



Oregon Urological Society Summer Update

MISSION

To enhance the delivery and quality of urologic care through education and advocacy for patients and health care providers.

OUS Plays Important Role in Men's Health Awareness Month -June

KGW8

On Thursday, May 31st, OUS President Robert Skinner MD joined Executive Director Debi Johnson, Captain America and a prostate cancer survivor for a live interview on "Portland Today". The interview ran live on TV on May 31st and then was posted on the KGW Portland Today online news for nearly a week. The mini segment on prostate cancer and the ZERO Prostate Cancer Run/Walk was additionally posted on Portland Today's Facebook and Instagram (highlighting the Captain America photo from outside the building as seen below.



Thank you to Amy Ruddy of ARmomentum for arranging the opportunity to further our outreach to the local communities concerning prostate cancer awareness and the ZERO Run/Walk. Special Thanks to Don Phillips of Abbvie who went above and beyond to raise

awareness as our featured superhero "Captain America" in the fight against prostate cancer.



Several members of the OUS contributed informational health articles for Sunday, June 3rd Oregonian newspaper. A variety of mens' health topics including BPH, testicular cancer, vasectomy, testosterone and HiFU were featured in the Men's Health special section. Thank you to Dr. Shammai Rockove, Dr. Dan Janoff, Dr. Brian Shaffer, Dr. Rob Skinner, and Dr. Stan Myers for contributing to the effort.

LINK TO ENTIRE NEWSPAPER INSERT can be found on our website under the tab "MORE"

A photograph of a man in a blue t-shirt and black shorts running on a bridge. The bridge has a green steel truss structure. In the background, a city skyline is visible under a clear sky.

Sponsor Content produced by Oregonian Media Group's Marketing Department

June 3, 2018

MEN'S HEALTH

Inside:
Expert medical advice from Portland area physicians
5K Race aims to 'zero out' prostate cancer

Inside: MEN'S HEALTH SPECIAL SECTION

Article topics included:

- Portland joins national movement to end prostate cancer
- New Treatments may be most effective for symptoms of enlarged prostate
- Demystifying anesthesia for men undergoing surgery
- What you need to know about testicular cancer
- New way to treat prostate cancer has arrived in the Northwest
- Testosterone and men's health
- When it comes to family planning, vasectomy is the preferred technique
- How nutrition and hormones affect men's health