Bringing Men To The Fore



MAN-UP...Stay In The Game

An 'Advocacy in Action' Presentation by the Jamaica Cancer Society to the Healthy Caribbean Coalition Conference

NCD Advocacy, Accountability, and Conflict of Interest Meeting Feb 17-18, Jolly Beach Resort & Spa, Antigua & Barbuda

60 YEARS STRONG... NEVER GIVING UP

Since 1955, the Jamaica Cancer Society has led the fight to "defeat cancer in all its forms and eliminate cancer as a major health problem in Jamaica" by providing Jamaicans, particularly the most vulnerable, with a range of services:-

- Fixed and mobile cancer screening services (breast, cervix & prostate)
- Cancer health education
- National 'Early Detection Can Save Your Life' advocacy campaigns
- Training and development seminars for members of the medical community
- Counselling and support services for newly-diagnosed cancer patients and their families
- Provision of breast prosthesis
- Financial assistance to access diagnostic checks, surgery, radiation & chemotherapy, and
- Fundraising activities to sustain its operations



Why The Prostate Cancer Conversation?

- Among the commonest cancers in Jamaica
- Leading cause of cancer related deaths
- Jamaica has one of the highest mortality cancer rates
- Screening is not a national policy
- JCS is the leading source of organised prostate cancer screenings
- Treatment is costly; unaffordable for the majority
- Jamaican men fear digital rectal examination

After decades of focussing on Breast and Cervical cancers and confronted with a high prevalence of Prostate cancer, it was time to change gears.



Advocacy Execution Timeline

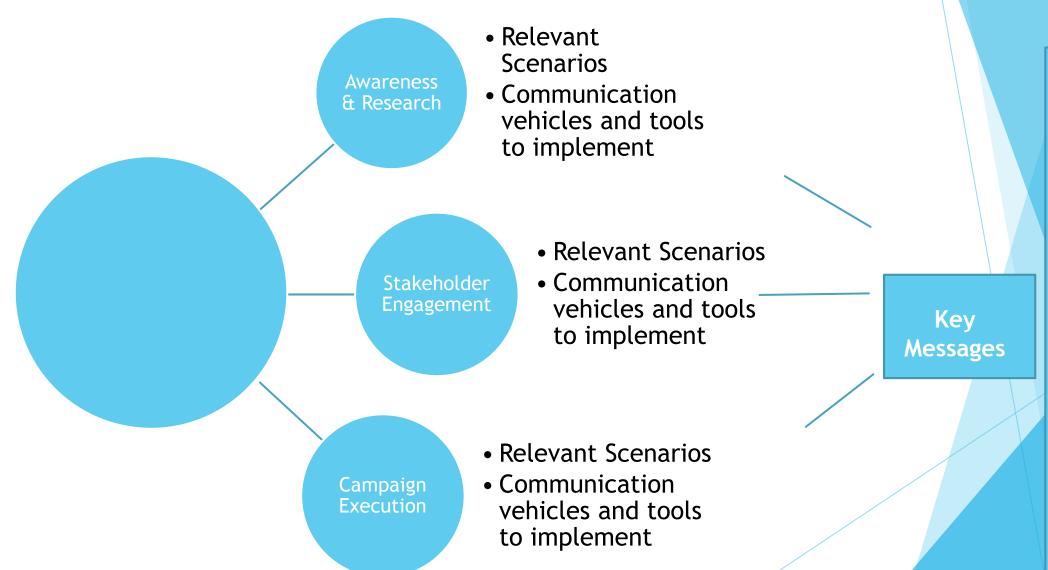
Critical to the success of this public education and mobilisation initiative was <u>careful planning</u>.

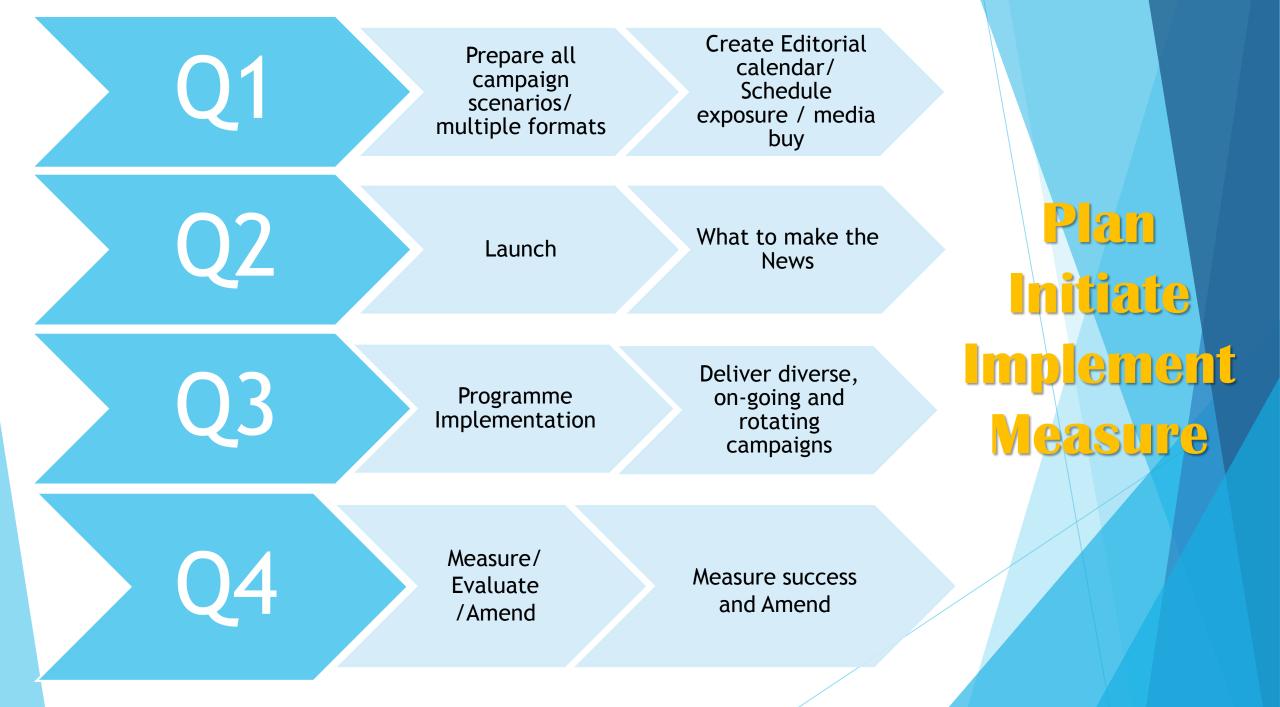
Armed with information on the nature of the issue, and what is to be achieved, the process engaged all stakeholders, develop appropriate strategies and agreed timelines; design appropriate messages; execute advocacy actions; test, evaluate, modify and maintain action.

An advocacy outcome is not a single event. Above all it cost, so secure the funding necessary to get the job done



Communications Strategy Framework





Advocacy Action Around Prostate Cancer Screening

The National Prostate Cancer Advocacy Campaign was undertaken at several levels and targeted the general public, health-care professionals, the media, and with a specific and targeted intervention to the Security Forces.

While many fears abound: -

- ■Fear of DRE (by male examining Physician)
- Fear of a diagnosis
- Socio economic challenges
- •Fear of treatment
- Fear of adverse effects (impotence)

The campaign embraced a positive message







A Strong Positive Message. MAN UP - Stay In The Game Of Life

Health & Wellness Fair for Members of the Security Forces











With members of the Security Forces being predominantly male, this was a key target audience for the MAN UP prostate cancer awareness campaign and they responded well

Training & Development for Members of the Medical Community

Integral to the initiative and the stakeholder engagement process was building the capacity of members of the medical community through structured training symposium and from which credits were earned



An Engaging & Responsive Media...

A SIGNIFICANT number of the diagnost of the di

patients of the beg dectors not to be reveal cancer disposes to them, feating they will first themselves.

SUPPORT FROM BELAITIES:

However, doctors are darybound to reveal the diagnosis in the support of family properly an interest of family properly an exercise which emerged during security which emerged during security which emerged during security which the security of security



medical practitioners and members of the Januarica Caneer
society.

Medical formatics of the Januarica Caneer
Society.

Medical fider is is someone you
goists. Dr Belinda Morrisco.

Morri

hospitals, who do you see most' Women," she stated. She said that the recommendes screening age for prostate wa at age 40 yours. Morrison said in the Unitee States, almost all men ar-screened for prostate cancer and once screening is taking place, the numbers of positive diagnoses will increase.

gnoses will increase. Therefore, of the men diagnosed with prostate cance there, 90 per cent are diagnose at a localised stage ...," said Hidine diaenosis was not sin

guar to men, as obstetrician and gynaecologist Dr Matthew Taylor said women were also ot tell their relatives. So n

Doctors paying more attention to colon cancer screening THE MEDICAL community in Jamaica colon cancer screening is something in some paying greater attention to colon which people defir really think about descrabed "I you go looking for it, but persons, and the clasers stigar of something common is blood in the stoot. Speaking as a Chapter Edition Format on something they readily advocated in the stoot. Speaking as a Chapter Edition Format on something they readily advocated for for stoot of the stoot.

representatives of the Jamaica Cancer Society discussed the issue with

Scotley discussed the issue with Samuel Cancer Scotley discussed the issue with Tash has now changed.

Gastroenterelogist DF Milk Millitadi individuals it risk, based on international guidelines, are between the age risk, as everyone and a colon.

However, the risk for colon cancer increase significantly at age 60 years.

However, the risk for colon cancer increases significantly at age 60 years.

However, the risk for colon cancer increases significant in finding persons who increases significant in family this year of the concernation of

TODAY!!! TODAY!!! TODAY!!! FOR SALE BY PUBLIC AUCTION

12 PARRY ROAD, KENCOT PARK, KINGSTON 10

Two structures on site each with accommodations as follows:-Bidg #1: - Residential type building with Tour Bedrooms, Two Shower Buttrooms, Living / Dining arms, Kitchen. Bidg #2: - Three Bedrooms, Two Battrooms, spacious Living/Dining are Laundry room. Storeroom, grildel enclosed verandah.

C.D. ALEXANDER

FOR SALE BY PUBLIC AUCTION

TUESDAY, MARCH 17, 2015 at 10:00 a.m. at 4A MARESCAUX ROAD, KINGSTON 5 UNDER POWER OF SALE contained in a mortgage:

OMPANY REALTY LIMITED

LAND AREA - 1.266,444 SO.M. RI DG #2 AREA - 141 769 SO M

VOLUME 1116 FOLIO 108

THE C.D. ALEXANDER COMPANY REALTY LIMITED LICENCES 2014-01/139
Telephone: 754-6151, 754-9991-2

FOR SALE BY PUBLIC AUCTION

TODAY!!! TODAY!!! TODAY!!!
7 WOODLEY DRIVE, MEADOWBROOK
ESTATE, KINGSTON 19 ESTATE, KINGSTON 19
Facing north is 22 storey occupied dwelling with accommodations as followsver Level.- Carport, Open Patio, Living Room, family Room
ing Hall & Kitchen, One Bedroom, One Bathroom, anclose

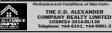
Back Patio, proposed Powder Room, Laundry Room, Helpers Quarters.

Helpers Quarters.

Der Leyel: Master Bedroom with closet and Master Bathroo

Three other Bedrooms, Three other Bathrooms, Balcony.

BLDG AREA - 538.82 SQ.M LAND AREA - 812.19 SQ.M. VOLUME 1420 FOLIO 302 DEPOSITED PLAN 1590 parcel of land part of Meadowbrock formerly



C.D. ALEXANDER COMPANY REALTY LIMITED

TUESDA', MARCH 17, 2015 at 10:00 a.m. at 4A MARESCAUX ROAD, KINGSTON 5 UNDER POWER OF SALE contained in a mortgage:

LOT 158 FAST CAVE DRIVE, CAVE HILL ESTATE.

HELLSHIRE, ST CATHERINE

I AND SIZE - 227 00 SO M

VOLUME 1200 FOLIO 510

Particulars and Conditions of Sale from: THE C.D. ALEXANDER COMPANY REALTY LIMITED LICENCE# 2014-01/139
Telephone: 754-6151, 754-9991-2
Secondly available immediately on all sections in block by our filed chaque

TODAY!!! TODAY !!! TODAY!!! C.D. ALEXANDER COMPANY REALTY LIMITED

FOR SALE BY PUBLIC AUCTION

UNDER POWER OF SALE contained in a mortgage 37 TEAK WAY, LOT 66, BARBICAN TERRACE, KINGSTON 6

Ground Floor: - A grill enclosed verandah, Living/Dining area, Kitchen

LAND AREA - 61.315 SQ.M.

BLDG AREA - 98.755 SQ.M VOLUME 1138 FOLIO 677 DEPOSITED PLAN 5284 All that purcel of land part of Hope Pachares formerly part of Charle Moment Pon shap part of Bartiscan and Morgans Pachare in the parks of 51 Andrew being the Lot No. 66 on the plan of logo Pachares.

THE C.D. ALEXANDER COMPANY REALTY LIM
LICENCES 2014-01/129
Telephone: 754-6151, 754-9991-2

as so important.
"So colon cancer screening is no

TODAY!!! TODAY !!! TODAY!!! TODAY!!! TODAY !!! TODAY!!! C.D. ALEXANDER COMPANY REALTY LIMITED

FOR SALE BY PUBLIC AUCTION TUESDAY, MARCH 17, 2015 at 10:00 a.m. at 4A MARESCAUX ROAD, KINGSTON 5 UNDER POWER OF SALE contained in a mortgage:

PART OF WINDSOR FORREST. PORTLAND

First Floor: - This level is approx. 90% complete and consists of On-Bedroom en-suite Bathroom, Two other Bedrooms, Family Room, Two other Repens. Belges. I AND ARFA - 3.22 HA (7.95 Acres) BLDG AREA - 455.65 SQ.M VOLUME 1458 FOLIO 819

el of land part of Windsor Forrest E.B. ALEXAND
n of Portland COMPANY
Particulars and Conditions of Sale from: THE C.D. ALEXANDER COMPANY REALTY LIMITED LICENCES 2014-01/139
Telephone: 754-4151, 754-9991-2
Depodth psyable immediately on all successful bids by certified chequi

TODAY!!! TODAY!!! TODAY!!! C.D. ALEXANDER COMPANY REALTY LIMITED **FOR SALE BY PUBLIC AUCTION**

TUESDAY, MARCH 17, 2015 at 10:00 a.m. at 4A MARESCAUX ROAD, KINGSTON 5 IINDER POWERS OF SALE contained in a mortgage

LOT 27, 2 NAPOLI CLOSE, ANGELS ESTATE PHASE IL SPANISH TOWN, ST CATHERINE

Three Bedrooms, Three Bathrooms, Living Room, Kitchen, Laundry Room and a cover of Ently Port. A solar water heater is installed on troof and supplies hot water to the interior. Aluminum awnings are on the extended section of the residence to provide shade from the sun LAND AREA - 329.32 SQ.M. BLDG AREA - 121.65 SO.M.

VULUME 1339 FOLIO 606
DEPOSITED PLAN 10923
All that purcel of land part of languis Fran in the part of 16 Continue to the 12 con the plan of part of Anguis Fran in the plan of part of Anguis Fran Francisco in the plan of part of Anguis Fran Francisco in the plan of part of Anguis Fran

THE C.D. ALEXANDER COMPANY REALTY LI LICENCES 2014-0L/139 Telephone: 754-6151, 754-9991-7

Stakeholders want more persons screened for cancer

THE GLEANER, THURSDAY, MARCH 12, 2015 • www.jamaica-gleaner.com • 🕡 gleanerjamaica • 🗖 jamaicagleaner • NEWS

FORUM

Smion Staff Haposter

A MID A high prevalence of
Smion Staff Control and protate
A crancors is Banaic, major
medical stabelishes have suggested
the staff of the staff of the staff of the staff
place which would result in more
personal being screened.
To Malwer Plyok, an obstetician
and granaccologist, and during a
thought of the staff of the staff
that which the Staff cannot make it
mandatory for protons to be screened, that
the which the Staff cannot make it
mandatory for proton to be screened, and
that which the Staff cannot make it
mandatory for proton to be screened,
and a which the Staff cannot make it
mandatory for proton to be screened,
and the staff of the staff of the staff of the staff
of cost creening programmes are
of our creening programmes are
of cost creening programmes are
proportunities creening, meaning



seed to come as and the accessed.

A woman is being decreased for the visit in the you actually call people. That is the you actually call people. That is the you actually call people. That is the seed of the primary problem in it has the developed country, or are that to be desired, the primary problem is that cancer, you actually send out to the primary problem is that cancer, you actually send out to the primary problem is that the developed country.

MORI ACTIVE DOLL

De Mike Mikh a garcontemeloristic, sovermane take a more connected, and that in developed country and the primary problem is that the developed country and the primary problem is the connected of the primary problem is the connected of the primary problem in the primary problem is that the developed country and the primary problem is the primary problem in the primary problem in the primary problem is the primary problem in the primary problem in the primary problem is the primary problem in the primary problem in the primary problem in the primary problem is the primary problem in the primary problem in the primary problem in the primary problem and you for a few problems and you for a few primary problems and you for a few problems and yo

More people being tested

but not enough, says society

Sociar Claime Writer

And the Control of Market Control of Market

The Continuous consoled that the target is stated and the continuous continuo

8 2 0 8 5

M 5 No Winner M 4 39 Winners \$1,080 ea M 3 771 Winners \$99 ea.

2 1 5 5 9 5 4 5 9 0 5

Torro

SOURCE DESCRIPTION OF THE PARTY OF THE PARTY.

1330 9 17 3

prostate cancers is on the increase but nowhere near the desired level. Urologist Dr Belinda Morrison

noted that countries such as the United States have been able t

reduce the number of prostate can-cer-related deaths through early detection.





Dr Matthew Taylor





DECUME DIRECTOR, JAMACA CANCER SOCETY (JCS).

The focus needs to be on education and screer Very important. The more people we screen on consistent bisies, the greater the chânce of dele ing câncer in the early stage. Resources have to allocated for education and screening.*





sontainght, the Jamusia Cancer Sociaty has in any of the private modical facilities are affected from reginger cancerors of the lever under attack from ranging cancerors. "Adulty, we work was to be it in part of the private modical facilities are affected from the control of the control of

in the short term as part of the fig against cancer in Jamaica is





Dr Belinda Morrison



EXECUTIVE DIRECTOR, JAMAICA CANCER SOCIETY (JCS)





Shullian Brown "The call to action, it has to be a uniformed approach from individuals to take action to unde

12 19 7 331 DUENZA | NAMES | NAME 5,000 1,5,5,5,5,0,15,15,0,55,0,11 \$174.000.000

Christopher Serju Gleaner Writer

Gleaner Writer

ULTURAL BARRIERS are preventing scores of Jamaican man from doing a simple text for prostate cancer which could save their lives.

Prostate cancer, which affects only men, is one the most frequently diagnosed cancers in Jamaica, and among the leading cancer of cancers in Jamaica, and among the leading cancer of cancer is considered only in its cancer is completely treatable.

street, and the street is a competent of the street in a competent of the street in a contract of the street in a contract of street in a contract of the street in a cont

part, to undergo the routine screening procedure which is a combination of a digital rectal exami nation and a prostate-specific antigen (PSA) Nood test.

blood test.

During a digital rectal examination, a doctor
puts a lubricated, glowed finger into the rectum
to check the prostate gland. A tumour in the
prostate can often be felt as a hard lump.
However consultant psychiatrist, Professor
Wendel Abel, says Jamaican men fear this
examination, as they associate it with

The thought of having mother protes inserting their finger inside their annean to be very stressing for some men and makes them inconstructable." Abel told The Cleaner in an interest of attainment gives a second of the second

- resident

dicasts and wore, at times, unable to walk along the swo-mile stretch of beach in peace, which was a second to be a second to

Others persons complained that the Negril police were not

very helpful when reports of incidents were made, and that a community-relations

hurting Negril'

CARS TO GO

2005

CLS 550 306 HP. Sunroof.

20" Staggered Rims.

Black Leather interior.

MERCEDES BENZ

Shunning prostate probe

the reality that, despite the advances in medical

logical barrier for some men, Morrison argued that a little bit of ignorance ha Ogical barrier for some men, Morrison argued that a little bit of janorance has a gone a long way in hampering the drive a painst prostate cancer. "Some men think it's painful, some confuse the rectal exam for a prostate objects, and most, when they come for the first time, are afraid, but when I am an idea of stage, the potential stage of your can-finished, they often ask if you are done already

She warned that despite ongoing research, so "It helps us in determining what we are going to suggest you for treatment. So we can't do replace routine screening as an effective early

antigens and substances in the blood that can help increase or improve your detection rate, but they still have not come to the fore to replace

doing the digital rectal examination."

Morrison continued: "Even for us as urologists, we would want to find something that is a ttle bit easier for the men to come in earlier, ecause we know that is one of the many barri ers to screening. But you want something that has a high pick-up rate, a high sensitivity; some thing that if it is negative, you can almost, with certainty, say there is no cancer there, but relavely easy to perform.

"And to this date, no matter how much

"Atticed American (Nack) men are more likely

develop prostaler cannor compared with Cascastern men, and are really 2.5 times as lawly to die from the disease. "Although extentis do not yet understand prostaler cannor, incidence and death rathe sare righer among Altrian American (lauko) men. It is widely believed that it is a constitution or gravetic offerences and filently in Authorius habits and medical care may all play a role in the statistics."



slogy, there is not yet any kind of blood urine or other test that is as effective in detect ing prostate cancer than the tried and proved ombination of the digital rectal exar

nine is doing the PSA and

the rectal examin

for so long, there is no presence of the "footishmes here," Griss here," Griss here," Griss here, "Griss here," Griss here, "Griss here "And this takes as to the stand. He called for changes in the general office the strip densed proposed of the strip densed proposed of the strip dense description of the strip dense dense description of the strip dense description of the strip dens



Call us now to purchase yours and take your business to the next level.

AVAILABLE EXCLUSIVELY FROM:

ORIENT COACHES LTD. Dealer of Fine Ruses and Coaches

Tel: 550-4480

Email: orientcoaches@yahoo.com

Impacting National Policy and Programmes

- There is now a National Strategic and Action Plan for Cancer Prevention and Control in Jamaica. Tabled & approved in Parliament
- Two new Cancer Treatment Centres of Excellence being completed for 2017
- Access to cancer drugs and treatments now available under the National Health Fund for vulnerable Jamaicans
- The National Prostate Cancer Prevention Campaign screened over 2,000 vulnerable Jamaican Males - A first for the country!

Some Challenges and A Few Notable Achievements

- Competing priorities for Health NGOs
- No budget to sustain communication strategy
- The infrastructure for treatment of prostate cancer in Jamaica is good, but it requires additional technological advances as well as additional specialist services
- Cultural barriers (fears) preventing Jamaican males from accessing available screening services is slowly breaking down
- Screening numbers have improved over the over the last five years
 from 300 men in 2011 to over 2,000 in 2016 accessing
- Increased public/private partnerships needed to expand services and access to cancer drugs and treatment



Thank You for the Opportunity!