



EFFECTIVENESS OF MEDIA CAMPAIGN ON PROSTATE CANCER AWARENESS ON SOUTH-EAST MEN

**Ikpeama Chijioke John (Ph.D.)¹, Obiageri Lorritha Ugochukwu-Oduh²,
and Emenike Ubani Ikedichi³**

¹Department of Mass Communication, Clifford University.
Email: chijiokejohnicj@yahoo.com; Tel.: +2348068434770

²Department of Mass Communication, Abia State University.
Email: lorokz123@yahoo.com; Tel.: +2348030984005

³Department of Mass Communication, Abia State University.
Email: eiubani@yahoo.com; Tel.: +2348039588269

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ABSTRACT: *This study was centred on “effectiveness of media campaign on prostate cancer awareness on south-east men. The major objective of the study was to find out the extent South-East Nigerian men access media information on tackle prostate cancer. The study adopted framing theory. The study also adopted triangulation method with questionnaire and interview as instruments for data collection. The sample size was made up of 385 respondents, out of a population of 5,068,566. Multi-stage sampling technique was adopted for the study. The major findings of the study showed a high level of regularity in media access to information to tackle prostate cancer. It was also revealed that there is a high level of interest in getting more media information about tackle of prostate cancer. It was concluded that media campaign on tackle prostate cancer and sensitization of health benefits is a serious campaign both on Social media, electronic and print. This is because of the high level of spread of the ailment and its deadly nature. It is therefore recommended that South-East Nigeria men and beyond should endeavour to seek and access more information about prostate cancer in order to be updated about the ailment as well as preventing and remedying the situation.*

KEYWORDS: Effectiveness, Media, Campaign, Prostate Cancer, Awareness.



INTRODUCTION

The concentration of different media campaigns have remained to inform, educate, promote, as well as to proffer solutions to the public on various issues through the campaigns. Mass media campaigns can work through direct and indirect pathways to change the health consciousness and behaviour of whole populations of the target audience, depending on the kind of campaign that is being disseminated or shared through the media and the approach on how it was passed. Many campaigns aim to directly affect individual recipients by invoking cognitive or emotional responses. Such programmes are intended to affect decision-making processes at the individual level. Anticipated outcomes include the removal or lowering of obstacles to change, helping people to adopt healthy or recognise unhealthy social norms, and to associate valued emotions with achieving change. These changes strengthen intentions to alter and increase the likelihood of achieving new health behaviours.

On the other hand, many of such media campaigns can be traced to be recent while some have been into existence for a while, yet functional and updating the audience in order to be aware and careful of their health behaviour. The campaigns are being carried out in different forms, such as clinical or institutional outreaches which give easy access to new available information in the society, (Cassel, Yunusa & Jalloh 2019). Interestingly, the campaign on prostate cancer prevention and cure keep on spreading on the media platforms in order to inform the people who are victims of the sickness and how to get rid of it using the medically prescribed means and those who may also likely be victims of it in future due to lack of proper knowledge on how to prevent or avoid such occurrence amongst them, hence, this may have given room for thorough campaigns such as the “Tackle Prostate Cancer online campaign.

Many of such media campaigns can be traced to be recent while some have been into existence for a while, yet functional and updating the audience in order to be aware and careful of their health behaviour. The campaigns are being carried out in different forms, such as clinical or institutional outreaches which give easy access to new available information in the society, (Cassel, Yunusa & Jalloh 2019).

Furthermore, the role of the mass Media in creating awareness on health consciousness cannot be overemphasized or neglected in the society because of its efficacious importance to the people. When we talk about “Cancer,” we are simply talking about a large group of diseases that occur when abnormal cells divide rapidly and can spread to other tissue and organs. These rapidly growing cells may cause tumors. They may also disrupt the body’s regular function. Cancer is one of the leading causes of death in the world. According to the World Health Organization (WHO), cancer accounted for almost 1 in 6 deaths in 2020. Experts are working hard to test out new cancer treatments every day.

Irrespective of the fact that there are many kinds of cancer on earth, this study will centre on Prostate cancer. Prostate cancer is a common type of cancer in males, but it is highly treatable in the early stages. It begins in the prostate gland, which sits between the penis and the bladder. Prostate cancer is one of the most common types of cancer. Many prostate cancers grow slowly and are confined to the prostate gland, where they may not cause serious harm. However, while some types of prostate cancer grow slowly and may need minimal or even no treatment, other types are aggressive and can spread quickly.



The prostate has various functions. These include producing the fluid that nourishes and transports sperm, secreting prostate-specific antigen (PSA), a protein that helps semen retain its liquid state, and helping aid urine control.

Ogundele and Ikuerowo (2024) opine that it is not clear what causes prostate cancer. Doctors state that prostate cancer begins when cells in the prostate develop changes in their DNA. A cell's DNA contains the instructions that tell a cell what to do. The changes tell the cells to grow and divide more rapidly than normal cells do. The abnormal cells continue living, when other cells would die. The accumulating abnormal cells form a tumor that can grow to invade nearby tissue.

In time, some abnormal cells can break away and spread (metastasize) to other parts of the body. While doctors do not know exactly why prostate cancer occurs, thus, the following risk factors may make it more likely:

- i. **Age:** The risk of prostate cancer increases after the age of 50, but it is rare before 45.
- ii. **Race or ethnicity:** The condition is more common in Black people than white people. Asian and Hispanic people have a lower risk than Black or white people.
- iii. **Family history:** A person with a close relative who has a history of prostate cancer has a higher chance of developing it themselves.
- iv. **Genetic factors:** Inherited features, including changes to the breast cancer stage 1 and breast cancer stage 2 (BRCA1 and BRCA2) genes, may increase the risk. Men born with Lynch syndrome also have a higher risk of prostate and other cancers.
- v. **Diet:** Some evidence suggests that high fat diets may increase the risk of prostate cancer.

Meanwhile, there are other possible factors that may influence prostate cancer risk, which include the following: obesity, smoking, alcohol consumption, exposure to chemicals, such as the herbicide Agent Orange, inflammation of the prostate, sexually transmitted infections and vasectomy surgery.

However, according to Ogundele and Ikuerowo (2024), there are often no symptoms during the early stages of prostate cancer, but screening can detect changes that may indicate cancer. Screening involves a test that measures levels of prostate-specific antigen (PSA) in the blood. High levels suggest that cancer may be present. Thus, males who do experience symptoms may notice difficulty starting and maintaining urination, a frequent urge to urinate especially at night, a weak urine stream, blood in the urine or semen, painful urination or ejaculation, pain in the back, hips, or pelvis. Hence, people with advanced prostate cancer may also show no symptoms. Potential signs will depend on the size of the cancer and where it has spread in the body. In addition to the above, advanced prostate cancer can involve the following symptoms: bone pain, unexplained weight loss and tiredness.

In addition, Nakandi, Kirab and Semugabo (2022) reveal the following as the complications of prostate cancer and treatments respectively:

- i. **Cancer that spreads (metastasizes):** Prostate cancer can spread to nearby organs, such as your bladder, or travel through your bloodstream or lymphatic system to your bones



or other organs. Prostate cancer that spreads to the bones can cause pain and broken bones. Once prostate cancer has spread to other areas of the body, it may still respond to treatment and may be controlled, but it's unlikely to be cured.

- ii. **Incontinence:** Both prostate cancer and its treatment can cause urinary incontinence. Treatment for incontinence depends on the type you have, how severe it is and the likelihood it will improve over time. Treatment options may include medications, catheters and surgery.
- iii. **Erectile dysfunction:** Erectile dysfunction can result from prostate cancer or its treatment, including surgery, radiation or hormone treatments. Medications, vacuum devices that assist in achieving erection and surgery are available to treat erectile dysfunction.

Furthermore, one can reduce the risk of prostate cancer by doing the following;

- i) Choose a healthy diet full of fruits and vegetables. Eat a variety of fruits and vegetables because, they contain a lot of grains. Fruits and vegetables also contain many vitamins and nutrients that can contribute to your health. Whether you can prevent prostate cancer through diet has been proven to a high extent. But eating a healthy diet with a variety of fruits and vegetables can improve your overall health.
- ii) Choose healthy foods over supplements. This is because, no studies have shown that supplements play a role in reducing the risk of prostate cancer. choosing foods that are rich in vitamins and minerals so that you can maintain healthy levels of vitamins in your body is a key.
- iii) Again, Exercise most days of the week. Exercise improves your overall health and also helps you maintain your weight and improves your mood. Try to exercise most days of the week. If you're new to exercise, start slow and work your way up to more exercise time each day.
- iv) Maintain a healthy weight. If your current weight is healthy, work to maintain it by choosing a healthy diet and exercising most days of the week. If you need to lose weight, add more exercise and reduce the number of calories you eat each day.
- v) Most importantly, seek for your doctor's help in creating a plan for healthy weight loss and also talk to him about increased risk of prostate cancer.

If you have a very high risk of prostate cancer, you and your doctor may consider medications or other treatments to reduce the risk. Some studies suggest that taking 5-alpha reductase inhibitors, including finasteride (Propecia, Proscar) and dutasteride (Avodart), may reduce the overall risk of developing prostate cancer. These drugs are used to control prostate gland enlargement and hair loss.

Treatment will depend on the cancer stage, among other factors, such as the Gleason score and PSA levels. It is also worth noting that many treatment options may be applicable, regardless of the stage of cancer. In the sections below, we list some treatment options for prostate cancer and explore what treatment may mean for fertility.



Early stage prostate cancer: If the cancer is small and localized, a doctor may recommend, Watchful waiting or monitoring. The doctor may check PSA blood levels regularly but take no immediate action. Prostate cancer grows slowly, and the risk of treatment side effects may outweigh the need for immediate treatment.

Surgery: A surgeon may carry out a radical prostatectomy to remove the tumor. In addition to removing the prostate, the procedure may also involve the removal of the surrounding tissue, seminal vesicles, and nearby lymph nodes. A doctor can perform this procedure using either open, laparoscopic, or robot-assisted laparoscopic surgery.

Radiation therapy: This uses radiation to kill cancer cells or prevent them from growing. Options for early stage prostate cancer may include, External radiation therapy, which is a method that uses a machine outside the body to send radiation toward the cancer cells. Conformal radiation therapy is a type of external radiation that uses a computer to help guide and target a specific area, minimizing the risk to healthy tissue and allowing a high dose of radiation to reach the prostate tumor. Internal radiation therapy, also known as brachytherapy, is a method that uses radioactive seeds that a doctor implants near the prostate. A surgeon uses imaging scans, such as ultrasound or computed tomography to help guide the placement of the radioactive substance. Treatment therefore, will depend on various factors. A doctor will discuss the best option for the individual. As cancer grows, it can spread throughout the body. If it spreads, or if it comes back after remission, treatment options will change. Options can include:

Chemotherapy: This option uses drugs to help stop the growth of cancer cells. While it can kill cancer cells around the body, it may have adverse effects.

Hormonal therapy: Androgens are male hormones. The main androgens are testosterone and dihydrotestosterone. Blocking or reducing these hormones appears to stop or delay the growth of cancer cells. One option is to undergo surgery to remove the testicles, which produce most of the body's hormones. Various drugs can also help.

Immunotherapy: This method uses a person's immune system to help fight cancer. Scientists can use substances the body produces, or create them in a lab, to help boost or restore the body's natural defenses against cancer.

Targeted therapy: This method uses drugs or other substances that identify and attack specific cancer cells. For example, a 2021 study highlights a radiopharmaceutical option that may be effective for hard-to-treat forms of advanced prostate cancer.

Objectives of the study.

The major aim of this study is to investigate Tackle Prostate Cancer Media Awareness Campaign and Health Behaviour of Men in South-East Nigeria. However, the specific objective is to:

- i. determine the extent South-East Nigerian men access media information on Tackle prostate cancer.



Research Questions

In relation to the set objectives, the answer to the following research questions would help to solve the problem of the study:

- i. To what extent do South-East Nigerian men access media information on Tackle prostate cancer?

LITERATURE REVIEW

Media Campaign and Health Promotion

For the purpose of further explanation on media campaign on health education, (Pedersen, Armesand Ream, 2011) reveal the evidence of health behaviour change through media campaign. A range of media campaigns, from constrained experimental programmes with complex research apparatus funded specifically to test the promise of public communication, thus, it would be significant to examine the statement of the problem of mass Tackle Prostate Cancer Media Campaign and Health Behaviour of Men in South-East Nigeria.

The media is an important ally in any public health situation. It serves the role of being a source of correct information as well as an advocate for correct health behaviors. But before the media can take on that role, it needs to understand the virus, the issues surrounding it, policy and practices, and finally, recommended correct behaviours.

The local and international media play a vital role as the link between health workers and the larger public. Health authorities educate and entrust the media with essential health information, which is then relayed to the public in readily accessible formats through a variety of media channels. For instance, in order to disseminate information about the avian influenza to the wider public, the U.S. Government tasked the Academy for Educational Development with the responsibility of developing a training program to help the local media understand the complexity of this disease so that they would be able to report about it effectively. (USAID, 2016)

The mass media helps health workers expand their audience reach, which is crucial considering the fact that face-to-face channels of communication often require too many human resources and reach only a small number of people in large, underserved rural areas. The mass media provides an important link between the rural residents and vital health information. The mass media, in the form of the radio and television, are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated about immunization campaigns. The mass media can “empower rural populations to fight major causes of infant mortality such as diarrheal dehydration and diseases which can be prevented through vaccination, inform large numbers of people of seasonal or daily variations for such activities as an immunization campaign or availability of a new product or service, teach new health skills such as how to mix oral rehydration solution, promote new health behaviors such as taking ivermectin once a year, motivate ad hoc or organized listening groups, and increase community acceptance of health workers.” (Maxfield, 2014).



Men's working place and Prostate Cancer Education

Further research is required to formally evaluate the impact of workplace-based education strategies on men's health. 286 American Journal of Men's Health has revealed the concerns of participants of those who are aware of prostate cancer within them had actually visited their general practitioner (GP) to talk about their fear of having prostate disease. The Patient–Doctor Decision Making Process Despite the potential benefit in discussing preventative and early health intervention measures with GPs, relatively few men will actively seek medical advice. Rather, men have a tendency to adopt a passive approach to their health, only seeking medical assistance when the health issue significantly affects their daily activities.

However, such programmes have since developed to not only target prevention of workplace-based related health issues but also to improve employee health through increased knowledge about general health issues (Dolan, Staple, Summer & Hundt 2020).

screening for prostate cancer may, or may not, be beneficial). Further information is also required to better understand how men feel about participating in such workplace-based health promotion initiatives, how such interventions should be structured, and potential barriers and enablers to their uptake. Ilic 287 Study Objectives Currently, the best available evidence states that screening for prostate cancer at a population level is not beneficial. Conversely, medical bodies and special interest groups are advocating the use of screening, in the hope that it will detect prostate cancer at an early, treatable stage.

However, it is also believed that once a man reaches 40 years, it's good to get checked in general, because, many people don't really know anything much about prostate cancer. Several participants believed that they had an increased awareness of prostate cancer as a result of media campaigns on prostate cancer. Conversely, other participants had an increased awareness of the disease by talking to coworkers who had been diagnosed and treated for prostate cancer. However, it was apparent that an increase in awareness did not necessarily translate into an increase in knowledge on issues associated with prostate cancer. Even though there was a guy that worked with a health organization who used to talk about it (prostate cancer) during break periods and how he was going through it, and how it was going to affect his life, yet, many still do not know much about it today. (Pelullo, 2017).

Theoretical Framework

This research was anchored on Framing theory.

Framing Theory

Framing theory was propounded by an anthropologist, Gregory Bateson in the year 1972. The framing theory is sometimes referred to as second-level agenda setting because of its close relation to Agenda-Setting Theory. This entails a set of ideas or concepts on how individuals, groups, societies are being perceived as well as communicating about reality. Political analysts provide valuable lessons using the theory. However, one significant role of framing theory is that it frames the numbers in a positive or negatively manner. Framing, as a theory of Mass Communication, refers to how the media packages and presents information to the public. According to the theory, the media highlights certain events and then places them within a particular context to encourage or discourage certain interpretations. In this way, the media exercises a selective influence over how people view reality.



Assumptions:

The following concepts are associated with framing:

1. Journalists select the topics they will present and decide how they will be presented. determines the issues audiences think about and how they think about them.
2. Audiences interpret information through their own frames. Audiences' frames may overlap or contradict the media's frames.
3. Frames are reinforced every time they are evoked, whether positively or negatively.
4. Frame building is a systematic process that occurs over time.

Framing Effects on Perception: This refers to the way information is presented, which can significantly influence perception and decision-making. For instance, the framing of a risk can lead individuals to react differently based on whether the information is presented as a loss or a gain. According to Tversky and Kahneman as captured by Smith & Lee (2020), reveal that individuals are more likely to avoid risks when a choice is framed positively but will seek risks when a choice is framed negatively, demonstrating how framing can alter judgments. Therefore, framing of decisions can be seen as the psychology of choice and Science.

Again, the role of media in framing outlets play a significant role in framing public discourse, influencing what issues are deemed important and how they are understood. The way news stories are framed can affect public opinion by highlighting certain aspects of a story while downplaying others, thus shaping the audience's views.

Framing and Policy Preferences entail that Framing also affects policy preferences by emphasizing specific values or emotions associated with an issue. For example, framing climate change in terms of economic opportunity rather than environmental catastrophe can lead to increased public support for climate policies. This demonstrates how strategic framing can mobilize public opinion toward policy action. This illustrate the significance of framing in explaining opinion to the public.

Framing occurs in the media mostly because of time and its importance selling information to the public. Thus, this theory was adopted in this study because of its relevance to it. This is because, South-East Nigerian Men react in accordance to effective nature of the message they receive on "Tackle Prostate Cancer. This means that they accept the messages not necessarily based on how they see it, but based on how the producers of the message want them to see it.



METHODOLOGY

However, the researcher adopted the survey research method and indepth interview because of their relevance to the subject matter. Thus, these kinds of research methodologies are often used in communication researches, and they were also suitable in this study because of their ability to present research both in qualitative and quantitative nature at the same time.

The population of this study was 5, 068, 566 as estimated by NPC (National Population Commission, 2023) being the population of men from the ages of 45 years and above in five states in the South-East Nigeria, the population was distributed as follows:

Table 3.1: population Distribution by states

State	Population	%
Abia	721, 085	14
Anambra	1, 161, 488	23
Ebonyi	625, 395	12
Enugu	1, 250, 377	25
Imo	1, 310, 221	26
Total	5, 068, 566	100

The sample size for this study was 385. This was calculated using the online sample size calculator at [surveysystem.com](https://www.surveysystem.com) at 5% confidence interval and 95% confidence level. To select the sample units, a multi-stage cluster sampling was used.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGSS

A total of 385 copies of questionnaire items were distributed to the respondents, 335 or 87% were correctly filled and returned, hence, was representative enough to be used for analysis

RQ1: To what extents do South-East Nigerian men access media information on Tackle prostate cancer?

The respondents were subjected to rate indices of the extent that South-East men access media information on tackle prostate cancer. Thus, the distribution of the data collected for the table is shown below.

**Table 4.2: Analytical Results for Research Question 1**

S/n	Index	Ratings	Score (x)	Frequency (F)	%	Fx
1	Regular access to media information	SA	5	221	66	1105
		A	4	57	17	228
		FA	3	26	8	78
		D	2	20	6	40
		SD	1	11	3	11
		Total	N = 5	$\Sigma f = 335$	100	$\Sigma fx = 1422$
	Mean score =	4.24 (sig nificant) = 79%				
2	Awareness of media campaign of tackle prostate cancer					
		SA	5	230	67	1150
		A	4	46	14	184
		FA	3	34	11	102
		D	2	16	5	32
		SD	1	9	3	9
	Mean score =	4.41 (sig nificant) = 74%				
3	Messages about tackle of prostate cancer					
		SA	5	226	67	1130
		A	4	39	12	156
		FA	3	30	9	150
		D	2	25	8	50
		SD	1	15	4	15
	Mean score =	4.48 (significant) = 74%				

Note: Mean score = $\Sigma fx / \Sigma f$



It could be observed from Table 4.2 that mean scores of 4.24, 4.41 and 4.48 were obtained on a five-point scale for the recorded responses on regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer respectively. These significant scores indicated that there were 79%, 74%, and 74% agreements to the regularity, awareness and accessibility indices. The result also inferred that there are high levels of regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer respectively by users of social media.

These responses are similar to the ones obtained in-depth interviews. In the interviews with selected men from South-East Nigeria, they all agreed that they access the media regularly in order to get information about general health education. They went further to explain that health information which also expose them to prostate cancer campaign had helped them to be conscious about their health behaviour.

DISCUSSION OF FINDINGS

Q1: To what extents do South-East Nigerian men access media information on Tackle prostate cancer?

Analysis of data in Table 4.2 showed high levels of regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer. This result is affirmed by the findings presented in Table 4.1, which shows that majority of the respondents were above 50 years of age and belong to the category of people regarded as active users of the media channels as well as those who are prone to prostate cancer (Sharma & Gupta, 2017). Based on the above results, with cumulative mean score, 3.93, 3.71 and 3.72 in relation to media usage, which are projected with 79%, 74% and 74% significance respectively, thus answering the first question: *South-East Nigerian men access media information on Tackle prostate cancer to a great extent.*

This finding about the access to media information had earlier by Abone (2018), which highlights the roles of accessing the media in championing the course of sustainable health development in Nigeria as well as globally, a subject that is vital and crucial towards our socioeconomic and political development. The mass media comprise all technological or mechanical devices engaged by a source with the intent of reaching a diversified and heterogeneous audience with messages simultaneously. Okunna (2019) believes that mass media are a variety of channels through which mass communication takes place. Based on this existing information, it would not be surprising that this study recorded a high level of media usage by men of the South-Eastern Nigeria. Again, Table 4.2 shows a high level of awareness to media campaigns of tackle of prostate cancer. According to Asamah, (2018) media health communication seeks to increase audience knowledge and awareness of health related issues. Thus findings of the present study indicates that there is a high level of awareness to media, which enables access to different kinds of information on the tackle of prostate cancer. Also, it has been pointed out by Boyd & Shaw (2021) that there is an effect of media campaign on health education, which reveal the evidence of health behavior change through regular media



assessment. This result further upholds the findings of this study that there is a high level of accessibility to messages about prostate cancer.

CONCLUSION

Following the discussion of results, the following conclusions were made;

Media campaign on tackle prostate cancer and sensitization of health benefits is a serious campaign both on Social media, electronic and print. This is because of the high level of spread of the ailment and its deadly nature. Many men today in South-East Nigeria and beyond are very much aware of prostate cancer sensitization through regular campaign from different media platforms. Thus, the awareness has given room for abstinence from eating too much fatty foods and engagement into regular medical check-ups, amongst the men especially from the ages of 45 years and above.

RECOMMENDATIONS

Based on the conclusions of the study, the following recommendations were made;

- i. South-East Nigeria men and beyond should endeavour to seek and access more information about prostate cancer in order to be updated about the ailment as well as preventing and remedying the situation.
- ii. Different media channels or platforms should constantly present and promote campaigns on prostate cancer to the public.

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