



*“Never doubt that a small group
of thoughtful, committed people
can change the world. Indeed.
It is the only thing that ever
has”
– Margaret Mead*

News

Volume 5, Issue 3
November 2022

THE BLUEPRINT

Fran Franklin, Renee Savickas and Cara Clements, Editors

President's Message

Welcome to the next Quarterly Newsletter, and I am happy to report that the recently concluded 17th Annual Meeting of NASPCC in Washington, DC from November 4-6 was a complete success. The stellar faculty and the agenda were superb, and demonstrate that we continue to grow and to increase our visibility and our reach to more patient populations. Soon there will be a Report from the 17th Annual Meeting on our Website, www.naspcc.org. Please visit our website and take advantage of the resources there. Soon you will see a re-designed Website.

Our next Issue of PROSTATEPEDIA Magazine, which will cover “Chemotherapy”, will be out soon - concluding an 8-Issue year - but remember that our PROSTATEPEDIA DIGEST is mailed to every subscriber by Mailchimp every single Friday of the year at 8:00 am Pacific. The subscription numbers for PROSTATEPEDIA are over 20,000+! We are very proud that these educational resources are the “gold standard” for education on prostate cancer.

There is always work to do, and the fact that we are all volunteers should not prevent us from helping in those efforts. It should be the reason we are doing it!

Sincerely, Merel Nissenberg

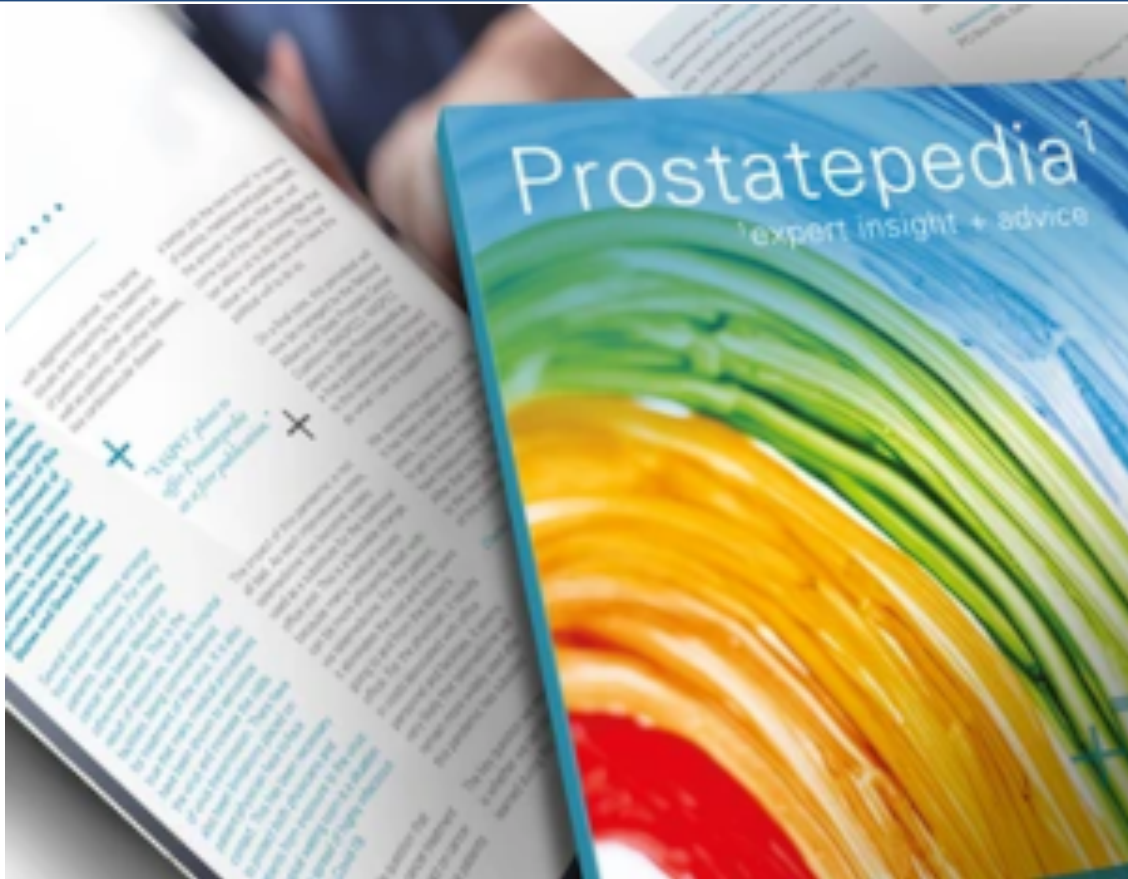
NASPCC'S 8 Advisory Committees

By Thomas Kirk, Chair, Steering Committee

If you are interested in joining any of the Committees, please let us know! You do NOT need to be your state's representative to NASPCC. Please e-mail Merel Nissenberg at: mgrey@ucsd.edu.

- **Communications:** New Chair: Fran Franklin, Renee Savickas (past Chair)
New 2022-2023 Members: Cara Clements, Paul Kradel, Mary Anderson, Rob Johnson (past Chairman, State Coalition Development)
Previous Members: La Tanya Patton (previous past Chair)
Not Continuing: Johnny Payne and Ira Baxter (previous Chairman, State Coalition Development)
- **Education and Awareness:** Chairman: Clarence Williamson (continues in 2022-2023)
New 2022-2023 Members: Ray Bridgewater, Bruce Williams, Beth Bridges
Continuing Members: David Sauls, Cheryl Cropp, Calvin Jackson, Paul Kradel, Tammie Minter/Bolton, LaTanya Patton
Not Continuing: Fran Franklin (Chairing Communications Committee), Dave Hulbert, Jan Marfyak, Steve Richardson, Ira Baxter (previous Chairman, State Coalition Development) and Johnny Payne
- **State Coalition Development:** New Chairs: Beth Bridges and David Sauls
New Members: LaTanya Patton, Darrell Wilson
Continuing Members: Dwight Thomas, Bruce Williams, Cheryl Cropp, Crissy Kantor
Not Continuing: Harold Pharoah, Ira Baxter (previous Chairman) and Rob Johnson (past Chairman)
- **Advocacy and Public Policy:** New Co-Chairs: Beth Bridges and Paul Kradel
New 2022-2023 Members: LaTanya Patton, Bruce Williams, Steve Hentzen
Continuing members: Tom Kirk, Jan Marfyak
Not Continuing: Don Lynam (previous Chairman), Robert Gammage
- **Budget: Chairman:** Treasurer Tony Minter
Continuing Members: Don Lynam (past Chair and Treasurer), Tom Kirk, Jan Marfyak, Ulysses Wright
- **Fundraising:** Chair: President Merel G. Nissenberg (continuing Chair)
Continuing Members: Rob Johnson (past Chairman, State Coalition Development)
Not Continuing: Gabe Rosko, Mary Anderson
- **Annual Meeting:** Chair: President Merel G. Nissenberg (continuing Chair)
Continuing Members: Tammie Minter/Bolton, Jan Marfak, Don Lynam, Crissy Kantor, Robin Leach
Not Continuing: LaTanya Patton (past Communications Committee Chair), Ulysses Wright, Harold Pharoah, Rob Johnson (past Chairman, State Coalition Development)
- **Medical Advisory:** Chair Michael Zaragoza (continuing Chairman)
New 2022 Members: Jonathan Epstein, MD, and Michael Morris, MD
Continuing Members, Leonard Gomella, MD, Vincent Laudone, MD, Christopher Logothetis, MD, Judd Moul, MD, William Nelson, MD, PhD, Alan Partin, MD, PhD, Kenneth Pienta, MD, Saul Priceman, PhD, Mach Roach III, MD, Ashley Ross, MD, PhD, Peter Scardino, MD, Paul Shellhammer, MD,
Not Continuing: Ian Thompson, MD

Prostatepedia and Prostatepedia Digest



With more than 20,000 subscribers, **PROSTATEPEDIA Magazine and the weekly PROSTATEPEDIA DIGEST** continue to help educate patients and physicians about prostate cancer. In 2022 there were 6 PROSTATEPEDIA MAGAZINE Issues and 2 Supplements, with the last Magazine to be published by mid-December. Topics this year included “Radiation Therapy”; “Theranostics”; “ADT and Anti-Androgens”; “Testing”; and “Immunotherapy”.

Next, will be the Magazine Issue on “Chemotherapy”. All Magazine issues are in the Flipping Book presentation mode and are archived on the www.naspcc.org website, where they are also downloadable as a PDF. The weekly PROSTATEPEDIA DIGEST is distributed by Mailchimp e-mail at 8:00 am every single Friday, with abstracts and links curated by NASPCC President Merel Nissenberg.

In 2023 the MAGAZINE topics will include “Metastatic Hormone-Sensitive Prostate Cancer” “Imaging”, “Genomic Testing”, “New Directions in Advanced Prostate Cancer”, “Radiation Therapy”, and “Radioligands: PSMA PET and Theranostics”.

NASPCC LAMINATE SERIES

The National Alliance of State Prostate Cancer Coalitions (The Prostate Cancer Alliance) has created, produced, and now distributes a Series of Laminates (2-sided laminated durable resources, with one side for patients and the flip side for Physicians), on various topics in prostate cancer. The Laminates are in a question-and-answer format on both sides and are designed to improve informed discussions between physician and patient to lead to better shared decision-making.

The Laminates are online at www.naspcc.org and are available for reprinting as PDF's. Here are the specific links: <https://naspcc.org/docs/informed-decision-9-11-17.pdf> for Informed Decision-Making; and <https://www.naspcc.org/index.php/new-laminated-resources> for the other topics. Besides distribution, upon request NASPCC will also send the actual Laminates in bulk for awareness and educational events, as well as to physicians and clinics.

Topics already completed include:

- Informed Decision-Making
- The Role of PSA Throughout the Prostate Cancer Journey
- Non-Metastatic Castrate-Resistant Prostate Cancer
- Metastatic Castrate-Sensitive Prostate Cancer
- Imaging in Prostate Cancer

“In queue are “Testing”, “Immunotherapy”, “Bone Health”, “Pain Management in Advanced Prostate Cancer”, and “Theranostics”. Other suggested topics are welcome!

We will send these to you for distribution at NO COST and they are a reminder that your state is a proud participant in NASPCC!

WEBINAR SERIES

The National Alliance of State Prostate Cancer Coalitions (NASPCC) prides itself on the outstanding caliber of the presenters it chooses to present on our Webinars.

Please stay tuned for our 2023 Webinar Series. At any time, you may view past webinars on our website. Here is the link to the NASPCC Webinar series:

<https://naspcc.org/index.php/naspcc-webinar-series>

Important Links

**NASPCC Webinar
Series Monthly
webinars with leaders
in the Prostate Cancer
field**

[CLICK HERE](#)

**NCCN Annual 2022
Conference**

[CLICK HERE](#)

**PCEC Prostate Cancer
Markers interactive tool**

[CLICK HERE](#)

**NASPCC Member
Updates**

[CLICK HERE](#)

**NIH National Cancer
Institute Treatment
Clinical Trials for
Prostate Cancer**

[CLICK HERE](#)

**CancerCare Prostate
Cancer Support Group
Online**

[CLICK HERE](#)

**Latest updates from
PROSTATEPEDIA
Magazine**

[CLICK HERE](#)

**NASPCC 17th Annual
Meeting- Proceedings**

[CLICK HERE](#)

**NASPCC Brochures
Laminated Resources**

[CLICK HERE](#)

**State Coalition
Spotlight:
Georgia**

[CLICK HERE](#)

In The SPOTLIGHT by Paul Kradel

In each quarterly issue of THE BLUEPRINT, NASPCC is proud to feature a section dedicated to a very special State Coalition or Member to acknowledge the wonderful services they provide in their state. This quarter we are honored to shine the SPOTLIGHT on:

The Georgia Prostate Cancer Coalition, Dwight Thomas, President



www.georgiaprostatecc.com

Dwight Thomas of the Georgia Prostate Cancer Coalition is setting high standards for Prostate Cancer Support Groups Across the Nation. In a telephone interview with Dwight Thomas, he presented as an energetic man who is on a powerful mission: to help promote public awareness of the reality and risk of Prostate Cancer to all men and teach men how they can deal with the ever-present risk of Prostate Cancer. Mr. Thomas reports that “Prostate Cancer is the leading cause of new cancers in Georgia.” In 2019 an estimated 5,400 new cases of Prostate Cancer were diagnosed in 2019. It is “The purpose of the Georgia Prostate Cancer Coalition is to educate men about managing their health, to recognize the importance of early detection of the disease, and to cultivate an environment of support around survivors.”

The Georgia Prostate Cancer Coalition has an excellent website that is filled with information about their many projects. Free Screenings are provided for PSA testing; Blood Pressure Checks; COVID-19 Vaccines; Nutritional Counseling and Mental Health Counseling. The Georgia Coalition has recruited many sponsors to help them with this major public health program. Sponsors include Northside Hospital Cancer Center (located throughout the Metro-Atlanta area) The Fulton-DeKalb Hospital Authority, LabCorp, Recovery Consultants of Atlanta, The Pink Coat Coalition, Historic Hills CDC, Progressive Medical Institute, Memorial Drive Family Medicine, NPU and others. They have been very successful in their community outreach.

The Georgia Prostate Cancer Coalition exudes energy and positive programs from every public information program they undertake. They sponsor Virtual Workshops. One was titled “Frankly speaking about Cancer Risks Among African Americans.” Mr. Thomas and his colleagues did a public forum at a church at Springfield Baptist Church Conyers, GA to an audience of over 250 men. The program was titled “Man Talk.”

Continued

Their website contains a “Prostate Health Playbook- Know your score” Another publication on their website is titled “Prostate Cancer- Family-Saving Tips for Women.” And there is still more to come. They provide a worksheet titled “Create Your Prostate Cancer Plan.” They are developing an Intern Program in Partnership with Mercer University in Georgia. Golf tournaments and numerous other events fill up their calendar.

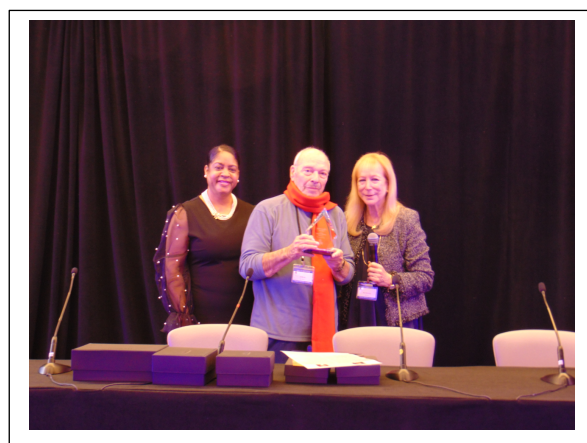
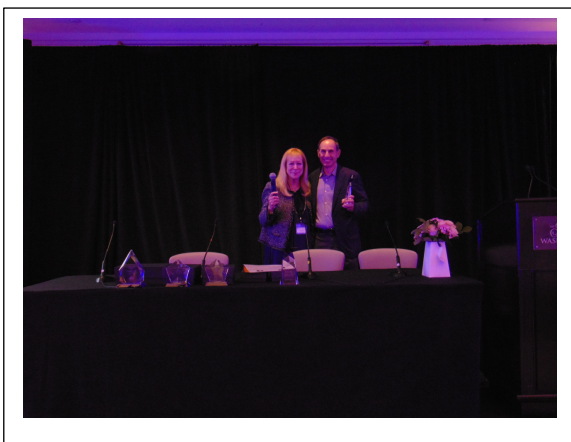
Watch the Georgia Prostate Cancer Coalition. They are setting the pace for other groups to follow.



NASPCC would like to congratulate Dwight Thomas and the Georgia Prostate Cancer Coalition for being our “Spotlight” featured group of the quarter! You are doing excellent work bringing Prostate Cancer Awareness, Education and Support to Georgia! Thank you for all that you do!

2022 Awards

At the recent 17TH Annual Meeting, NASPCC presented several Awards at the Saturday evening Dinner on November 5. The Outstanding Physician Award for Contributions in the Field of Prostate Cancer was presented to both **Jonathan Epstein, MD** of Johns Hopkins, and **Thomas Hope, MD**, of UCSF Medical Center in San Francisco. Dr. Epstein, a member of NASPCC's Medical Advisory Board, had presented that morning on "Aggressive Variant Prostate Cancer &/or Treatment-Associated Small Cell Neuroendocrine Prostate Cancer". Dr. Hope had presented on "PSMA PET and Functional Imaging" that afternoon and he later spoke at the Awards Dinner on "PSMA-Lutetium and Theranostics". The James West Spirit Award was then presented to Clarence Williamson from Tennessee, and the Best State Prostate Cancer Coalition Award went to the Georgia Prostate Cancer Coalition. Lastly, a surprise Founder's Award went to Jan Marfyak of New Mexico for his work in helping to co-create NASPCC, with the idea that the Founder's Award will be presented in future years for outstanding leadership.



Fundraising Tips

This section of the **Blueprint** provides tips to help with fundraising for your nonprofit.

A diverse fundraising strategy is crucial to your group's success. Whether you are fully dependent on donations or utilize a variety of revenue sources like various types of grants, sponsorships, corporate partnerships, major contributions or membership fees, successful fundraising is key to maximizing your impact on your mission.

Here are some good fundraising campaign ideas:

Year-End Campaign – This type of campaign sees nonprofits raise funds leading up to the end of the year, for example October-December. Year-end campaigns often include #GivingTuesday campaigns because #GivingTuesday falls within the overall timeframe. Network for Good has a Personal Fundraising Coach Library for year-end e-guide.

Peer-to-Peer Campaign – This involves a group of people fundraising individually on behalf of your organization.

Subscription Giving Ideas – This type of campaign aims to increase the number of subscription donors – those supporters making a recurring gift to the nonprofit monthly or quarterly.

Lapsed Donor Campaign – These are supporters who have not donated to your organization in over a year. A lapsed donor campaign would include one or more appeals targeted specifically at lapsed donors and encourages those prior supporters to give again.

Capital Campaign – This type of campaign aims to raise funds to make a substantial impact to your organization, such as to renovate an existing space or build or purchase a new space.

Fundraising campaigns include one or more fundraising appeals sent via one or more communication channels. We encourage you to plan a series of appeals and to send them out using a variety of communication channels. There are many fundraising platforms out there to choose from. Please check them out to see which one may work best for your organizations.

**Source credit Network for Good www.networkforgood.com*

Social Media Platforms

Facebook/Instagram/Twitter/LinkedIn/YouTube/TikTok

All unique – try multiple platforms to see which one works best for you and your organization.



The official NASPCC Facebook page is:

<https://www.facebook.com/NASPCC/>

Please LIKE and SHARE the NASPCC Facebook posts on your organization's Facebook page!



About NASPCC and our Mission Statement

The National Alliance of State Prostate Cancer Coalitions (NASPCC) is a nation-wide organization comprised of state coalitions dedicated to saving men's lives and enhancing the quality of life of prostate cancer patients and their families, through awareness and education and the development of a public policy network.

State Coalitions

The following states have participated in NASPCC:

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- Ohio
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- Tennessee
- Utah
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

Educational Tools

Having a prostate cancer related event in your community? Just ask! We will be happy to ship some Informed Decision-Making Laminates or Laminates on 4 other topics.

The Laminate

Prostate Cancer: Informed Decision-Making for Men over 40 and Primary Care Physicians.

This is NASPCC's excellent awareness and educational tool for INFORMED DISCUSSIONS between men and their physicians.

We will send these to you for distribution at **NO COST** and they are a reminder that your state is a proud participant in NASPCC!



2022 - 2023 Board of Directors

The 2022 Board of Directors of the National Alliance of State Prostate Cancer Coalitions

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Vice President: LaTanya Patton

Secretary: Jan Marfyak

Treasurer: Anthony Minter

Director at Large: Don Lynam

Special Advisor: Tom Kirk

Board Members: Mary Anderson, Elizabeth Bridges, Chris Collier, Dave Hulbert, Paul Kradel, David Sauls, Renee Savickas, Ronnell Showell, Dwight Thomas, Bruce Williams, Clarence Williamson and Darrell Wilson

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Johns Hopkins Medicine

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Jefferson University Hospitals*

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*The Virginia Prostate Center, Eastern Virginia
Medical School*