



Movember launches second Global Action Plan project investigating prostate cancer imaging

Friday 14th September, 2012

Movember today announced the second project funded under its Global Action Plan (GAP) program. This two year global project will involve researchers from around the world collaborating to investigate cutting-edge imaging in metastatic prostate cancer. The specific aims of the project are to improve the detection and understanding of the metastatic process, enhance the ability to track the progress of therapies and better understand the pathophysiology of bone pain in advanced prostate cancer. Movember will invest AUD \$5 million into promising collaborative imaging research projects.

EOI Information and key dates

Through an expression of interest (EOI) process, Movember seeks to identify interested researchers and their prostate cancer imaging capabilities and expertise. At the conclusion of the EOI period, researchers with relevant capabilities and expertise will be invited, through a consensus-based model, to develop integrated collaborative global research projects.

To participate in the project, interested parties are requested to contact the Project Manager for GAP2, Sam Gledhill by email at sam@movember.com to arrange for online registration.

Expressions of interest close at **5pm 2nd November 2012 AEST**.

GAP 2: The global prostate cancer imaging project

The overarching goal of this initiative is to develop trans-national, collaborative research projects which improve imaging of prostate cancer metastases and subsequently improve outcomes for men with advanced prostate disease. Imaging is a truly “front-line” investigative tool in diagnosing cancer, however current technology is not without limitation. There is a critical need to improve the ability to detect disease progression at a much earlier stage in order to improve patient outcomes.

Currently, prostate cancer metastases are assessed by a combination of PSA levels, projection bone scans and computed tomography or MRI. These methods are insensitive, inconsistent and difficult to quantitate. It is apparent that numerous novel methods of imaging prostate cancers are under development around the world. GAP2 seeks to bring these new methods to reality via an integrated and trans-national process.

Collaborative, consensus-driven research proposals will be developed with participating parties once information provided in the EOI process has been assessed, potential



synergies analysed and collaboration opportunities identified. Examples of collaborative research areas include, but are not limited to:

1. The early detection of micro-metastases
2. A better understanding of tumour heterogeneity
3. Development of strategies to better measure treatment response
4. Testing of novel tracers for diagnosis and response to therapy
5. A better understanding of bone pain physiology to improve quality of life and palliative outcomes
6. Investigation of the metastatic niche
7. Advancement projects identified in GAP1 with application relevant to GAP2

The Movember Global Action Plan (GAP)

GAP is Movember's Global Action Plan. Launched in 2011, it was established to address critical challenges in prostate cancer research through global collaboration. As a result of working with our Men's Health Partners around the world, Movember identified an opportunity to accelerate research outcomes by providing researchers from around the world the opportunity to work together on specific projects that meet critical clinical questions.

By bringing together the leading international clinicians and researchers, GAP facilitates a new and unprecedented level of global research collaboration, not previously seen within the prostate cancer community.

About Movember

Since its beginnings in 2003 in Melbourne Australia, Movember has grown to become a global men's health movement inspiring millions of Mo Bros and Mo Sistas to participate.

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces around the world, the aim of which is to raise funds and awareness for men's health issues, specifically prostate cancer and male mental health.

In 2011, the global Movember community of 854,288 Mo Bros and Mo Sistas, raised AUD \$124 million for men's health programs

Movember funds programs both directly and through its Men's Health Partners. The Movember Global Action Plan is a key initiative undertaken directly by Movember.