**EMAIL #1 (GENERAL)**

**Subject line: Take charge of your prostate health**

Taking care of your prostate health isn’t just about avoiding issues – it’s about protecting the life you want to live. Starting the conversation with your doctor early helps you stay ahead, so you can keep doing the things you enjoy and being with the people who matter most. According to the [United States Preventive Services Taskforce](https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/prostate-cancer-screening) and [American Cancer Society,](https://www.cancer.org/cancer/types/prostate-cancer/detection-diagnosis-staging/acs-recommendations.html) it’s important to keep an eye out for changes in your body, such as:

### Difficulty starting or stopping urine flow

### Weak or interrupted stream

### Urinating more often, especially at night

### Feeling your bladder isn’t empty

### Pain or burning during urination

### Blood in urine or semen

### Painful ejaculation

### Persistent pain in the back, hips or pelvis

### Unexplained weight loss or fatigue

These symptoms can be linked to many conditions, not just prostate issues. Ultimately, they’re a sign to check in with your care team. Prostate screenings are considered preventive care and included in most health plans. A simple conversation today can give you confidence and peace of mind for the road ahead.

Visit BCBSND.me for care options, tools and support.

**EMAIL #2 (SCREENING & EARLY DETECTION)**

**Subject line: Know when to get prostate screenings**

When you feel healthy, it’s easy to put off certain conversations with your care team. But your prostate health is one of those topics that’s worth bringing up. Early detection helps find issues when they’re most treatable. Screening guidelines, according to the [United States Preventive Services Taskforce](https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/prostate-cancer-screening) and [American Cancer Society](https://www.cancer.org/cancer/types/prostate-cancer/detection-diagnosis-staging/acs-recommendations.html) are:

* **Ages 40–54:** Men with higher risk, such as a family history of prostate issues or men of African descent, may want to start talking with their doctor about screening as early as age 40.
* **Ages 55–69:** Doctors often recommend screening during these years because they can find problems early.
* **Age 70 and older:** Screening is usually not recommended unless your doctor believes it’s needed for your health.

The decision to screen is a personal one, and how often you do it, such as every two to three years, depends on your individual health and risk factors. Prostate screenings are considered preventive care and are covered by most health plans. Your doctor can help you understand what’s right for you. Taking time to have that conversation now can help you protect your health and future.

Visit BCBSND.me for tools, resources and support.