

## **PCC Men's Health Work Group Meeting**

Called by Patrick Loftus

**Date:** March 18, 2026

**Time:** 10:00 am - 11:00 am

**Attendees:** Patrick Loftus, Jennifer King, Charnita Zeigler-Johnson, Greg Radick

### **Meeting Summary and Key Points:**

#### **Program and Partnership Updates**

- Patrick shared progress on the faith-based outreach letter, currently in draft form and under review by a small planning group. Next steps include identifying and securing quotes from a survivor, clinician, and faith leader to finalize the piece.
  - The group agreed to keep the faith-based letter and potential short video as separate efforts to avoid overextending limited staff capacity.
  - Updates were discussed regarding the prostate cancer screening legislation one-pager, which continues to be revised as additional organizations sign on. It was noted that updates are typically released periodically (e.g., quarterly or prior to major advocacy events), and care should be taken before broadly sharing versions that may change.
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#### **Legislative and Advocacy Context**

- Greg provided updates on Cancer Action Day (June), which will be a key advocacy focus for ACS CAN, including prostate cancer screening among priority issues.
  - Continued efforts are underway to engage partners, including outreach to the Black Caucus and collaboration with external organizations to support awareness and legislative momentum.
  - It was noted that due to the election year and state budget timeline, there is a limited window for legislative movement prior to summer recess. If action does not occur before that period, progress may be delayed until a future cycle.
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#### **Communications and Outreach Strategy**

- The group discussed incorporating targeted messaging in the PCC newsletter to support awareness of prostate cancer screening and related advocacy efforts.

- Additional emphasis was placed on identifying real-world perspectives (patient or provider) that highlight barriers to screening, particularly cost-related challenges, to strengthen messaging.
  - Potential sources for these perspectives include FQHCs and community health centers, as well as existing networks within the PA Prostate Cancer Coalition.
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### **Faith-Based Outreach Development**

- The group reaffirmed the goal of developing a concise, one-page faith-based outreach letter, supported by brief, impactful quotes.
  - Consensus that including a primary care provider perspective would be valuable, given their role in screening conversations with men.
  - Action steps include:
    - Identifying potential clinicians (including primary care and oncology) for quotes.
    - Exploring survivor perspectives, particularly individuals who experienced barriers to screening.
    - Leveraging existing quotes where appropriate to streamline development.
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### **Emerging Topics and Resources**

- Brief discussion on increased visibility of PSA blood testing awareness campaigns, including recent national messaging efforts aimed at reducing stigma and improving screening uptake.
  - Additional prostate cancer resources and organizations were noted for potential future exploration and collaboration.
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### **Next Steps**

- Finalize list of individuals (survivor, clinician, faith leader) for inclusion in faith-based letter.
  - Collect and review quotes for incorporation into outreach materials.
  - Coordinate messaging for inclusion in upcoming PCC newsletter.
  - Continue monitoring legislative updates and align outreach with Cancer Action Day activities.
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### **Closing**

Meeting concluded with appreciation for continued collaboration and progress on outreach efforts.

**Next Meeting:** 4/15/2026