# ASPI Media Kit

ACTIVE SURVEILLANCE PATIENTS INTERNATIONAL

### Media Contact

**ASPI Media Relations**
Email: **info@aspatients.org**
Website: aspatients.org

### For media inquiries

Please include your deadline, outlet, topic, and whether you are looking for a patient perspective, organizational comment, or expert background.

## About ASPI

Active Surveillance Patients International (ASPI) is a 501(c)(3) nonprofit organization that helps men and families understand Active Surveillance for prostate cancer. ASPI provides patient-friendly education, expert discussions, patient perspectives, and practical resources designed to support informed conversations with medical professionals.

ASPI does not replace medical advice. Its resources are educational and are intended to support - not substitute for - conversations with qualified healthcare professionals.

### What ASPI does

- Creates patient-friendly education about Active Surveillance.
- Hosts virtual meetings with clinicians, researchers, and patient advocates.
- Shares lived experience from men who have faced prostate cancer decisions.
- Develops practical resources including The Pathway, the Short Video Library, the Active Surveillance Clinical Trial Finder, and educational meeting archives.

### Who ASPI serves

- Men newly diagnosed with low-risk or favorable-risk prostate cancer.
- Men already on Active Surveillance.
- Partners, family members, support group leaders, advocates, and clinicians looking for patient-friendly resources.
- Organizations working to improve prostate cancer education and shared decision-making.

## Approved Boilerplate

Active Surveillance Patients International is a nonprofit organization dedicated to educating, supporting, and advocating for men with low-risk prostate cancer who are on or considering Active Surveillance, along with their families. Through free tools, webinars, community support, and patient resources — including its plain-language guide, The Pathway: Your Guide to Active Surveillance — ASPI helps patients understand their options, make informed decisions, and connect with evidence-based information. For more information, visit aspatients.org.

## Quick Facts

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| **Organization name** | Active Surveillance Patients International |
| **Common abbreviation** | ASPI |
| **Website** | aspatients.org |
| **Nonprofit status** | 501(c)(3) nonprofit organization |
| **Primary focus** | Patient education and support related to Active Surveillance for prostate cancer |
| **Primary audience** | Men diagnosed with prostate cancer, men on Active Surveillance, partners, family members, and patient advocates |
| **Media contact** | info@aspatients.org |

## Key ASPI Resources

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|---|---|
| **The Pathway** | ASPI's digital guidebook for men who have been told they have, or may have, prostate cancer. It helps readers understand diagnosis, testing, Active Surveillance, treatment options, and questions to discuss with their medical team. |
| **Active Surveillance Clinical Trial Finder** | A patient-friendly tool that helps people explore clinical trials related to Active Surveillance and prostate cancer monitoring. It is designed to support conversations with a medical team, not to recommend or endorse a specific trial. |
| **Short Video Library** | A searchable library of short clips from ASPI meetings and patient conversations, organized by topic. |
| **Meeting Videos** | ASPI's archive of longer virtual meetings featuring clinicians, researchers, patient advocates, and men with lived experience. |
| **Glossary** | Plain-language explanations of common prostate cancer terms, tests, and acronyms. |

## Suggested Interview and Background Topics

ASPI may be able to help reporters with background, patient perspective, or source referrals on topics such as:

- What Active Surveillance means for prostate cancer patients.
- Why Active Surveillance is sometimes misunderstood as "doing nothing."
- How men and families can understand a low-risk or favorable-risk prostate cancer diagnosis.
- The emotional side of living with prostate cancer
- while being carefully monitored.
  Patient anxiety, uncertainty, and the need for clear information.
- Shared decision-making between patients and clinicians.
- Questions patients may want to ask after diagnosis.
- Overtreatment concerns and quality-of-life considerations.
- Biopsy safety, monitoring, and patient communication.
- How patient advocates and researchers have helped shape the Active Surveillance conversation.

## Interview Sources ASPI May Be Able to Help With

Depending on the topic and availability, ASPI may be able to help reporters connect with people who can provide patient, organizational, research, or award-related perspective.

**ASPI organizational representative:** For background on ASPI's mission, educational resources, patient support work, current announcements, and the organization's perspective on Active Surveillance.

**Patient advocate or person with lived experience:** For personal perspective on diagnosis, uncertainty, monitoring, decision-making, and living on Active Surveillance.

**Clinician or researcher connected to an ASPI event or award:** For medical, research, or clinical background related to Active Surveillance, prostate cancer monitoring, biopsy safety, patient education, or shared decision-making.

**Award recipient or award representative:** For interviews or background related to ASPI awards, including the Chodak Award, Special Group Award for Research and Advocacy, Thrainn Thorvaldsson Patient Advocacy Award, or other ASPI recognition.

## Logo and Image Use

Approved ASPI logos, photographs, and images may be used for media coverage, partner announcements, and educational promotion related to ASPI.

Please do not alter ASPI logos, crop images in a misleading way, or use ASPI materials in a context that implies medical advice, endorsement, or a commercial partnership unless ASPI has approved that use.

Award images, honoree photos, and announcement graphics may be included with the related press release when ASPI has permission to use them. For high-resolution files or special requests, contact ASPI Media Relations.

## Educational Note

ASPI's resources are educational and are not a substitute for medical advice, diagnosis, or treatment. Men should discuss their diagnosis, monitoring plan, and treatment options with qualified healthcare professionals who understand their individual situation.

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