

IMPACT provides **FREE** prostate cancer treatment for Californians



Prostate Cancer Awareness Month Social Media Promotion Kit

PURPOSE:

To help partners spread the word about free prostate cancer treatment available through the IMPACT program during Prostate Cancer Awareness Month in September.

HOW TO USE THIS KIT:

1. **Share the message** - Copy and paste the sample post text to your organization's social media pages.
2. **Add the visuals** - Pair each post with your choice of the [provided graphics](#) (available in English and Spanish).
3. **Include the call-to-action** - Always add 1-800-409-8252 and caimpact.org on every post so people know where to get help.
4. **Post widely** – Share on Facebook, Instagram, X (Twitter), LinkedIn, and any other channels your organization uses.

Together, we can connect more men to life-saving treatment.

SAMPLE SOCIAL MEDIA POSTS:

- Nearly 30,000 men in California will be diagnosed with prostate cancer this year. If you have prostate cancer and are uninsured, IMPACT can help by providing free, high-quality treatment. Call 1-800-409-8252 or visit caimpact.org today to see if you qualify.

- Prostate Cancer Awareness Month is here - and so is help for those who need it most. The IMPACT program offers FREE prostate cancer treatment for eligible California men. Don't wait. Treatment saves lives. Call 1-800-409-8252 or visit caimpact.org.
- Did you know? Advanced prostate cancer cases in California are increasing 50% faster than the national average. If you've been diagnosed, don't delay - call IMPACT for free treatment options today. 1-800-409-8252 | caimpact.org
- Prostate cancer is the 2nd most diagnosed cancer in California. The IMPACT program provides free treatment for eligible men, so cost is never a barrier to care. Help us spread the word - it could save a life. Call 1-800-409-8252 or visit caimpact.org.
- If you or someone you love has been diagnosed with prostate cancer and has little or no health insurance, help is available. IMPACT provides free, high-quality treatment to eligible California residents. 1-800-409-8252 | caimpact.org

SUGGESTED HASHTAGS:

#IMPACTCA

#ProstateCancerAwareness

#FREECancerTreatment

#CaliforniaHealth

#MensHealth

#CancerSupport