

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 20, 2016**

Item 29, Report No. 31, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 20, 2016.

**29**

**PROCLAMATION REQUEST**  
**PROSTATE CANCER AWARENESS MONTH**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Clerk, dated September 7, 2016:

**Recommendation**

The City Clerk recommends:

1. That the month of September 2016 be proclaimed as Prostate Cancer Awareness Month; and
2. That the proclamation be posted on the City's website and published on the City Page online.

**Contribution to Sustainability**

N/A

**Economic Impact**

N/A

**Communications Plan**

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Council – Proclamations" and on the City Page Online.

**Purpose**

To respond to the request received from the Vice-President, Marketing and Philanthropy, Prostate Cancer Canada.

**Background - Analysis and Options**

Correspondence was received from Prostate Cancer Canada in the Office of the City Clerk on August 3, 2016.

The proclamation request meets the requirements of the City's Proclamation Policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act".

Prostate Cancer Canada is the leading national foundation dedicated to the elimination of prostate cancer in men through research, advocacy, education, support and awareness. Awareness is integral to early detection; when detected early, the survival rate for prostate cancer is over 90%.

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 20, 2016**

Item 29, CW Report No. 31 – Page 2

**Relationship to Term of Council Service Excellence Strategy Map (2014-2018)**

This report supports the Term of Council priorities, as outlined in the Service Excellence Strategy Map:

- Continue to ensure the safety and well-being of citizens

**Regional Implications**

N/A

**Conclusion**

Staff is recommending that September 2016 be proclaimed as Prostate Cancer Awareness Month, and that the proclamation be posted on the City's website and the City Page Online.

**Attachment**

Attachment 1 Correspondence from Vice-President, Marketing and Philanthropy, Prostate Cancer Canada

**Report prepared by:**

Julia Bartolomeo, Administrative Assistant to the City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

**PROCLAMATION REQUEST**  
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**Attachment**

Attachment 1 Correspondence from Vice-President, Marketing and Philanthropy, Prostate Cancer Canada

**Report prepared by:**

Julia Bartolomeo, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams

RECEIVED

AUG 03 2016

CLERK'S DEPT.

ATTACHMENT 1



Dear Julia Bartolomeo,

Following the success of the past two years of proclamations in 2014 and 2015, Prostate Cancer Canada is planning on making a significant impact this year and we need your help to do so.

In 2015, 109 cities across Canada declared that September is Prostate Cancer Awareness Month. This year we hope to double this number and spread information and awareness about prostate cancer, the most common cancer among Canadian men. Please join the other communities across Canada that are helping us in our mission. Our primary method is through proclamations and we would very much appreciate your support. If amenable, we would appreciate your proclamation of September 2016 as 'Prostate Cancer Awareness Month'.

I have included below a backgrounder on Prostate Cancer Canada and some facts about prostate cancer for you. For further information please go to our website at [www.prostatecancer.ca](http://www.prostatecancer.ca).

Yours truly,

Randy Hutchings  
Vice-President, Marketing and Philanthropy



## Prostate Cancer Canada Background

Prostate Cancer Canada is the leading national foundation dedicated to the elimination of the most common cancer in men through research, advocacy, education, support and awareness. For 22 years we have invested the generous donations of Canadians towards funding research that will uncover better diagnostic and treatment options, and towards providing comprehensive education and support services for those living with and affected by prostate cancer.

### Prostate Cancer facts

- 1 in 8 Canadian men will be diagnosed with prostate cancer in their lifetime; which made for 24,000 expected new cases in 2015.
- Early detection saves lives. When detected early, the survival rate for prostate cancer is over 90%.
- Prostate Cancer Canada strongly advocates for "smart screening" for prostate cancer following a shared decision making process between a man and his doctor. This involves men getting a Prostate Specific Antigen (PSA) test in their 40s to establish a baseline level which is then incorporated into the man's risk profile with family history and ethnicity to determine when the next PSA test needs to occur.
- Over the last 20 years, mortality from prostate cancer has dropped by 40% due to early diagnosis and treatment. Empirically this is over 2,000 Canadian men who are not dying each year due to prostate cancer being diagnosed when it is largely treatable.

## PROSTATE CANCER AWARENESS MONTH

**September 2016**

**WHEREAS**, prostate cancer is the most common cancer to affect Canadian men; and

**WHEREAS**, 1 in 8 Canadian men will be diagnosed with the disease in his lifetime; and

**WHEREAS**, an estimated 24,000 Canadian men will be diagnosed with prostate cancer this year; and

**WHEREAS**, the survival rate for prostate cancer can be over 90% when detected early; and

**WHEREAS**, those with a family history of the disease, or those of African or Caribbean descent, are at a greater risk of developing prostate cancer; and

**WHEREAS**, Prostate Cancer Canada recommends that men get a PSA test in their 40s to establish their baseline;

**THEREFORE**, I, <Name> , of the <city/town> of <location>, do hereby proclaim **September 2016 as Prostate Cancer Awareness Month** in <location>.