



Engender Database extract

GEOGRAPHIC

Continent
Europe (EU)

Country
Latvia

BASIC DETAILS

Language
Latvian

Sector: Health

Title (EN): Campaign on raising awareness of early diagnostics of prostate cancer

Abstract description (EN):

Prostate cancer is the second most frequent oncological illness for men in Latvia, it is very important to detect it at early stage. Timely detection is very significant for successful treatment. Campaign aims to raise awareness on early diagnostics of prostate cancer. Campaign included: 1) information on TV and internet (involving famous people and using mustache as recognition sign), 2) opportunity for 1000 men (older than 45) to carry out PSA tests for free, 3) opportunity to visit urologist for free.

Title (Original Language): Kampana prostatas veža agrinas diagnostikas veicināšanai

Abstract description (Original Language):

Prostatas vēzis ir otra visbiežāk sastopama onkoloģiska slimība vīriešiem Latvijā un atklāta stadijā ir pilnībā izarstējama. Kampana paredzēta prostatas veža agrīnas diagnostikas veicināšanai. Tas ietvaros tiks sniegta: 1) Informācija TV, internetā (iesaistot sabiedrībā populārus cilvēkus + izmantojot ūsas kā atpazīšanas zīmi) 2) iespēja vīriešiem, kas vecāki par 45 gadiem, veikt 1000 bezmaksas PSA analīzes 3) iespēja apmeklēt speciālistu par pazeminātu maksu.

Keywords: Prostate cancer, men, early diagnosis

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Free Comments:

Few medical centres were involved (PSA testing, consulting)

BIBLIOGRAPHICAL INFORMATION

Data type: Web page

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City:

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URL: <http://www.tv6.lv/usas>

Authors:

Lastname	Initial
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