

PROSTATE CANCER AWARENESS VS. BREAST CANCER AWARENESS

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I am astounded at the ever-increasing campaign to raise awareness for **breast cancer**. Already the most recognized cancer, the efforts to highlight and humanize this disease have escalated to extraordinary levels through marketing over the last year. During this time, there has also been mention of male breast cancer by former **Kiss drummer, Peter Criss**, a survivor.

From events and activities to traditional media to social media, **one would need to be a hermit to not be aware of breast cancer**. Yet, as wonderful as this entire process has been, as a male, I am envious. I am envious of the publicity (and the results) for breast cancer awareness – a predominantly female disease and conversely disappointed about societal awareness of **prostate cancer - a disease which affects males only**.

According to statistics I researched, there are **over 200,000 cases of breast cancer diagnosed each year – and, surprise – over 200,000 cases of prostate cancer diagnosed every year!** The realities are: 1) Breast cancer has a greater mortality, and; 2) Whereas prostate cancer is more commonly found in older males, breast cancer can occur at earlier stages of life.

Yet if we focus only on the annual diagnosed cases, **the diseases should have equal top of mind awareness**. Obviously, there's a massive discrepancy. Having family members with both diseases, I appeal to each of you to consider ways to piggyback on the success of breast cancer awareness marketing to establish similar methods of attentiveness to prostate cancer. **It's equality that's long overdue.**

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