



*Video series encouraging men with  
Prostate Cancer to seek emotional support.*

SERIES STORY AND PRODUCTION GUIDE



**There's two things men don't like to talk about:  
their feelings and their prostates.**



Based on our research, we have learned that sometimes men confronting PC find it difficult to talk with those they're close to about their experience.

They may find it easier to confide in other men with PC, and through those conversations and relationships they can find important community, information and support.

To address this Myovant is making a short series of videos that brings to raise awareness of the prevalence of prostate cancer and counteract feelings of shame and stigma.





Our goal is to get men to be aware of, and talk about, how they feel about their prostates.

**And that can only be a good thing since '1 in 8' men will develop prostate cancer in his lifetime.**

The good news is that most men diagnosed don't die from it. There are approximately 3 million men in the U.S. who have survived Prostate cancer.



# 1in8

*Men with Prostate Cancer  
seek support.*

'1 in 8' is a series of videos featuring the men who are the '1' in 8 diagnosed with Prostate cancer every year.

Sitting together in conversation, the men will be an authentic demonstration of the peer-to-peer support Myovant Sciences is advocating. Their discussions will work to destigmatize Prostate cancer for the dual purpose of getting more men to go and get tested, and men with PC to seek support.

In conversation they will share intimate details of why they decided to get tested, the anxiety of being diagnosed, the effect on personal relationships, wrestling with self-esteem, and coming to terms with treatment decisions they are faced with making.

The audience takeaway will be that there is no shame or embarrassment in seeking support to openly discussing PC, and most of all, the urgent need in getting tested to know if you are the '1' in 8.

## THE AUDIENCE

**Those who are seeking Prostate Cancer information and guidance.**

**Specifically men who have been recently diagnosed and their caregivers - spouse, relative, friend.**

## THE CHALLENGE

**Break down the barriers for the two things men don't talk about – their feelings and their health.**

## STRATEGIC APPROACH

**Bring together a group of men to reflect on overcoming their resistance to sharing their feelings and talking openly about their health while living with Prostate Cancer.**



## STRATEGIC GOAL

**Encourage men to talk about their health - this leads to sharing knowledge for better treatment outcomes.**

**Show men they are not alone with their emotions - ok to seek help from support groups.**

## THE CONVERSATION SETTING

The setting style is comfortable and neutral. Designed to support conversation, directing the focus on the men and their conversation content. The vibe will be familiar, a place our men will feel at ease.

Perhaps a coffee shop environment like where the one-on-one conversations take place in 'Comedians in Cars Drinking Coffee.' To relax, our guys could be having a non-alcoholic beverage of their choice to keep their hands busy while in discussion.

## THE PARTICIPANTS

We will cast a diverse range of men who reflect the broad patient population. (e.g. men with female partners, men with male partners, men with no partners - men of different ages, men of different races).

We would also like to feature men at various stages of treatment to reflect different perspectives.

Above all participants we're looking for people who feel motivated to put themselves out there in the hope that their story will help others.

NOTE: An interesting addition would be a man who has not been screened yet, to sit in conversation with a man who is in treatment.



## THE CONVERSATIONS

While we do want this to look and feel like two men opening up to each other we do have specific points to convey to viewers.

We'll construct a story narrative that leaves room for the conversation to go where it wants to go naturally to get the magic moments and hit the salient PC points.

The men will be prepped and with a series of questions that will keep the conversations moving on track in a real manner, allowing room for their own unique response to similar situations and events they share.

These guys know what's up with PC, they've lived it, and discussed it in their support groups. They are the insight and inspiration; we are the observant fly on the wall.





## GUIDING THE CONVERSATION

Each video will begin with the men reading each other's bio - personal info and current treatment status. This technique will quickly forge a connection.

Following their intro, the men will ask each other questions from a master list we create to get the most out of the time we have with the men.

To deliver on the main objective we will construct an interview guide that ladders up to a life-saving call to action - GET MORE MEN TESTED.

Why did you get tested?

- What did you know about PC before being diagnosed?
- What went through your mind when you were diagnosed?
- What was your most difficult treatment decision?
- When did this effect your sex life?
- When (why) did you seek out a support group?
- How has the way you talk about PC changed over time?
- Looking forward, how has your perspective on life and health changed?
- Have you told anyone in your life to get tested?
- What would you say to someone to get them to be screened?





## THE OUTPUT

We will create a series of videos from our conversations shaped to be distributed across all the Myovant social channels.

Main program video - a long format video created from all the individual conversations.

Series of short pull-out videos - topic specific:

- Why get tested - warning signs, don't fear the finger
- Side effects of treatment - incontinence and impotence
- Who to talk to - seeking support from PC patients
- Value of talking - support is treatment

### DISTRIBUTION:

These videos will live on a playlist the Myovant Sciences YouTube channel as well as a page in the Stories section of Myovant.com.

### PROMOTION:

Promotion will occur on social media, search and especially on YouTube. Video cutdown for social - drive to Myovant.com





## DISCOVERY FROM INTERVIEWS

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The men selected to interview and participate in this program were diagnosed from routine health check ups.

Most of them have are on a complex journey of treatment programs. A few have run out of treatment options.

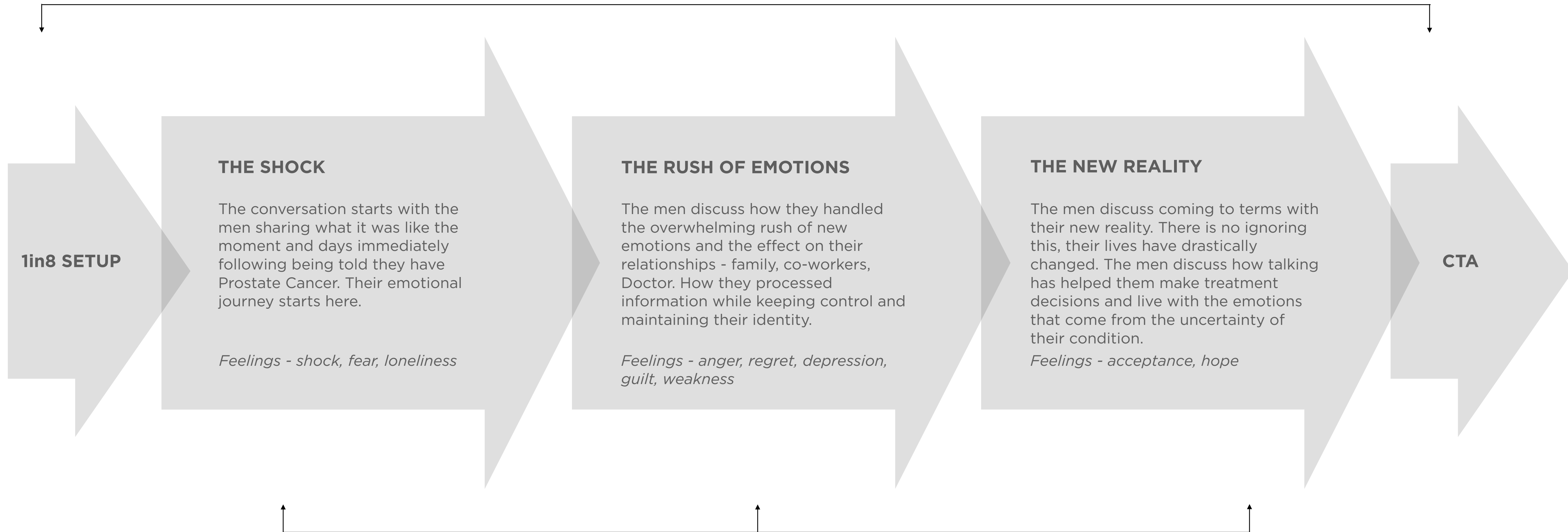
Discussing treatment options can be time consuming for our one day with them and anti-productive for encouraging newly diagnosed men and their caregivers to be engaged.

All the men interviewed do see the need for encouraging men to openly talk about their health and the emotions.

They agree that conversations between men currently living with Prostate Cancer sharing their emotional awakening is a way to prepare newly diagnosed men and their caregivers for the journey they are embarking on.

# THE EMOTIONAL JOURNEY

Hero Video - 8 minute



Three 1 minute pull out videos

# ON SET CONVERSATION GUIDE

*Topic 1*

## THE SHOCK

Diagnosed with PC

- Why did you get tested?
- Did you have symptoms?
- How did Dr inform you?
- When and who did you tell first?
- Describe how you felt that day?
- What would you do differently?
- Who do you turn to first?

*Topic 2*

## RUSH OF EMOTIONS

Recognize who you are

- Describe yourself - what kind of a man where you then?
- How was communication with your partner wife or other?
- How did your emotions effect home life?
- How did your emotions effect work life?
- How did family and friends react?
- Was there a break through moment for you?
- Reflect back knowing what you know now (grade).

*Topic 3*

## NEW REALITY

Knowledge is control

- What were your initial feelings about joining a group?
- When and why did you seek out a support group?
- What role did the group play in your journey?
- How did the group help with treatment decisions?
- What advice do you have for someone reluctant to join a group?
- Talking made it better - pay it forward.

SHOCK

RANGE OF EMOTIONS

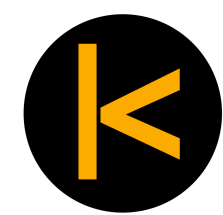
ACCEPTANCE

“I can be a burden  
or an inspiration”

**Bin McLaurin -**  
*A man living with Prostate Cancer*







KONTENT FILMS

