s Talk About It program? Yes No

The following question (#13) to be answered by the 100 Black Men of America, Inc.

- 13. Do any representatives from the ACS local chapter participate in any of your boards, committees, or any other of the organization’s meetings unrelated to the Let’s Talk About It program? Yes No

- 14. What lessons learned or advice do you have for other ACS local chapters and 100 local chapters who would like to develop a partnership for the Let’s Talk About It program?

- 15. Can you identify any way(s) in which the ACS and the 100 Black Men of America might work together in the future?

Appendix E

Logic Model

Long-term Outcome

- African-American men receive appropriate care based on their values and preferences.
- African-American men feel they are empowered by having made an informed decision about their prostate cancer health.
- African American men make an informed decision to receive prostate cancer testing by age 45.

Intermediate Outcome

- African-American men use ACS local services, resources and information with regard to prostate cancer including the ACS toll-free number and Web site.
- African-American men make healthy changes to their lifestyle.
- African-American men talk with their families about medical history and risk.
- African-American men talk with a doctor about prostate health and screening.

Initial Outcomes

- Increase the knowledge about prostate health and prostate cancer testing among African-American men.
- Increase the knowledge of African-American men about the importance of nutrition and physical activity.
- Increase skills and abilities of African-American men to talk to their doctors about prostate health/prostate cancer/screening/treatment and in making informed decisions about screening and treatment options.
- Improve understanding of the impact of prostate cancer in the African-American community.
- Introduce informed decision making as a strategy to address prostate cancer in the African-American community.
- Reinforce to the community the ACS guidelines concerning prostate cancer.

Appendix E

Outputs

- Number of African-American men that attend a Let's Talk About It session
- Number of community partnerships formed
- Number of 100 Black Men of America and American Cancer Society volunteers recruited to do a Let's Talk About It program
- Number of local leaders in 100 Black Men of America, Inc. trained on how to plan and implement a Let's Talk About It program
- Number and type of materials distributed in a variety of settings/venues including churches, communities of faith, and workplaces
- Number of African-American men who read or hear media messages about the Let's Talk About It program

Activities

- Develop media strategies
- Development of Let's Talk About It materials and program
- Conduct a Let's Talk About It session
- Train Let's Talk About It facilitators

Inputs

- 100 Black Men of America, Inc. leaders (volunteers)
- Staff of American Cancer Society
- Volunteers of American Cancer Society
- Air time, newspaper ad space, bill board space
- Program space and supplies (donated or purchased)
- Combined knowledge about prostate cancer and related issues from ACS staff, ACS and 100 Black Men of America, Inc. volunteers, and survivors of prostate cancer
- Funding acquired for programs

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.



1.800.ACS.2345
www.cancer.org

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