


IMPACT in Your Community

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Free Prostate Cancer Treatment



In 2000, 17,500 cases of prostate cancer were diagnosed in California. An estimated 3.5 million are uninsured in California.

IMPACT, Improving Access, Counseling and Treatment for Californians with Prostate Cancer, is a new statewide program to provide free prostate cancer treatment to California's uninsured and underinsured men.

Funded by the State of California, the program will provide free treatment for up to 18 months. In order to qualify for the program, patients must be California residents, 18 years of age or older and be

uninsured or underinsured.

“The program specifically aims to reduce prostate cancer mortality among men of color,” says IMPACT Program Director Dr. Mark S. Litwin.

“African American men are two to three times more likely to be diagnosed with prostate cancer in their lifetime and two to three times more likely to die from it,” says Dr. Litwin.

Along with treatment, patients work with a nurse case manager who guides

them through the treatment process. Also included in the IMPACT program is patient education. Patients are given culturally sensitive easy to read materials that help them understand the prostate cancer treatment process.

And, because numerous research studies have established a link between diet and prostate cancer, free nutrition counseling is available for those who enroll in IMPACT.

IMPACT Outreach Team Los Angeles

Octavia Miles

Director for Education and Outreach

310-267-4576

Sarah E. Connor

Health Team Manager

310-794-6374

Audrey Tatum

Outreach Coordinator

310-267-2844

Speakers are available upon request. Please contact a team member for more information.

An essential part of the IMPACT program is the development of partnerships with community-based and faith-based organizations. These relationships are crucial to the IMPACT goal of providing

free prostate cancer treatment and related services to all uninsured men.

Along with you, we at IMPACT are concerned with meeting the health needs of those people who traditionally have been

underserved. With your support, thousands of Californian men will go on to lead healthy, fulfilling lives.

Octavia Miles, MBA, is the IMPACT Director for Education and Outreach

Getting Involved with IMPACT

By Octavia Miles

IMPACT



Improving Access, Counseling and Treatment

for Californians with Prostate Cancer

Prostate Cancer Focus Group Participants Needed

Have you recently been diagnosed with Prostate Cancer? Are you a Prostate Cancer Survivor?

Do you know someone who has been diagnosed with Prostate Cancer or is a survivor?

If you have answered yes to any of these questions we need your help!

Come help us design materials that will help men and their families have a better understanding of prostate cancer and how to treat it.

Participants will receive:

1. A local transportation payment
2. Dinner
3. Your choice of **ONE** of the following items:
 - \$25 phone card
 - \$25 public transportation tokens
 - \$25 gas card
 - \$25 grocery card

How do I sign-up?

Call 1 (800) 409-8252 to sign-up or for more information.
Space is limited so call early to hold a place.



Heidi's Nutrition Corner



The relationship between nutrition and prostate cancer has been established in numerous research studies. Specifically, a high-fat diet with low fruit and vegetable intake can deprive the body of valuable cancer protective antioxidants, while providing an excess of un-needed calories. Research has shown that eating a diet low in fat and high in fibrous fruits and vegetables, especially red fruits and vegetables, and soy products will decrease the risk of prostate cancer. Information and education about the nutrition-prostate cancer link can promote diet and lifestyle behavior change before and after cancer treatment. This may improve treatment outcomes and increase the quality of life after treatment.

"My goal as the IMPACT dietitian is to promote healthy eating habits with our patients during the waiting period prior to treatment and during recovery and survivorship." This will be facilitated through individual counseling, group education sessions and through the development of culturally sensitive and easy to read nutrition education materials.

Heidi Frith-Smith, MPH, RD, is the IMPACT Dietitian

**IMPACT: Improving Access, Counseling and Treatment
For Californians with Prostate Cancer
UCSF Box 1736
San Francisco, CA 94143-1736**