50
HOOPS
National Prostate Cancer Basketball Tournament and Health Fair 2010
"Prostate Cancer and Cancer Awareness"

National Cancer Awareness Basketball Tournament and Health Fair

Events

50 Hoops®
History
In the News
Overview
Franchise
Opportunities
Merchandise

Player Info
FAQ's
Registration

NPFR – National Physician & Family Referral Project
Survey
Supporters
Survivor Guide Seminar
Prostate Cancer 101
Fabulous at 50 - to Sexy at 60

You're Not Alone...
Contact Us

Donate

NEWS

RADIO
ONE
THE URBAN RADIO SPECIALIST

2009 Review
Players Only

2008 Review
2007 Dallas
2005 Dinner Lecture Series
2004 Review
2004 Dinner Lecture Series
2003 Review

New!! Get sports and events ticket on this site and SAVE!!

The Tournament, Workshops & Health Fair include the following components:

- Prostate Awareness Basketball Tournaments for men 50 and over, Men 30-49 and women 21 +
  Prostate Education (and Quality of Life) Health Fairs
- On-Site Free Prostate Cancer Screenings with local collaborative follow-up coordinated by local host cancer center
- Prostate Cancer Awareness conferences and workshops for lay and professionals
  Coordination of on-site support and recruitment for Prostate Cancer research

50 Hoops & Radio-ONE Affiliate
2008 – 2010 Presentation

Click Here to Download the 50 Hoops Slide Talk

National Prostate Cancer Basketball Tournaments & Health Fairs is now a Radio-One Affiliate Event. Learn more.

Coalitions, Networks and Partnerships

As we move into our 10th Anniversary, we are proud to say that 50 Hoops has benefited many communities and saved hundreds of lives directly and indirectly. Over the years, we have developed partnerships, networks and coalitions, which in 2008 – 2010 will expand into nation-wide coalitions for education and benefit of prostate cancer research. Here are a few comments about 50 Hoops—AFTER we’ve left the community:

Coalitions, Networks and Partnerships
Ten Commandments for Recruiting African Americans into Clinical Trials

IV. Takin’ It To the Streets

IX. Ride the Soul Train often
Program Management

Tier I: Proven Techniques

Through Community Advocacy

Site Support, Consulting
AACT Model Coalitions
AA Health Ministries
AA Clinical Trials Events

Consulting Recruitment

• City-By-City Patient Coalition & Recruitment
• Database Recruitment
• Event / National Minority Health Fair Outreach Partnership Recruitment
• RETENTION

Community Network Recruitment

Reach over 350,000 African Americans

• Mobile Texting
• Cyber-Radio
• Face-to-Face
• Internet
• Multi-Media & Performance-Based Recruitment

Multi-Media Patient Recruitment
Clinical Trial Process Synchronization

12 mths
- Community Engagement

9 mths
- Protocol Design Acceptability

7 mths
- Feasibility & Site Identification
- Site Mentoring & Management Begins (includes assuring adequate resourcing)

6 mths
- Site Qualification Completed

3 mths
- Recruitment from CRM Database
- Cultural Competency Training (all sites)
- GCP Training (new sites & optional existing sites)

Feasibility Finalized

Final Site Selection

Final Protocol Approval

Patient Recruitment Initiatives

Clinical Trial Initiation

CRM Database Development
Lecture Series draws 120 - 200

Lecture was televised

Physicians & patient exchange

Participants review Educational Materials
Cultural competency training

Community engagement
Community Engagement

- Participate in relevant planned community events
- Coordinate community events for the identified disease
  - Provide community education about disease
  - Distribute information on protections and value in clinical trials
  - Create multilevel community engagement in discussion of the “generic” clinical trials process
  - Populate Community Relationship Management (CRM) database

Community Engagement

- Identify communities with disease burden
- Use of local physician champions and established physician networks
- Collaborate with community “influencers,” advocates, health ministries
- Engage health “navigators” and *promotoras* with long-standing community relationships
**Multi-Media/ Performance-Based Patient Recruitment**

- **AAHM summary July 2011**

<table>
<thead>
<tr>
<th>Reminders Sent</th>
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</thead>
<tbody>
<tr>
<td>1 Diabetes</td>
</tr>
<tr>
<td>2 High Blood Pressure</td>
</tr>
<tr>
<td>3 Heart</td>
</tr>
<tr>
<td>4 Breast Cancer</td>
</tr>
<tr>
<td>5 Cholesterol</td>
</tr>
<tr>
<td>6 Weight</td>
</tr>
<tr>
<td>7 Bad Habits</td>
</tr>
<tr>
<td>8 Asthma</td>
</tr>
<tr>
<td>9 Acid Reflux</td>
</tr>
<tr>
<td>10 Heart Flutters</td>
</tr>
<tr>
<td>11 Prostate Cancer</td>
</tr>
</tbody>
</table>

**Reminders**

![Graph showing reminders with series 1 values ranging from 8500 to 59000](image)

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**CyberStationUSA**

**Why Partner AAHM on Cyberstation USA**

- **Large & Valuable Audience (Reach & Scale):**
  27% of the US population (about 69 million people) listen per month, 17% (about 42 million) listen per week. And usage is rapidly growing. 20% of 25-54 year-olds listened to Internet radio in the last week. The audience is 52% Male/48% Female. 94% of weekly listeners are employed full-time, 16% have $100k+ incomes, 37% have college or higher degrees.

- **Engaged Audience:**
  Many stations have average time spent listening numbers that exceed two hours. Great for frequency.

- **Usually At Work:**
  Most Internet radio consumption occurs during the weekday, usually peaking at midday.

- **Audience Conditioned To Ads:**
  Our listeners are conditioned to hear or see ads on our stations. They are commercial radio stations and people are not offended or disturbed to hear ads.

- **Cost Effective:**
  Internet Radio is probably the most cost effective campaign you can run. Cyberstation USA has long listening times (hours per session), so frequency is not a problem. Internet Radio prices make traditional campaigns look expensive.
Infusing Community Perspective

- Inject community perspective into design process to reduce potential barriers prior to participation
  - Protocol-specific survey of physicians with experience treating patients with targeted disease, ethnic diversity
  - Protocol-specific survey of patients with disease, ethnic diversity to identify barriers
  - Provide report as “discretionary” guide to clinical protocol design

Facilitate the Clinical Trial

- Select, qualify and train trusted investigative sites with access to the target population
- Identify eligible trial participants through community engagement events and physician networks
- Use Community Health Navigators/Promotoras to manage barriers to participation and protocol adherence
- Ensure site compliance to Good Clinical Practice using professional managers, site mentors/concierge service

Site Identification

- Identify communities with the burden of disease
- Establish networks of physicians with access to patients having the disease of interest
  - Investigators
  - Consultants
  - Educators
- Qualify and engage physicians in community awareness programs
- Identify physician to serve investigator role with support of network
We got tired of waiting...

INVESTIGATOR DRIVEN
- Sponsor
- CRO
- Feasibility
- Patient Recruitment Co.
- Advertising
- Investigator Sites

VS.

COMMUNITY DRIVEN
- Network Physicians
- Community Advocates
- Health Education/Events
- Patients

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50 Hoops Tournament & Health Fair Planning Guide

50 Hoops Health Fair Planning Guide
Objectives of a 50 Hoops Health Fair
Planning the 50 Hoops Health Fair

Local Advisory Team: Setting Up Committees and Duties
Planning/Coordinating Committee
Clinical Subcommittee
Administrative Subcommittee
Facilities Subcommittee
Procurement Subcommittee
Food Subcommittee
Clerical/Staffing/Scheduling Subcommittee
Publicity/Community Relations Subcommittee
50 Hoops Health Fair Time Table

Activity Ideas for 50 Hoops Health Fairs
Plan an Extension Booth
Booths, Exhibits, and Demonstrations
Short Programs and Activities
Scavenger Hunt

Evaluating the 50 Hoops Health Fair
Exhibitor Evaluations
Participant Evaluations

Appendix
Time Table for the 50 Hoops Health Fair
Exhibitor’s Evaluation
Evaluation of the 50 Hoops Health Fair
Health Observances: 2003 at a Glance

Developed by:
Patricia Sanders, CEO, 50 Hoops
Portia F. A. Tucker (P.F.A.T.H. Incorporated)
Ed and Pat Sanders, Hosts “African American Health Matters” on Cyberstation USA., a one-hour patient education talk show that interviewed dozens of physicians from around the country, on more than two dozen health and disease issues.

Listen in 2018 to the NEW Audio Library at African American Health Matters on Facebook
Register @ www.africanamericanhealthmatters.com

Internet Site: www.africanamericanhealthmatters.com

1. African American Health Matters Disease & Health Partners- Who are they?

Web is updated and posted before end of year. Partner Disease Organizations not shown
Include: Susan G. Komen, American Heart Association, Med E. Systems, Medical Education Institute, National Association for Continence, Patient Advocate Foundation, Us TOO Prostate Cancer Outreach, National Headache Foundation, AHRQ (Agency for Health Research Quality.gov), Mayo Clinic and more... These Partners help to fund the Mobile Health Text Message Service.
African American Health Matters Launched in 2010 With National Internet Radio Show
CyberStationUSA
The Shows

Band Breakers

The Infotainment Show
FRIDAY'S MIDNIGHT TO 12:30AM (e.s.t.)

Anything Goes Radio
IF ITS CONTROVERSIAL, LET'S TALK ABOUT IT
sex, drugs, politics, racism, Anything Goes!

Tune Talks with Jeanne
where the music comes with a message...and more

The Alchemetalist
Supporting metal nation worldwide

African American Health Matters

What’s for Dinner

Jim Cobb Radio
at CyberStationUSA.com

AND MANY, MANY MORE!
UPDATE: AFRICAN AMERICAN HEALTH MATTERS

Multi-Media Outreach: Radio Stats

Audience demographics for Cyberstation USA/AAHM Show and Source for January – June 2011

- 126,000 Listeners/week based on daily station tracking by Cyberstation USA
- 111,200 Listeners a week stats provided by Live 365
- Show Format: Talk, Health, Patient Education
- Broadcast radio show Friday, Noon (EST)
- Online radio show: African American Health Matters
- Recorded podcast: Online 24/7 at http://www.cyberstationusa.com/programs

Region Breakdown:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>42.1%</td>
</tr>
<tr>
<td>Northeast</td>
<td>40.0%</td>
</tr>
<tr>
<td>Midwest</td>
<td>9.2%</td>
</tr>
<tr>
<td>South</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

Internet Radio stays closer to the consumer for longer periods during prime buying hours than any other medium. Thousands of advertisers trust Internet Radio as their exclusive advertising choice, and many more recognize Internet Radio’s value as an accelerator in the advertising plan: like lighter fluid sprayed on softly glowing embers, Internet Radio creates immediate spark, excitement, and-most importantly-results! While FM radio listeners tune away after less than 1/2 hr, online stats show that the average Cyberstation USA listener stays for over 8.5 hours on average before switching. Local FM radio has under 5 mins TSL and has shown a steady decline in listeners in the past 3 years. Ask yourself this... “How long has your radio salesperson been at their current station?”
What diseases would you be interested in more info on?

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

<table>
<thead>
<tr>
<th>Diagnosis</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<tbody>
<tr>
<td>1 Series</td>
<td>2230</td>
<td>2320</td>
<td>1270</td>
<td>1170</td>
<td>1060</td>
<td>4150</td>
<td>3290</td>
<td>3880</td>
<td>950</td>
</tr>
</tbody>
</table>

Other: seizure, arthritis, cholesterol, cervical cancer, sarcodosis, allergies, thyroid
A. Web- Based Audience: 

AAHM Survey Population targeted:

• On the internet: 42% of AAHM targeted population is on the internet

• Average Age/Sex: 18 - 28 (20%), 29 - 40 (53%), Age 41-60 (27%) Female 58%

• Socio economics: Working class, middle and upper middle class African Americans with 24/7 computer access.

• Health Education: those employed have more access to health care options, and more likely to have regular physician for immediate needs.

• Audience Affiliations: Professional, social, Greek (82%)

• With interest in mobile health alert topic/medium (32%).

• With interest in email reminders – 53%

B. Event-Based Audience: 

AAHM Survey Population targeted

WEB ADVERTISING COMBINED WITH MOBILE-TEXT MESSAGING


• With Mobile/Cell Phone access - 88%

• On the Internet: about 32%. Nearly 68% at events are NOT on the internet nor have personal computer access (outside of their home)

• Average Age/Sex: 29 - 40 (22%), 41- 60 (46%), 61 -75 (32%)

• Socio economics: Working class. Many are underemployed; some on fixed incomes. Highly budget-conscious, especially attracted to "family-sized,” offers. Free-bees, samplings go great.

• Health Education: most are uninsured, underinsured and underserved. Have no regular health-care professional for open consultation. Tend not to consult physicians unless critical or emergency.

• Audience Affiliations: Faith-based, community organizations (96%)

Subscriber Carriers: Sprint, Verizon, T-Mobile, Cricket, Boost, AT&T/Cingular. (No current count on percentage of carriers)

C. Marketing & Networking 

Of total AAHM population:
Referral Potential of Participation

• Affiliated/associated with a faith-based organization = 96% of AAHM audience

• Affiliated with professional, educational organizations (29%)

• Affiliated with social, community, Greek organizations (52%)

• Health Partnership with Radio One- over 27 affiliates nation-wide; 10 million listeners daily.

<table>
<thead>
<tr>
<th>Total African American Audience (Reach)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Subscribers Only:</td>
</tr>
<tr>
<td>25,000 - 30,000</td>
</tr>
<tr>
<td>Web Based Audience-Social Networking</td>
</tr>
<tr>
<td>145,000 - 160,000</td>
</tr>
<tr>
<td>Events (On-Site) Audiences</td>
</tr>
<tr>
<td>170,000 - 250,000</td>
</tr>
<tr>
<td>Media Partner Audience</td>
</tr>
<tr>
<td>Over 3 Million</td>
</tr>
</tbody>
</table>

Projected Outreach by 2012
Mobile Text Message subscribers 250,000
Web Based audience over 1 million
Event On-Site Audiences reached 1,150,000
Field Research 2010
Phone, MBE, 50 Hoops, MBE, internet contacts, etc.

1 AGE?

<table>
<thead>
<tr>
<th>Age</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 28</td>
<td>2450</td>
<td>15.98174</td>
</tr>
<tr>
<td>29 - 40</td>
<td>5620</td>
<td>36.66014</td>
</tr>
<tr>
<td>41 - 60</td>
<td>4300</td>
<td>28.04958</td>
</tr>
<tr>
<td>61 - 75</td>
<td>2560</td>
<td>16.69928</td>
</tr>
<tr>
<td>OVER 75</td>
<td>400</td>
<td>2.609263</td>
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</table>

Male and Female

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>7210</td>
<td>47.03196</td>
</tr>
<tr>
<td>Female</td>
<td>8120</td>
<td>52.96804</td>
</tr>
</tbody>
</table>

African American?

<table>
<thead>
<tr>
<th>African American?</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>14990</td>
<td>97.78213</td>
</tr>
<tr>
<td>No</td>
<td>340</td>
<td>2.217873</td>
</tr>
</tbody>
</table>
2 Why do you think such small numbers of African Americans take part in clinical trials?

- black physicians: 3790 (24.72277%)
- noon asked: 6120 (39.92172%)
- health risks: 2190 (14.28571%)
- tuskegee: 980 (6.392694%)
- not enough info: 2250 (14.6771%)

3 How safe do you believe are clinical trials today?

- Very safe: 4240 (27.65819%)
- somewhat safe: 9540 (62.23092%)
- not very safe: 970 (6.327462%)
- not safe at all: 580 (3.783431%)

4 Would you ever consider participating in a related clinical trial?

- Yes: 14190 (92.5636%)
- No: 1120 (7.305936%)
- unknown: 20 (0.130463%)

Total respondent: 15330
Recession and acquisitions make recruiting America’s second-largest minority even harder.

Recruitment of African Americans into clinical trials is going through another evolution. With global patient outreach far from peaking, the unchartered growth of outsourcing overseas for patient recruitment is beginning to raise genetic issues at home. As American pharmaceuticaal and biotech companies rapidly expand to other parts of the world, recession and acquisitions compromise efforts to recruit hard-to-reach American minority patients for clinical trials.

African Americans make up the second largest minority group in the United States—increased by 13 percent between 2005 and 2006. More than 45 percent of America’s population is non-white or classified non-Caucasian. In some states, African Americans can make up as much as 30 percent to 60 percent of the residents. Yet, too many clinical study results, related to diseases critical to African Americans, show as few as 2 percent recruitment of African Americans, or vaguely stated as 9 percent “other” or “non-Caucasian.”

Illnesses such as asthma, diabetes, hypertension, HIV-AIDS, and certain kinds of cancer affect African Americans more than other people. Little is known about the ways African Americans respond to treatment for these and other conditions. Despite government regulations that require minorities to be included in federally funded research projects, African Americans remain underrepresented in these critical projects.

Most clinical research sponsors are aware of this shortfall, and admit there is a problem. Yet many don’t specify or request even 10 percent to 15 percent of African Americans in studies unless there is a special protocol, or unless it relates to HIV-AIDS, sickle cell anemia, and certain cancers. Setting minimum requirements with your team is the first step in the complex chain to reach African American participants.

With the 2010 US Census expected to assertively focus on hard-to-reach minorities and underserved populations, the results are predicted to reveal even higher numbers of minorities than in the past. If so, the omission of mandatory clinical recruitment policies regarding African Americans and minorities will be somewhat like playing Russian roulette with an entire population. Though efforts such as EDICT (Eliminating Disparities in Clinical Trials) has begun to recommend new policies, changing the present scenario requires due-diligence and creative partnerships, both within and outside of this clinical trial and cultural void.

In a recent health disparities symposium on cancer, Dr. David Satcher, MD, PhD, Director of the Satcher Health Leadership Institute, Morehouse School of Medicine in Atlanta, GA, spoke...
2011 PROGRAM DESCRIPTIONS

Prostate Cancer Awareness Basketball Tournaments & Health Fairs

Dallas- July 16, 2011 (Attendance 350)
Host: Methodist Hospital of Dallas

MEN'S HEALTH: Prostate Cancer Community and Family Health Events

50 Hoops continues to educate the community about Prostate Cancer through Basketball. Tournaments outreach to African American communities by using a combination of pre-event celebrity to outreach, physician support, strong local cancer organization and a strong radio partnership to support education. With more than three (3) hours of continuous education during quarter and half times, the audience is surveyed throughout to determine the impact of the educational information and materials distributed. Results are reported to our sponsors at end of year. Discussions center on Cancer, BPH, Erectile Dysfunction and Healthy Lifestyles.

50 Hoops Prostate & Colon Cancer Breakfast Lecture Series 2011
Dallas- July 16, 2011 (Attendance 100)
Hosts:
Methodist Hospital of Dallas, Parkland Hospital, Martin Luther King, Jr. Medical Center, U.T. Southwestern Medical Center, Baylor Hospital, and Veteran’s Administration Hospital

Fabulous 50 Breakfast Lecture Series opens the day for 50 Hoops. Panels of physicians and noted cancer health speakers talk candidly about prostate cancer and related issues. Veteran as well as newly diagnosed survivors, wives of survivors share emotional stories from discovery of prostate cancer to quality of living tips during and after treatment. Doctors and medical professionals discuss new discoveries and treatment options. 2012 will mark three (3) years for the breakfast.

“Fabulous 50 to SEXY at 60: Dinner Lecture Series
“Heart to Heart” in African Americans-
May 20, 2011 (Attendance 200)
Asthma, Respiratory Disease and Immunizations among African Americans-
September 9, 2011 (Attendance 230)
7:00 -9:30 p.m.

“Fabulous 50 to SEXY at 60” is designed to bring community leaders, survivors, doctors, elected officials churches and other leaders together for dialogue about health care disparities within the African American population and the diseases that critically affect Baby Boomers.

The ultimate design of “Fabulous 50 to SEXY at 60” Lecture Series is to leave behind a Coalition that will plan ongoing quarterly health events, grow a “membership” base and take health education throughout their city to churches, community groups and the under served community. The Potter’s House has welcomed us back, and we plan to return to this venue.
Older Population to Grow Much Faster Than Total Population

The growth rate of the older population in the Americas has been higher than that of the total population for many decades. There was a decline in the 60-and-over growth rate during the 1970s and especially during the 1980s, reflecting the low numbers of births in some countries during and after World War I. This decline is being mirrored by the 75-and-over growth rate as we move into the 21st century. As a whole, however, the older (60+) population will grow rapidly in the coming years. By the year 2010, the growth rate of the older population will be three and a half times as high as that of the total population, and the growth of the 75-and-over segment will be accelerating. Although the 60-and-over growth rate will decline somewhat after 2010, it is expected to remain well above that of the total population into the foreseeable future.
Fabulous 50 to SEXY at 60
The Potter's House Dallas hosted and welcomed the 50 Hoops Lecture Series for over five years.
What is The CALL TO ACTION?
The 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, NPFR PROJECT, networking with over 103 partners from around the U.S., developed a national Field Research called C.E.D.R.I.C.T. (Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials) 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. Health advocates, church ministries and networks whose advocacy focuses upon health and disease education are invited to address racial disparities in health care and clinical trials. And, form city-by-city replicable MODELS whose purpose is to educate our communities through unified programs that offer quarterly resources and programs for better understanding of critical diseases and about participation in clinical research trials.

Thanks to all who made Fabulous 50 to Sexy at 60 possible

Ester Davis    Panel    Sponsors
Advisory Team*  Panelists    Medical Partners
50 Hoops/NPFR Staff    Volunteers
LaRetta Williams, “Pieces of My Dreams” Centerpieces
Chef Carlos – Catering
Kim Smith- The Potter’s House of Dallas
Ron Boggs, Television Cameraman
Methodist Hospital of Dallas
Parkland Hospital

*Advisory Team Members : Donny Nevels, Julian Brice, Bob Williams, Tom Dillon, Wolfram Blattner, Tim Upshaw and Ron Sessions

Fabulous 50 to SEXY at 60

Featuring

Ester Davis- MODERATOR
Ester Davis hosts the weekly "Ester Davis Show" in 9 major markets on ION Media Networks, the nation's largest television network. Her weekly column, "My Day," appears in four newspapers across the south with a combined viewer-readership of 8 million. Ester currently chairs the Senior Affairs Commission for the City of Dallas and serves on an advisory board for Dallas County Community Colleges.
An advocate for women's issues and world literacy, Ester was recently invited to speak at a Congressional Hearing by the Women's Federation for World Peace, Washington, D.C. on the plight of women in China.

Prostate and Colon Cancer Dinner Lecture Series
"Fabulous 50 to SEXY at 60" is designed to bring community leaders, survivors, doctors, church ministries and survivors together for an educational dialogue about diseases and health care disparities within our communities. The Series is designed to address the diseases that critically affect African Americans and to better understand the importance of clinical trials in new drug discoveries.
Tonight's project is for prostate and colon cancer patient health education, physician exchange, and distribution of disease-related information and materials. The Lecture Series, helped by our local partnerships, foster increased understanding of the healthcare system and clinical trial issues that contribute to the improvement of patient knowledgebase and care.

Dr. Rufus Green, M.D.
Dr. Rufus Green is board certified by the American Board of Urology and a Fellow of the American College of Surgeons. He received his medical degree from the University of Southern California; completed general surgery and urology residencies at the University of California at Irvine. While serving in the U.S. Air Force, Dr. Green was a urology consultant to the Surgeon General of the USAF, and received the prestigious Air Force Legion of Merit Medal. Dr. Green belongs to several medical organizations, including the AMA, American Urologic Association, and Texas Medical Association. His work has appeared in major medical journals.

Dr. Adnan S. Badr, M.D.
Dr. Adnan S. Badr, is the Director of GI Endoscopy at Presbyterian Hospital of Plano. He is board certified in gastroenterology and a Fellow at Kansas University Medical Center. Dr. Badr received his medical degree from the University of Tichreen in Lattakia, Syria and completed residency in internal medicine at Texas Tech University. In private practice for more than 6 years, he currently serves on several committees on colon cancer screening and digestive health. He is also a member of the American College of Gastroenterology, Texas Society for Gastroenterology and Endoscopy, Texas Medical Association, and Dallas County Medical Society.

Dr. Samir Gupta, M.D.
Dr. Gupta is an Assistant Professor at the University of Texas Southwestern Medical Center. He has worked in the Division of Digestive and Liver Diseases since 2006, and written extensively on colorectal and pancreatic cancer. He has a Masters of Science in Clinical Science and a medical degree. He has received funding for research on prevention and early detection of colorectal cancer in underserved populations from the American Society of Gastrointestinal Endoscopy, National Institutes of Health, and the Cancer Prevention and Research Institute of Texas. Professional affiliations include the American Gastroenterological Association and the American Society for Gastrointestinal Endoscopy.
Many Thanks to our tireless volunteers
And workers at 50 Hoops Lectures

From left: Loretta Williams, artist and designer of Dinner decorations, Portia Faye Tucker-Howard, 50 Hoops board member and Michele Pearson, Home Health Care Professional

Fabulous 50 to SEXY at 60
Program

6:00 – 6:30: Welcome
Opening PRAYER – REV. BUFORD KEMP

Dinner Service Begins
Panel and moderator served

6:30 – 6:45: Dinner Service continues Ms. Ester Davis
Community Outreach Purpose
CALL TO ACTION

6:45 – 7:00: Introduction of Panel (Bios)

7:00 – 7:15: Prostate Cancer: Dr. Rufus Green, MD, The Urology Center

7:15 – 7:30: Colon Cancer: Dr. Adnan Badr, MD, Digestive Health Associates-TX

7:30 – 7:45: Colon Cancer: Dr. Samir Gupta, MD, UT Southwestern Medical Ctr

7:45 – 8:00: Panel Wrap-Up: Why is participating in clinical trials important to new drug discovery? Why African Americans should participate.

8:00 – 8:30: CALL TO ACTION- Who, What, Why – Pat Sanders

ANNOUNCE GIFTS & PRIZES FOR SURVEYS- Portia Tucker
Surveys COLLECTED for PRIZE tickets

Ester Davis: Introduction of Visiting Doctors in the House

8:30 – 8:40: OPEN FORUM: “Doctors in the House”
Panel, visiting physicians and health professionals, partners and sponsors
3-minute limit
(please write questions on note pads for Q&A)

8:40 – 9:00: Q&A Audience (Please write questions on note Pads)

9:00 – 9:20: Ed and Pat Sanders: Thanks to Ester Davis, Panel, Potter’s House of Dallas, Advisory, Partners (Methodist, Parkland, MLK Medical Center, UT Southwestern, North Texas Prostate Cancer Coalition)

Certificates, gifts for Panel, Introduction of Advisory Team,
Gifts and prizes: DRAWINGS + Special Surprise DRAWING
Prostate & Colon Cancer Survivors (self-introduction)

9:20 – 9:30: Community Announcement of upcoming Health Events Adjourn

9:30: Adjourn PLEASE VISIT THE “TESTIMONIAL VIDEO STATION”
Tell us what you thought of the program on video.

Your testimonial may be played as part of a free patient education program.
A Special Thanks to Chef Carlos for the beautiful meal!
Partners

National Black Leadership Initiative on Cancer III: Community Networks Program Coalitions

NATIONAL BLACK LEADERSHIP INITIATIVE ON CANCER III: COMMUNITY NETWORKS PROGRAM COALITIONS

Non-Clinical Partners Details

Agreement type: Memorandum of Understanding

Race: Black or African Americans

For Specific Race/Ethnicity:

Related to specific cancers

Ethnicity: Not Hispanic or Latino

Cancer Education, outreach, advocacy, media relations

For specific age groups

Referral to health providers

Cancer survival support

Savannah Coalition, Savannah, GA (A)

Orlando Florida Coalition, Orlando, FL (I)

Greater East Texas Chapter, Tyler, TX (I)

Houston Coalition, Houston, TX (A)

Memphis Coalition, Memphis, TN (A)

Nashville Coalition, Nashville, TN (A)

Southwest Georgia Coalition, Albany, GA (A)

South Carolina Coalition, N. Charleston, SC (A)

North Carolina Coalition, Roxboro, NC (A)

Mississippi Coalition, Jackson, MS (I)

Louisiana Coalition, New Orleans, LA (I)

Alabama Coalition, Birmingham, AL (I)

Black Health Care Initiative, Rockford, IL (A)

Fort Wayne African American Cancer Alliance, Fort Wayne, IN (I)

Minority Cancer Awareness Coalition, Indianapolis, IN (I)

Kansas City Cancer Control Coalition, Wichita, KS (A)

Kentucky African Americans Against Cancer, Louisville, KY (A)

African American Breast Cancer Alliance, Minneapolis, MN (A)

Minority Health Alliance, Cleveland, OH (A)

NBLIC-Ohio, Columbus, OH (A)

Les Femmes Concerned Citizens for Cancer, Dayton, OH (A)

Maconing Valley Cancer Coalition, Youngstown, OH (A)

Hudson New Jersey NBLIC Coalition (I)

Passaic New Jersey NBLIC Coalition (A)

Trenton, New Jersey NBLIC Coalition (A)

Metropolitan Washington DC Coalition (A)

Baltimore NBLIC Coalition (I)

Virginia NBLIC Coalition (A)

Philadelphia Coalition (A)

Boston NBLIC Coalition (A)

San Diego Black Health Associates (A)

African American Health Coalition, Inc, Portland, OR (A)

Nevada NBLIC Coalition, Las Vegas, NV (A)

Black Women for Wellness, Los Angeles, CA (A)

Washington NBLIC Coalition, Seattle, WA (A)

African American Community Health Group of Central Coast, Santa Cruz, CA (A)
1. African American Health Matters Disease & Health Partners- Who are they?

Web is updated and posted before end of year. Partner Disease Organizations not shown
Include: Susan G. Komen, American Heart Association, Med E. Systems, Medical Education institute, National Association for Continence, Patient Advocate Foundation, Us TOO
Prostate Cancer Outreach, National Headache Foundation, AHRQ (Agency for Health Research Quality.gov), Mayo Clinic and more... These Partners help to fund the Mobile Health Text Message Service.
Description 5a: Cyberstation USA Radio: African American Health Matters Talk Show

Cameo Entertainment Group CyberStationUSA.Com Cameo Entertainment Group owns and operates CyberStationUSA.Com, the world’s largest, privately held exclusive online radio station with millions of listeners worldwide. CyberStationUSA.Com is home to some of the most well known broadcasters and shows in the radio industry, including: Mike Siegel; Don Eckers and Dark Matters Radio; Peter Anthony Holder and The Stuph File Program; Brother Don Steele and The Sunday Services; On The Street with Wayne Metrano, and many, many more. CyberStationUSA.Com is also home to some of the largest companies in the advertising world, as CyberStationUSA represents a completely integrated, one-stop-shop for advertisers seeking a highly engaging platform that reaches their targeted consumers AND provides exceptionally high ROI.

We are scheduled to premier, “African American Health Matters” Radio Talk Show on Cyberstation USA, early 2011. We are currently taping premier shows, interviews and partner public service messages.

The new show will air on Cyberstationusa.com, and our mobile text subscribers will have an opportunity to download FREE mobile applications to listen to the show on their cell phones. WHAT AN OPPORTUNITY! Additionally, CyberstationUSA is one of the biggest internet radio stations in the world, with over 89 million listeners daily from around the world, so we’ll not only reach our audience but millions more, educating them about diseases and clinical trials.

Format of the show is a 30-minute health variety talk show, with special guests and messages by our health partners. The station reaches nearly 49 million listeners world wide. Our show will run weekly next to a popular Jazz show, to better the chances of reaching a minority population. We may also text against a religious program over the next 3-month pilot to gauge best placement.

“African American Health Matters” is continuing to keep on the cutting edge of the technology that will reach our minorities and underserved. In addition, as we update our web site, we will be including articles from our partners (or reprints) and a special “Clinical Trials Research” link on our home page as we continue to expand. There are more opportunities on the horizon, as we launch another African American Health Matters multi-media outreach project.

Currently, our partners are producing 3-minute messages and 30-second “TIP TAPES” that will be aired as part of the show. Sponsors and Grantors of CEDRICT will have an opportunity to directly impact the development of the radio show.
Description 3a: African American Conventions, Expos, and National Health Fairs Outreach

MISSOURI BLACK EXPO 2010: outreached to more than 70,000 African Americans.

In 2010 Field Research was conducted in Houston, Dallas, St. Louis, Indiana. Limited funding prevented further expansion of health Fairs in 2010.
From Policy to Practice: Understanding and Enhancing Minority Participation in Clinical Trials

The inclusion of racial/ethnic minorities and other underrepresented populations is one of the most challenging issues in clinical trial recruitment. Without adequate representation of these populations in clinical trials, researchers cannot learn about potential differences among groups and ensure their broad application to the entire U.S. population.

Even though minorities currently make up more than one-third of the U.S. population, very few are participating in clinical trials. Figure 1 shows accrual rates by racial and ethnic status in National Cancer Institute publicly funded trials conducted January 2003 to June 2005. However, populations underrepresented in clinical trials go beyond racial and ethnic minorities; examples of other underrepresented populations include the elderly, women, adolescents, persons of low socioeconomic status, and rural populations. Other populations that are underrepresented include those with special health needs (disabled, chronic illness, comorbidities, gays and lesbians, and the uninsured). Unfortunately, these same populations bear a disproportionate burden of disease.

This article describes some of the activities of a national initiative, the Eliminating Disparities in Clinical Trials (EDICT) Project, along with several other programs that are addressing the problems associated with underrepresented populations in clinical trials. The project will explore both broad-based policy considerations and the practical application of these policy principles in projects currently under way to enhance minority participation in clinical trials.

The EDICT Project

In 2005, the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine, in conjunction with the Intercultural Cancer Council, were awarded a four-year grant designed to address the problems and develop solutions related to improving the participation of underrepresented populations in clinical trials. The project was funded by an unrestricted educational grant from Genentech, Inc.

The EDICT Project determined that disparities in clinical trials participation is a national health concern that should be addressed from a comprehensive systems approach—one that promotes change at the individual, community, organizational, local, state, and national levels. To accomplish this, EDICT brought together more than 100 representative experts and stakeholders from the public, private, and nonprofit sectors to work together over...
The projects reflect ideas and opportunities that can be applied at the individual site level, across the industry at large, and at the national level to promote greater inclusion of minority and other underrepresented populations in clinical trials.

**National Physician and Family Referral Project**

The National Physician and Family Referral (NPPR) Project conducts patient education outreach to improve health education about diseases that critically affect African Americans. Seminars, sporting events, and lecture series are specifically designed for patients, physicians, and community leaders across the U.S. NPPR has more than 100 community-based partners in 22 states supporting these projects.

In 2009, the NPPR Project launched a field research effort called CEDRIT (Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials). CEDRIT gathers information about the health education needs of African Americans and looks at on-the-ground attitudes about their current health education needs, medical access, available resources for participation, and the likelihood of participation in clinical trials.

CEDRIT gathers information about the health education needs of African Americans and looks at on-the-ground attitudes about their current health education needs, medical access, available resources for participation, and the likelihood of participation in clinical trials.

Respondents were asked about their personal perspectives of "immediate barriers" to their participation in clinical trials. The research also addressed barriers that preceded the initial pre-screening. Of the 10 primary barriers identified, two were particularly noteworthy:

- The need for ongoing communications with disease education and clinical trial information through trusted "messengers."
- Culturally specific navigators and tools to track and provide guidance for how to "opt-in" to clinical trials.

CEDRIT's three-year field research and registration will yield critical insights into the health communications needs of hard-to-reach African American and underrepresented populations.

According to Elise B. Cook, MD, chair of the Minority and Medically Underserved Subcommittee for SELECT (Selenium and Vitamin E Cancer Prevention Trial), "Minority recruitment programs for SELECT included focus groups to get input from men in target populations" to their daily lives. Participants opt-in to receive health tips and to find health and pharmaceutical resources and clinical trials. Subscribers select the disease tips or clinical trials of interest to them; many subscribers have selected to receive multiple disease messages.

The use of grassroots tools and technologies to build awareness, educate, track, and provide ways for minority patients to "opt-in" to a trial is a well-kept secret of minority recruiters. Culturally specific navigators help to make the personal connection between the subject and researcher while supporting participants in their journey through the clinical trial experience.

"Beyond building awareness, sometimes there is a need for preliminary interviews in preparation for the actual pre-screening," says Ed Sanders, president of P&E Associates, an African American patient recruitment organization. "We utilize culturally specific nurses to navigate them to their first contact, because African Americans identify with people who look and sound like themselves. This helps to track and navigate the patient into their first site visit."

**Dia de la Mujer Latina—Community Health Workers for Education and Outreach**

The themes of trusted messengers and culturally specific navigators extend from the African American population to the Latino/Hispanic population, as well. Venus Ginés, a Latina breast cancer survivor, advocate, and researcher who is founder and president of Dia de la Mujer Latina (DML) (www.diadelamujerlatina.org), according to Ginés, "DML addresses the health disparities in the Latino population through a culturally spe-
Deadline to Register
July 10, 2011

GOT GAME?
GET YOUR “A” TEAM AND BRING IT ON!

BASKETBALL TOURNAMENT and HEALTH FAIR
LANCASTER REC CENTER

SATURDAY – JULY 16, 2011
FREE Prostate Cancer 101 Breakfast Lecture
8:30 A.M. – 9:30 A.M.

Basketball Tournament
10 A.M. – 2 P.M.

THREE-ON-THREE BASKETBALL
TEAMS of MEN 30-49 and MEN 50 - 70

$50 CASH Prize
for WINNERS OF
MINISTER’S SHOOT OUT $50.00 Prize
WOMEN’S Shoot OUT $50.00 Prize
Arkansas Big Dogs and other Senior Olympics Teams will travel to
Lancaster to take on the winners, for the Big Trophy.

Methodist Hospital of Dallas will provide:
FREE Health Screening in Prostate Cancer
PLUS Hypertension, Diabetes, Cholesterol…GIFTS & PRIZES

Register For the Competition OR TO PLAY!!
CALL the HOTLINE
800-677-8429
or visit us online at www.50hoops.org
2011 PROGRAM DESCRIPTIONS

Prostate Cancer Awareness Basketball Tournaments & Health Fairs

Dallas - July 16, 2011 (Attendance 350)
Host: Methodist Hospital of Dallas

MEN'S HEALTH: Prostate Cancer Community and Family Health Events

50 Hoops continues to educate the community about Prostate Cancer through Basketball. Tournaments outreach to African American communities by using a combination of pre-event celebrity to outreach, physician support, strong local cancer organization and a strong radio partnership to support education. With more than three (3) hours of continuous education during quarter and half times, the audience is surveyed throughout to determine the impact of the educational information and materials distributed. Results are reported to our sponsors at end of year. Discussions center on Cancer, BPH, Erectile Dysfunction and Healthy Lifestyles.

50 Hoops Prostate & Colon Cancer Breakfast Lecture Series 2011
Dallas - July 16, 2011 (Attendance 100)
Hosts:
Methodist Hospital of Dallas, Parkland Hospital, Martin Luther King, Jr. Medical Center, U.T. Southwestern Medical Center, Baylor Hospital, and Veteran’s Administration Hospital

Fabulous 50 Breakfast Lecture Series opens the day for 50 Hoops. Panels of physicians and noted cancer health speakers talk candidly about prostate cancer and related issues. Veteran as well as newly diagnosed survivors, wives of survivors share emotional stories from discovery of prostate cancer to quality of living tips during and after treatment. Doctors and medical professionals discuss new discoveries and treatment options. 2012 will mark three (3) years for the breakfast.

“Fabulous 50 to SEXY at 60: Dinner Lecture Series
“Heart to Heart” in African Americans-
May 20, 2011 (Attendance 200)
Asthma, Respiratory Disease and Immunizations among African Americans-
September 9, 2011 (Attendance 230)
7:00 - 9:30 p.m.

"Fabulous 50 to SEXY at 60" is designed to bring community leaders, survivors, doctors, elected officials churches and other leaders together for dialogue about health care disparities within the African American population and the diseases that critically affect Baby Boomers.

The ultimate design of “Fabulous 50 to SEXY at 60” Lecture Series is to leave behind a Coalition that will plan ongoing quarterly health events, grow a "membership" base and take health education throughout their city to churches, community groups and the under served community. The Potter’s House has welcomed us back, and we plan to return to this venue.
PROSTATE and COLON Cancer BREAKFAST LECTURE SERIES

8:15 a.m. OPENING PRAYER
Rev. Buford Kemp

INTRODUCTIONS
• Welcome, Mission Founders: Ed and Pat Sanders
Intro Panel: Guest MC

8:30 - Rev. Buford Kemp, Invocation - Breakfast Served

BREAFKAST GUESTS: Please write your questions and pass to end of table. If your question is not answered, be sure to SIGN THE CALL TO ACTION, where literature, resource information, and Lecture Series information will be sent to you.

• Prostate Cancer 8:30 – 8:40
Dr. Yondell Moore, MD

Dr. Yondell Moore, Sr., MD was born in Hallsville, TX. Completed his undergraduate work at Howard University, and degree in Medicine from Meharry College in Nashville. He did his internship and residency in Urological Surgery at Homer Phillips Hospital in St. Louis. As Lieutenant Commander in the US Navy, he served two years as a Staff Urologist at the Naval Hospital in St. Albans, NY. Dr. Moore was the first Black Urologist in Dallas, TX where he continues to practice after 38 years. Dr. Moore is married with five children. His hobbies are fishing and traveling.

9:25 – 9:35: CALL TO ACTION (Survivor, Partner Testimonials)
• Your Role: Speaking Out - Speaking Up
• Survivors’ role as leaders in educating and outreaching to our men and women to attend educational events

Recognitions
9:35 – 9:40: 50 Hoops and Methodist, Community Partners

50 HOOPS CALL TO ACTION - Honorary Hosts for September Lecture

Please complete and return:
Evaluation and Field Research sheets

9:45 Adjourn
50 Hoops 2011 Company Overview

OUR MISSION
The 50 Hoops Prostate Cancer Basketball Tournament and Health Fairs is the only national organization bringing prostate cancer awareness to underserved communities through grassroots public sports participation. Working with major cancer treatment centers, corporations, churches, and community-based organizations, our mission is to raise awareness of prostate cancer, provide free screenings, treatment options, and educate African-American families for medical research.

OUR HISTORY
For a decade, 50 Hoops has helped men nationwide gain access to free screening and information to detect and help treat prostate-related illnesses. We have potentially saved hundreds of lives of men who might otherwise have gone untreated.

Over the years, 50 Hoops has partnered with several large cancer centers including M.D. Anderson in Houston, Karmanos in Detroit, Fox Chase in Philadelphia, and Siteman in St. Louis. Through its partnership in 2003, with the Missouri Black Expo (MBE), which brings thousands of attendees to its three-day event, 50 Hoops gained prominence as a major resource for reaching the African American community.

A 501c(3) organization, 50 Hoops was conceived in 1995 when founder Ed Sanders was diagnosed with the disease. In 1998, Ed and his wife Pat organized the first 50 Hoops event in Dallas, TX and with support of Ed's Doctor, Dr. Claus Roehrborn, Chairman, Professor, University of Texas Southwestern Medical School.

OUR PROGRAM
In 1998, 50 Hoops held its signature event, a basketball tournament featuring men ages 50 and over, in 3-on-3 half-court competition. Players compete for trophies, and everyone can win valuable prizes.

2004 was our biggest season ever, with cities and hospitals scheduled as host — Miami, Chicago, and Dallas and the Military.

While these events focus on African American men (who have twice the risk for prostate cancer as other men), they truly target all men and their spouses or significant others. PSA screening is offered for men of the recommended age (35y). During the event, 50 Hoops provides information on screening, hereditary prostate cancer, clinical trials participation, treatment options, and other prostate-related illnesses.

Workshops are also on the agenda, which feature noted urologists, men's health professionals, and prostate cancer survivors. Workshop facilitators bring expertise directly to high-risk groups in the community to raise awareness and discuss its impact on the family.

The 50 Hoops “Heroes, Heroines and Superstars” half-time segment features celebrity speakers and survivors sharing experiences.

The National Physician and Family Referral (NPFR) Project, through its national community-and celebrity media outreach, recruits Black families affected by prostate cancer to participate in nationwide human genetic and medical studies.

The Prostate Cancer 101 Dinner Lecture Series and "FABULOUS 50 to SEXY at 60" are two stand-alone events of 50 Hoops and NPFR designed to bring the community leaders, survivors, doctors, elected officials churches and other leaders together to dialogue about health care disparities within the African American population and prostate training. Host Cities include St. Louis, Philadelphia, Detroit and Houston. Outreach Cities are Atlanta, Baltimore, D.C., Los Angeles and Memphis.

The event concludes with spotlight recognitions given to local partners, celebrity supporters, sponsors, and community leaders. Past and current celebrity supporters include author and talk show host Tavis Smiley; Singers, Damon Harris, Billy Davis and Marilyn McCo, actors Edward James Olmos, Lou Gossett Jr., and Harry Belafonte; and the National Basketball Association.

OUR PARTNERS
In 2011 we began an Affiliate relationship with Cyberstation USA, the largest internet Radio station in the world. 50 Hoops® show, "African American Health Matters," is the only patient education broadcast ever. The stations reaches over 3.6 million listeners weekly.

Good partners are the cornerstone of our success. The 50 Hoops organization is proud to be in partnerships with major cancer centers, National Black Leadership Initiative on Cancer, UsTOO, PAACT, American Cancer Society, corporations, government agencies, and grassroots organizations. For more information, visit our website at www.50hoops.org.
GOT GAME?
GET YOUR "A" TEAM AND BRING IT ON!

BASKETBALL TOURNAMENT AND HEALTH FAIR

LANCASTER REC CENTER
1700 Veterans Memorial Parkway, Lancaster, TX 75134
SATURDAY – JULY 16, 2011

FREE Prostate Cancer 101 Breakfast Lecture
8:30 A. M. – 9:30 A.M.

Basketball Tournament
10 A.M. – 2 P.M.

THREE-ON-THREE BASKETBALL
TEAMS of MEN 30- 49 and MEN 50 - 70

$50 CASH Prize
for WINNERS OF
MINISTER’S SHOOT OUT $50.00 Prize
WOMEN’S Shoot OUT $50.00 Prize

Arkansas Big Dogs and other Senior Olympics Teams will travel to Lancaster to take on the winners, for the Big Trophy.
Methodist Hospital of Dallas will provide:

FREE Health Screening in Prostate Cancer
PLUS Hypertension, Diabetes, Cholesterol…GIFTS & PRIZES

Register For the Competition OR TO PLAY!!
CALL the HOTLINE
800-677-8429
or visit us online at www.50hoops.org
PROSTATE and COLON Cancer BREAKFAST LECTURE SERIES

8:15 a.m. OPENING PRAYER
Rev. Buford Kemp

INTRODUCTIONS
- Welcome, Mission Founders:
  Ed and Pat Sanders

Intro Panel: Guest MC

Dendreon

8:30 - Rev. Buford Kemp, Invocation-
Breakfast Served

BREAKFAST GUESTS: Please write your questions and pass to end of table. If your question is not answered, be sure to SIGN THE CALL TO ACTION, where literature, resource information, and Lecture Series information will be sent to you.

Genentech
In Business for Life

- Prostate Cancer 8:30 - 8:40
  Dr. Yondell Moore, MD

Dr. Yondell Moore, Sr., MD was born in Hallsville, TX. Completed his undergraduate work at Howard University, and degree in Medicine from Meharry college in Nashville. He did his internship and residency in Urological Surgery at Homer Phillips Hospital in St. Louis. As Lieutenant Commander in the US Navy, he served two years as a Staff Urologist at the Naval Hospital in St. Albans, NY. Dr. Moore was the first Black Urologist in Dallas, TX where he continues to practice after 38 years. Dr. Moore is married with five children. His hobbies are fishing and traveling.

QUESTIONS AND ANSWERS
Tim Upshaw - Round Table
8:40 – 9:05: Survivors’ Success
Dr. Moore Wrap-up

- Colon Cancer: Film from “Fabulous 50 to SEXY at 60 Dinner Lecture
  9:05 – 9:25: Film

DISCUSSION POINTS

9:25 - 9:35: CALL TO ACTION
(Survivor, Partner Testimonials)

- Your Role: Speaking Out-Speaking Up
- Survivors’ role as leaders in educating and outreaching to our men and women to attend educational events

Recognitions
9:35 – 9:40: 50 Hoops and Methodist, Community Partners

sanofi aventis
Because health matters

50 HOOPS CALL TO ACTION-
Honorary Hosts for September Lecture

Please complete and return:
Evaluation and Field Research sheets

9:45 Adjourn
PROGRAM
10:00 – 11:00 - Introduction Exhibitors-
Men aged 30 – 49 - Game

Guests: The Arkansas Big Dogs

... What is Prostate Cancer - Survivors-causes, symptoms, screening
... How Prostate cancer affects your body pt1: lymph, bone, urine, and potency
... What you should do if you find you have prostate cancer.

11:00 – Noon - - EXHIBITION GAME
• Guest Speaker
• Survivors: Heroes Heroines and Superstars

... Screening: Methodist: What’s involved, how results are determined
... How Prostate cancer affects your body pt2: lymph, bone, urine, and potency

Noon: Prizes, Speakers, Announcements

1:00 – 2:00 - - BASKETBALL GAME
• Guest Speaker
• Survivors: Heroes heroines and Superstars

... Prostate Cancer: Survivors-Treatment Options
... How Prostate cancer affects your body pt3:
... Erectile Dysfunction: myths and facts. The Lovin’ ain’t over!
... BPH- Enlarged Prostate: What it is, how it occurs, what to do

Women v.s Minister and Deacons SHOOT OUT
Arkansas Big Dogs Winners of 50 Hoops National Prostate Cancer Basketball Tournament 2012
Over a half dozen Black Expos across the country presented celebrity-laced health-related events to inspire African Americans to live healthier. 50 Hoops was there with patient education and disease information.
From Lecture Series to Health Fairs to State-Wide Black Expos, African Americans learned about diseases that critically affect them and gained a better understanding about clinical trials from African American physicians and clinical experts.
AFRICAN AMERICANS ARE ALMOST TWICE AS LIKELY TO SUFFER A STROKE AS WHITES.

But you have the power to prevent it.

AFRICAN AMERICAN HEALTH MATTERS with Ed & Pat Sanders
African Americans in Clinical Trials

AACT I Dessert & Lecture

Theresa W. Gillespie, PhD, MA

Dr. Gillespie has been involved in clinical oncology, clinical trials, and cancer research since 1981. Currently, she is an Associate Professor, Department of Surgery and Department of Hematology and Medical Oncology, Emory University School of Medicine. Dr. Gillespie co-leads the Winship Cancer Institute’s Health Disparities Initiative.

Gregory A. Bolden,
PhD, MTh, MSHA

Dr. Bolden is the Co-founder and Chief Executive Officer (CEO) of Comprehensive Men’s Health Initiative, Inc. in Atlanta, GA. A Georgia non-profit 501 (c) (3A) organization founded June 18, 2005 and incorporated in August 2007. He is also Coordinator for the American Heart Association’s Search Your Heart Program, Ambassador for the Power to End Stroke, Certified in the Management of Nicotine Addiction, and Master Trainer for Chronic Disease Self Management.

Atlanta

National Physician & Family Referral (NPFR) Project

Presents the Atlanta Premier of

HEART TO HEART: A LOOK AT
African Americans in Clinical Trials Lecture Series

11:00 – 11:05: Welcome, Program Overview
Dollicia Smith-Williams, Atlanta Coalition

Dessert Served

11:05 – 11:10: CALL TO ACTION- Pat Sanders, NPFR
African Americans in Clinical Trials

Speakers Introduced: Dollicia Smith-Williams

11:10 – 11:20: Dr. Theresa Wicklin Gillespie
Emory University School of Medicine

11:20 – 11:30: Dr. Greg Bolden
Comprehensive Men’s Health Initiative, Inc.

11:30 – 11:40: Clinical Trials: Q&A audience

11:40 – 11:45: Recognitions

11:45 – 11:55: Gifts and prizes drawing for audience (tickets exchanged for completed surveys) Adults only

Noon: Adjourn

African Americans are under-represented in clinical trials throughout America... trials with life-saving advantages to our health. And though our population exceeds 12%, sometimes, less than 3% of the drugs tested have our genetics included. The AACT I Lectures focus upon diseases critical to African Americans, and brings to light new information about the importance of pro-active education, and our participation in new drug discoveries.

Visit www.50hoops.org, www.npfr.org or call (800) 677-8441.

Special thanks to Hopewell Baptist Church, Pat Seabrooks, and Cakes by Ella as well as our Atlanta sponsors, partners.

50 Hoops
National Physician Referral, NPFR

AMS Solutions for Life
Dendreon
Targeting Cancer, Transforming Lives®

AMGEN
African Americans in Clinical Trials
AACT I Brunch & Lecture

Arnetti Taylor, M.Ed.

Arnetti Taylor is the Associate Director for the Clinical Studies Initiative of the Alzheimer’s Association. She currently manages the Association’s TrialMatch, a first-of-its-kind online and telephone-based service that matches people with Alzheimer’s to caregivers, physicians, and volunteers with Alzheimer’s clinical studies that are recruiting participants.

Ms. Taylor is also responsible for outreach activities aimed at raising awareness and educating physicians, Alzheimer-affected families, and the general public about clinical studies and the urgent need for additional volunteers.

Edna Andrews Rose, PhD., MSW, RN-BC

Edna Rose is a minority outreach coordinator/counselor for the University of Michigan Alzheimer’s Disease Center (MADRC). She has helped increase African American participation in Alzheimer’s research from 1% to over 20% participation in less than one year.

Dr. Rose received her Ph.D. from Clark Atlanta University, and holds certification by the American Nurses Association as a psychiatric mental health nurse. Her most recent unpublished work, “The Disproportionately Higher Incidence of Alzheimer’s Disease in the African American Population,” has catapulted her career as a speaker/educator on the benefits of African American participation in research and the multiple variables associated with onset of Alzheimer.

The NPFR Project Presents the Detroit Premier of

ALZHEIMER’S Disease: A LOOK AT African Americans in Clinical Trials Lecture Series

11:30 – 11:35 Welcome
Dr. and Mrs. Retland

Program Overview
Ed Sanders, Co-Founder NPFR

Lunch Served
Guitar Music Selections
Dr. Ernest Retland

11:35 – 11:45 A CALL TO ACTION
Fat Sanders, Co-Founder NPFR
African Americans in Clinical Trials

Speakers Introduced
Mrs. Dee Retland

11:45 – 12:05 Arnetti Taylor
The Alzheimer’s Association

12:05 – 12:25 Dr. Edna Andrews Rose
University of Michigan Alzheimer’s Disease Center

12:25 – 12:45 Clinical Trials
Q&A audience

12:45 – 1:00 Recognitions
Collection of Surveys

1:00 – 1:20 Gifts and prizes drawing for audience
(Tickets exchanged for completed surveys)

1:30 Adjourn

African Americans are under-represented in clinical trials throughout America... trials with life-saving advantages to our health. And though our population exceeds 12%, sometimes, less than 3% of the drugs tested have our genetics included. The AACT I Lectures focus upon diseases critical to African Americans, and brings to light new information about the importance of pro-active education, and our participation in new drug discoveries. Visit www.nbfo.org, www.npfr.org or call (800) 677-8441.

A Special thanks to Dr. and Mrs. Ernest Retland, The Alzheimer’s Assoc., University of Michigan, and our Detroit sponsors/partners.
AACT I, II Luncheon Lecture Series

Program

11:00 – 11:30: Welcome: Ms. Veronica Blakely
   (Introduction of Ed and Pat Sanders and Tampa Team)

Invocation, PRAYER – Rev John Warren

Lunch Service Begins
Panel, Physicians, Guests and moderator served
11:30 – 11:45: Luncheon Service continues

Program overview AACT I and AACT II: Ed and Pat Sanders: CALL TO ACTION
11:45 – 12:00: Ms. Veronica Blakely
   Introduction of ALL Panels (Bios)

AACT I

12:00 – 12:10: Dr. Clement K. Gwede – Colon Cancer and African Americans

12:10 – 12:20: Dr. Brian M. Rivers – Prostate Cancer and African American Men

12:20 – 12:30: Dr. Angela M. Hill – Alzheimer’s Disease and African Americans

12:30 – 12:45: Audience Q&A, Panel Wrap-Up

AACT II

Why is African American participation in clinical trials important to new drug discoveries in Cancer?
12:45 – 12:50: Dr. Clement K. Gwede – Colon Cancer, Early Detection and Clinical Trials

12:50 – 12:55: Dr. Brian M. Rivers – Supportive Care Trials in Prostate Cancer

12:55 – 1:00: Dr. Nagi Kumar – Colon Cancer Research: Why participate?

1:00 – 1:05: Ms. Jill Smith – Clinical Trials: Alzheimer’s disease Trials

1:05 – 1:20: OPEN FORUM: Q&A Cancer, Alzheimer’s Clinical Trials Discussion
   (Surveys COLLECTED for PRIZE tickets in background)

1:20 – 1:30: Ed and Pat Sanders Presentations to Advisory Team, Speakers

DRAWINGS for Prizes (Tickets with completed Surveys)

ADJOURN

50 Hoops extends thanks to: Pastor Anthony White and the First Lady, Bible-Based Fellowship Church,
   Mrs. Shonda Wilson, Mrs. Robin Wise, Mr. Brian Springer, Dr. Angela Hill, Ms. Iverta Goss, Ms. Sandy
   Moore, Ms. Lori McIntyre, Dr. Hiram Green, Dr. Lee Green, University of South Florida, Moffitt Cancer
   Center, AACT I, II Tampa Speakers, Volunteers, and First Class Catering for a beautiful meal.

Please see Site Doctors to schedule time to talk in private about the trials

PLEASE VISIT THE “TESTIMONIAL VIDEO STATION”

Testimonials may be broadcast as part of a free patient education program on www.africanamericanhealthmatters.com

African Americans in Clinical Trials

AACT I Lecture Series

What our community should know about Cancer and Alzheimer’s Disease

Nagi B. Kumar PhD, R.D., FADA – Colon Cancer and African Americans

Dr. Kumar is a Senior Member in the Population Sciences Division, Director, Cancer Chemoprevention at the Moffitt Cancer Center and a Professor in Oncologic Sciences at the University of South Florida Morsani College of Medicine. Dr. Kumar is a Fellow of the American Dietetic Association, obtaining her clinical training at Mt. Sinai School of Medicine and Doctoral training at the University of South Florida College of Medicine. Funded by the National Cancer Institute and Department of Defense, her exciting cancer research focuses on evaluating nutrient derived products in cancer prevention, treatment and survivorship in high-risk populations.

Brian M. Rivers, PhD, MPH – Prostate Cancer & African American Men

Dr. Rivers is a Faculty Research Member in the Department of Health Outcomes & Behavior at Moffitt Cancer Center. Dr. Rivers' program of research is focused on addressing prostate cancer disparities among African Americans. Dr. Rivers is exploring the use of IPADs and have developed several mobile health applications (apps) to assist with the delivery of salient and tailored cancer information to African Americans. Currently, Dr. Rivers is leading a large randomized controlled trial to evaluate these applications in clinical settings. The trial is being funded by the Patient-Centered Outcomes Research Institute (PCORI) and was 1 of 2 of the first awards in the state of Florida. More recently, Dr. Rivers received R01 funding by the NIH National Institute on Minority Health and Health Disparities to conduct a large community-based trial to further evaluate the impact of these applications specifically among African American men diagnosed with prostate cancer.

Dr. Angela M. Hill, PharmD, BCPP, CPh, FAACP

Alzheimer’s Disease and African Americans

Dr. Hill joined Florida A&M University's College of Pharmacy in 1992 as an Assistant Professor and progressed to the rank of full professor. During her tenure at Florida A&M University College of Pharmacy, she provided pharmacy services and experiential education at Florida State Hospital, Tallahassee Memorial Healthcare, Tallahassee Veterans Administration, and Apalachiee Health Center in Tallahassee, Florida. Dr. Hill joined Florida A&M University's College of Pharmacy in 1992. She's involved in research in epilepsy, Alzheimer's disease, patient safety and adherence, and other clinical areas. She is currently providing pharmacy services at the USF Dementia C.A.R.E. Center at the USF Alzheimer's Byrd Institute at the University of South Florida.
African Americans in Clinical Trials

AACT II Series
What our community should know about:

NEW DRUG DISCOVERIES in Cancer & Alzheimer’s

Clement K. Gwede, PhD, MPH, RN-Clinical Trials
Dr. Clement Gwede is Associate Member of Population Sciences and Health Outcomes and Behavior at Moffitt Cancer Center. He is also Associate Professor of Oncologic Sciences at the University of South Florida, College of Medicine. His research focuses on reducing cancer health disparities and improving minority participation in clinical research. He is co-director of the Tampa Bay Community Cancer Network (TBCCN) located at Moffitt and leads two large community-based research projects addressing colorectal cancer screening in underserved communities. His research also includes innovative ways of educating men about prostate cancer, and the importance of discussing risks of the disease.

Jill Smith, MA, CCRC
Jill is the assistant director for clinical research at the USF Health Byrd Alzheimer’s Institute. She is a certified research professional and has worked on Alzheimer’s clinical trials for 10 years. She oversees the study activities of at least a dozen clinical trials at any given time and works with pharmaceutical companies such as Eli Lilly, Merck, and Pfizer. She and her team of clinical researchers have been studying a number of medications to find new treatment options for Alzheimer’s disease. She also teaches Alzheimer’s Disease Management in the Aging Studies program for the University of South Florida.

The AACT I and II Lecture Series
"African Americans in Clinical Trials" Lectures are designed to bring community leaders, doctors, church ministers and survivors together for an educational dialogue about diseases and health care disparities within our communities. The Series addresses diseases that critically affect African Americans and to better understand the importance of clinical trials in new drug discoveries. The Educational Component provides information about diseases and treatment options available. The Site Component provides participants an opportunity to learn about clinical trials first-hand, and to query physicians on the pros and cons of participating in certain clinical trials.

What is the CALL TO ACTION?
The Tampa CALL TO ACTION Coalition will be part of a national strategy to reach and educate African Americans about disease conditions and the importance of participating in new drug discoveries. In 2008, NPPR PROJECT, networking with over 103 partners from around the U.S., developed a national Field Research called C.E.D.R.I.C.T. (Coalition to Eliminate Disparities and to Research Inclusion In Clinical Trials) 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.

CELEBRITY Mistress of Ceremony: Veronica Blakely is a native of Tampa, Florida where she is an instructor at a Community College teaching Public Speaking, Business, and General Education courses. Veronica is also a published author and she facilitates Communication workshops on a consultant basis through her company, Y's Voice Communications. Veronica has a Bachelors Degree in Speech Communication, a Masters Degree in Management, and an Education Specialist Degree in Education Leadership. Website: www.VeronicaBlakely.com

INVOCATION- Rev. John T. Warren is a member of the ministerial team of Bible-Based Fellowship Church. He has served the ministry as a part of Pastoral Care, Outreach, Visitation, Men’s Ministry, Married Couples and Salvation Army Outreach Initiative. In addition to his work at Bible-Based Fellowship Church, He’s active in the community and has served on several boards. He is a graduate of Troy University with a BS in Criminal Law and a minor in Business Administration. He served in the U.S. Army and his business professional career spans 20 plus years. He's a Life Member of Alpha Phi Alpha Fraternity, Inc.