

The Prostate Net and Mount Sinai School of Medicine Launch Community-Based Health Education Program for Men

The Prostate Net and Mount Sinai School of Medicine's Division of Educational Technology announce "Wired Barbershops," the first digital, grassroots effort to bring important health messages directly to African American and Latino men in the communities where they work and live.

New York, NY (PRWEB) May 9, 2005 -- Participating barbershops will have interactive computer systems wherein customers can learn about prostate cancer, its risk factors and treatment options - while they wait for their haircut. "Wired Barbershops" are a complement to "Going to the Barbershop to Fight Cancer," a national health awareness campaign that urges men to get checked for prostate cancer. Conceived by Prostate Net Founder and President, Virgil Simons, the program includes an extensive network of barbers who serve as "lay health motivators," trained at nearly 60 medical centers throughout the country.

According to The Prostate Net, (www.prostatenet.org) prostate cancer is the single most diagnosed of all cancers, and the second leading cause of cancer death in men. African American men have an incidence rate 59% greater than white males and a death rate 128% higher than white men. Latino/Hispanic males have the third highest rates of prostate cancer incidence and death. Medically underserved patients are usually diagnosed with advanced stage disease and have limited or no health insurance to pay for treatment.

Utilizing specially designed software developed by Mount Sinai's Educational Technology Group and based on its "Command Performance" product family, each user friendly "Wired Barbershop" kiosk will include a fully equipped workstation (desktop CPU, LCD monitor, keyboard, mouse, and printer) featuring interactive educational videos and information. The fully scalable systems are constantly updated with the latest information via connectivity provided by the Verizon DSL high speed Internet network. And, there will be a voluntary survey to assist health professionals in better understanding communities-at-risk, leading to more effective treatment options and disease management. The survey has been developed by the University of Medicine and Dentistry of New Jersey. Men who complete the survey receive a coupon for a free haircut!

"Wired Barbershops" are part of "The Knowledge Net," (www.theknowledgenet.info) an umbrella health education campaign that will ultimately provide information regarding heart disease, obesity, diabetes and other health issues which disproportionately affect men of color. The Prostate Net's aggressive public education, early detection, treatment programs and support systems keep men "in the know," providing "the means to cope, until there is a cure," according to Simons, who this year celebrates 10 years as a prostate cancer survivor.

This innovative health education campaign will be formally unveiled during the 2005 American Society of Clinical Oncology (ASCO) conference May 13-17, in Orlando, FL. International health experts will have a chance to demo the interactive computer platform at an actual "Wired Barbershop," part of the convention expo. The barbershop will be staffed by representatives from the National Association of Barber Boards of America (NABBA), whose members serve as "lay health motivators," encouraging patrons to be screened for prostate cancer. "Wired Barbershops" Phase I will rollout to six cities in May, with plans to have a minimum of 5,000 wired shops throughout the U.S.

The Prostate Net's "Wired Barbershop" program is supported by the Fannie E. Rippel Foundation, Celgene Corporation, and Sanofi Aventis Oncology. To learn how your company can join the "Wired Barbershop"



initiative, contact email protected from spam bots or call 1.888.4PROSNET (1.888.477.6763). The Prostate Net, Inc. is a 501c(3) nonprofit educational corporation.

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