



# MOVEMBER NEWS

~ THE FOUNDATION ~

## THE MOVEMBER FOUNDATION'S GLOBAL ACTION PLAN

### WHY WE NEED TO ACT

- Prostate cancer is the second most common cancer in men worldwide<sup>1</sup>
- Two thirds of cases of prostate cancer are diagnosed in more developed regions<sup>1</sup>

- Prostate cancer is the 5<sup>th</sup> leading cause of death from cancer in men with an estimated 307,000 deaths worldwide in 2012<sup>2</sup>

### THE ISSUES

- Studies have found that around half of men diagnosed with prostate cancer are unnecessarily overtreated<sup>2</sup>. And as a consequence men are exposed to suffering from avoidable side effects affecting their quality of life.
- When treating prostate cancer, timing is crucial to prevent the cancer from spreading.

Unfortunately there is a lack of markers available to help doctors make decisions about the best course of treatment to take for each man.

### THE ANSWER

From growing a Mo to global collaboration, the Movember Foundation has taken its disruptive funding approach to revolutionise the prostate cancer and testicular cancer research world by creating the Global Action Plan (GAP). The Movember Foundation's unique position due to its reach in over 21 countries provides an umbrella view of men's health issues globally which need to be tackled in an innovative way.

This led to the realisation that much like its global Mo community, the same team principle can apply to research. The common goal is that one day, this research can help beat cancer.

*"Our vision is to have an everlasting impact on the face of men's health and it's to this end that we've established GAP.*

*We believe that team-based research, performed across borders with a strong collaborative mindset, avoiding duplication of work, can deliver innovation and knowledge sharing that leads to an acceleration of results that benefit men diagnosed and living with prostate cancer and testicular cancer today."*

**- PAUL VILLANTI  
EXECUTIVE DIRECTOR OF PROGRAMMES  
THE MOVEMBER FOUNDATION**

Professor Johan Swinnen, Head Department of Oncology, KU Leuven, Belgium and part of the GAPI Biomarkers team agrees: "Prostate cancer kills too many men every year. We don't have to accept this. Together we can make a change. Movember's funding through GAP has brought together researchers from around the globe with complementary expertise in research. Exchanging ideas and protocols fosters new discoveries. This process creates opportunities that in isolated labs are infeasible and will dramatically accelerate the implementation of novel biomarkers in clinical practice."

### THE 5 BIG CANCER QUESTIONS BEING TACKLED BY THE MOVEMBER FOUNDATION

**1)** How can you predict the aggressiveness of prostate cancer? The severity of cancer varies between men. New tests are needed to help identify low risk versus aggressive prostate cancer to see if there is response or resistance to treatments. The 1<sup>st</sup> GAP Biomarkers Initiative plays a role in this area by examining various biological markers in blood, tissue and urine to decide how effective these markers can be as tests in the future.

**2)** How can you attack cancer if you cannot see it properly? The 2<sup>nd</sup> GAP Initiative aims to push the limits of prostate cancer imaging through 3 landmark global clinical trials. One of the trials looks at a non-invasive method using the marker FDHT to directly image cancer cells. The other trials strive to gain regulatory approval for the markers Choline and PSMA, which identify the spread of cancer.

cancer and will reduce the number switching to active therapy and hopefully improve their quality of life.

**4)** Could exercise play a significant role in improving the quality of lives of men with advanced prostate cancer? Evidence has shown that exercise may be key to leading a healthier, happier life. The 4<sup>th</sup> GAP Initiative will fund an international clinical trial to determine the benefits of exercise for men with advanced prostate cancer and identify an optimized exercise regimen in which they can participate.

**5)** Testicular cancer treatment has a high success rate but what happens if the cancer comes back? Last year the Global Action Plan expanded to include testicular cancer, which is the most common cancer in young men in their early 20s and 30s<sup>3</sup>. The 5<sup>th</sup> GAP Initiative is a testicular cancer translational research project that will answer questions as to why men relapse and which treatments are benefiting these men.

## FIGHTING THE GOOD FIGHT AGAINST CANCER

**3)** Once a man has been diagnosed with prostate cancer, what options does he have? Men are often over treated and may have side effects from therapy e.g. erectile dysfunction and incontinence. One of the options after initial diagnosis can be active surveillance, or watchful waiting, where prostate cancer is monitored through tests and biopsies, without affecting a man's lifestyle. The 3<sup>rd</sup> GAP Initiative will create a central database involving around 40% of the world's active surveillance patient data. This will help create a global consensus on the selection and monitoring of men with low risk prostate

The Movember Foundation's Global Action Plan initiatives are at the pinnacle of improving the lives of men with prostate and testicular cancer and will help doctors decide on better treatment strategies, helping change the face of men's health worldwide.

**References**  
**#1** Ferlay J, Soerjomataram I, Ervik M, Dikshit R, Eser S, Mathers C, Rebelo M, Parkin DM, Forman D, Bray F. GLOBOCAN 2012 v11.0: Cancer Incidence and Mortality Worldwide: IARC CancerBase, no. 11 [Internet]. Lyon, France: International Agency for Research on Cancer; 2013. Available from: <http://globocan.iarc.fr>, accessed on 23rd May 2014. **#2** Heijnsdijk EJ, van der Klundert A, Weer EJ, et al. Overtreatment, overtreatment and costs in prostate-specific antigen screening for prostate cancer. *British Journal of Cancer* 2009; 101: 1833-1838. **#3** Shanmugalingam T, Souhali A, Chowdhury S et al. Global incidence and outcome of testicular cancer. *Clinical Epidemiology* 2013; 5: 417-427.

**Footnote**  
**FDHT:** [18F]Fluoridihydrotestosterone is a biomarker - a measurable indicator of disease - used to identify areas of cancer spread in a PET/CT scanner. **Choline:** [18F]Fluorocholine is a PET scanner imaging agent used in staging of prostate cancer. **PSMA:** Prostate-specific membrane antigen is used as an imaging agent as it is expressed in all stages of prostate cancer.

