# Love your Nuts

#### Testicular Cancer Education in a Nutshell

#### **Mission**

The goal of Love Your Nuts is to raise awareness of testicular cancer by educating communities about the "rarely spoken about" cancer that often remains undetected in young adults due to our diverse society in South Africa, where cultural taboos, stigmas and a lack of knowledge about the subject is plentiful.





### What motivates me?

I was a teacher when I had testicular cancer 1995. Since then I explained the risk of testicular cancer every year in class to make the boys aware. A former student of mine invited me for coffee in 2006 and said: "... because you made us aware I went to the doctor in time. I've got testicular cancer too. I'm 16 and you saved my life!"

Inspired by my student I've started Love Your Nuts.

I would like to make men aware of this young man's cancer (most common in the age group 15 to 40).

As a survivor I would like to encourage cancer patients not to give up.

Torsten Koehler





# **Organisation Summary**

Love Your Nuts is a testicular cancer campaign programme serving teenage boys and their fathers (prevalence age group diagnosed with testicular cancer). The campaign's focus is to raise awareness of testicular cancer by educating communities affected by this disease in order to increase their survival rate amongst South African's male population.

#### The organisation in a nutshell:

- The Cancer Smart Schools Programme/Mobile App: Currently there is no information on cancer in the South African school syllabi. Love Your Nuts aims to fund the implementation of this school programme at all SA schools through its initiatives.
- Educational Stage play "Nuts about you!": In a humorous way the message to look after your health/body comes across not for boys only! This punchy comedy is to be eventually presented to senior high school students across South Africa and abroad.
- Medical advisory team: Urologists and oncologist voluntarily give advise anonymously.
- Partnerships with national and international testicular cancer campaigns.
- Educational talks at school, sport clubs, events and corporates.
- Awareness through sport: Runner, cyclists, swimmers, Durban hockey team, etc branded in Love your Nuts gear to raise awareness and funds
- Ambassadors to strengthen the network: testicular cancer survivors, celebrities, role models, etc
- Open to any nuts idea: Zirk Botha will row from Cape Town to Rio in November 2020 with no safety boat or yacht accompanying him.



#### Cancer awareness talks at schools







#### **Educational Stage play "Nuts about You!"**



Inspired by Torsten's book "Love your Nuts – Testicular cancer touched my life" Aldo Brincat wrote this punchy comedy.

In a humorous way the message to look after your health/body comes across – not for boys only!





#### Cancer awareness talks at Corporates















**TV interviews** SABC, News24, Afternoon Express & ED Sexual Health Talk Show







(ED)

### Cancer awareness talks on numerous radio stations nationwide









Bros By Elsje Beneke



Yet then the real fight for life started as Torsten lost his passion for living and fell into deep depression - a typical reaction for cancer patients. Torsten was working as deputy principal at a government school, but sought an alternative method of dealing with his problems. "I gave up all secure living and started off on a long journey, around the world and back to myself. I spent two years on this endeavour."

In 2007 Torsten moved to Cape Town where he still resides today. At present he is following his passions, photography and design, after leaving the teaching profession in 2005.

Since being diagnosed with testicular cancer, Torsten has gone on a mission to raise awareness of the disease, and to educate and empower boys and men of how they should "love their nuts enough to check them

"We make jokes that are below the belt, but as soon as it gets serious there, we don't talk. I think men are scared they are not man enough anymore if they go through testicular or prostate cancer.

Testicular cancer most commonly affects men between the ages of 15-38, and the youngest affected testicular cancer survivor that Torsten has met was 12 years old. The sad truth is testicular cancer often goes undetected in boys and men because people are too shy to

"Since my diagnoses of testicular cancer, I explained the risk of testicular cancer every year in class to nake the boys aware. A former student of mine invited me for coffee in 2006 just to say thank you that I made them aware.

36 Buddies for Life summer 2014

Because of that he went to the doctor in time and was saved at the age of 16! Making a difference in one person's life makes it worthwhile standing up for cancer and this energises me to talk "balls" as much as I can!"

#### If testicular cancer is detected early, statics indicate the survival rate is 96%.

Known for shedding light on this subject that most boys and men shy away from, in an entertaining way that breaks the ice a bit, Torsten has released the "Love Your Nuts" book, which is about his journey and fight against cancer. The book was published internationally in 2011 in English. He also just launched a special awareness and education project under the umbrella organisation, People Living with Cancer (PLWC) called Love Your Nuts - Testicular Cancer Education in a

"The successful LIVESTRONG school programme from the USA will be adjusted for use in the South African school environment. The content of the cancer book for students consists of cancer information, cancer treatment and how to support those living with cancer. For the teachers it includes a manual on how to generate classroom discussions about cancer information. cancer treatment, and how to support those living with cancer. This material will help students to cope with and learn about cancer, as well as get involved in the fight against cancer in your community," Torsten explains.

If you/your company would like to get involved and support health issues in South Africa and help Torsten educate the young generations about cancer, contact him at talkballs@love-your-nuts. com or visit his website www.love-vournuts.com for more information. &

Torsten Koehler's message to readers:

**GOT THEM?** LOVE THEM. CHECK THEM! NEWS

#### Fun run in scants helps campaign to raise awareness of testicular cancer

IN AN initiative to raise aware-ness of the dangers of testicu-lar cancer, which -affects many young men globally, 36 people joined in a cancer fun run wearing only underwear

concerning their health.

**Articles** in newspapers,

magazines & online

worldwide

the participants in the fun run.

The initiative, organised by The goal of the race was the Hoppice Pallative Care in the Hoppice

"Although cured, like all cle will not affect fertility once a month carefully feel - Staff writer

CAPE TIMES FRIDAY, FEBRUARY 6, 2015



Testicular cancer in a nutshell

Cape Town's first 3D print shop

Our unique service centre now includes a 3D printing service to the public, artisans, artists & designers







#### **Nuts & Bolts Rally**

The rally simulate a cancer journey: the road/journey is rough, it's ups and downs, it's breakdowns where you need buddy support to get going again.















#### **Runners - nationwide**

Branded Love Your Nuts running shirts & vests are available for corporates or individual runners who like to support the foundation





#### Cyclists participating nationwide

Branded Love Your Nuts cycling shirts are available for corporates or individual cyclists who like to support the foundation





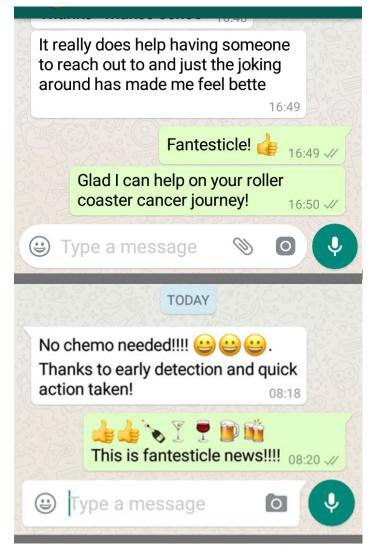




#### **Testicular Cancer Patient Support**

Hi Torsten how can I ever thank you enough for all your support and encouragement these last few months. I am very happy to confirm that my surgery was successful and there is no further treatment. needed, i am cancer free!!! Thank you for your cause and spreading awereness through love your nuts, you saved my life!! 10:19 Fantesticle!

Type a message







# **Campaign Service History**

#### The founder of Love Your Nuts has to date been actively involved in the following initiatives:

- Chair of the Working Committee on male cancers in South Africa Cancer Alliance South Africa
- Guest speaker at Testicular Cancer World Summit, Medical university of Colorado, Denver, USA 2017
- University of Cape Town ordered Torsten's book "Love Your Nuts" for all first year medical students
- Guest speaker at Cancer Research Initiative, University of Cape Town
- Educational stage play "Nuts about you!" performed the first time in Cape Town 2017
- Guest speaker at the Men's Health Seminar of SORSA (Society of Radiographers of South Africa)
- Guest speaker at the University of Western Cape medical students and nurses
- Interviews at TV stations: News 24, SABC 3 Morning Expresso Show, Afternoon Express, ED190 (DSTV) Sexual Health Talk Show, Cape Town TV
- Interviews at radio stations: KFM, 5FM, Radio 702, PowerFM, Smile90.4FM, CapeTalk, JacarandaFM, Bokradio, BushRadio, RadioWave, Namibian Broadcasting Cooperation, Hitradio Namibia
- Articles published: Cancer Knowledge Network Canada, Cancer Treatment Website USA, Cape Times, Cancer Buddy Magazine, German Medical Aid Magazine, The Citizen, Atlantic Sun, ICON (Independent Cancer Oncology Network) Magazine and more
- Testicular Cancer Trek (an international awareness hike) up Mount Snowdon, Wales 2013
- Annual events: Nuts & Bolts Rally, Caps & Undies Run, Marathon runners in branded LYN, Cyclist riding from Johannesburg to Durban
- Awareness talks at numerous schools in Namibia and SA
- CANSA promoting Shavathon in Cape Town
- Cancer buddies active member
- Namibian Cancer Association Guest speaker at annual Movember function, Windhoek, Namibia
- Namibian Cancer Association Guest speaker at Men's Health Breakfast, Swakopmund, Namibia
- Guest speaker at the annual Daredevil Run organised nationwide
- Official ambassador for the 2017 Daredevil Run
- Guest speaker at Sanlam Cancer Challenge Golf Tournament
- Guest speaker at CIPLA head office, PicknPay head office, Cape Gate Oncology Centre
- Using Social Media (active on Facebook, Twitter & Instagram) with links to international testicular cancer awareness groups
- Initial conceptual discussions with American documentary company for founder's cancer journey (produced for Discovery Channel & National Geographic)





### **Torsten Koehler**

The founder of Love Your Nuts campaign was diagnosed with testicular cancer in 1995 whilst educating young teenagers about 'sex education' at a school and being in his early thirties himself.

His journey of survival started by openly confronting in his book his thoughts and emotions, relate the reactions of his friends, family and not least, his students, who provoked him without reserve and in doing so, gave him enormous help and hope.

His book "Love your nuts – Testicular Cancer touched my Life" was published internationally in 2011 in English (German version was published in Germany in 2004 already). "He has won, he lives and he loves. He is showing everybody how valuable they are and how fantastic life can be" (a reader's words) and therefore has a passion for this campaign.





## **Testicular Cancer**

Just because it is an "embarrassing place" it's still not worth dying for!



### **Contact**



Torsten Koehler
CEO & Founder of Love your Nuts
Mobile +27 (0)76 499 3030

talkballs@love-your-nuts.com

Cape Town
South Africa



#### **Love Your Nuts Foundation**

Trust registration number: IT002245/2017 C NPO: 203-152

PBO: 930061035

Website: www.loveyournuts.org

Facebook: <u>www.facebook.com/loveyournuts</u>

Twitter: <u>www.twitter.com/LoveYourNuts</u>

Instagram: <a href="https://www.instagram.com/loveyournuts">www.instagram.com/loveyournuts</a>



