



AMMA MEDIA RELEASE

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Taking the fight against prostate cancer down the mines: AMMA

Peak resource industry employer group, AMMA is today playing its part in launching an innovative campaign to take the message about prostate cancer directly to workers across the resources industry.

AMMA Chief Executive, Steve Knott said his organisation was proud to be working in partnership with the Prostate Cancer Foundation of Australia (PCFA) and members such as the Minerals and Metals Group with the goal of taking the potentially life-saving men's health message directly into workplaces as part of a site outreach program.

"Today's meeting in Melbourne is an historic first in the sector and we are pleased to be working with companies such as MMG [Minerals and Metals Group] to roll this message out to as many front-line workers as we possibly can," Mr Knott said.

"Excluding non-melanoma skin cancers, prostate cancer is the most common cancer diagnosed in Australia and the second largest cause of cancer deaths in men," Mr Knott said.

"In addition to today's meeting at MMG's corporate headquarters - MMG operates four sites across the country, which AMMA Staff and PCFA representative, prostate cancer survivor, and former Federal Government Minister Hon Jim Lloyd, will be visiting in coming weeks to deliver prostate cancer education and raise overall awareness.

"The latest data shows in 2010 almost 20,000 Australian men will be diagnosed with prostate cancer. Tragically more than 3,300 men will die as a direct cause of prostate cancer. Men in rural and regional Australia have a 21 per cent higher prostate cancer mortality rate than men in capital cities."

Mr Knott said through AMMA's extensive membership base there is the potential to assist in the education of over 400,000 workers and their families about prostate cancer and raise money to assist with funding further research.

"With resource industry companies employing large percentages of male workers, I would encourage as many of AMMA's members as possible to get involved with this important initiative.

"By working together employers can play their part in raising awareness, research and support to overcome this often little-discussed killer." Mr Knott said.

Of this initiative, The Hon Jim Lloyd said, "AMMA and MMG are to be congratulated on this real action in support of the fight against prostate cancer."

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