



Richard D. Brown
State Representative

Transportation and Public Safety Committee
House Bill 570 Sponsor Testimony
Representative Richard Brown
June 6th, 2018

Chair Green, Vice Chair Patton and Ranking Member Sheehy, thank you for giving me the opportunity to speak this morning about House Bill 570 before the Transportation and Public Safety Committee.

Representative Scott Lipps and I are sponsoring House Bill 570, which proposes the creation of a new license plate that will provide awareness of and contributions to the charitable non-profit organization "ZERO-THE END TO PROSTATE CANCER." Since 1996, this organization has worked to test over 130,000 men for prostate cancer, has sought to increase awareness about prostate cancer and support for those affected by the disease, and has supported efforts to find a cure for prostate cancer. ZERO's efforts will be greatly enhanced not only by the access to charitable donations that this bill provides, but also by the creation of the license plate itself, which will help support one of ZERO'S missions of increasing awareness of this kind of cancer.

I was informed of ZERO's work by a Canal Winchester resident and one of my constituents, Linda Hoetger. Linda's journey fighting against prostate cancer began when her husband Ray was diagnosed with an aggressive form of prostate cancer in 2009. Through early detection and proper medical treatment, Ray is thankfully still with us today and in good health. In 2012, Linda was contacted by ZERO to become an advocate for ZERO to raise awareness of prostate cancer and work to end this terrible disease. I was also interested in this issue by virtue of my father's contracting of prostate cancer at the age of 80. Early detection and proper medical treatment allowed him to live 16 more years. He passed away at age 96 in 2016 as a result of conditions completely unrelated to prostate cancer.

According to ZERO, from birth to death, one in nine men are diagnosed with prostate cancer. One in six African-American men are diagnosed with prostate cancer every year. Every 18 minutes, another American man is diagnosed. It is the most diagnosed form of cancer in men and the second leading cause of death due to cancer for men. Millions of men and their families are affected by this disease. Roughly 29,500 men die from prostate cancer each year. But prostate cancer does not affect only older men. Young boys can and do contract prostate cancer.

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This committee hears license plate bills quite often and while all of them are supportive of a cause, I would contend that ZERO would be particularly impacted by the creation of a license plate dedicated to this organization.

Since its founding in 1996, ZERO has focused on early detection of prostate cancer as a way to combat its impact on those men who are diagnosed with the disease. Preemptive screening is the best way to increase rates of survival. With early detection, the survival rate of prostate cancer is nearly 100%. That number falls as more time passes by without a diagnosis. Education regarding prostate cancer and early detection strategies are critical to saving lives and preserving and protecting our families.

Consequently, promoting awareness through the creation of this license plate will uniquely help ZERO carry out its mission of encouraging men to be proactive in screening for the disease. The financial contribution that the license plate fee will provide to the state treasury to the credit of the license plate fund and ZERO is important, but, more importantly, the ZERO license plate will provide significant awareness of prostate cancer and encourage early detection, screenings, and proper treatment. Promoting early testing will save lives and the license plate is another tool for ZERO to spread that message.

I respectfully urge the members of this committee to support HB570 in order to promote the important work of this organization and support their mission of ending prostate cancer.

Thank you again Chair Green, Vice Chair Patton and Ranking Member Sheehy. I will address any questions you may have.

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