

PCC Men's Health Work Group Meeting

Called by Patrick Loftus

Date: January 21, 2026

Time: 10:00 am – 10:50 am

Attendees: Patrick Loftus, Jennifer King, Charnita Zeigler-Johnson, Greg Raddick, Oleksandr (Alex) Kolesnikov

Meeting Summary

Program, Partnership, & Membership Updates

- The group welcomed Alex, Clinical Research Project Manager (Urology) at Jefferson Health and recent MPH graduate from Drexel, who shared Jefferson's community-based prostate cancer screening efforts and interest in advocacy collaboration.
- Attendees represented the Division of Cancer, Fox Chase Cancer Center, Johnson & Johnson (policy/advocacy), Pennsylvania Cancer Coalition, and Jefferson Health.
- Since this was the first meeting of 2026, Patrick reviewed accomplishments for 2025, including successful prostate cancer webinars, a statewide Call to Action reaching over 30,000 professionals and organizations, and ongoing partner engagement.

Legislative and Advocacy Updates

- Greg provided an update on Pennsylvania prostate cancer screening legislation work, focusing on no-cost PSA screening for high-risk men. Efforts remain centered on advancing the Senate bill sponsored by Senator Robinson, with an emphasis on committee movement during an election year.
- Outreach to the Black Caucus in Philadelphia and Pittsburgh and broader awareness-building were identified as key strategies.
- Planning continues for a Capitol education and advocacy day during Prostate Cancer Awareness Month (September), pending Senate session confirmation.

Communications & Public Awareness

- The group discussed the need for a more centralized and consistent social media presence to support awareness and legislative goals. Potential platforms include coordinated use of PA Prostate Cancer Coalition, Pennsylvania Cancer Coalition, and ACS CAN channels.

- Challenges noted included limited administrative capacity and approval processes; a coalition-based approach was favored to reduce barriers. Facebook was identified as a particularly effective platform for reaching the target population.

Education & Community Outreach

- The group discussed shifting future education efforts to focus more directly on men, women, and community influencers, rather than clinicians alone. Faith-based organizations, particularly in Philadelphia and Pittsburgh, were identified as a priority outreach population.
- A proposal emerged to develop a recorded educational video (15–20 minutes), with an optional shorter 3–5 minute version suitable for church settings. Recorded content would allow greater flexibility, broader dissemination, and easier partner participation.
- Existing short videos featuring Jim Williams were identified as potential components for future outreach.

Upcoming Events

- ACS CAN Cancer Action Day will take place on June 2 (Tuesday) at the Capitol, with prostate cancer screening included among priority issues. The group discussed aligning prostate cancer advocacy and messaging with this event and building momentum toward September activities.

Next Steps

- Greg to connect with Jim Williams, Christine Warner, and Donna Greco regarding coordinated communications and social media efforts.
- A draft will be created to share with the group- a brief framework for a recorded prostate cancer education initiative.
- Partners to explore faith-based outreach opportunities and distribution channels.
- Continue planning for September Capitol education and advocacy activities.

The meeting concluded with appreciation for new participation and continued collaboration.

Next Meeting: February 18, 2026