

CW Boynton: Project Brotherhood

A 9- by 12-inch folder with inserts I conceptualized and wrote for Saint Raphael's Project Brotherhood cancer outreach program:

Cover:



Inside left:

It's a fact: Most men avoid the doctor, going only when an illness becomes impossible to ignore. The reality, however, is that serious illnesses like cancer need to be detected *before* symptoms occur, when they're often more easily treated.

Project Brotherhood is dedicated to helping Greater New Haven-area men make the healthy lifestyle choices needed to prevent cancer. Created through a Hospital of Saint Raphael-Bayer HealthCare partnership, the program offers the education and preventive screenings needed for early cancer detection and treatment—regardless of ability to pay.

Hospital of Saint Raphael and BayerHealthCare...*Caring Together*

fact
fact

Though they may seem embarrassing, prostate and colorectal cancer tests are quick and essential to your better health.

Men over 50 have a higher risk of developing prostate and colorectal cancer. Most at risk are African-American men, who should be screened by age 45.



Project
brotherhood

Inside right:

Healthy Habits
Learn the facts about **Kidney Cancer**
Learn the facts about **Lung Cancer**
Learn the facts about **Colorectal Cancer**
Learn the facts about **Prostate Cancer**
Frequently Asked Questions

Project Brotherhood
Project Brotherhood is a cancer prevention, education and screening program committed to improving the better health of Greater New Haven-area men. Sponsored in partnership with Bayer Healthcare, Project Brotherhood is the latest of Saint Raphael's many community outreach programs.

What if I don't have health insurance or I can't afford to pay for these tests?
Project Brotherhood and the Hospital of Saint Raphael are committed to getting you the care you need...regardless of your ability to pay. It's part of Saint Raphael's caring mission.

Where are Project Brotherhood services provided?
All screenings take place at the Hospital of Saint Raphael, 1000 Main Street, in New Haven. Educational workshops and programs will be held at multiple locations in the Greater New Haven area.

What is Project Brotherhood?
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Why was Project Brotherhood created?
Project Brotherhood was created to provide local men with the educational and screening tools needed to make healthy lifestyle choices and help prevent cancer. Reaching out to create a healthier community is also one of Saint Raphael's core, driving principles. Saint Raphael's other community-based programs include the Project MotherCare prenatal/primary care van; Smiles to Go dental van; Project Eldercare senior assessment service; Sister to Sister early cancer detection program; and more.

What services does Project Brotherhood provide?
A wide range of cancer prevention, education and screening services. Because prostate, lung and colorectal cancers are the top three cancers found in men, emphasis is placed on these diseases. However, information and preventive tests for other forms of cancer are provided as well.

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Sounds great, but I have no transportation. How can I get to Saint Raphael's for screenings or other programs?
Project Brotherhood has a van dedicated to community outreach transportation on a pre-arranged basis. Call 203.867.5479 for information about upcoming informational sessions and screenings.

What if a test shows I might have a cancer condition?
Any patient with a positive screening result will be referred to a Saint Raphael physician for further tests and treatment, if necessary. If you do not have a primary care physician and wish us to notify him/her of your condition, Saint Raphael's will take care of the needed coordination.

To learn more about Project Brotherhood and preventive health screenings call 203.867.5479, email ProjectBrotherhood@srhs.org or complete and return the attached

Yes! Please send me more information about:
 Prostate Cancer
 Colorectal Cancer
 Lung Cancer
 Kidney Cancer
 Prostate and Colorectal Screenings
 Please send posters about Prostate & Colorectal Screening

Name _____
 Organization _____
 Address _____
 Phone number _____
 Email _____

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Insert 1 of 6:

Frequently Asked Questions

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Insert 2 of 6:

Learn the facts about Prostate Cancer



Roughly 1 in 6 men will develop prostate cancer. With early intervention, however, most cases can be successfully treated. Because most men with early-stage prostate cancer DO NOT experience any symptoms, every adult man should see his doctor for regular physical exams and to talk about personal risk factors.

Prostate cancer signs and symptoms

- Trouble urinating, such as weak or interrupted urine stream
- Constant urge to urinate, especially at night
- Pain or burning when urinating
- Blood in the urine or semen
- Painful ejaculation
- Nagging pain in the back, hips, or pelvis

Men who experience any of these symptoms should contact their physician.

Who's most at risk?

- Men with a family history of the disease.
- Men over 65. The risk increases as a man gets older.
- African-Americans. Scientists aren't sure how race plays a role, but there's no doubt it does.
- Men who eat a lot of red meat and high-fat dairy products.

Prevention

All men should be tested annually for prostate cancer. African-American men should start at age 45; Caucasians, Hispanics and Asians at age 50. Regular exercise and a diet rich in fruits, vegetables, whole grains and legumes can help reduce your cancer risk. Aim for at least five servings of fruits and vegetables daily.

Screening guidelines

Two quick, simple tests can check for the disease:


- Digital rectal exam: The doctor feels the prostate through the rectal wall, checking for hard or lumpy areas.
- Prostate-Specific Antigen (PSA) blood test: PSA is a protein produced in the prostate. High levels could indicate that cancer is present.

To learn more, contact the Project Brotherhood cancer screening and education program at 203.867.5479 or e-mail ProjectBrotherhood@srhs.org.

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Insert 3 of 6:

Learn the facts about Colorectal Cancer



Colorectal cancer generally refers to cancer of the large intestine or rectum. It's the third most common cancer in men and women, causing close to 60,000 deaths each year. Early detection is essential to successful treatment outcomes.

Colorectal cancer signs and symptoms

- Change in bowel habits or stools that last more than a few days
- Blood (either bright red or very dark) in the stool
- Constant abdominal discomfort, such as pain, bloating, fullness or cramps
- Unexplained weight loss
- Constant fatigue
- Chronic nausea or vomiting

Who's most at risk?

- Adults over 50.
- People with a family history of the disease, especially a close relative like a parent or brother.
- People with a personal or family history of colon polyps.
- Jews of Eastern European descent.
- African-Americans. Scientists aren't sure how race plays a role, but there's no doubt it does.
- Those with Crohn's colitis. Ulcers formed by this bowel disease can become cancerous.
- Adults with a diet high in fat and animal products. Choose plant-based foods instead, with meals rich in fruits, vegetables, whole grains and legumes. Aim for at least five servings of fruits and vegetables daily.

- Overweight adults and/or those who don't regularly exercise.
- Smokers.
- Heavy alcohol drinkers.
- Those who've already experienced colorectal cancer. Even if it was completely removed, it can form again in other parts of the

Prevention

- Eat a well-balanced, low-fat diet loaded with fruits, vegetables and whole grains.
- Don't smoke.
- Exercise at least 30 minutes, four days a week.
- Commit to the preventive exam schedule your doctor recommends.

Screening guidelines

Colonoscopy is the most thorough and effective way to screen for colorectal cancer. It allows a physician to examine the entire length of your large intestine. And, if a polyp is found, the doctor can immediately remove it. The procedure is generally recommended once every 10 years, starting at age 50. African-American men should start at age 45. Those with risk factors may start at an earlier age, or be screened more often.

Other preventive tests your physician may recommend include flexible sigmoidoscopy, virtual colonoscopy, fecal occult blood test or double-contrast barium enema. Your doctor will decide how often you may need these exams.

To learn more, contact the Project Brotherhood cancer screening and education program at 203.867.5479 or e-mail ProjectBrotherhood@srhs.org.

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Insert 4 of 6:

Learn the facts about **Lung Cancer**

Project Brotherhood

Lung cancer is the leading cause of cancer death in both men and women. Symptoms can be subtle, and it often spreads before it's discovered. That's because signs of the disease often show up on X-rays until it's reached advanced stages. When it comes to lung cancer, prevention is the best defense.

Lung cancer signs and symptoms

- A cough that doesn't go away and gets worse over time
- Chronic chest pain
- Coughing up blood
- Shortness of breath, wheezing, or hoarseness
- Repeated problems with pneumonia or bronchitis
- Neck or face swelling
- Unexplained weight loss or decreased appetite
- Constant fatigue

Who's at risk?

- Smokers. Cigarettes, cigars and pipes all put you at risk. And the longer you smoke, the greater the risk.
- Those who regularly inhale second-hand smoke.
- African-Americans. Scientists aren't sure how race plays a role, but there's no doubt it does.
- People with a history of tuberculosis, certain types of pneumonia or other diseases that can scar the lungs.

- People overexposed to radon. This invisible, odorless, tasteless gas is found in soil and rocks, and can seep into houses. Talk to your local health department about how you can test your home for radon.
- People who work unprotected with asbestos, breathing in dusts that can damage the lungs.
- People exposed to constant air pollution, such as diesel exhaust or gasoline fumes.
- Those who've already experienced lung cancer.

Prevention

- Don't smoke. It's never too late to quit. Also, don't allow anyone to smoke around you or in your home.
- Exercise regularly, and eat meals rich in fruits and vegetables. There's evidence a plant-based diet may help prevent the disease.

Screening guidelines

Unfortunately, there's no early-detection exam for lung cancer. Regular check-ups and a healthy lifestyle are the best prevention tools. If you have any symptoms, don't hesitate to contact your doctor with any lung-related concerns.

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Insert 5 of 6:

Learn the facts about **Kidney Cancer**

Project Brotherhood

More than 36,000 new cases of kidney cancer are diagnosed in the U.S. each year—the most at an advanced stage. This is because the disease often grows without causing any pain. The kidneys' location deep within the body also make it hard to feel small tumors during a physical exam. However, blood and urine screens can signal a kidney problem that warrants further investigation.

Kidney cancer signs and symptoms

- Blood in the urine. Urine color can range from slightly rusty to deep red.
- Chronic low back pain on one side.
- A lump or mass in the side or stomach area.
- Unexplained weight loss.
- Chronic, unexplained fever; fatigue.
- Generally "not feeling well" for an extended period.
- Unexplained ankle and leg swelling.

Infection, cysts or other non-cancerous medical conditions can cause similar complaints. See your physician about any of these symptoms.

Who's most at risk?

- Smokers. In fact, their risk is almost double.
- Men. Women, however, develop the disease too.
- People over 40.
- Those with a family history of kidney cancer.
- People who don't exercise.
- Advanced kidney disease patients who need to be on dialysis.
- People very overweight or with uncontrolled high blood pressure.
- People exposed to certain workplace chemicals, especially asbestos, cadmium and those related to iron work and the steel industry.

Prevention

- Don't smoke.
- Exercise daily. As little as 30 minutes can help—especially if you're overweight.
- Commit to regular physical exams.
- If you are on dialysis, follow your doctor's recommendations.
- Shoot for at least five servings of fruits and vegetables daily.

Screening Guidelines

- At age 40 and above, ask your doctor about kidney cancer screening for the urine and blood tests that can help detect this disease.

To learn more, contact the Project Brotherhood cancer screening and education program at 203.867.5479 or e-mail ProjectBrotherhood@srhs.org.

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Healthy Habits



Healthy habits aren't just important for better health today. They're essential to helping prevent serious illnesses like cancer from developing tomorrow.

Don't smoke. It's the single most healthy thing you can do. Saint Raphael's offers programs for those who want to quit. Call 203.789.3131 for details. Also avoid breathing in others' second-hand smoke. And don't be shy to tell friends and family your home is a smoke-free zone.

Take control of your health. Commit to needed preventive tests and check-ups.

- Prostate screening by age 50 for Caucasians and Hispanics; by 45 if you're African-American.
 - Colorectal cancer tests by age 50 for Caucasians and Hispanics; by 45 if you're African-American.
 - Cholesterol checks every five years after age 35; more frequently if heart disease runs in your family.
 - Blood pressure checks at least every two years; more often if your numbers appear elevated, or your physician is concerned.
- All men 15 and older should also perform a monthly testicular exam. Testicular cancer is the most common cancer found in young men. But if detected and treated early, most cases can be cured. In fact, the survival rate is 95 percent.

Eat nutritious foods. A plant-based diet rich in fruits, vegetables, beans and whole-grains is what most experts recommend. Shoot for at least five servings of fruits and vegetables daily. Choose lean meats, along with low-fat dairy products. Limit red meat and increase fish intake. Leave fatty, fried and high-calorie foods for special treats.

Exercise at least 30 minutes each day. If you're too busy for 30 minutes straight, break it up into three 10-minute sessions.

Drink alcohol in moderation, if at all. For men, this means more than two drinks a day. No more than one a day for women.

Always wear sunscreen. Choose a brand with an SPF of 15 or higher. During the summer, avoid long periods in the sun between 10 a.m. and 2 p.m., when ultraviolet rays are strongest. Wear a visor to protect your face. And remember that sunburn isn't just a summer phenomena.

Manage stress. Breathe deeply. Take a walk. Get lost in a good book. Find something that helps you relax, and do it every day. Stress can lead to unhealthy habits, as well as contribute to some medical conditions.

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