



Testicular Cancer

MEDIA TOOLKIT

Men's Health Network

2024

TESTICULAR CANCER AWARENESS MONTH

About:

Testicular Cancer is a disease largely affecting young and middle-aged men; however: **If caught early**, testicular cancer usually **can be treated successfully...**

Caucasian men are about **five times more likely** to develop testicular cancer than African American men, and the rate among Hispanic men lies between both groups.

Build awareness around **monthly self-exams**, regular healthcare **provider visits**, and **encouragement** for others.

Get Involved

Digital Media Engagement:

- Social Media
- Newsletter / Email Notification
- Blog & Articles
- Press Release
- Virtual Events
- Homeschool Activations

In-Person Events:

- Health Fair
- 'Wear Blue' Day
- Fatherhood Event
- Religious & Fellowship
- 'Get it Checked'
- Send Proclamations



KEY STATISTICS



The American Cancer Society's estimates for testicular cancer, United States, & in 2022:

- About 9,910 NEW testicular cancer diagnoses
- About 460 yearly deaths from testicular cancer

The incidence rate of testicular cancer has been increasing in the U.S. and many other countries for several decades due to germ cell tumors of the testicles (also known as seminoma).



This is largely a disease of young & middle-aged men; however:

- 33 is the average age at the time of diagnosis
- About 6% of cases occur in children & teens
- About 8% occur in men over the age of 55

If caught early, testicular cancer usually can be treated successfully... Make sure to do a monthly self-exam, set a regular visit to your healthcare provider, and encourage others to do the same.

You can also help to build awareness, purchase a [Testicular Cancer Awareness Promotional Kit](#): Posters, Shower Hangers, Brochures, Awareness Bracelets, and More included.

GET INVOLVED, RAISE AWARENESS

Digital Media

There are lots of ways to promote & share awareness virtually, here are a few ways to get started!

- **Social Media**
 - **Newsletter / Email Notification**
 - **Blog & Articles**
 - **Press Release**
 - **Virtual Events**
 - **Homeschool Activation**
-

Awareness Activities & Events

- **Health Fairs:** Promote Self-Examination & Understanding Personal Risk Factors
 - **'Wear Blue' Day:** Fundraising For Men's Health
 - **Fatherhood Event:** Connect Fathers Together
 - **Religious & Fellowship:** Come Together in Prayer
 - **['Get it Checked' Poster, Here!](#)**
 - **Health Library Resources:**
[English](#) & [Spanish](#)
-

Connect with the Network

Hashtags to Use:

#TesticularCancer
#TcA

Social Media Handles:

@MensHealthNetwork
(Facebook, Instagram, & LinkedIn)

@MensHlthNetwork
(Twitter)

SOCIAL MEDIA SAMPLES

Twitter & Instagram

*

Sample Copy

🧑 April is #TesticularCancerAwareness Month!

It's crucial to know the signs: lumps, swelling, or testicle changes.

Early detection saves lives:

Spread the word, raise awareness, & encourage regular self-exams.

#TCa #MensHealth

Toolkit: [TesticularCancerAwarenessMonth.com](https://www.TesticularCancerAwarenessMonth.com)



SOCIAL MEDIA SAMPLES

Facebook / LinkedIn

*

Sample Copy

● Let's Talk About Testicular Cancer Awareness ●

April is Testicular Cancer Awareness Month & is the most common cancer in young men aged 15-35, but it's often overlooked. Awareness & education are both needed.

Here are some key points to keep in mind:

- ✓ Know the signs & symptoms: Look out for lumps, swelling, or changes in size or shape of the testicles. Early detection saves lives.
- ✓ Self-exams are important: Make it a habit to perform a monthly self-exam to check for any abnormalities. It only takes a few minutes & could make a huge difference.
- ✓ Spread the word: Talk to your friends, family, & loved ones about testicular cancer & risk factors. Encourage others to stay informed & proactive about their health.

Remember, early detection is key to successful treatment. Together, we can make a difference! ❤️

[TesticularCancerAwarenessMonth.com](https://www.TesticularCancerAwarenessMonth.com)

#TesticularCancer #TCa #KnowYourBody #EarlyDetectionSavesLives



ADDITIONAL GRAPHICS

1 Logos






2 Banner

**APRIL IS TESTICULAR
CANCER AWARENESS
MONTH**

Testicular Cancer is a disease largely affecting young & middle-aged men; however: If caught early, testicular cancer usually can be treated successfully...

2024 Toolkit Build awareness around monthly self-exams, regular provider visits, & encouragement for others.

 TesticularCancerAwarenessMonth.com & DonateforMensHealth.org & MensHealthNetwork.org

[Logo files are located at this Drive link](#)

OTHER DIGITAL MEDIA CONTENT

Newsletter & Blog

* Topic & Theme Examples

- Testicular Cancer & Lifespan Gender Gap
- Signs & Symptoms of Testicular Cancer
- Self-Examination & Early Detection
- Family History & Risk Factors
- Enabling Better Health Through Lifestyle

* Copy Example

Testicular cancer, though less common than other forms of cancer, primarily impacts younger men.

Understanding its signs and risk factors is crucial for early detection and effective treatment.

- Look out for symptoms like painless lumps, swelling, or changes in size or shape of the testicles.
- Regular self-examinations can aid in early detection.
- Factors such as family history, undescended testicles, and genetic predisposition may increase risk.

Don't hesitate to consult a healthcare professional if you notice any abnormalities. Treatment options include surgery, chemotherapy, and radiation therapy, with high success rates, particularly when detected early.

By raising awareness and prioritizing proactive healthcare, we can empower men to take control of their health and combat testicular cancer effectively.

Let's break the silence, spread awareness, and prioritize regular screenings for a healthier tomorrow.

OTHER DIGITAL MEDIA CONTENT

Press Release

* Press Release Topics

- Initiatives for April, Testicular Cancer Awareness Month
- 'Wear Blue' Campaigns
- New Webinars, Blogs, & podcast / radio.
- Call to Action: Donate
- Call to Action: Volunteer
- Call to Action: Join our Event

FOR IMMEDIATE RELEASE

Men's Health Network Encourages Participation in Testicular Cancer Awareness Month

[City, Date] – Men's Health Network (MHN) is proud to announce its support for Testicular Cancer Awareness Month this April. With the goal of raising awareness and support for those affected by testicular cancer, MHN invites individuals and communities to take action.

"Throughout the month, supporters can engage in various activities," said Jennifer Thompson, Director of Communications, "One, social media promotion; Two, 'Wear Blue Day' Campaigns; Three, start conversations; and lastly, donate in support of Testicular Cancer Awareness."

1. Social Media Promotion: Download the media toolkit to share informative content and graphics for social media, blog content, homeschool activations, and more: [TesticularCancerAwarenessMonth.com](https://www.testicularcancerawarenessmonth.com);
2. 'Wear Blue Day' Campaign: Join the 'Wear Blue Day' campaign by donning blue attire on a designated day in April to show solidarity with those battling testicular cancer;
3. Start Conversations: Initiate discussions about testicular cancer within families, friend circles, and local communities to increase awareness and understanding;
4. Donate: Support Testicular Cancer Awareness by making donations at [DonateforMensHealth.org](https://www.donateformenshealth.org), helping to provide vital resources and support services to individuals and families affected by testicular cancer.

Raise awareness, start conversations, and support those affected by testicular cancer during this important month.

For more information and to get involved alongside Men's Health Network, please visit [TesticularCancerAwarenessMonth.com](https://www.testicularcancerawarenessmonth.com) or [MensHealthNetwork.org](https://www.menshealthnetwork.org)

###

AWARENESS ACTIVITIES

‘Wear Blue Day’ Campaign

Host a ‘Wear BLUE Day’ to raise awareness and money to support education for men and boys about regular mental and physical checkups. Events can feature prostate health education, local or community speakers, topics on books or podcasts, fatherhood events, or can be focused on a specific health issues that affect men and boys, such as:

- **Skin Cancer**
- **Lung Cancer**
- **Diabetes**
- **Gout**
- **Cardiovascular Disease**
- **Testicular Cancer**
- **Mental Health**

Create a Health Event

HEALTHZONE is Men Health Network’s Training Manual aimed at guiding others on how to plan, conduct, and evaluate one’s own health event, at a local-level or through larger, corporate settings. The information in the guide informs on screening events, health fairs, exhibition examples, and so much more.

You can Download HEALTHZONE Today, FREE:
MHNHealthZone.com

More Resources

Fatherhood, Religious, & Minority Resources:
Contact: [Mike Leventhal, Director, TN Programs](#) & [John Bruce, Director, Faith-Based Programs](#)

MHN Store

Educational Literature & Awareness Items:

- Flyers, Pamphlets, Posters, & More
- Testicular Self-Examination Shower Hanger

[**Discover the MHN Store Today**](#)

Media Requests

All Requests Sent to:
Communications@MensHealthNetwork.org

SAMPLE ACTIVITIES: PROCLAMATION

Whereas, Testicular cancer is the number one cancer among men aged 15-35, but can occur in men of any age;

Whereas, over 8,500 men are diagnosed with Testicular cancer each year, and approximately 380 men die from it;

Whereas, testicular cancer is usually treatable if detected early;

Whereas, early stage testicular cancer can be detected with self-exams and regular visits to a healthcare provider;

Whereas, men who have testicular cancer and are educated about the value of early detection will be more likely to have the cancer detected when it is treatable;

Whereas, men who discuss treatment options with their healthcare provider and with their family are more likely to make good treatment decisions;

Whereas, testicular cancer not only affects men but also affects family and friends;

Whereas, (state/city) Testicular Cancer Awareness Month each April will encourage men to discuss testicular cancer with their healthcare provider;

Whereas, TesticularCancerAwarenessMonth.com provides educational information on testicular cancer, an event planning manual, instructional videos, and links to national organizations that promote testicular cancer awareness during Testicular Cancer Awareness Month.

Now, therefore, I, _____, (Governor/Mayor) of the (State/City) of _____, do hereby proclaim April as Testicular Cancer Awareness Month in this (State/City), encourage all our men to learn their risk and to speak to their healthcare provider about screening for Testicular cancer.



SAMPLE ACTIVITIES: HOMESCHOOL

Adding a testicular cancer awareness activity to the homeschool learning schedule fosters health literacy, empowers early detection via self-examination education, instills lifelong habits of well-being and hygiene, and cultivates a sense of personal responsibility. By integrating this vital topic into education, students gain the knowledge and skills to prioritize their health, advocate for themselves, and contribute to a culture of proactive wellness in their families and communities.

Ages 3 - 11, Hygiene:

Teach your 3 - 11 year-olds the importance of proper hygiene for their genital area. Demonstrate how to wash the area gently with mild soap and water during bath time. Emphasize the importance of keeping the area clean and dry to prevent bacteria. Use age-appropriate language to explain why hygiene is essential for overall health. Encourage them to ask questions and reinforce good hygiene habits regularly. This activity instills lifelong habits that promote cleanliness and well-being in the testicular region.

Ages 12+, Family History & Risk Factors:

Engage your 12+ year-old sons in a discussion about family history and risk factors related to testicular cancer. Encourage them to know family medical history and identify any relatives who've had testicular cancer. Discuss lifestyle factors such as smoking, obesity, and exposure to certain chemicals that may increase the risk. This activity promotes awareness of personal risk factors and empowers them to make informed choices for their health.

Testicular Cancer Self-Examination Activity: Encourage your 12+ to learn about testicular cancer by guiding them through a self-examination. Provide them with educational resources and demonstrate the proper technique. Discuss the importance of regular self-checks for early detection. Encourage open dialogue about any concerns or questions they may have. This activity fosters responsibility for their health and empowers them to take proactive measures against testicular cancer.

SAMPLE ACTIVITIES: DONATE & VOLUNTEER

Some Organizations Promoting Testicular Cancer Awareness:

Men's Health Network

MHN's mission is to reach men, boys, & their families where they live, work, play, & pray with health awareness & disease prevention messages & tools, screening programs, educational materials, advocacy, & more.

Male Wellness Collective

Their goal helps men get on course with self-care. They aim for better health & well-being for all males, their loved ones, communities, & future generations.

Movember

Movember focuses on getting predominantly young men back to living full and healthy lives through innovation and collaboration.

Mr. Testicles

Is the founding Charity champion for the Male Cancer Awareness Campaign. His job is to raise awareness & reduce embarrassment of Testicular Cancer.

Testicular Cancer Canada

Dedicated to giving men the tools to catch testicular cancer early; acts as a support community for those who are & have been affected.

Testicular Cancer Foundation

Provides education & support to men; raises testicular cancer awareness.

Testicular Cancer Society

Dedicated to increasing awareness & education about the disease & by providing support for fighters, survivors, & caregivers.

Your Privates

The Orchid campaign exists to save men's lives from testicular, prostate & penile cancers through support services, pioneering research, & awareness.



MEN'S HEALTH NETWORK, PROMOTING TESTICULAR CANCER AWARENESS, 2024

Get in Contact Today

☎ (202) 543 - 6461 x 101

✉ Info@MensHealthNetwork.org

🏠 P.O. Box 77476, Washington, DC 20013

🌐 www.MensHealthNetwork.org



[Logo files are located at this Drive link](#)
