

50 HOOPS™

2018: 20th Anniversary Patient and Medical Education Annual Report Summary

50 Hoops LEGENDS

50 Hoops has partnered with the Senior Olympic Men AND the Women’s Basketball teams (over 50) for nearly a decade. Senior Olympic Teams come from nearly a half- dozen cities to participate and play in 50 Hoops LEGENDS National Cancer Awareness Breakfast, Tournament and Health Fair. 2017-2019 City Networks: Dallas, Little Rock, Buffalo, Baltimore



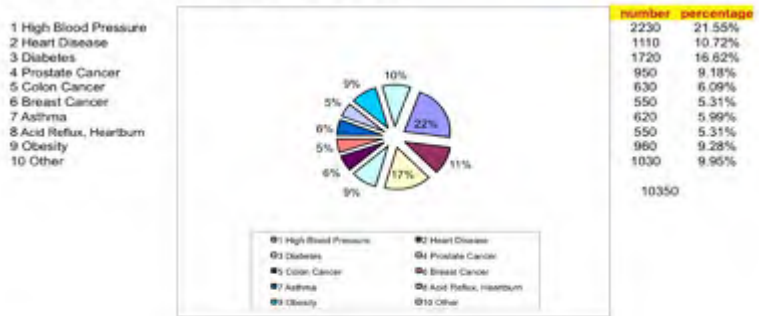
FABULOUS 50 to Sexy at 60 (LEGENDS)

"FABULOUS 50 to SEXY at 60 " patient education Dinner Lecture series and Workshop expanded its network to Cleveland, OH and Tulsa, OK.

ACT I, II (LEGENDS)

AACT I, II again brought clinical education directly to patients. Our surveys show the trust level is greatly enhanced in face-to-face, multiracial settings where African Americans are comfortable and open to learning. This outreach continues to inspire them to begin to participate in clinical trials. AACT events outreaches to 7 – 12 cities annually.

African Americans In Clinical Trials Field Research 2009-2018



Other: seizure, arthritis, cholesterol, cervical cancer, sarcodosis, allergies, thyroid





Community Advocacy MATCHMAKING (LEGENDS)

In 50 Hoops' Community Advocacy Site Training or CAM (community Advocacy Matchmaking) Luncheon Workshops became accredited in 2017. This year was first year the workshops offered CE credits. However, most importantly, CAM reached a new milestone, partnering with three prestigious medical universities, two who conducted CAM, utilizing 50 Hoops templates, format and program outline and working to produce independently highly successful CAM Luncheons as part of the "50 Hoops LEGENDS" Events. "Legends" events allow 50 Hoops to multi-task, expand and produce more quality local and regional events because the medical partners have a stake in the outcomes.

For Tampa, CAM has been a part of their medical and community outreach for more than a year. The University of South Florida Health's "WeCARE" outreach utilizes CAM as a key medical/clinical component to teach clinical researchers how to access the minority communities.

In Raleigh/Durham, medical host Duke University Cancer Institute, their Office of health Equity adopted CAM in 2018 as part of their extensive ongoing outreach to bring researchers and community stakeholders together.

Celebrating 20 YEARS!

As **50 Hoops** wraps up its **20th Anniversary**, it remains one of the most viable (small) patient education organizations in the United States. With the mortality rate of African Americans continuing to outdistance other races with cancer, diabetes, heart disease, Alzheimer's and other diseases, 50 Hoops has for nearly 20 years taken its unique approach to patient education events throughout the United States, today having partnered in more than three dozen cities. Coalitions and Networks have been formed with both medical and community stakeholders. Ongoing networking encourages partners nationally to provide ongoing outreach. And, today 50 Hoops is proud of our legacy at this milestone of our patient and medical education.



However, even after 20 years, compared to Whites, African Americans are 29% more likely to die from cancer, heart disease and other illnesses. Some are illnesses which had they been diagnosed in time, could have seen better results. The mortality rate is twice (or more) as high for certain cancers and the highest of all races for some diseases. There exists an unequal burden of cancer among minorities and the underserved. African Americans will account for a disproportionate number of these cancers and men in particular have a 20% higher incidence rate and a 40% higher death rate from all cancers combined than white men. Five-year survival rates reveal that Blacks have the lowest rates, compared with all other ethnic groups.

Continued Need for Updated Patient Education Within the African American Communities

The most recent U.S. Census revealed more data related to the actual numbers of minorities in the US. Minorities who have the most disparities are fertile minds for disseminating *disease education, and health resources*. With new drugs in the pipeline, it becomes expedient that health access information be directed to this audience in ways that are effective and accepted.

Bottom line: *The work is NOW, and will continue to be about patient education to minorities, and medical education for doctors and clinicians. The ongoing task is to create better ways to work together for greater health access for one, and better drug development for the other.*





50 Hoops' Cancer Education Breakfast SERIES:

50 Hoops is the first prostate cancer basketball tournament for men 35-50 **and over which offers continuous cancer education throughout the breakfast and basketball tournament.** Ed and Pat Sanders founded the company after Ed went through prostate cancer and treatment. Dr. Claus Roehrborn, Head of Urology at University of Texas Southwestern Medical Center urged the couple to form a needed prostate cancer outreach to target African American men. Today, 20 years later, **50 Hoops remains the only national prostate cancer basketball tournament in the United States, and presents prostate cancer education during the games, targeted to educate minority men about prostate cancer.**

50 Hoops' Disease Education SERIES:

The National Physician and Family Referral or NPFR Project (a subsidiary of 50 Hoops), was launched in 2000 with a grant from **Pfizer** to work with Howard University National Human Genome Center (NHGC) to **develop special outreach to thousands of African American men and families nationally.**

With the launch of our partnership with NHGC, we began nation-wide outreach for prostate cancer and looked at other diseases relevant to the study. In the process, 50 Hoops was able to leverage new national partners, and expand our patient education programs. In 2004, **GlaxoSmithKline** brought on 50 Hoops' NPFR Project to develop a special **African American community outreach targeted to African American men nation-wide.** Along with P&E Associates, minority patient recruitment consultant, 50 Hoops was able to expand our cancer coalition network in over two-dozen U.S. cities.

50 Hoops has partnered with African American mega churches, community stakeholders, major cancer hospitals, health ministries, noted community health advocates and Black Expos. More than 80% of our work is done face-to-face at "ground-zero" community. Our patient education Lecture Series has reached over three-dozen cities in the United States over the past two decades. Praise God.

In 2018, 50 Hoops™ Cancer Breakfast and Prostate Cancer Basketball Tournament Programs Included:



50 Hoops National Cancer Breakfast Lectures: Annual cancer breakfast brings in women who bring along the men in their lives for the games that follow. Discussions include breast, colon, lung, prostate, Multiple Myeloma, thyroid, ovarian and kidney cancers among others.



50 Hoops National Prostate Cancer Basketball Tournaments and Health Fairs: Dallas is the home base for 50 Hoops Tournaments. Partnering with the Senior Olympics. Games include both men and women 40's, 50's 60's and 70's. Check our web for pix and videos. *The Tournament featured physicians throughout the games discussing prostate cancer from notification to quality of life. In 2018 men were given FREE prostate screening at the 50 Hoops Games.*



50 Hoops Cancer Breakfast Program Evaluation

1. Lecture was: Poor Fair- **Good-100** **Excellent-260**



2. Learned something/Understood better, topics: Yes-**340** **No-10**

3. Rate my enjoyment: Poor Fair- **Good-70** **Excellent-260**

4. Would you attend another Breakfast Lecture and tell your friends? Yes-**330** **No**

5. What did you get most out of the morning?

- Learned things about cancer that I did not know
- Info on prevention and support
- Testosterone will increase prostate cancer
- Awesome breakfast
- Importance of screening
- Q & A
- Networking, History of cancer with African Americans



6. What would you do to improve the Lecture Series?

- a. Nothing
- b. Every year is better than before
- c. Have more providers speaking on cancer
- d. 9:00 am start time



7. Did you complete the call to action? Yes-190 No-50

Rate program scale 1-10: 1 2 3 4 5-10 6 7-30 8-30 9-40 10-190

8. Comments/Suggestions?

- a. Really, very good program, keep up the good work
- b. Excellent program
- c. Very nice, good food
- d. Get tested





50 Hoops 2018 Summary

Event PSA **Screening Report** Dallas, TX

Total Participants Screened: 41

Male Participants: 41 - 100% of African American men over 50

PSA Categories

Male

0 to 0.9	26	63%
1.0 to 1.9	8	20%
2.0 to 2.9	3	8%
3.0 to 3.9	2	5%
4.0 to 4.9	1	2%
5.0 to 5.9	1	2%

Age of Participants

20 to 29	0	0%
30 to 39	2	5%
40 to 49	3	7%
50 to 59	17	42%
60 to 69	11	27%
70 to 79	8	19%

NOTE: Two considered HIGH

One - age 67 at 4.1

One - age 62 at 5.5



50 Hoops LEGENDS 2018 20th Anniversary Games



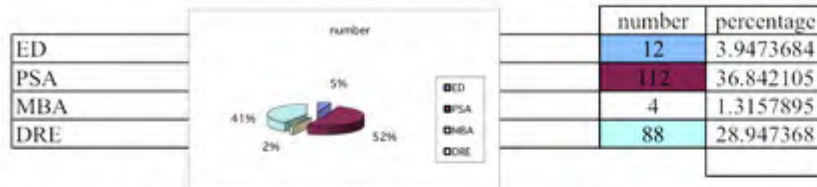
50 Hoops Screening Questionnaire PRE/POST Test

n = 10

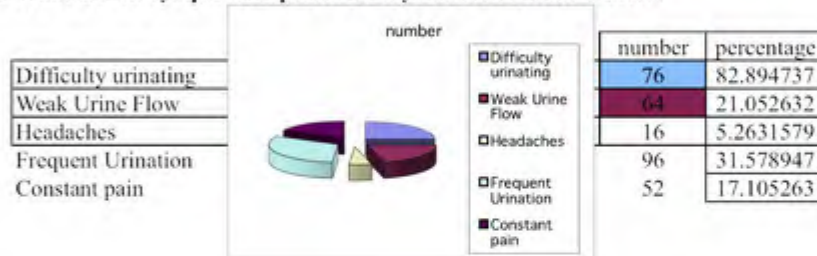
What do you know about PROSTATE CANCER?

PRE TEST

1 Name two types of tests used to detect Prostate Cancer.



2 What are the symptoms experienced if you have Prostate Cancer?



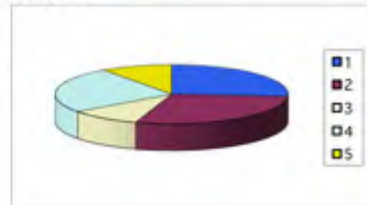
3 Why do you think such a small number of African-Americans take oart in clinical trials?
(several answered more than one response)

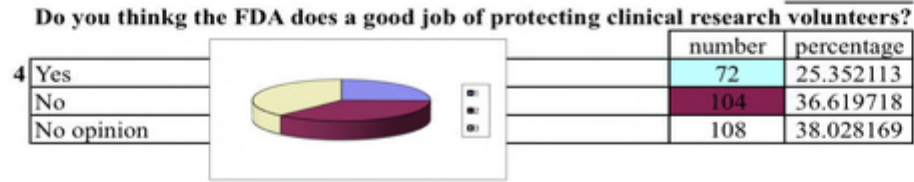
	number	percentage
Not enough black physicians take part in research	116	26.126126
No one asks them	128	28.828829
Too many health risks for clinical research volunteers	44	9.9099099
The history of the Tuskegee study	112	25.225225
Other	44	9.9099099

Chart for #3

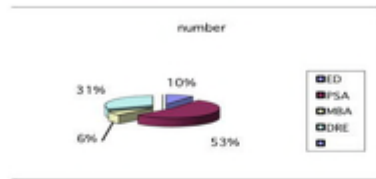
Other answers include:

- People that answer others include
- 1. Afraid to see doctor - to participate in the studies
- 2. Not enough information on the subject
- 3. Fears and other priorities/concerns
- 4. Lower rate of testing and diagnosis
- 5. Unconcern on the part of the US government
- 6. No knowledge of them
- 7. Fear of unknown
- 8. Don't trust the government

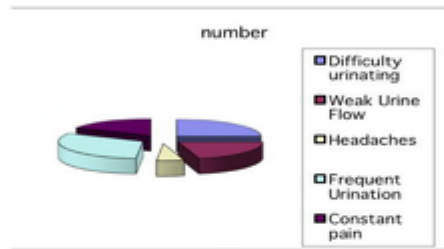




POST TEST



number	percentage
24	3.947368
136	22.36842
16	2.631579
80	13.15789



number	percentage
72	11.84211
80	25.64103
8	2.564103
104	33.33333
48	15.38462

AACT I, II

AFRICAN AMERICANS IN CLINICAL TRIALS

LECTURE SERIES

AACT I features a panel of physicians in an open community discussion of critical diseases that affect the community. **AACT I** is designed to educate and answer disease questions and offer a clear understanding of its effects and mortality rate in the minority community. **AACT II** presents multiracial clinicians explaining trials with Q&A from audience about the clinical trials available for these diseases. It is during **AACT II** that we MATCH the community with specific clinical researchers and trials, assigning local community navigators to keep in touch with doctors and create opportunities for further discussions.







AACT I, II (*African Americans in Clinical Trials*) 2018 Outcomes Measurement and Impact REPORT

Outcomes Measurements and Collections Methods

Surveys, testimonials, telephone interviews with Call to Action participants and physicians who opt-in for follow-up.

(a) Surveys: (a) Pre-event Survey (b) Post Event Survey (c) Health Access and Clinical Trials Surveys and (d) Evaluation of Outcomes were charted and used as part of ongoing community research of African Americans in Clinical Trials participation. Also: written Surveys, small groups, video testimonials, sign-ups for 50 Hoops' "*African American Health Matters*" monthly mobile health text message service and Call to Action.

THIS CTA (Call To Action) has allowed 50 Hoops to:

During 2018 AACT events, 50 Hoops develop nearly half dozen disease and community organizational partnerships **at each event**. We measured our event's success through "*Success Indicators*" developed over the years:

Success Indicator 1:

Calling upon local community stakeholders, health ministries and health organizations to include ongoing monthly or quarterly clinical education segments into their programs utilizing clinical research professionals (CRPs). 50 Hoops shares survey and CTA results with all local advisory teams and medical partners. All CTA organizations partner in this joint community initiative at the local level.

- Developed (on-the spot) commitments for over 30 volunteer patient and community organizations and over a dozen Navigators between both key community stakeholders and CRPs.

Success Indicator 2:

50 Hoops has available a "AACT Workshop Folders" that can help with strategy and development. It is designed for both community stakeholders and clinical research professionals.

The training work folders give ideas for coordination of outcomes and measures success.

50 Hoops routinely does follow-ups with communities to assess progress of AACT follow-up. More than 87% of the (nearly four dozen visited) communities continue to provide (added) ongoing clinical education to constituencies through programs and health fairs. These coalition communities are included in "*50 Hoops LEGENDS*" (*cities that carry on 50 Hoops projects in partnerships, using 50 Hoops' templates, processes and procedures from advisory to completion and expanding the outreach of 50 Hoops*).

- Distributed disease -related clinical trial information in cooperation with local national disease organizations and university teaching hospitals.

Success Indicator 3:

Participants (mostly underserved) expanded resources (oral, written and via browser on smart phone) about, the diseases, optional treatment options and new clinical trials available.

- Field researched over 1000 participants and explored ways that encourage individuals to take the initiative on their own to seek the educational tools available within the community.

Success Indicator 4:

Participants register for the 50 Hoops' FREE mobile health text message service, "African American Health Matters" which offers tips and information on diseases and related clinical trials. AAHM has over 60,000 subscribers which increase annually and are acquired during face-to-face events such as AACT I, II Workshops. They can also subscribe through their cell phone browsers at: www.africanamericanhealthmatters.com

- More than 1500 AACT event participants registered for the 50 Hoops FREE Mobile Health text message service, "African American Health Matters," where subscribers receive monthly tips on over 15 different disease categories. Also AAHM alerts subscribers of clinical trials available in various diseases for which they are registered. AAHM mobile subscribers number 65,000 since 2009.

Outcomes Goals Measure and Impact

There exists an unequal burden of cancer among African Americans, Hispanics and the underserved. ACS reports African-Americans are more likely to develop cancer than all other racial and ethnic groups. African Americans in particular have a 20% higher incidence rate and a 40% higher death rate from all cancers combined than white men. Five-year survival rates reveal that Blacks have the lowest survival rates, compared with all other ethnic groups.

Measures:

- Pre and post-surveys knowledge about treatment options. (90% improvement)
- Understanding of consent forms, IRB, HIPPA help patients better navigate clinical resources. (86% better understanding use of **Partner Outreach**.)
- More than 90% said they had increased knowledge and take back updated information about disease.
- As many as 89% of participants took information back to their groups, families and communities. Over 54% made appointments to ask more questions about trials and over 43% said they would participate in a clinical trial in the future.

AACT I, II PROGRAM GOALS MET:

In 2018 50 Hoops expanded our outreach to include several cities not previously visited. We were able to form networks from Georgetown University (*grant partnered*) to Samuel Merritt Hospital (*community/faith-based partnered*).

We covered nearly a dozen cities in 2018, comfortably *cruising* past our outreach goals for the year.

No matter where we present the AACT I, II Lectures, nearly half-dozen surveys are administered during the Lectures which measures the Success of the Lecture Series in each city. Some of the questions that the face-to-face education and surveys continue to reveal:

- More need for access by African Americans to health and disease information. Nearly 60% said that the AACT I, II Lectures offered them more access than other programs within the community.
- A need for more opportunities to learn about clinical trials and treatment options: 90% of participants in all AACT I, II cities surveyed agreed that there is a critical need for more continuous, ongoing programs like AACT I, II Lectures, and 82% believe that there is a need for better communications from clinical research professionals to alert them of important clinical trials within the community.
- There is a critical need to focus upon which clinical trials are of most interest (needed) in each city/ region. In the northeast, it was discovered that various cancers such as multiple myeloma, breast, prostate, lung, bladder, COPD as well as cardiovascular diseases were of high interest. In the western regions Stroke, Heart attack, COPD, lung, breast and colon disease trials would draw their attention.

Finally, in each of the over half-dozen cities, 50 Hoops was able to either strengthen or add local AACT Coalitions and community navigators to our database, allowing us to return and continue our AACT I, II lectures in the future.

*Program Strategies Reveal:***INCREASE UNDERSTANDING OF**

Clinical Trials: Through our partnerships we've reached tens of thousands of African Americans who have told us their need for more **cancer education**. With the growing prominence of 50 Hoops as a major, national African American disease education resource, we are committed to developing ways to educate and provide health enhancement programs and tools—both for the disease and for new drug discoveries. It has been found that **FIRST**, educating the community about the disease and tying this knowledge into **UPDATING** them about new clinical trials has proved effective to more interest in participation in trials within those communities we've impacted.

DEVELOP CLINICAL TRIALS PARTNERSHIP NETWORKING PATH BETWEEN COMMUNITY AND TRIAL RESOURCES:

In each community Field Research has shown that working with local health ministries and existing health and cancer coalitions, offers enhanced understanding of prostate, breast, colon, lung cancer and multiple myeloma—among other cancers. The AACT I, II is one of those tools to help bring African American communities, stakeholders and health ministries in direct, face-to-face contact with medical and clinical professionals, best able to provide disease and clinical information. In so doing we enhance the work already being done, or kick-start African American disease and clinical education outreach efforts nationally.

MORE DISEASE AND CT

INFORMATION: Working with an advisory team within each community also provides us with disease and clinical resources to distribute among the community. The AACT I, II Workshop provides printed materials, and digital tools that can be accessed by participants to learn more about clinical trials and the disease therapies associated with them.

ENCOURAGE SEEKING OF KNOWLEDGE:

The format of the Workshop and Lecture Series allows for extensive Q&A from patients and participants to both learn and express their concerns.

With (AACT I) African American doctors presenting information they feel they can trust, followed by (AACT II) Clinical Research Professionals (CRPs) available to explain both the legal and health advantages—and disadvantages—of participation, the Workshop and Lecture Series begins to build trust among the community, even for long-standing existing medical institutions. The face-to-face approach brings audience closer to a more **REAL** exposure to clinical trials information than previously offered through radio and other no-contact approach to education and recruitment.

Lessons Learned:

Lesson learned were consistent across the board. There is a continuous, ongoing need for AACT I, II style health events. **Repeat events** brought much hope that the community is finally "getting it," as it relates to educating African Americans in clinical trials. **First Time events**, need more events related *African Americans in Clinical Trials*. This shows that *more is needed both in 50 Hoops' established cities as well as new cities explored annually*.

Traditionally, and as expected, the two segments resonated with the audiences; AACT I segment with Physicians (*many minority/women*), opened the trust level for the participants by detailing the a-b-c's of the diseases. During Q&A the audiences were candid about the disparities in the mostly non-minority health care system, and as always, hungry for the information from physician panelists. *This tells us 50 Hoops is unique and our strategies* to educate within the African American communities *resounded positively*.

The AACT II segment with clinicians or doctors, offered participants a way to navigate into a variety of clinical trial information and trial opportunities. Clinical research professionals were able to answer questions (in a safe, trusting environment), which also offered more "legitimacy" within a minority-centered group setting. Clinicians were usually swamped with participant questions following the lectures, lasting up to an hour after program adjourned.

THE CALL TO ACTION

(CTA) is vital to 50 Hoops and opens both doctors and participants to make appointments, doctors speak at another (network's) upcoming health event, or to get their personal and individual questions answered.

An average of 47% of the participants followed through with calls and appointments, letting us know that the energy generated by ACT I, II Lecture Series is one which is critically needed throughout the country.

Recognizing that with each city we've traveled, there are often dozens of pockets of African American communities, stakeholders --and opportunities to educate. The lessons learned

means that our work is far from completed.

We need to keep in touch with our Advisory Teams, medical partners and clinicians and continue to evaluate the ongoing impact of AACT I, II.

The bad news is that locally, it is difficult to replicate this program for financial reasons on a quarterly or ongoing basis. The good news is that we have identified dedicated stakeholders and physicians who were so inspired that they have expressed a commitment to our CALL TO ACTION to continue to find new and creative ways (until we return) to bring AACT I, II back to their city to educate African Americans about clinical trials.

50 Hoops Celebrates 20 Years

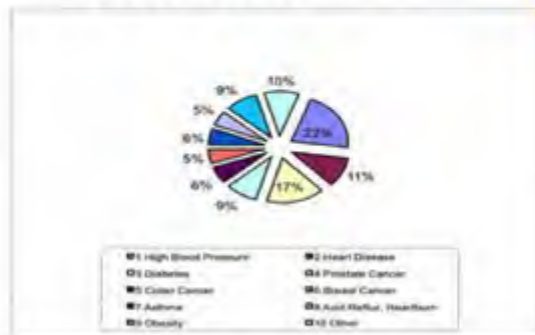
National Medical Partners are key to 50 Hoops' success.

Some of 50 Hoops' National MEDICAL PARTNERS 1998 - 2018:

50 Hoops has partnered with some of the most prestigious Hospitals, Medical Centers and University Hospitals in the US, including M.D. Anderson (Houston), Fox Chase Cancer Center (Philadelphia), Karmanos Cancer Center (Detroit), Siteman Center for Advanced Medicine (St. Louis), University of Texas Southwestern Medical Center (Dallas), Texas Harris, Baylor Hospital (Ft Worth), Parkland Memorial Hospital (Dallas), Houston Methodist, National Human Genome Center at Howard University (DC), University of Texas Medical Center (Houston), Morehouse College of Medicine (Atlanta), Institute of Human Genetics at Chicago, Chicago State University, College of Health Sciences, The West Clinic (South Haven) , Cleveland Clinic (Cleveland), University of South Florida (Tampa), Moffitt Cancer and Research Center (Tampa), Sutter Health and Samuel Merritt Cancer institute (Oakland), Austin Cancer Centers, US Oncology, the Memorial Sloan-Kettering Cancer Center (Louisville), Winthrop Rockefeller Cancer Institute (Little Rock), University of North Carolina (Chapel Hill) and Duke Cancer Institute (Raleigh), Roswell Park Cancer Institute (Buffalo, NY), University of Southern California/Norris Cancer Center (Los Angeles, CA), Johns Hopkins (Baltimore/DC), Howard University and Georgetown University Medical Center (Washington, D.C.).

African Americans In Clinical Trials Field Research 2009-2018

- 1 High Blood Pressure
- 2 Heart Disease
- 3 Diabetes
- 4 Prostate Cancer
- 5 Colon Cancer
- 6 Breast Cancer
- 7 Asthma
- 8 Acid Reflux, Heartburn
- 9 Obesity
- 10 Other



Other: seizure, arthritis, cholesterol, cervical cancer, sarcoidosis, allergies, thyroid

Field Research 1998-2018

Events, partners, Black Expos, Lectures, Coalitions. Also Internet, Mobile, Database Contacts.

Data Available to date

1 AGE?

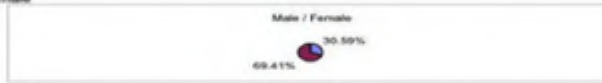
- 18 - 28
- 29 - 40
- 41 - 60
- 61 - 75
- over 75



number	percentage
8000	3.17%
25000	9.92%
145000	57.54%
70000	27.78%
4000	1.59%
252000	

Male and Female

- Male
- Female



number	percentage
78000	30.59%
177000	69.41%
255000	

African American?

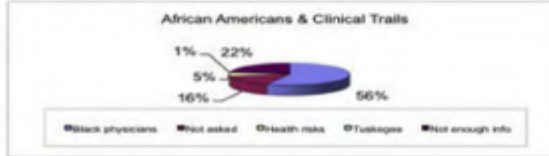
- Yes
- No



number	percentage
185000	73.56%
66500	3.70%
251500	

2 Why do you think such small numbers of African Americans take part in clinical trials?

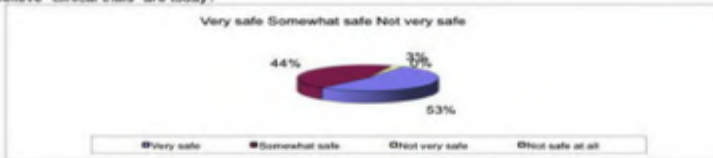
- Black physicians
- Not asked
- Health risks
- Tuskegee
- Not enough info



number	percentage
140000	56.11%
40000	16.03%
12000	4.81%
2300	0.92%
55200	22.12%
249500	

3 How safe do you believe "clinical trials" are today?

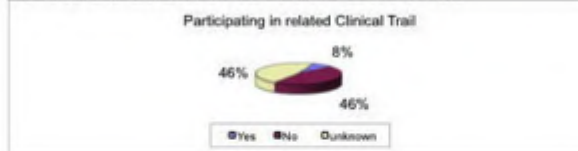
- Very safe
- Somewhat safe
- Not very safe
- Not safe at all



number	percentage
132560	52.91%
111000	44.30%
7000	2.79%
0	0.00%
250560	

4 Would you ever consider participating in a related clinical trial? Post- Lecture Survey

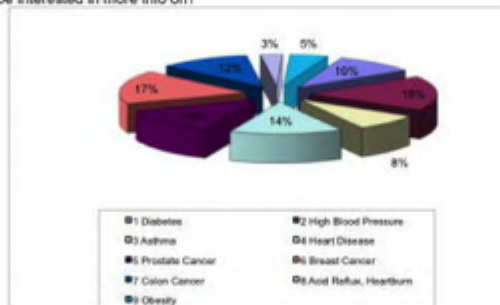
- Yes
- No
- unknown



number	percentage
196000	89.19%
11820	537.86%
11940	543.32%
219760	

5 What diseases would you be interested in more info on?

- 1 Diabetes
- 2 High Blood Pressure
- 3 Asthma
- 4 Heart Disease
- 5 Prostate Cancer
- 6 Breast Cancer
- 7 Colon Cancer
- 8 Acid Reflux, Heartburn
- 9 Obesity
- 10 Other



self	percentage
26000	10.20%
44000	17.25%
21000	8.24%
36000	14.12%
32000	12.55%
43000	16.86%
29000	11.37%
7000	2.75%
12000	4.71%
5000	2.13%
255000	

AACT I, II 2018 National Program Evaluations

1. Lecture was: Poor Fair- Good-60 Excellent-230

African Americans in Clinical Trials AACT I and II Lecture Series Prostate, Lung and Pancreatic And NEW DRUG DISCOVERIES

Learn from Guest Physicians and their Clinical Trials Presentations

SPECIAL GUEST: MC: *Roderick Miles, Jr.*



Roderick is a native of Fort Worth, TX and a graduate of OD Wyatt HS. He matriculated at Tarrant County College before transferring to Philander Smith College in Little Rock, AR where he received his BA in Psychology. Currently, he is the Executive Administrator of Programs and Outreach for the office of Tarrant County Commissioner Roy Charles Brooks Precinct #1 where he oversees all the Commissioners Programs and Outreach Initiatives, including the Healthy Lives Matter Initiative. Healthy Lives Matter focuses on Prostate Cancer education and screening and Alzheimer's Education and Caregiver support.

INVOCATION: **Dr. Roy Elton Brackins**



Reverend Brackins, is President Emeritus of the Board of Directors for One Church One Child Inc. of the Dallas-Fort Worth area. He also serves as the Assistant Treasurer for B.E.L.A. (Black Ecumenical Leadership Alliance). He's a member of the National Baptist Convention of America International, Inc., where he has worked with the Evangelical Board for over 30 years. Pastor Brackins is founding Pastor of the Grace Tabernacle Baptist Church. He's authored three books, most recently, *365 Days of Devotion, Development and Discipline with Jesus*, released last year. St. Thomas Christian University of Jacksonville, Florida, recognized him with an Honorary Doctor of Divinity Degree for outstanding service.



2. Learned something/Understood better, topics: Yes-300 No-

3. Rate my enjoyment: Poor Fair- Good-80 Excellent-210



4. Would you attend another AACT I and II and tell your friends?: Yes-300 No

African Americans in Clinical Trials

AACT I, II Lecture Series

Lung Cancer in African Americans



Ray Page, DO, PhD

Dr. Ray Page is President and Director of Research at The Center for Cancer and Blood Disorders in Ft. Worth. He received his B.S. Degree from Southwestern University; a M.S. Degree at Baylor University; and completed a dual doctorate medical scientist program at the University of North Texas Health Science Center in Ft. Worth. He was Chief Fellow at M. D. Anderson Cancer Center, where he trained in oncology and hematology, and was recently named to the "Texas Super Doctor Hall of Fame." Dr. Page remains at the forefront of new drug development and anticancer therapies, and has been the principal investigator of over 180 oncology clinical trials.

Pancreatic Cancer in African Americans



Arthi Kumaravel, MD says, "Of all the fields in medicine, gastroenterology appealed to me because it is a field which provides ample opportunity for cancer screening and prevention, which is close to my heart", says Dr. Arthi Kumaravel. A board-certified Gastroenterologist, affiliated with Texas Health Harris Methodist Hospital Fort Worth. She specializes in the diagnosis and treatment of various GI cancers, including pancreatitis, Barrett's esophagus. She is a graduate of Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, and a member of the American College of Gastroenterology, American Society for Gastrointestinal

Endoscopy and the Texas Medical Association. She is the recipient of special honors, including ACG AstraZeneca Fellow award, and a ACG Fellowship2 Leadership grant.

Prostate Cancer in African American Men



General Urologist **Ryan Mauek, M.D.**, evaluates and treats virtually every type of urologic concern – from enlarged prostates, to erectile dysfunction, and tumors. Dr. Mauek has served as the Chief of Urology at Parkland Health & Hospital System in Dallas since 2013, and is an Assistant Professor in the Department of Urology at UT Southwestern Medical Center. Board certified, he performs over 500 urologic procedures a year, including prostatectomies (both simple and radical). He says, "It's important

to me to involve my patients in their care, and really explain what's going on and what their options are, which helps them make the most well-informed treatment decisions and really understand why we're doing what we're doing."

5. What did you get most out of the evening?

- a. *The Doctor's heart for people and cures for sickness and disease*
- b. *Other than full stomach, great Info. to help me understand cancer in and educated form*
- c. *There are a lot of cancers that I didn't know that is not detected at all times*
- d. *The entire lecture and presenters were very informative. I've learned about myself things that are afforded to me as an African American woman*
- e. *Education/ information/ motivation*
- f. *I need to change my eating habits and take better care of my diabetes*
- g. *Dr Arthi Kumaravel & her presentation*

**AACT (African Americans in Clinical Trials)
Fort Worth Advisory Team**

Mrs. Versie Pruitt

Versie Pruitt is a retired manager from Citigroup. While employed she led, trained and developed twelve employees. After retiring, she opened her own business, Weddings by Bre'. The business not only accommodates weddings, but also provides decorations for all occasions. Versie is the proud mother of three children, seven grandchildren and twelve great-grand children. She is an active member of **Grace Tabernacle Baptist Church** where she is involved in several ministries. Versie spends her free time as a member of Fellowship Corner. She enjoys volunteering with the Steppin' Grannie's and the Angelic Voices who sing at different nursing homes each month.



Bob Williams



Bob Williams is a founding member of the North Texas Prostate Cancer Association, and a prostate cancer survivor since 2008. He is a graduate of Stephen F. Austin University with a degree in accounting, and a Vietnam Area Veteran (U.S. Army). Mr. Williams is also a semi-retired financial advisor with Prudential Financial, and an elder at the **Warren Ave. Christian Church in Dallas**. He is married to Linda Lampkin Williams, and has a daughter and two grandchildren. He is a big sports fan and plays golf several times a week, as the weather permits.



Dr. Davion D. Wallace



With a contagious zest for life, Davion's warm personality, fresh vitality, down-to-earth good humor and genuine love for God and His Word have helped him connect with countless people across the world. Davion is a preeminent scholar; he holds a BA in Business Administration, a MBA in Organizational Management and a PhD in Psychology-Clinical Supervision & Psychopharmacology. He brings expertise through his diverse experiences in organizational development and counseling in both corporate and nonprofit. His life reflects the message that he embodies - each person has an incredible God-given purpose waiting for opportunities of potential to unleash it. Davion currently serves as the Medical Ministry Director at the **Potter's House of Fort Worth** under the campus leadership of Pastor Patrick E. Winfield II.

6. What would you do to improve the lecture Series?

- a. Nothing
- b. This was one of the very best group of doctors yet
- c. The programs are already timely, share the info. bring friends to attend
- d. Make sure the venue has a good audio delivery system. High ceilings and no sound barrier make it difficult to hear. Plus some videos were not clear because of the setup.

7. Did you complete the call to action? Yes-120 No-90

African Americans in Clinical Trials

50 Hoops' 20th Anniversary Fort Worth Medical Partners



Medical City
Fort Worth



Texas Health
Resources



MONCRIEF
CANCER
INSTITUTE
UT Southwestern



Centers for Disease Control and Prevention
Powered by Pride



Urology Research & Education



HEALTHY
Lives Matter



Genentech
IN BUSINESS FOR LIFE



Astellas



abbvie



Takeda
ONCOLOGY



GILEAD

What is The CALL TO ACTION?

The Dallas CALL TO ACTION Coalition is part of a national strategy to reach and educate African Americans both about disease conditions and the importance of participating in new drug discoveries. In 2008, NPFPR PROJECT, networking with over 100 partners from around the U.S. developed a national field for African Americans. The collective national coalition, called The AACT (African Americans in Clinical Trials) Coalition partners with existing local medical groups to engage African American communities in health discussions and bring directly to the audience viable clinical trials that could impact their lives. Health advocates, church ministries and networks partner to address racial disparities in health care and actual clinical trials available to them in their community. Each city forms a replicable MODEL whose purpose is to provide ongoing education and a better understanding of critical diseases and how their participation in clinical research trials impact their health now and in the future. AACT I, II Cities include Tampa, Atlanta, Houston, Louisville, Chicago, Detroit, Memphis, St. Louis, Charleston and Columbia, SC, Richmond, Las Vegas and Raleigh.

50 Hoops Celebrates 20 Years: 1998 - 2018



Thanks to all who made this PREMIER of "African Americans in Clinical Trials" possible:
Sponsors, Medical Partners, Physician Panel, Bob Williams and the North Texas Prostate Cancer Coalition, Healthy Lives Matter, The Center for Cancer and Blood Disorders, Medical City Fort Worth, Moncrief Cancer Center/UT Southwestern, Fort Worth Advisory Team, Potter's House Fort Worth, Great Commission Church, Volunteers, A&J-Catering: Andrew & Jazz, Grace Tabernacle staff, volunteers and AV Department and 50 Hoops/NPFR Staff.

Rate program scale 1-10: 1 2 3 4 5 6 7- 8-40 9-20 10-210



Dallas, San Diego, Washington, D.C., Fort Worth, Buffalo, Oakland, Memphis



Seaside, CA; Southaven; MS and Tulsa, OK

8. Comments/Suggestions?

- a. I applaud the doctors, organizers, church personnel and others for their time to reach out and inform the group about cancers, treatments. Great proactive program
- b. Thank you. I am a professor of health economics. I read about this event in the newspaper and am so glad I came out I learned things I can incorporate into my courses to further student understanding.
- c. Very informative
- d. My first attendance of such a seminar. I was extremely impressed with all the presenters. Thank everyone for their time and attention in the positive information.
- e. The same as above more people need to be contacted we need more networking.



20th Anniversary DFW Recognitions
(Supported for five or more years)

Dr. Claus Roehrborn
 Dr. Robin Skrine
 Dr. Mary Quiceno
 Dr. Rufus Green
 Dr. James Race
 The Potter's House of Dallas
 Oak Cliff Bible Fellowship

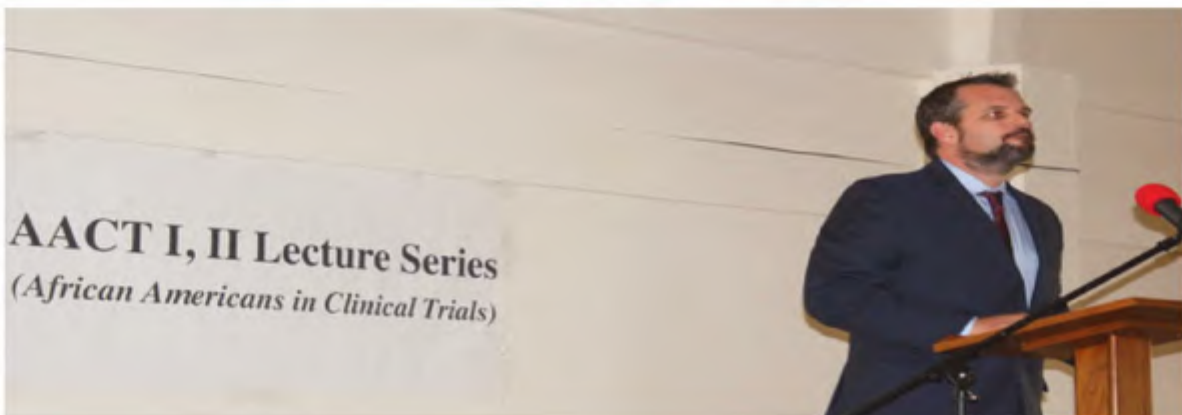
Pastor Lawrence Robinson
 Pastor Rodney Derrick
 Greg Smith (OCBF)
 Gloria King (Group)

Some participants have supported 50 Hoops™ for nearly a decade:

- James Stafford (Group)
- Ester Davis
- Timothy Upshaw (50 Hoops Board)
- Jim and Judy Talley
- Gloria King (Group)
- Rick and Genevieve Thornton
- Leroy Greer
- Rev Donald Parish Sr. and First Lady Deborah Salone Parish
- Wolfram and Bruni Blattner
- Tom Dillon
- Monty Knapp
- Lee and Sheila Patterson
- Zachary Thompson
- Brenda Session
- Bob and Linda Williams
- Terry Wilson-Gray
- Don Hicks
- Ron Session (Parkland)
- Linda Kemp, and in memory of her husband, Buford Kemp



Thanks to all of you who have supported 50 Hoops' patient education outreach 1998-2018





33rd Annual Women's Season

God is a Wonder

HEALTH AWARENESS & SPORTING DAY
CELEBRATING 20 YEARS OF HEALTH AWARENESS!

"Your Health is Your Wealth - It's All Within Reach"

SATURDAY, MAY 5, 2018 | 9:00AM - 4:00PM

- HEALTH WORKSHOPS, FREE HEALTH SCREENINGS AND QUESTIONS & ANSWERS
- FITNESS LESSONS AND DEMONSTRATIONS
- Yoga - Zumba - Line Dancing and Much more activities
- DYNAMIC WORKSHOPS WITH LIVE CHINESE EXPERTS FOR YOUNG ADULTS, ADULTS AND SENIORS
- VENDORS, ARTISTS AND DISPLAYS
- FORTY-ON ONE-TALKS WITH DOCTORS, PHARMACISTS, PERSONAL TRAINERS & HOLISTIC SPECIALISTS
- COOKING DEMONSTRATIONS (TRADITIONAL AND HEALTHY COOKING)
- SPECIAL SURPRISES THROUGHOUT THE DAY!

ALL WOMEN ARE WELCOME!
Bring your daughters, granddaughters, friends, etc.

REGISTER ON-LINE @ ebenezeraime.org QR @ godisawonder.com
 ADMISSION IS FREE!

INTERESTED VENDORS/SPEAKERS, PLEASE CONTACT US AT 240-660-0182
 or via email @ healthawareness@ebenezeraime.org

See you Saturday, May 5 at

Ebenezer African American Episcopal Church
 10000 Greenway Plaza, Suite 1000, Houston, TX 77036



Allen Temple Baptist Church
 Health Education Ministry

Presents

The 41st Annual Holistic Health Fair
 Saturday, August 11, 2018, 10:00 a.m. - 3:00 p.m.
 "Building A Beloved and Healthy Community"

Community Partners

Community Partners

AT Thrives, Abundant Care Alliance, ATRC Health and Social Services, Care Pathways of Hope, St George, Westside Church of Services, Second Harvest University, and South Edge Book.





Washington, D. C.

Southaven, MS/Memphis, TN

Oakland, CA

50 Hoops partnered with the Multiple Myeloma research Foundation and worked with them to create a patient education event **based upon 50 Hoops' African Americans in Clinical Trials (AACT I, II) Lecture Series** and our **"CAM" Community Advocacy (Site Training and Matchmaking Conference Workshops)**.

Held in African American mega churches that are part of the 50 Hoops' network, the event is called **"There's A New Cancer (Initiative) In Town,"** or TANCIT, and was presented in three cities to African American communities that have partnered with 50 Hoops over the past 20 years. TANCIT was developed in 3-4 formats, adaptable to each city's availability within 50 Hoops networks and coalitions. The three formats which were presented included (a) Conference format (b) Luncheon or Dinner Workshop format and (c) Partnered (event) format.

The TANCIT Workshops are part of a national patient education and advocacy designed to bring awareness about Multiple Myeloma cancer to African American communities through bringing doctors, community leaders, survivors, churches and other leaders together for a better understanding of the disease and how to better outreach to educate African Americans about the disease and related cancer trials. **"There's A New Cancer (Initiative) In Town,"** addresses Multiple Myeloma and its growing impact upon the African American population, particularly our Baby Boomers and older.

50 Hoops is proud to have played a major role developing the concept and networking three of our partner cities for the premier of **"There's A New Cancer (Initiative) In Town."**









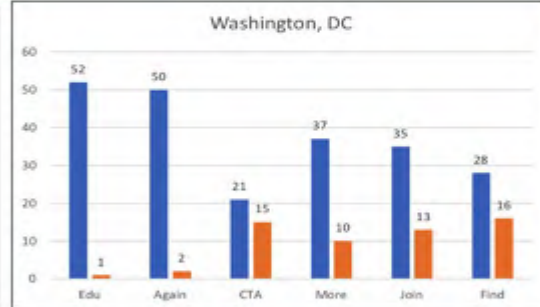
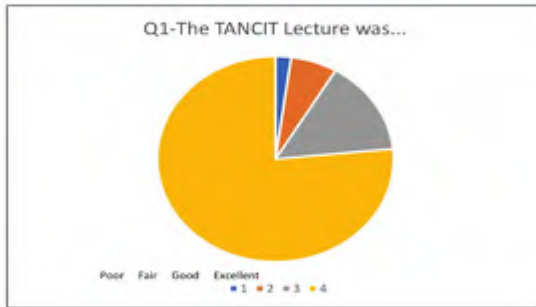
Speakers and Advisory Team: "There's A New Cancer (Initiative) In Town," D.C.

MEDICAL HOSTS:

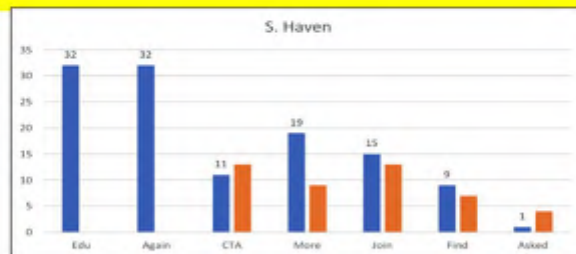
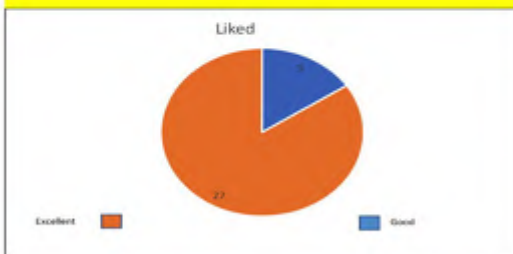
*Washington, D. C.: Georgetown University/Lombardi Cancer Institute
Southaven, MS/Memphis, and TN: The West Clinic, Methodist Hospital
Oakland, CA: Kaiser Permanente*



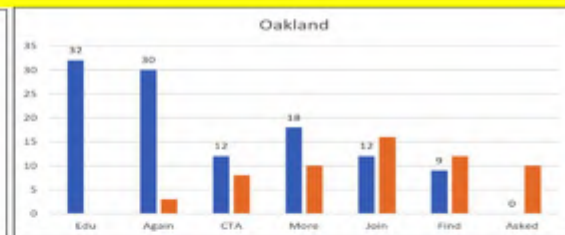
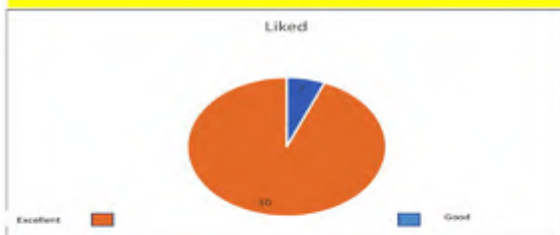
QUESTIONS		Yes	No	Poor	Fair	Good	Excellent	
Washington DC								
PFGE (1)	The TANCIT Lecture was:	Liked			1	3	7	36
Y/N (2)	I learned something/understood better about Multiple Myeloma in my community	Edu	52	1				
Y/N (3)	Would you attend another Multiple Myeloma Community Workshop and Luncheon Lecture?	Again	50	2				
Y/N (6)	Did you complete the Call to Action (CTA) form to be notified of other health events?	CTA	21	15				
Y/N (7)	Would you consider yourself (or loved one) learning more about clinical trials?	More	37	10				
Y/N (8)	Would you consider yourself (or loved one) participating in a clinical trial?	Join	35	13				
Y/N (9)	Were you able to find Clinical Trials resources in the medical professionals who attended?	Find	28	16				
Y/N (9a)	If no, did you approach any of them for information?	Asked	0	0				



QUESTIONS		Yes	No	Poor	Fair	Good	Excellent
South Haven							
PFGE (1)	The TANCIT Lecture was:	Liked				5	27
Y/N (2)	I learned something/understood better about Multiple Myeloma in my community	Edu	32				
Y/N (3)	Would you attend another Multiple Myeloma Community Workshop and Luncheon Lecture?	Again	32				
Y/N (6)	Did you complete the Call to Action (CTA) form to be notified of other health events?	CTA	11	13			
Y/N (7)	Would you consider yourself (or loved one) learning more about clinical trials?	More	19	9			
Y/N (8)	Would you consider yourself (or loved one) participating in a clinical trial?	Join	15	13			
Y/N (9)	Were you able to find Clinical Trials resources in the medical professionals who attended?	Find	9	7			
Y/N (9a)	If no, did you approach any of them for information?	Asked	1	4			



QUESTIONS		Yes	No	Poor	Fair	Good	Excellent
Oakland							
PFGE (1)	The TANCIT Lecture was:	Liked				2	30
Y/N (2)	I learned something/understood better about Multiple Myeloma in my community	Edu	32				
Y/N (3)	Would you attend another Multiple Myeloma Community Workshop and Luncheon Lecture?	Again	30	3			
Y/N (6)	Did you complete the Call to Action (CTA) form to be notified of other health events?	CTA	12	8			
Y/N (7)	Would you consider yourself (or loved one) learning more about clinical trials?	More	18	10			
Y/N (8)	Would you consider yourself (or loved one) participating in a clinical trial?	Join	12	16			
Y/N (9)	Were you able to find Clinical Trials resources in the medical professionals who attended?	Find	9	12			
Y/N (9a)	If no, did you approach any of them for information?	Asked	0	10			172





Community Advocacy MATCHMAKING

2018

Luncheon Workshop- Dallas, Texas

Luncheon Workshop- Tampa, Florida*

Luncheon Workshop- Durham, North Carolina*

****50 Hoops' Legends: Replication by 50 Hoops' medical partners:***

UT Southwestern Medical Center

University of South Florida Health

Duke University Cancer Institute

Outcomes, Benefits of CAM Workshop Series

Site Investigators learned to utilize their knowledge about disease therapies currently being developed, to improve health literacy of their local community minority populations. Surveys show it helped them to make better choices about clinical studies that may benefit patients and caregivers.

1. Community Panel learned more about drug discoveries and therapies that impact diseases and which affect their health outcomes.
2. Through interaction with community stakeholders, clinicians and the care delivery system administrators learned how community advocacy provides better access for minority communities, within their outreach area and learn more about clinical trials to help patients make the best decisions about joining appropriate clinical trials.
3. Through CAM, researchers were able to understand cultural myths to help them better promote informed decision-making.
4. CAM highlighted comparisons and outcomes that matter to minority populations, by (a) creating ways to measure clinical knowledge and understanding of clinical trials, (b) Address cultural issues relevant to diseases that affect patients and caregivers, (c) measure the effects of CAM Workshop Series on personal decisions about disease and trials (d) educate clinicians on perceived barriers and benefits of community advocacy.
5. During 2018, CAM incorporated a wide variety of settings and diversity of participants to address individual differences and barriers to implementation and dissemination; and measure their access (through community stakeholders) to constituencies to provide information about clinical trials.

UT Southwestern Medical Center-Dallas







Duke University Cancer Institute -Durham







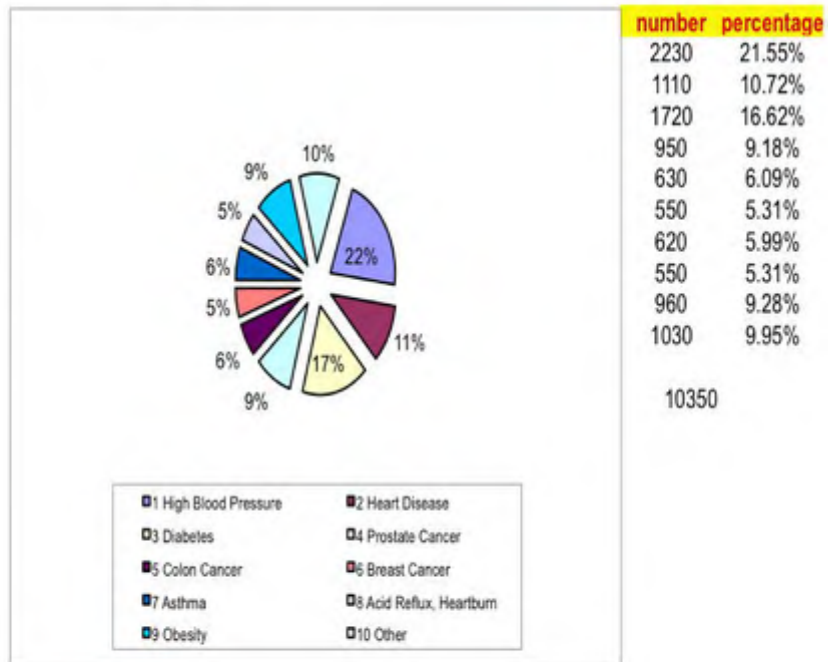
African American Health Matters 50 Hoops’ FREE mobile health text message service has offered monthly health tips for over a decade on nearly two dozen diseases that critically affect our African American communities.

Geographic areas covered by 50 Hoops *National: Raleigh/Durham, NC, Memphis, TN, Dallas, TX, St. Louis, MO, Philadelphia, PA, Oakland, CA, Houston, TX, Louisville, KY, Cleveland, OH, Charleston, SC, Durham, NC, La Vegas, NV, Houston, TX, Tampa, FL, Atlanta, GA, Austin, TX, Savannah, GA, Washington, DC, Miami, FL, Chicago, IL, Little Rock, AR, Ft Worth, TX, Buffalo, NY, Johns Hopkins, Baltimore, MD,*

With over 60,000 subscribers, there has previously been no national marketing campaigns, or social media promotions because all of the subscribers are signed up face-to-face at 50 Hoops and 50 Hoops’ partnered events. Nearly 1200 subscribers per year have joined over the past decade, as the mobile health text messaging has gained popularity among our patient education audiences.

African Americans In Clinical Trials Field Research 2009-2018

- 1 High Blood Pressure
- 2 Heart Disease
- 3 Diabetes
- 4 Prostate Cancer
- 5 Colon Cancer
- 6 Breast Cancer
- 7 Asthma
- 8 Acid Reflux, Heartburn
- 9 Obesity
- 10 Other



Other: seizure, arthritis, cholosteral, cervical cancer, sarcodosis, allergies, thyroid