



BlueSeptember  
Facing up to Prostate Cancer

Get Blue  
THIS SEPTEMBER

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Why **blue**? It's simple – **blue** is for men and boys!

2,900 men in New Zealand are diagnosed with prostate cancer every year with more than 650 men dying annually from the disease. However around half of those deaths could be prevented by early detection.

That is why it is time for men to 'face up' to prostate cancer, and if you're over 40 – get checked!

**Blue September** is a nationwide awareness and fundraising campaign for the Prostate Cancer Foundation of New Zealand – with September being International Prostate Cancer Awareness Month. Prostate cancer is the most common cancer in New Zealand men.

### How can you help reduce the deaths occurring from prostate cancer?

- The latest guidelines recommend every male from the age of 40 onwards begins an annual PSA blood test – this blood test gives an indication and if the PSA level is a bit high, you go for the follow up DRE exam.
- If you have family history of prostate cancer in particular, you should start getting the DRE check annually from age 40.
- If caught early, prostate cancer is very manageable and there are a lot more less invasive treatment options available.
- There are also healthy lifestyle choices and diet choices you can make to reduce your risk of cancer:
  - Stub out your cigarettes
  - Cut back the booze
  - Keep flat, not fat
  - Eat fresh, not fast food – foods such as tomatoes, cranberries, pomegranate juice, contain powerful antioxidants that may improve prostate health

