

## Our Objectives

1. Inform, educate and empower men to make informed decision on prostate cancer prevention, prostate cancer early detection, survivor care, and participation in prostate cancer medical research and clinical trials.
2. Provide free prostate cancer education and screening programs in minority, rural, and underserved communities.
3. Create community resource centers of excellence for prostate cancer prevention and control through partnership with barbershops, salons, churches, health centers, community pharmacies and other community sites.
4. Facilitate the dissemination of complex cancer health information and research to the general public in a form that is accessible and easily understood.
5. Create a series of community-based support networks and activities in minority, underserved and rural communities that will foster the public dissemination of prostate cancer research.
6. Using the Florida Black Men's Health annual survey, continuously assess the behavioral risk factors of Black men in Florida to meet their health needs.
7. Facilitate state-wide collaborative efforts among community-based cancer organizations, providers, public and private organizations, and academic institutions to effectively address prostate cancer disparities.

### Community Education and Outreach Program

The Prostate Disease Center  
Department of Urology  
College of Medicine  
University of Florida

#### Mailing Address

P.O. Box 100247  
Gainesville, FL 32610

#### Physical Address

1600 SW Archer Road, Suite 209  
Gainesville, FL 32610

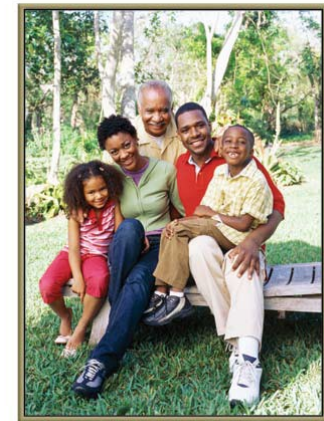
#### Web Address

[www.ufpdc.urology.ufl.edu/  
outreach.php](http://www.ufpdc.urology.ufl.edu/outreach.php)

#### Phone

352-273-7492

## The Florida Prostate Health Outreach Program – PHOP



**You have our W.O.R.D. –  
Working through  
Outreach to  
Reduce  
Disparities!**

## Executive Summary

As part of the core mission of the University of Florida Prostate Disease Center (PDC), a Prostate Health Outreach Program (PHOP) has been developed to improve prostate health in minority, rural, and under-served communities. The goal of the PHOP is to foster prostate cancer prevention, timely diagnosis, effective treatment and survivorship care through community research, education, and outreach.

## PHOP Directors and Staff

- Folakemi Odedina, PhD – Program Director
- Phillip Dahm, MD – Medical Director
- Nancy Hardt, MD - Program Co-Director
- Shannon Pressey, MS - Program Manager
- Tamira Carter - Outreach Coordinator

## PHOP Mission and Core Services

The mission of the Florida PHOP is to reduce the morbidity and mortality of prostate cancer in the State of Florida. To achieve this mission, four services are provided through PHOP:

Community Engagement and Education, which promotes prostate cancer awareness and education in minority, rural and underserved communities.

Prostate Cancer Prevention, which fosters prostate cancer prevention and risk-reduction behaviors.

Early Detection, which provides free screening services and access to follow-up in Alachua County minority, rural and underserved communities.

Community Responsive Research, which fosters community-based participatory research to better understand the risk factors for and effectively address the disproportionate burden of prostate cancer in minority, rural and underserved communities.

All PHOP services are mobile and FREE. PHOP services can be requested by faith-based or community-based organizations for special events or health outreach programs. To request PHOP services for your community event, please contact:

***Ms. Tamira Carter***  
***PHOP Outreach Coordinator***  
***352-294-5340.***

