

50 Hoops LEGENDS Present:

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# Breast Cancer in The Black



**Genentech**  
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# ***“The Growing Impact of Breast Cancer***

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## ***“Breast Cancer in The BLACK”***

The goal of this first **50 Hoops LEGENDS Strategic Disease Focused Series** is to (a) look at the basics Discovery steps for African American women in determining, discovering, and diagnosis **Breast Cancer** and (b) demonstrate within the 3-part series how community Networking with other local and national Networks is critical to producing sustained outcomes for educating local women, and (c) That the 50 Hoops LEGENDS can impact our community and audience/ participants before during and after our events in such a way that each event will have relevance to many of our targeted LEGENDS communities, and carry through to another level.

**Now, a quarter century into the 21st Century, we continue:**

## **Addressing the Gaps and Educational Needs**

There is a need for African American Stakeholders and Patients to explore ways to educate their African American Communities, working together with a “national focus” to share. To do this, we must help address and solve African Americans' diversity and inclusion problem in patient and clinical trial education. The Educational Needs include the Need to:

- Address new, specific cancer and types of disease topics related to breast cancer. And offer conclusive evidence that education about screenings, early detection, and clinical trials are critical topics that never grow old— especially having to do with Breast Cancer.
- Offer “SAFE Patient-Centered Care and Education, emphasizing the need for our audiences to continue to learn about diseases and treatment options and to keep abreast of new findings and screenings in a safe and trusted environment.
- Continue to develop more local networks and new partners and strengthen existing partners by co-hosting independent and partnered events about diseases and new technology advances, exploring ways to more easily access patient resources.
- Conduct disease-specific surveys that resonate with our communities-- from simple to complex--and actively address our African Americans and those with disparities in our communities on all their socio-economic and educational levels.

# A Strategic Needs-Focused Lecture Series

Through the work of our 50 Hoops(tm) LEGENDS, we are expanding the work of our entire Network to focus on a **Strategic Needs-Focused Lecture Series** in three of our cities. In addition, with half a dozen additional LEGENDS involved in the community, our “Networking the Networks” has become a resource for the LEGENDS’ communities.

*LEGEND OF LEGENDS 2024 Left is Dr. Deborah Austin, Co-Founder of ReachUp, a community patient education and community engagement non-profit. Right is LEGEND (2021) Dr. Kevin Sneed, who is LEGENDARY worldwide for his Work on Enhancing Community Advocacy Research and Education, or WE-CARE.*

More than 41% of African American women die from Breast Cancer than white women, despite a lower risk of being diagnosed with the disease.<sup>1</sup> This is partly because Black women are more likely to be diagnosed with Breast Cancer at a later stage when it is harder to treat.

## ***“The Growing Impact of Breast Cancer in African American Women TODAY”***

*This three-part series explicitly targets African American women and their partners. It is singularly distinct and strategically focused on the topics affecting our Black communities.*



Today, our 50 Hoops LEGENDS network is reaching even more Black communities who have joined our unified Patient and Medical Education Coalition to replicate and educate. Whether LIVE or VIRTUAL. 50 Hoops continues to guide each LEGENDS’ singular interpretation of these cities’ events while allowing them creative license—the beauty of these replications. This alone has been historic for an African-American-founded nonprofit.

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<sup>1</sup> Mayo Clinic Comprehensive Cancer Center