



1000 Johnson Ferry Road, NE
Department 936
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DID YOU KNOW THAT
ONE IN EVERY SIX MEN
IS DIAGNOSED

WITH PROSTATE CANCER?



H E L P
THE MEN IN
YOUR LIFE
PROTECT THEMSELVES

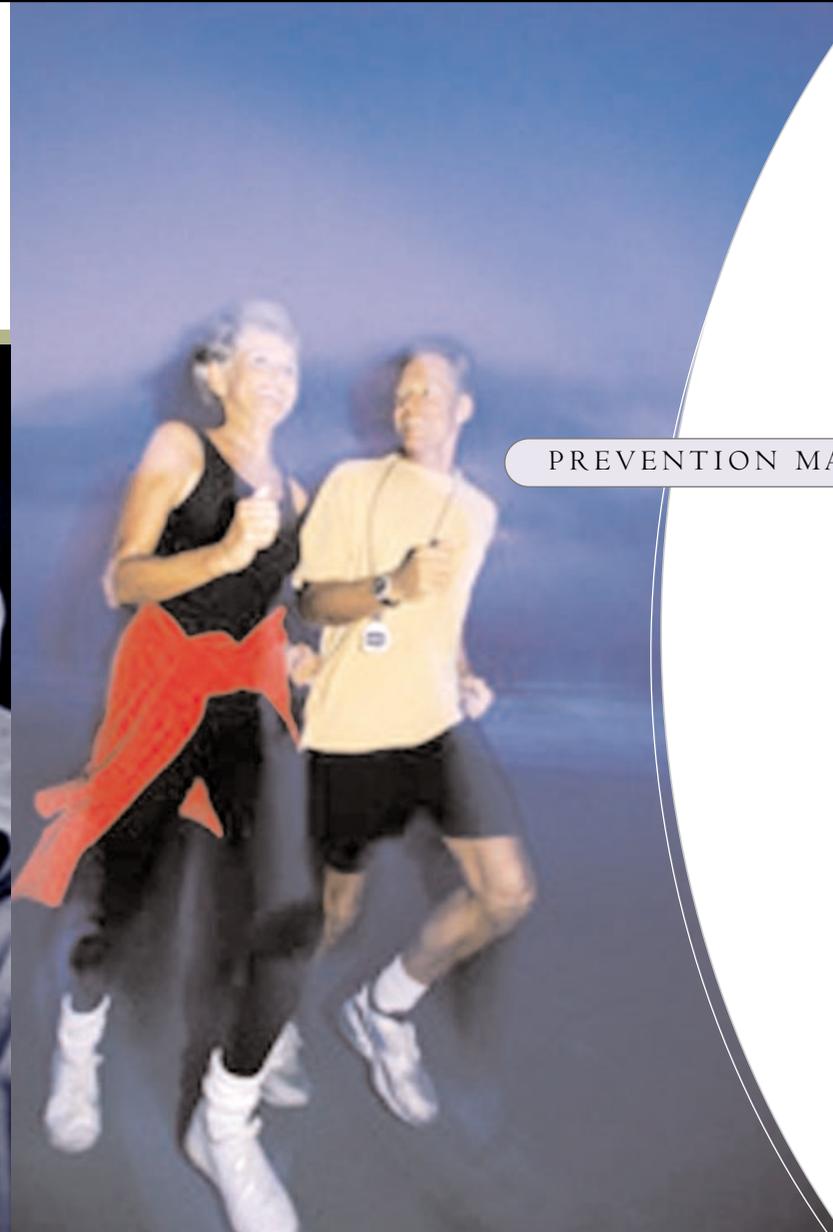


WE'RE PARTICIPATING IN **SELECT** RESEARCH

Northside Hospital is participating in the Selenium and Vitamin E Cancer Prevention Trial (SELECT), an international study to determine whether or not vitamin E and Selenium can prevent prostate cancer. The effort is sponsored by the U.S. National Cancer Institute. Participants in the study include men who:

- are 55 and older, (or African-American 50 and older).
- have never had prostate cancer.
- have not had any other cancer for the last five years, except skin cancer.
- are in generally good health.

We encourage men in the metro Atlanta area who meet these qualifications to be part of the SELECT study. It costs nothing and may help us learn more about how to prevent prostate cancer. If you'd like more information, contact our risk assessment nurse by calling 404-845-5263.



PREVENTION MAY START WITH A HEALTHIER DIET, LIFESTYLE

The risk of prostate cancer may be less for men whose diets are low in fat and high in fruits, vegetables and grains. Living healthier may help, too. Recommendations from dietitians, health professionals and fitness experts include:

- Reduce or eliminate red meat, especially high-fat or processed.
- Eat at least five servings of fruits and vegetables per day, particularly those high in antioxidants.
- Include reasonable amounts of bread, cereals, grains, rice and pasta.
- Avoid foods high in calories and carbohydrates.
- Don't smoke.
- Don't abuse alcohol or drugs.
- Get proper exercise.

EARLY DETECTION CAN SAVE LIVES

Finding prostate cancer at its early stages can save lives. That's why Northside Hospital offers free community prostate screenings throughout the year.

Free screenings in September: Prostate Cancer Awareness Month.

Our next free prostate cancer screenings will be offered at Northside Hospital's Cancer Center at 1000 Johnson Ferry Rd. in Atlanta on **September 24 and 25, 2002**, from **5:30 p.m. until 7:30 p.m.**

Appointments are required, and are available on a first-come, first-serve basis and can be schedule by calling 404-303-3502.

If our screening is full, you may call 1-800-ACS-2345 to find other screenings in your area.

WHO SHOULD BE SCREENED?

- men who are between 50 and 70 and have no family history of prostate cancer
- men who are between 40 and 70 and have a family history of prostate cancer
- men who are between 40 and 70 and are African-American



KNOW THE SYMPTOMS

Men should consult a urologist immediately if any of the following symptoms occur:

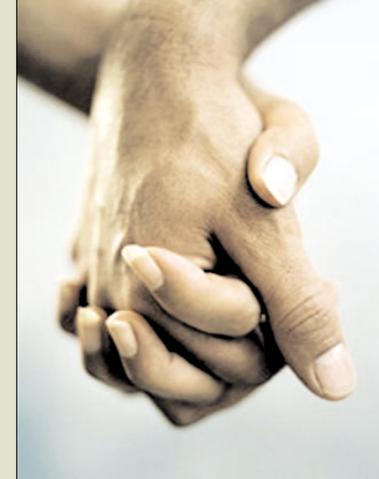
- weak or interrupted urine flow
- frequent urination, particularly at night
- difficulty urinating
- pain or burning during urination
- blood in the urine or semen
- pain in the back, hips or pelvis
- painful ejaculation

However, men shouldn't wait until they have symptoms to be screened!

METHODS OF DIAGNOSIS AND FORMS OF TREATMENT

A full range of diagnostic tests. Urologists use a variety of techniques to detect prostate cancer. Options include digital rectal examinations, prostate-specific antigen (PSA) lab tests, transrectal ultrasounds, and biopsies (removal of cells, tissues or fluids to view under a microscope).

Leading edge treatment, extensive experience. Anyone who is diagnosed with prostate cancer will receive optimum care through the Prostate Care Program at Northside Hospital. Our leading-edge program and highly experienced health care professionals provide the latest treatments including prostatectomy, hormone therapy and prostate seed implantation-radiation. More seed implants, a method of internal radiation that zeroes in on cancer cells, are performed here than in any other hospital in the United States. We are also one of a few hospitals in Atlanta performing cryosurgery, a procedure that freezes and destroys prostate cancer cells.



WE OFFER SUPPORT AND REHABILITATION.

Northside Hospital provides more than treatment. We work with patients and their families throughout their rehabilitation. We provide biofeedback and impotence programs for prostate cancer patients. We offer support groups through our relationship with The Wellness Community - Atlanta Northside. And to help our patients revel in their victories, we host an annual Celebration of Life — a free cancer survivors' party.

UNDERSTAND THE RISK FACTORS

The causes of prostate cancer are not completely understood, but research indicates several common factors that may increase risks of developing the disease. These include:

Age: After 50, the likelihood of developing prostate cancer goes up significantly. And 70 percent of all diagnoses are in men over 65.

Race: African-American men develop prostate cancer nearly 70 percent more often than white American men and are twice as likely to die of the disease. African-American men are also more likely than other races to be initially diagnosed at advanced stages.

Diet: Men whose diets consist largely of red meat, fat and dairy products and not enough fruits and vegetables seem to run a higher risk of developing prostate cancer.

Exercise and Weight: Men who do not exercise regularly and do not maintain a healthy weight may have an increased risk.

Family History: Men with relatives who have had prostate cancer have a higher risk of developing the disease.

TIME IS OF THE ESSENCE

It seems that nearly everyone has heard of prostate cancer. But many do not realize it is the most common form of cancer in American men, other than skin cancers. Sooner or later, one in every six men is likely to be diagnosed with the disease. One man in every 32 is expected to die from it. And it often starts with no apparent symptoms.

But you can tell the men in your life that there's good news about prostate cancer. For one thing, Northside Hospital has successfully diagnosed and treated hundreds of prostate cancer cases – more in 2001 than any other hospital in metro Atlanta – and we stand ready if you need us. We also know first-hand that time is of the essence: prevention, early diagnosis and appropriate treatment can save lives.

TALK TO THE MEN IN YOUR LIFE NOW.

In case you're wondering how important early detection really is, consider these statistics. According to the American Cancer Society among men diagnosed with prostate cancer:

- 97 percent survive at least five years, 79 percent survive at least 10 years and 57 percent survive at least 15 years.
- The five-year survival rate is nearly 100 percent for men who are diagnosed before it spreads beyond the prostate, surrounding tissues or lymph nodes.
- Of the six percent whose prostate cancer has spread to other parts of the body before it is diagnosed, 34 percent survive at least five years.

Clearly, discovering prostate cancer early can make a big difference.

So please encourage the men in your life to talk to a urologist about prostate cancer screenings. It could save their lives. And if you don't have a urologist, call Northside Hospital's **free physician referral** service at 404-851-8817. We'll put you in touch with one right away.

WE'RE HERE TO HELP

Whether you're concerned about prostate cancer or any other health matter, turn to us for help and information. As a full-service hospital, we'll take care of you and your family any time you need us. We have a wide range of services and programs that will help you take good care of yourselves.

For more information on our services listed below visit our web site www.northside.com:

Cardiology

Cancer Care

Diabetes Education

Emergency Services

Gastroenterology

Neurology

- Back and Neck Care

- Stroke Care

Occupational Health

Outpatient Services

Pain Treatment

Preventive Medicine

Rehab Services

Sleep Medicine

Speakers' Bureau

Surgical Services

Urology

Women's Services

WEB SITES WITH MORE INFORMATION ON PROSTATE CANCER

Northside Hospital
www.northside.com

American Cancer Society
www.cancer.org

National Cancer Institute
www.cancer.gov

CaP CURE
www.capcure.org

What to Do if Prostate Cancer Strikes: A Helpbook
www.cancerresearch.org/prostatebook.html