

# Men: overcome prejudice and take care of your health!

Written by: Horiens - 31/10/2023

November has arrived, and with it comes all the mobilization surrounding the Movember campaign, a global awareness movement about prostate cancer. Despite the warning, many men, even those with easy access to information, still neglect basic health care, such as annual check-ups, leaving room for this and other diseases to go undiagnosed.

Recent data from the Ministry of Health indicate that prostate cancer is the second most common type of cancer in the male population, surpassed only by non-melanoma skin tumors. In Brazil, 71,730 new cases of prostate cancer are estimated per year for the three-year period 2023-2025. Age is still the main risk factor for the disease, and it is more prevalent in men aged 60 and over who are obese and/or have a family history. However, with early diagnosis, prostate cancer can be cured by up to 90%. According to Dr. Eduardo Motta, a partner physician at Horiens, scheduling regular check-ups and screenings to ensure that your health is in good condition is a form of self-care. "Every man over the age of 50 needs to have a PSA blood test, a prostate ultrasound and see a urologist for a prostate exam. If you have a family history, you should do all this at the age of 45. For prevention, it is recommended to avoid smoking and excessive alcohol consumption, engage in physical activity, and maintain a balanced and healthy diet," he explains.

## Overcoming taboos

Prejudice towards prostate examinations is still a major obstacle to preventive care. This prejudice can manifest itself in various ways, but is generally rooted in stereotypes and taboos surrounding masculinity. Many men are reluctant to seek information and even talk about prostate cancer, often for fear of appearing fragile or vulnerable. However, self-care is the greatest sign of strength and courage that someone can demonstrate, and prevention is the key to a longer and healthier life. "Prevention is simple, but undiagnosed prostate cancer can spread to other organs and even lead to death," warns Dr. Eduardo.

Take advantage of the Blue November campaign to have preventive examinations. Leave the stigma behind, schedule your annual checkup and encourage other men in your life to do the same. Keep in mind that no taboo can be greater than your will to live and be with those you love. After all, who do you take care of yourself for?

## What is prostate cancer?

Prostate cancer is one of the most common types of cancer in men. It develops in the prostate, a small gland located below the bladder, and can grow silently for years, often without any obvious symptoms.

## The importance of early detection

Early detection is the key to successful treatment. When identified in the early stages, the treatment options and survival rates are bigger. All men, especially those over 50, should talk to their doctors about undergoing screening tests, such as rectal examination and PSA blood test.

### **How to prevent it**

The adoption of a healthy lifestyle and awareness of risk factors are fundamental. To reduce the risk of developing the disease, stay away from cigarettes and avoid alcoholic beverages. Exercise and eat a more natural diet.

Invite friends and family and join our special live event! On November 9, at 11 a.m., [click here](#) and take part!