The Prostate Cancer Foundation's Annual Prostate Cancer Awareness Month Campaign - Suit Up September



Who we are

The Prostate Cancer Foundation (PCF) is the leading nonprofit organisation in South Africa dedicated to prostate cancer. The Foundation is led by some of South Africa's top medical specialists who diagnose, treat and research prostate cancer on a daily basis. Their medical expertise is used to develop educational materials for the public and other healthcare professionals. The Foundation also provides a forum for men whose lives have been directly affected by prostate cancer. Many of them volunteer to help with the Foundation's awareness and educational programs or they provide support to other men who have been recently diagnosed with prostate cancer.

Why is it important to raise awareness about prostate cancer

The current lack of awareness about prostate cancer has been documented by Benedict et al in a study in the Free State province where only 22.3% of participants diagnosed with prostate cancer had ever heard of the disease. This lack of awareness is a contributory factor that leads to low rates of screening. This in turn contributes to the high levels of men presenting with locally advanced and advanced (metastatic) prostate cancer in South Africa, and the subsequent high death rates (mortality) as documented by Globocan. This data shows that South Africa has the highest per capita death rate in the world from prostate cancer.

Prostate Cancer Awareness Month (Suit Up September)

September is internationally recognised as prostate cancer awareness month. In 2012, The Prostate Cancer Foundation launched the first annual Suit Up September campaign to help raise awareness about prostate cancer.

How to participate in Suit Up September

We encourage both men and women to participate in Suit Up September. All they have to do is purchase a Suit Up September badge from The Prostate Cancer Foundation's online shop for R50 and wear it with a suit on any day in September to help raise awareness about prostate cancer. Of course, it's a lot more fun to get a group of people together to participate in a Suit Up September Event so we have provided some details below.

Suit Up for work

Arrange with your work colleagues to wear your best suits on a day in September and have a prize for the best dressed man and best dressed lady. If you always wear a suit to work, add a twist by all wearing bow ties or tuxedos.

An educational element can be added by having a prostate cancer survivor talk about their journey with prostate cancer or we can arrange for a medical expert to speak about prostate cancer.





Suit Up at your sports club

Sports clubs are ideally positioned to host a suit up event. If it's too hot you can cheat and adjust your suit up outfit to the weather.

Sedgefield Bowls Club



Bowls Suit Up Campaign Video
https://youtu.be/NHNu60Zdl7E?si=np3lO7lJgOPhlRpi

Nedbank Running Club George



Running Suit Up Campaign Video
https://youtu.be/PJfdlzpo5ho?si=E0NEtGzBJBdAOktE

The Suit Up September Social Media Campaign

Participants are encouraged follow our Suit Up September campaign on social media and to upload a photo of themselves to their social media platforms, in their suit up outfit with the #suitupseptember.



Comedian Barry Hilton supports Suit Up September



Barry Hilton's 2024 Suit Up September Campaign video:
https://youtu.be/3eEolVf7tyk?si=v7W9O4MEXsk5tcPk

Dr Michael Mol supports Suit Up September



Dr Micheal Mol's 2024 campaign video:
https://youtu.be/rQf_vbMyP0w?si=q-tA7jYXv64Yg4Uc

Adding some pizzaz to your Suit Up Event

Suit Up Tea



Suit Up Photo Opportunity

