

50
H OOPS



SILVER ANNIVERSARY EDITION

ANNUAL REPORT PART I



After a quarter-century 50 Hoops LEGENDS is growing Coast to Coast, Coalitions of LEGENDS, their churches, teaching hospitals, Cancer Institutes, and Faith-based Ministries with community outreach Stakeholders. The African-American-Founded Non-profit is the oldest of its kind in the nation and features Events from LIVE on-site Breakfast, Lunch, and Dinner Lectures, to exciting and educational videos. Virtual speakers and Live interviews from the location of the LEGEND are the focus as... 50 Hoops LEGENDS goes MULTI-Media and MULTI-Dimensional In 2023-2024.



No longer a necessary “choice between LIVE on-location event, or Virtual on your computer or phone. 50 Hoops LEGENDS not only combine the LIVE and VIRTUAL but interact between the two to expand local LIVE Events and visually enhance Virtual Events are doing them BOTH- Simultaneously!

Join us for exciting, educational and enlightening visual experience online, or join the commune at the LIVE event in the LEGENDS city— near you. Either way, It will be an experience you’ll not forget — *Ed and Pat, Founders*

Silver Anniversary YEAR *In Review*

See 2023 Highlights online:

<https://www.dropbox.com/scl/fi/yp6hvdvqvzgz26lbqzjtj/2REPORT2023-Report-Summary-Months.pdf?rlkey=z4xlv598m6or21tddmtqt4szy&dl=0>



To our Live and Virtual Participants:

**50 Hoops LEGENDS wish to THANK YOU
For joining us each month as we've celebrated a QUARTER-CENTURY
Milestone. . AND BEYOND... in 2023**

To our Partners, Doctors, Speakers and Special Guests

THANKS to YOU, our Coalitions and FAMILY,
for helping us *CELEBRATE*
LIVE and VIRTUALLY



And, thanks to OUR BEAUTIFUL LEGENDS
FOR ALL YOUR HARD WORK!

MAY 2023- PROSTATE CANCER UPDATE 1 and 2



Mr. Tim Upshaw
50-Hoops Board of Directors

Mr. Upshaw's mission is to make every man be more aware of the importance of screenings and to get them tested. "We strive to change the mindset of men so that they will be more health conscious, and that no more men that I meet die from prostate cancer. Early detection is the key," Upshaw said. Mr. Upshaw formerly managed the number-one ranked, hospital-based prostate program in the United States, having screened over 80,000 men for prostate cancer, providing free of charge prostate cancer screenings throughout the Metroplex. Today, as a member of the 50-Hoops Board of Directors, Tim continues to help educate his community about prostate cancer and other health issues.



COMMON SYMPTOMS OF PROSTATE CANCER





LEGEND: Dr. Thomas Britt, Chicago, IL

CHICAGO STATE UNIVERSITY

Dr. Thomas Britt, Chicago State University

Dr. Thomas Britt is past Chair of the Department of Health Studies in the College of Health Sciences at Chicago State University (CSU). Dr. Britt served as the Principal Investigator for an NIH Grant titled Chicago Southside Cancer Disparities Initiative, a collaboration between the University of Chicago's Comprehensive Cancer Center and CSU. The project aimed at developing educational and academic pathways at the undergraduate and graduate levels in order to increase minority leaders in research, policy and education. He is a faculty member of the Chicago Nursing Society and American College of Sports Medicine certified Health Fitness Specialist. Dr. Britt serves as President-Elect, American Association of Public Health Physicians and is CSU's Representative to the AACCP Chicago Southside Branch, focusing on health disparities.

Dr. Terry Mason, "The Doctor is in the House," Radio Show

Dr. Mason, former Chief Operating Officer of the Cook County Department of Public Health, was responsible for public health programs for one of the nation's largest metropolitan health departments. Residing in the Southside from public university, to Midwestern University's School of Medicine at the University of Illinois Chicago, he has devoted 25 years in private practice as a board-certified oncologist. A member of many professional organizations, and boards including the Cook County Physicians Association, he received a Top 40 Award for the radio, "Don't Be Misled," and continues to share his holistic approach to health on his popular radio show on WJOL 980 AM and cable show, "The Doctor is in the House" for more than 22 years. Dr. Mason leads the team of the Health Policy Institute of Chicago.

Commandment #1

50 Hoops-Clinical Trials Awareness Program

Recruiting African Americans to Clinical Trials

Takin' It To The Streets

Enhance Diversity Participation in Clinical Trials

Ten Commandments for Recruiting African American Into Clinical Trials

50 Hoops

REVERENT AND INCLUSIVE for ALL

PACIR

Overcoming Barriers to Access

- 7. Power there is in Dr. Britt, cancer patients need to cancer clinical trials
- 8. Barriers to clinical trials and research, clinical and education
- 9. Overcoming barriers to clinical and research, cancer patients need to cancer clinical trials

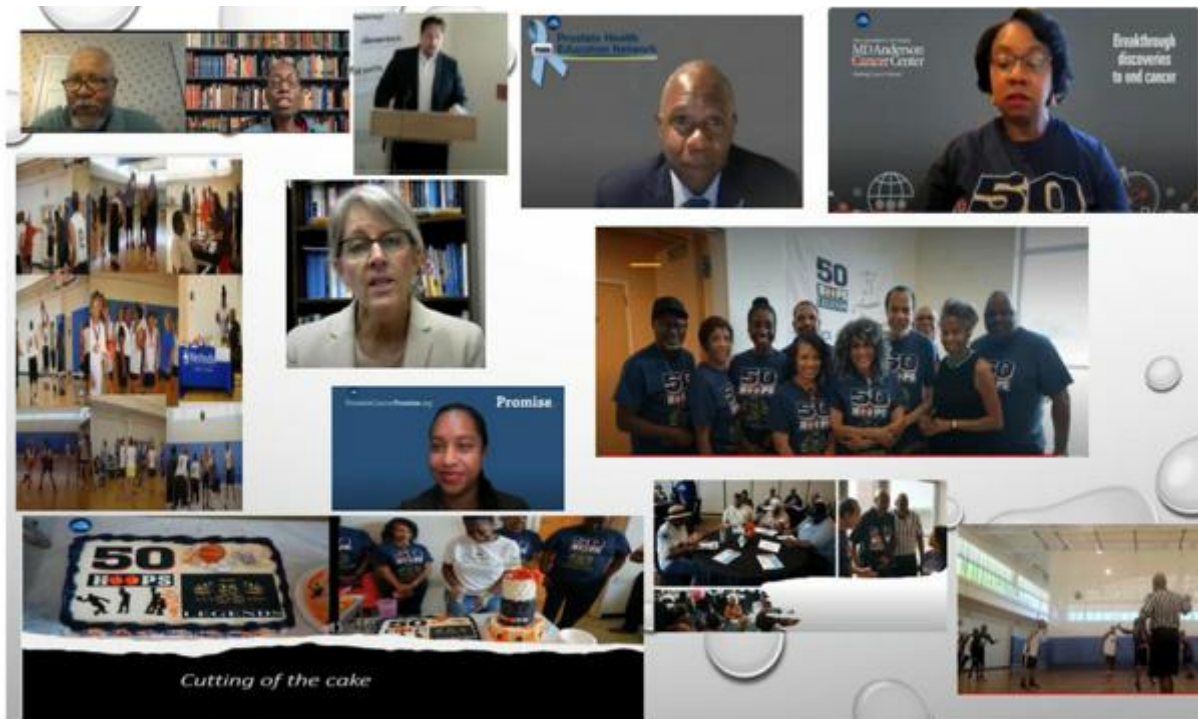
LaToya's Story

PACIR

The “10 Commandments for Recruiting African Americans Into Clinical Trials”



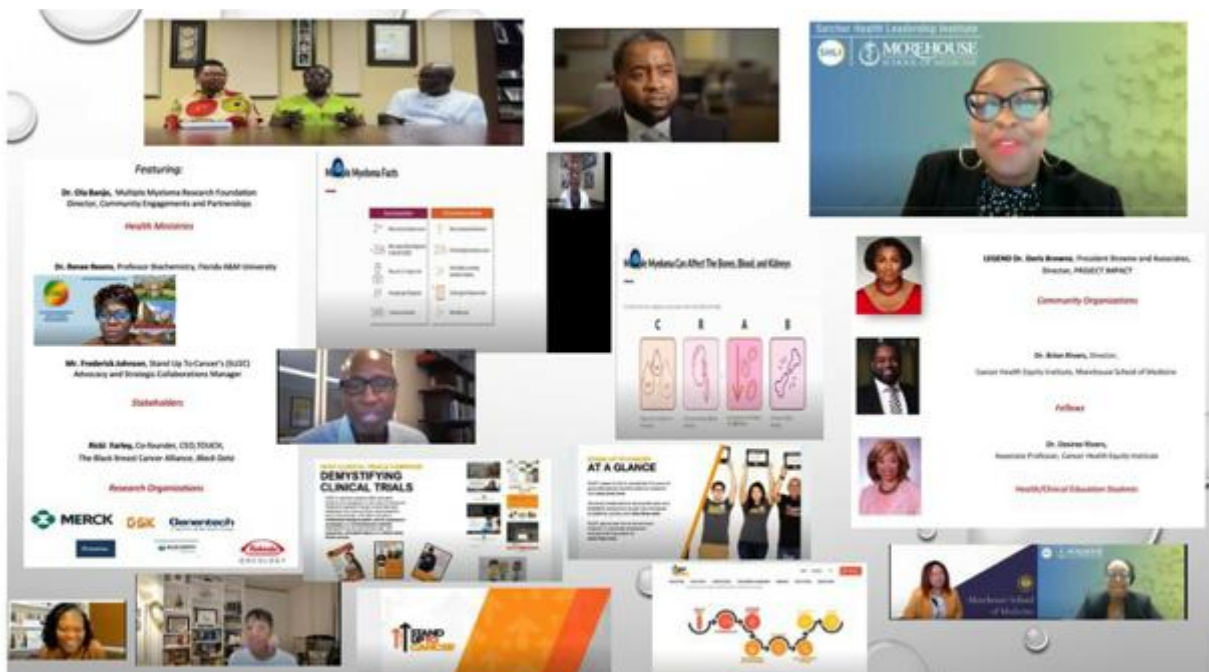
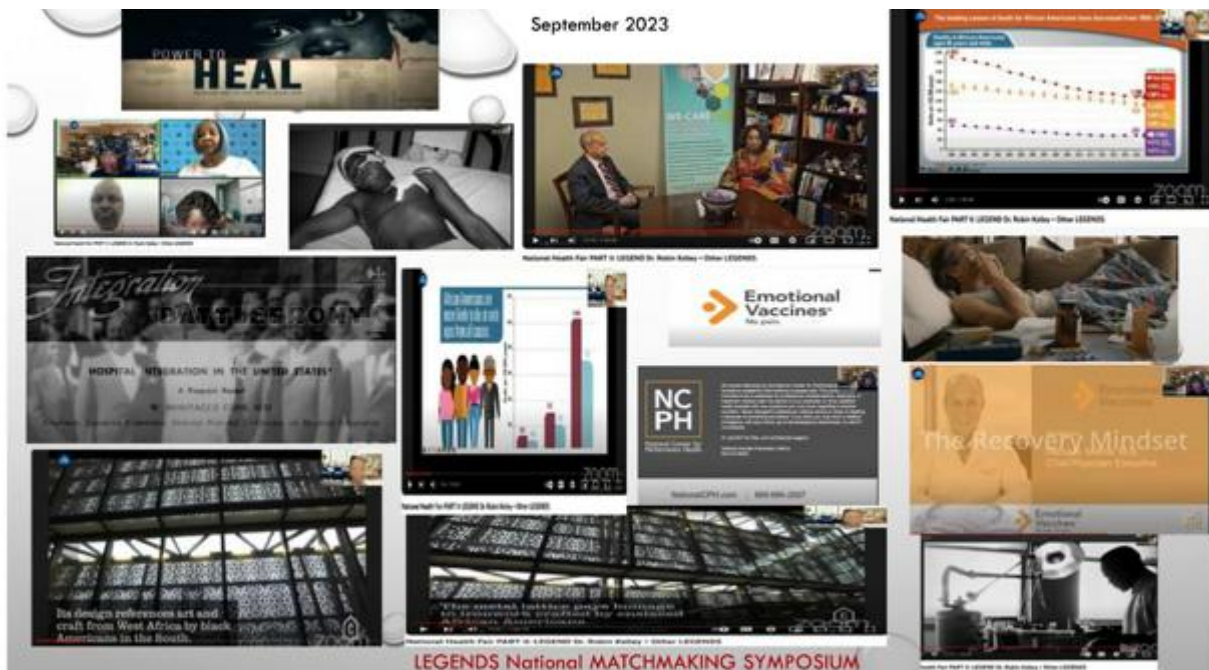
The 50 Hoops™ SILVER ANNIVERSARY Celebration “Especially For Men”
Blue Child Production: “The Silent Killer”

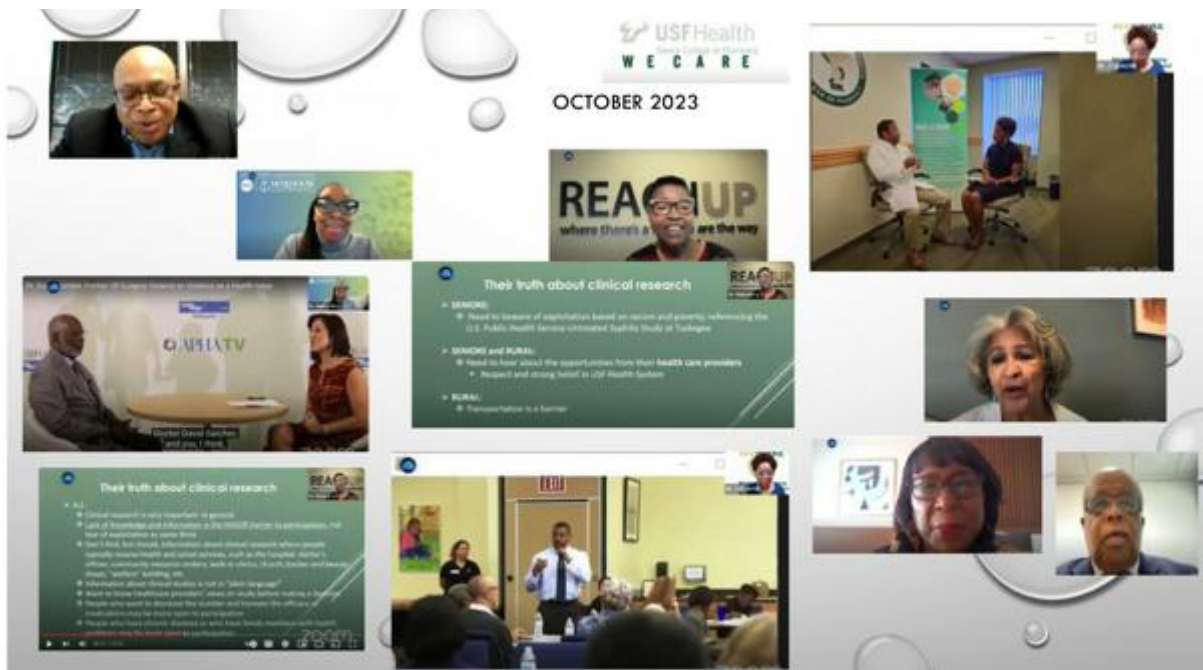


The 50 Hoops™ LEGENDS Cancer Breakfast
50 Hoops LEGENDS National Prostate Cancer Awareness Basketball
Tournament & Health Fair



50 Hoops LEGENDS National Minority Health Fairs





50 Hoops LEGENDS “Networking The Networks” Conference
Aka AFRICAN AMERICAN HEALTH MATTERS

December 2023



Save the date: cancer and heart-health screenings

Join Vlad Zaha, M.D., Ph.D., and the Cardio-Oncology team on Saturday, Dec 9, for adult [cancer and heart-health screenings](#). The afternoon also will feature food, fun, and games for the family. The screenings will be held from noon – 3 p.m. at the DeSoto Public Library. This event is offered in partnership with [50 Hoops Legends](#) and Oak Cliff Bible Fellowship's [Support Groups for Breast Cancer, Comprehensive Cancer, and Comprehensive Cancer Caregivers](#).

50 Hoops LEGENDS “Fabulous 50 to SEXY at 60.. To SENSATIONAL at 70.. Exquisite at 80 and “a Knock-Out” at 90 with Clinical Trials Connections

Dear 50 Hoops Members and Legends:

We are inviting **English-speaking survivors of cancer** to participate in a research study being conducted by investigators at UT Southwestern and from 50Hoops and Oak Cliff Bible Fellowship in Dallas, Texas. The purpose of the study is to understand cancer survivor knowledge about the cardiotoxicity of cancer treatments, and their learning preferences for understanding their long-term health.

Participation involves completing an online survey. Participants who complete the **survey will be provided a \$15 gift card**.

Some participants may also be **invited to complete an in-person interview** in the Dallas-Fort Worth area. **You'll be given a \$20 gift card** for an interview in appreciation for your time. **There are no medical tests or treatment involved in this study.**

To participate in this study, please take the survey at: <https://als.swmed.edu/redcap/surveys/?s=YJXPRPLXKNC3NE43>. For further information, please contact me or cardio-onc@utsouthwestern.edu.

Shelia Patterson, 50 Hoops Legend & Oak Cliff Bible Fellowship
Vlad G. Zaha, M.D., Ph.D. Dept. of Internal Medicine, Chief of Cardio-Oncology, UT Southwestern Medical Center
Carolyn Smith-Morris, Ph.D., M.S., LPC O'Donnell School of Public Health, UT Southwestern Medical Center

Links: Videos (2023)

2- May:

A. Prostate Cancer (Videos)- Upshaw

B. Prostate Cancer (Videos)- Britt

LINK: <https://www.youtube.com/watch?v=qmPN-ykabqI&t=2s>

LINK: <https://www.youtube.com/watch?v=CqRng3Bnes&t=1753s>

1 - June -

10 Commandments (Videos)

LINK: <https://www.youtube.com/watch?v=H11zTGinb6k&t=1483s>

3-July

A- Especially for men(LIVE)

LINK: <https://www.youtube.com/watch?v=3lbZKLyCbw&t=1649s>

B. Silent Killer (LIVE)

LINK: <https://www.youtube.com/watch?v=Qkf7jTQCirc>

C. Live/Virtual Celebration (Videos)

LINK: <https://www.youtube.com/watch?v=8Hf00AsWZFc>

2- August (LIVE)

A. National Health Fair1 (LIVE)

LINK: <https://www.youtube.com/watch?v=hqiEmqlxqos&t=2243s>

B. National Health Fair 2 (LIVE)

LINK: <https://www.youtube.com/watch?v=poYEpyBM61E&t=2992s>

1- September **National MATCHMAKING Symposium/Workshop (Videos)**

LINK: <https://www.youtube.com/watch?v=5-U-fSIVGk&t=4824s>

1- October: National Medical Education (Matchmaking) (LIVE)

LINK: <https://www.youtube.com/watch?v=UKVcEKRIsmk>

November: National Black Leadership Initiative On Cancer- Networking the Networks
<https://www.dropbox.com/scl/fi/0fipmwhb0buri85gwrjpk/Nov-edited-Video-50hoopsNBLIC.mp4?rlkey=riv78x3c7i851ljs97f2wvba&dl=0>

December: Fabulous 50 to SEXY at 60..."

2023 SILVER ANNIVERSARY Programs

PROGRAM -May:

LINK: <https://image-res-platform.s3.amazonaws.com/1d3bfb06/files/uploaded/May%20Anniversary-Mini%20Workshop.pdf>

Timothy Upshaw
Thomas Britt
Lee & Shelia Patterson

PROGRAM-June:

LINK: <https://image-res-platform.s3.amazonaws.com/1d3bfb06/files/uploaded/LEGEND2%20Valarie%20Worthy-%20June.pdf>

Valarie Worthy

PROGRAM—July

(A) LIVE

LINK: <https://acrobat.adobe.com/id/urn:aaid:sc:AP:7f9f50a8-9f31-4c12-b990-d8435bb5cf3>

Lee & Shelia Patterson/UT Southwestern- Especially For Men

Silent Killer: Documentary

Cassandra, Lee & Shelia Patterson, Angelo Moore- Silver Celebration (Videos Robin)

LIVE: 50 Hoops LIVE

(B) Virtual

LINK: <https://acrobat.adobe.com/id/urn:aaid:sc:AP:20fcd359-a762-4897-acf9-1d0c9222d578>

(C) JULY LIVE + VIRTUAL

LINK: <https://acrobat.adobe.com/id/urn:aaid:sc:AP:5901b225-1a8e-4b4d-b986-63aaeacded1e>

PROGRAM-August

LINK: <https://acrobat.adobe.com/id/urn:aaid:sc:AP:8805f5af-17fe-4c1d-8571-37866f861e97>

Brian, Shelia, Robin

(Videos: Maisha, Valarie, Angela, Doris, Angela, Deborah)

PROGRAM- September:

(A) LINK: <https://irp.cdn-website.com/1d3bfb06/files/uploaded/September%20PROGRAM%20FINAL2.pdf>

(B) <https://drive.google.com/file/d/1JoD6GiQYTitzKKl1ysKEPtUGPe6VFj4V/view>

Doris, Maisha, Deb, Angela, Valarie, Cassandra, Robin

PROGRAM- October

LINK: <https://irp.cdn-website.com/1d3bfb06/files/uploaded/October%202023%20Program%20FINAL2a.pdf>

Maisha, Tim, Deborah, Angela, Deborah, Doris, Robin

PROGRAM-November: NBLIC- Networking The Networks

PROGRAM-December

“FABULOUS 50 TO SEXY AT 60...”

LINK: <https://www.dropbox.com/scl/fi/o3x3w6oieol8huxyx5xu1/DECEMBER-SLIDES-FAB-50-B1a.pdf?rlkey=p34cemitbvq5erbtdndz2djor&dl=0>

Videos: Robin, Lee & Shelia



50 Hoops™ LEGENDS 2023 National Silver Anniversary Outcomes Report

Approximate Outreach: 10,000¹

Demographics:

Racial: African American (60%) Hispanic (10%), Non White (20%), White (10%). Of this

Special Needs: Disabled (30%) Elderly (70%),

Sex: Men (30%), Women (70%)

Total Participants: (approximate)²

Patients: 3500

Survivors: 2500

Patient Advocates: 1500

Caregivers: 1000

Family Members: 500

HCPs 1000

What did our audiences learn that BRIDGED their Educational Gaps?

There were 10 Virtual Events with LIVE on-site components and four (3) LIVE Interactive Events with Virtual components. 50 Hoops™ LEGENDS Silver Anniversary Year brought new forums to influence all of the 50 Hoops LEGENDS events, as well as those held independently by All THE LEGENDS and some of their local partners.

LIVE WORKSHOPS, The National Basketball Tournament (not held since 2019), 25-year CELEBRATIONS AND Health Fairs brought capacity audiences to the LIVE events. Live and partnered Cancer and Health Disparities and Inclusion Conferences produced by the National Medical Association, and other national disease and non-disease-specific organizations, brought more information from attending LEGENDS as they interviewed speakers and participants separately and specifically for 50 Hoops LEGENDS “added benefits” this year.

Replicating 50 Hoops™ LIVE /VIRTUAL BRANDED Events

50 Hoops LEGENDS Provided Unmatched Resources DIRECT to Communities:

1. The premier of a 2-event day “MATCHMAKING Symposium/Workshops” **TAKING IT TO THE OUTSIDE (How to reach the Black Patient)...**
2. The Medical Education Conference and Seminars: Talking with Researchers and Corporate Community Outreach executives about **TAKING IT FROM THE INSIDE (what the medical community needs to know)**
3. National Health Fair featuring 50 Faith-Based LEGENDS showing off their churches’
Our 2023 SILVER ANNIVERSARY utilized our LEGENDS in Major Teaching Hospitals and Cancer Centers from Duke Cancer Institute, University of South Florida, and Moffitt Cancer to

¹ Includes Live Interactive + Virtual with Live on-site guests and corresponding event attendee interviews.

² 50 Hoops LEGENDS replicate events within their own individual cities during the year, utilizing guest speakers and presenting resources to their African Communities.

MD Anderson, UT Southwestern and Morehouse School of Medicine, along with The National Medical Association and the Kentucky and National Black Nurses' Associations.

4. THE 10 Commandments for Recruiting African Americans Into Clinical Trials: A blockbuster event for both patients and clinical recruiters, the 10 Commandments was superbly presented with testimonials, examples, "how to" and Resources from 50 Hoops LEGENDS.

African American mega and rural churches around the country: From Mount Airy Baptist Church neighboring our US Capitol and The River Church (boasting over 10,000 on the book members) to the famed The Potter's House (Bishop TD Jakes), True Lee Baptist Church (urban, underserved Texas) to the outstanding mega-church with regional branches in Black communities, Allen Temple Baptist Church in Northern California.

NEW Disease partners and resources for 2024 emerged, with the Multiple Myeloma Research Foundation, Stand-Up to Cancer, Prostate Health Education Network, and Zero who were part of our 25th Anniversary Season.

Educational GAPS were addressed in both cancer and clinical trials, wrapping up the year with "Fabulous 50 to SEXY at 60..." focusing upon HIV, Ovarian Cancer, Gastric Issues, RSV, COVID-19 updates and Heart Disease

What did the audience learn as a result of the Events' program/resource?

Audiences benefitted from new Stakeholders, Networking of cancer groups, Cancer Center outreach organizations, Faith-based Ministries, and Teaching Hospitals focused upon the African American communities. Patients and organizations were **matched with a cancer and clinical research organization** that are outreaching to African Americans for clinical trials **This was** the Premier 50 Hoops LEGENDS Matchmaking Symposium.

Research organizations, Cancer Centers and Community Disease nonprofits had an opportunity to match their CLINICAL RESEARCH outreach with patients and local or national Stakeholder groups to **expand their outreach**.

The Premier 50 Hoops LEGENDS Matchmaking Symposium was a well-attended Event for Researchers, Clinical Trials outreach groups, and government organizations looking for African American and diverse Community and Faith-Based Leader networks nationwide.

How was effectiveness of our program/resource measured?

- *Attendance records (e.g. live, registration, viewers, listening, Social media live streaming, reviews and testimonials)*
- *Questionnaire after activity*
- *Pre- and Post-test of knowledge*
- *Self-report of knowledge gain Community self-report of health status*

Testimonials:

“Really Good! Bring in the “What do you say After you Pray” and Training the Community’s Community Navigator”
“Fantastic program, thank you for all that you are doing for advancing People of color participation in CTs”
“Great program. Look forward to partnering for a country wide educational program in the future. Thank you.”

All of our goals and objectives, described in the grant proposal, were achieved

Yes, and more. Our Theme for each event included our Mantra for patient education and recruiting African Americans for clinical trials:

- (1) The Challenge- Developing Clinical Nurse/Clinical Research Professionals’ Priorities for patient education strategies in diverse communities. Advancing Patient Priorities: Seeking a clear understanding of the need for diversity of information within each community, and showing people that look like THEM testifying to the benefits of clinical trials.
- (2) The Truth,-Learning activities for Patient education strategies (Homework/Study)
· and develop tools for gaining trust in diverse communities.
- (3) The Solution- OUTLINING PLAN FOR Engaging patients through cultural encounters
CLEAR UNDERSTANDING of how to start the process of networking within the Black community
PRESENTING IDEAS FOR Teaching culturally diverse patients involves a comprehensive approach.

What were the factors for our program needs, and resources?

African American Community-focused
Disease Awareness
Cancer Screening
Healthcare Disparities
Diversity and Inclusion
Education about Clinical Trials

What were Modalities

Zoom, Social Media (YouTube LIVE,) Website Content, Live/In Person, Video educational shorts

Additional Comments:

IN 2023, 50 Hoops LEGENDS Audiences benefitted significantly from new LEGENDS Stakeholders, Networking of cancer groups, LEGENDS Cancer Center Community outreach organizations, Faith-based Ministries, and Teaching Hospitals. Each singularly focused on African American communities.

Current and Added Resource Networks, Educational partners in outreach:

National Medical Association (NMA)
Multiple Myeloma Research Foundation (MMRF)
Stand Up To Cancer (SU2C)
Prostate Health Education Network (PHEN)
ZERO
National Black Leadership Initiative On Cancer (NBLIC)
Touch Breast Cancer Network (TBCN)

The resounding 50 Hoops LEGENDS' branded themes of *"African Americans in Clinical Trials,"* *"MATCHMAKING Symposium/Workshops,"* and The *"10 Commandments for Recruiting African Americans Into Clinical Trials"* resonated positively throughout all audiences, Live, Virtual, Streaming and Hybrid.

It was overwhelming to see the affirmation of 50 Hoops LEGENDS audiences *(collectively and independently)* gaining trust in our speakers. And untiring work our LEGENDS' institutions do to support our patient education with resources and information.

This Season's Adding new opportunities within African American communities as we've celebrated ***50 Hoops LEGENDS as the oldest African American-founded, and African American focused Community Patient (and Medical) Education nonprofit in the nation.***



Please see 50 Hoops™ THROUGH THE YEARS PART II IN PICTURES (attached)

**A TRIBUTE TO OUR LEGENDS, STAKEHOLDERS, PARTNERS
AND PATIENTS OVER THE YEARS**

50 Hoops™ BRANDED EVENTS

“THROUGH THE YEARS”

Subtitled: *LESSONS TAUGHT and LESSONS LEARNED*
(SEMINARS, CONFERENCES, RESEARCH, AWARENESS for PATIENTS)
Aka S.C.R.A.P. BOOK

FOR MORE INFORMATION ABOUT THESE EVENTS “THROUGH THE YEARS”

CLICK LINK for YEARBOOKS (20 YEARS)

<https://www.50hoopslegends.com/yearbooks>

AND ANNUAL REPORTS

<https://www.50hoopslegends.com/annual-reports>

THE 50 HOOPS NATIONAL PROSTATE CANCER AWARENESS BASKETBALL TOURNAMENTS

The 50 Hoops™ Prostate Cancer Awareness Basketball Tournaments began as a tribute to its co-founder, Ed Sanders, a former professional basketball player (Turkey, Korea) who was diagnosed with Prostate cancer in 1995. Today, 50 Hoops is the oldest ongoing basketball tournament for men 50+ in the United States. Targeting upon African American men, screening, treatment, clinical trials and quality of life after treatment, the “Hardwood Workshops” brought physicians center stage with information resources and Q&A— making 50 Hoops™ the only one of its kind.

<https://www.50hoopslegends.com/50-hoops>

CANCER BREAKFASTS

Over the years, the 50 Hoops Basketball Tournament has also attracted all races of men, including women players 50–80 to the games, making 50 Hoops’ impact more potent for the men in their lives.

And because women joined the ranks of 50 Hoops Basketball players, a cancer breakfast, focusing upon a variety of cancers, including Prostate, was formed, and its popularity grew to over 150 participants Regionally annually.

PROSTATE CANCER 101 (PC101)

Earning Proclamations and Letters of Appreciation throughout the United States, the 50 Hoops™ **Prostate Cancer 101** Breakfasts, Luncheons and Dinner Lecture Series has covered nearly a dozen states since its inception. From Mayors, to National Baptist Convention, articles promoting awareness through our events, this Branded event educated African American men who had never received screening on the importance, risks and benefits of keeping track of their PSA.

AFRICAN AMERICAN HEALTH MATTERS (AAHM)

African American Health Matters began as a radio broadcast on CYBERSTATION USA. The purpose was to educate audiences about Prostate cancer as well as other cancers and diseases. Guests from across the United States were interviewed and were heard on the broadcast that appealed to thousands of listeners nation-wide. AAHM AUDIO LIBRARY: <https://www.50hoopslegends.com/audio-library>, and <https://irp.cdn-website.com/1d3bfb06/files/uploaded/About-AAHM.pdf>

FABULOUS 50 TO SEXY AT 60

... TO SENSATIONAL AT 70.. EXQUISITE AT 80.. AND "A KNOCK-OUT" AT 90

As the age of 50 Hoops™ target audiences grew and grew older, “**Fabulous 50 to SEXY at 60**” was created to address both the age 50 and those growing older with us. It was an annual SENSATION in nearly a dozen cities where it was presented. Samples of the Dallas Programs event each year + one in Cleveland, OH, is shown at <https://www.50hoopslegends.com/fab-50> .

AFRICAN AMERICANS IN CLINICAL TRIALS (AACT) I AND II

Article:

https://irp.cdn-website.com/1d3bfb06/files/uploaded/ACT%20jan%202011_xxx_Sanders_web%20copy.pdf

Events: <https://www.50hoopslegends.com/aact>

50 Hoops™ creating of African Americans In Clinical Trials or known as AACT I AND II became a staple event. The focused education of African Americans to become involved in clinical trials was simplified and impacted in each community. Or as one of the 50 Hoops LEGENDS put it “ Did you know that every prescription you take was in a clinical trial? And if African Americans were not involved, this drug may not be exactly made for YOU.” We focused on the fact that if African Americans’ DNA is not included in drug development, it could be dangerous or have different side effects than the trial’s observations. Though because of medical confidentiality, 50 Hoops does not know exactly how many of our audiences actually joined trials. However, we do know that dozens have testified at live and virtual events of having joined a clinical trial. The work continues for 50 Hoops, however, our efforts are needed in our over three dozen communities, as community audiences purge and 50+ continue to come on board with our event.

COALITION to ELIMINATE DISPARITIES and to RESEARCH INCLUSION in CLINICAL TRIALS (C.E.D.R.I.C.T.) pronounced Ced’ dric

It all started here. To Education from the INSIDE-OUT. To educate Clinical Researchers, Pharma Trial Recruitment Departments, Clinical Research Organizations (CROs), and other organizations targeting the African American community. At the time, most organizations depended on spending hundreds of thousands, even millions of dollars on CROs, radio advertising and purported top-level clinical recruitment agents who did not know or understand the intricacies and mind-set of the African American communities they were seeking.

At the time, 50 Hoops™ subsidiary companies, National Physician and Family Referral (NPFR) and P&E Associates (Pat and Ed Sanders) acted as a spin-off of 50 Hoops’ work with the Howard University Human Genome center and GSK in 2004 where we traveled to over a dozen cities in a year with 50 Hoops Tournaments and discussions about working with Clinical researchers to help educate about Clinical Trials in the African American communities.

We developed Community Advocates, Network Coordinators and Community Partners throughout the country to help teach Clinical Trials Recruiters understand the motivations behind African Americans participation in clinical trials, a handbook of methods and, approaches, recommendations for reaching African Americans and minority audiences and created/identified vehicles (local city events, church health ministries, Black events in the communities, speaker's bureaus) for Clinical researchers to offer opportunities and policies related to their tries in these communities.

BLACKS IN CLINICAL TRIALS (BICT)- Lessons Learned

In an attempt to create a web page for African Americans, referring them to specific clinical trials at www.clinicaltrials.gov and utilizing the page as an education tool. We found that African Americans were not quite ready for this step. First, it was too early for mass access to active participation on the internet, and second, there were organizations (i.e. National Medical Association) much better equipped to do this. For example, the NMA's **PROJECT IMPACT**, which today is highly successful. In its outreach and today are LEGENDS and partners with 50 Hoops. And who better than physicians can make this idea work?

So, what were the lessons learned? First, we skipped a few steps . Second we needed to figure out what those steps were, and third, with each idea that does NOT work, we discovered three ideas for 50 Hoops THAT DID WORK, and these ideas are which followed.

NATIONAL COMMUNITY PARTNERS (Step #1)

C.E.D.R.I.C.T. evolved into the **National Community Partners** Events in which 50 Hoops sought Black organizations, churches, Greek organizations, Black medical organizations, professional organizations that held large annual events. We partnered with them and showed them in detail, how to work with 50 Hoops to achieve both their health education goals and those of 50 Hoops.

This was a way to utilize dozens of annual National Black Conventions, and Health Fairs (Professional, Religious, Greek, Medical, Social) held annually between April – August often simultaneously. For these annual events, 50 Hoops created "**The 50 Hoops™ Handbook for Community Partners & Network Coordinators.**" This expanded 50 Hoops' outreach and accessed dozens of communities annually, where 50 Hoops could have a presence and conduct at least 100 surveys per city. Often there were 12–16 partnered events each year that contributed to our surveys of Black communities. And, through the umbrella of "*African Americans In Clinical Trials*" we accessed more interest and curiosity about clinical trials that lead to each success.

THE COMMUNITY ADVOCACY SITE TRAINING (The C.A.S.T.) (Step #2)

The C.A.S.T was the next level. This event was designed to bring African American Stakeholders together as speakers to address Clinical Trials Researchers to understand why African Americans were NOT joining clinical trials (The CHALLENGE), What their (specific) African American communities thought about clinical trials—FOR REAL-- (The TRUTH), and WHAT was the best approach for clinical researchers trying to access their communities needed to know to begin to gain trust in their community.

This was explained that reaching African Americans is NOT A MASS approach. In short accessing African Americans at a National event with 2000 – 5000 attendees are NOT THE WAY to REACH each Black community, but like the adage: How to eat an elephant? *“One bite at a time.”* In short, each African American community, like any other community has levels of complexity, and sub-communities within each which are more difficult to reach. You must focus on the community you’re trying to reach. The mass approach is the LAZY approach, and often the most expensive! THIS WAS THE KEY! This resonated so loudly with each event, there were local policy changes, inclusion of local African American organizations in the policy making, and the creation of 50 Hoops’ partner teaching hospitals and cancer centers programs to include Stakeholders on all levels of the minority communities in their recruitment efforts.

COMMUNITY ADVOCACY MATCHMAKING (CAM) (STEP #3)

“WHEN YOU’VE GOT A GOOD THING GOING, YOU HAVE TO GO WITH IT!”

<https://www.50hoopslegends.com/cam>

See 2018 Yearbook for Success Stories

<https://irp.cdn-website.com/1d3bfb06/files/uploaded/Yearbook%202016-2018C2-b-compressed.pdf>

Within the C.A.S.T concept and events, there was a Luncheon entitled “Community Advocacy MATCHMAKING.” This concept was overwhelmingly successful at each event in that it MATCHED (on the spot) Researchers attending the event with Stakeholders who believed the clinical trial was pertinent to their specific community. Researchers were able to connect with patients, mega church health ministries, Community Health Advocates, African American and Hispanic doctors, social and Greek Organization leaders attending. IT CAN’T GET BETTER THAN THAT!

CAM has now become an Annual Event both LIVE and Virtual, and will continue to reach out to Clinical Researchers interested in THEIR community recruiting African Americans into Clinical Trials.

A SUCCESS STORY: The University of South Florida, in creating their Clinical Trials outreach and education to researchers and patients alike, incorporated CAM into their current WECARE outreach.

Their outstanding program has now become national MODEL for 50 Hoops LEGENDS for improving health outcomes for all and bridging the gap in health equity requires a concerted effort among all major stakeholders. WE-CARE uses a 360-degree community engagement model that maximizes the efforts of all involved. <https://health.usf.edu/pharmacy/we-care>

The 10 COMMANDMENTS FOR RECRUITING AFRICAN AMERICANS INTO CLINICAL TRIALS

https://irp.cdn-website.com/1d3bfb06/files/uploaded/10-%28L%29_Commandments_for_Diversity_x_Inclusion.pdf

As with any large diverse group of people and organizations, there should be RULES to govern the success of their mission, for both Clinical Trials Recruiters and Stakeholders. 50 Hoops Founders are both PK's (Preacher's KIDS) so we went with something familiar: The "10 Commandments" in Exodus, where Moses gives rules to his people to LIVE BY. A great majority of African Americans are church-goers, so this resonated with them and was accepted as 'THEIR' message to Clinical Researchers (in the wilderness).

However, his take on the 10 Commandments are for clinical researchers and a summation of dozens of surveys, events and discussions 50 Hoops has heard over the years. Those repeated by many African American Community Leaders and Stakeholders and compiled from surveys from communities across the country as to WHY Recruiters ARE NOT reaching them and their families.

And, like the 10 Commandments in the Bible—rules to live by—**That's Enough Said: FOLLOW THE COMMANDMENTS AND INCREASE YOUR TRUST, ACCEPTANCE OF EDUCATION AND RECRUITMENT IN YOUR AFRICAN AMERICAN COMMUNITIES.**

THERE'S A NEW CANCER (INITIATIVE) IN TOWN (TANCIT) (A NEW LESSON) 2018-2019

The Multiple Myeloma Research Foundation (MMRF) two-year partnership with 50 Hoops

With the success of 50 Hoops™ Events nation-wide, The MMRF approached us to tour the country and present an important cancer awareness event which 50 Hoops had never presented. Multiple Myeloma was mostly unknown to many African American communities, except for those who had suffered the debilitating effects of this disease.

Our Mission: (1) Increase Understanding of Multiple Myeloma and related Clinical trials, (2) Develop Partnerships between African American communities and Multiple Myeloma Resources and Trials and (3) Provide Multiple Myeloma information to our communities and show how to access resources for our participants.

There were more questions from our audiences than any one event could answer, and 50 Hoops found (in each city) African Americans who were experiencing Multiple Myeloma and who gave their testimony and stories to a sometimes "astounded" audience. This was truly a lesson for 50 Hoops as well as most of our communities. It was an experience and a LESSON that 50 Hoops will never forget. Especially the fact that this is a cancer that has proven clinical trials RESULTS and even cures for African Americans especially at early stages.

And, as with any patient education to Black audiences, it needs to be repeated, because one educational event is never enough to EDUCATE. Thus, Multiple Myeloma has become a staple educational topic in our patient outreach.

Mobile Cancer Conferences and Workshops



Topic: (MCCaW) Mobile Cancer Conferences and Workshops
For more info: www.africanamericanhealthmatters.com

Virtual Transition

MOBILE CANCER CONFERENCES AND WORKSHOPS (MCCaW)

(Another LESSON)

<https://www.50hoopslegends.com/mccaw>

In 2020 the COVID 19 Pandemic took the world by storm. Sponsors and Nonprofits alike struggled to “keep life going” so to speak with patient and medical education events that, heretofore were LIVE only. The internet became the mandatory educational vehicle, and an “all points” was issued to organizations like 50 Hoops to see if they could meet the challenge.

Some organizations folded their wings under the pressure to go VIRTUAL, while 50 Hoops searched for a solution that we found was right under our nose: our thousands of subscribers who had previously registered with African American Health Matters for text messages.

To answer to our sponsors as well as our text message subscribers, many diverse, disadvantaged, but ALL with cell phones, 50 Hoops created MCCaW, and texted them links to begin trusting and using the internet as an important resource, just like they did with watching videos on YouTube. Fortunately, in every community were thousands with mobile devices, some an old hand, others new cell phones.

We decided to address a way for them to join 50 Hoops WITH their cell phones in our events. And, with the title, MCCaW, IT WORKED! We texted hundreds to test the water, and many came back with the question “When?” From there we let our potential sponsors know WE HAD AN AUDIENCE. And 50 Hoops’ Virtual presence was born.

With Virtual Events: “African Americans In Clinical Trials”, “African American Health Matters,” “Fabulous 50 to SEXY at 60,” “CAM,” and “Prostate Cancer 101,” we were “locked and loaded” and ready to start a NEW CHAPTER in our 20-year nonprofit.

50 HOOPS™ LEGENDS (2021)

So, what do we do with all the great Teaching Hospitals, Mega Church Health Ministries, Cancer Centers and Stakeholders we've worked with over the years? It was a legendary year and a legendary time in our human history. Those we'd worked with over the past 20 years were also LEGENDS who had hosted our events, provided resources, partnered with 50 Hoops under all circumstances. The miles we'd traveled for LIVE events could NOT be lost because of our Virtual presence. They all had attended MCCaW, provided more resources virtually because of the internet, so it was a no-brainer. THESE ARE THE 50 HOOPS LEGENDS.

In 2021 we graduated more than two dozen LEGENDS in a cap and gown graduation ceremony, followed by each one duplicating a 50 Hoops Branded event. The 50 Hoops LEGENDS became the FUTURE of our outreach!

The 50 Hoops LEGENDS offered an opportunity to create new events Virtually and to carry them on into LIVE events once the Pandemic became an Endemic. So, in 2022, the 50 Hoops LEGENDS began to introduce NEW Virtual events that they could use LIVE on a local level as well, such as the MINI WORKSHOPS—30-minute luncheon events for the busy executive.

In 2023, 50 Hoops™ 25th Anniversary, as the world awoke from a 2-year confinement, the 50 Hoops LEGENDS opted for both LIVE and VIRTUAL events, and introduced the first MATCHMAKING Symposium and Workshop, The MEDICAL EDUCATION (ME) Workshop and Seminars and the National Minority Health Fairs, bringing in all the mega churches' Health Ministries, Teaching Hospitals, Cancer Centers, providing on-site interviews with Stakeholders, Community Leaders and organizations, LIVE at National conventions and conferences as part of our Silver Anniversary Celebration. This has positioned 50 Hoops LEGENDS for the future unique Hybrid events that will begin in 2024 and beyond.

See "Through The Years" in Pictures" attached



ANNUAL REPORT PART II

25 YEARS OF BRANDED EVENTS

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NEW: *First EVER: National Graduation of over two dozen Community Partnerships acquired over the years to REPLICATE and move forward 50 Hoops™ (YEARBOOK)*

NEW: 50 Hoops LEGENDS MINI Luncheon Workshops:
For the busy executive. "Packed with resources to take with you."

NEW: 50 Hoops MATCHMAKING Symposium and Workshop

VIRTUAL/HYBRID & LIVE (onsite) Interviews with Special Guests

NEW: 50 Hoops Medical Education (ME) Workshops and Seminars

NEW: 50 Hoops National Minority Health Fairs (VIRTUAL EVENTS)

ADDENDUM: (Separate document)

NATIONAL RESOURCES GUIDE BOOKLET



BRANDED EVENTS “THROUGH THE YEARS”

Subtitled: *LESSONS TAUGHT and LESSONS LEARNED*
(SEMINARS, CONFERENCES, RESEARCH, AWARENESS for PATIENTS)
Aka S.C.R.A.P. BOOK

FOR MORE INFORMATION ABOUT THESE EVENTS “THROUGH THE YEARS”
CLICK LINK for YEARBOOKS (20 YEARS)

<https://www.50hoopslegends.com/yearbooks>

AND ANNUAL REPORTS

<https://www.50hoopslegends.com/annual-reports>

THE 50 HOOPS NATIONAL PROSTATE CANCER AWARENESS TOURNAMENTS & HEALTH FAIRS

The 50 Hoops Prostate Cancer Awareness Basketball Tournaments began as a tribute to its co-founder, Ed Sanders, a former professional basketball player (Turkey, Korea) who was diagnosed with Prostate cancer in 1995. Today, 50 Hoops is the oldest ongoing basketball tournament for men 50+ in the United States. Targeting African American men, it offers screening, treatment, clinical trials and quality of life after treatment. the “Hardwood Workshops” has brought physicians center stage with information resources and Q&A— making 50 Hoops the only one of its kind.

<https://www.50hoopslegends.com/50-hoops>



Louis Gossett, Jr.

"I have a personal, vested interest in prostate cancer awareness. Friends, family and acquaintances over the past decade have found they have prostate



Actor Louis Gossett, Jr. is one of the most sought after and highest actors in theatrical feature films and TV today.

cancer. Some have found out in time, others are counting their days simply because they were not EDUCATED on all the facts about prostate cancer.

"You have an opportunity to learn all you need to know about prostate cancer in the upcoming months through organizations affiliated with one of the key resources on prostate cancer — The American Foundation for Urologic Disease.

"The fact is The 50 Hoops National PCA Basketball Tournaments and 50 Hoops Prostate Cancer Awareness Health Fairs which will be held in Atlanta and Dallas beginning July to mid August. The second in PCA Week in September.

"This is my personal request that you please support these prostate cancer awareness events — both by your financial support and by attending and supporting prostate cancer awareness."

50 Hoops '99 Sealed Bid Auction

Nearly a dozen NBA Players from around the country have donated autographed items to be bid upon in this SEALED BID AUCTION that from enclosed. Players have given a "grab bag" of valuable autographed memorabilia which includes autographed shirts, basketballs, color action photographs, tennis shoes.



Edward James Olmos

"Prostate Cancer is an epidemic disease, the leading form of cancer in American men, striking more than one out of five. A disproportionately high number of Latino Men suffer from this disease.

50 Hoops Ambassadors

On the return form, you may choose to become a 50 Hoops '99/2000 Medical Ambassador. You'll be listed among the NBA Players, and National Celebrity Ambassadors on the 50 Hoops Tournament Survival AND your name in the 99/2000 SCRAPBOOK Medical Ambassadors receive A FREE NBA Player's Gift or Souvenir.

Or, if you prefer, you may select to ENTER a SEALED BID on any Autographed Player's item (Minimum \$500).

If you select to BID, and your bid is the highest for that Player's item, you will be notified by Phone, FAX or Mail by September 5, 1999. If you have the HIGHEST BID, YOU WILL BE MAILED THE GIFT. If not, you may designate your Contribution to support 50 Hoops/APUD 99/2000.

"Please support 50 Hoops in any way you can. If you have any questions, feel free to contact my office at 310-557-7010."

50 Hoops Sponsors

Top Pharmacists: March, Coca-Cola, Just For Feet, Church's Chicken, Fossil (Sports Accessories), Kellogg Dollar Stores, Atlanta Hawks, WSB-TV (ABC Atlanta), WFAA-TV (ABC Dallas), Atlanta Daily World Newspaper, American Airlines, Enterprise Car Rental and Nestlé's.

Basketball brings men together for good cause

AMSTERDAM CITY — Basketball brings men together for good cause. The 50 Hoops '99/2000 Medical Ambassadors are raising money for prostate cancer awareness through a sealed bid auction. The auction will feature autographed items from NBA players and other celebrities. The proceeds will go to support the 50 Hoops '99/2000 Medical Ambassadors.



Health, Fitness and Medicine Today

Health, Fitness and Medicine Today. This section covers the latest in health and medicine, including articles on prostate cancer, heart disease, and other health issues. It also features information on fitness and exercise.



Lower Back Pain Finding Purpose Through Prostate Cancer

By John M. Miller, M.D.

I had back pain a year or so ago. It was a sharp pain in the lower back, and it was getting worse. I went to the doctor, and he told me I had a herniated disc. He said I needed surgery, but I didn't want surgery. I decided to try a different approach. I started doing yoga, and I started running. I also started doing Tai Chi. I found that these activities helped me to manage my back pain. I also found that they helped me to find purpose in my life. I started volunteering at a local hospital, and I started working on a project that I was passionate about. I found that these activities helped me to manage my back pain, but they also helped me to find purpose in my life.

50 Hoops event more than basketball tourney

It will be more than basketball — and prostate cancer awareness — when 50 Hoops '99/2000 Medical Ambassadors gather in Atlanta and Dallas for the 50 Hoops '99/2000 Medical Ambassadors Tournament.

The tournament will feature NBA players and other celebrities. The proceeds will go to support the 50 Hoops '99/2000 Medical Ambassadors. The tournament will also feature a sealed bid auction. The auction will feature autographed items from NBA players and other celebrities. The proceeds will go to support the 50 Hoops '99/2000 Medical Ambassadors.

The Dallas Morning News

Basketball events providing assists in spreading awareness. The 50 Hoops '99/2000 Medical Ambassadors are raising money for prostate cancer awareness through a sealed bid auction. The auction will feature autographed items from NBA players and other celebrities. The proceeds will go to support the 50 Hoops '99/2000 Medical Ambassadors.

Only African American patient recruitment firm that outreaches to African American communities with significant and documented results.

UPSACLE The Richmond. This section covers the latest in health and medicine, including articles on prostate cancer, heart disease, and other health issues. It also features information on fitness and exercise.



Black men sought for screenings

Black men are being sought for prostate cancer screenings. The National Physician and Family Referral Conducting Prostate Cancer Study is actively seeking 100 families by March 31, 2003. The study is looking for African American men who have survived prostate cancer. The study is looking for African American men who have survived prostate cancer. The study is looking for African American men who have survived prostate cancer.

National Physician and Family Referral Conducting Prostate Cancer Study

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Congresswoman Maxine Waters Makes A Plea

Congresswoman Maxine Waters makes an urgent plea for Black men to pay more attention to prostate. "I'm really concerned about prostate cancer. Too many of us are not getting the message. Our men should start getting screenings by age 40, if not, some of them are going to die. My husband gets his checkup twice a year."

National Physician and Family Referral is a division of 50 Hoops '99/2000 Medical Ambassadors and Health Fairs. Founded in 1995, 50 Hoops provides education and access to free screenings for underserved populations through the partnerships with major universities, hospitals and universities. Its name comes from the main event — men aged 50+ playing in half-court basketball competition. Cities slated for this 2003 tournament are Philadelphia, St. Louis and Oakland — A.

JUST WEIGHT LOSS

No Exercise? No Complaints? No Disappointments? No Loss of Self-Esteem? McKimney Medical Centers, Inc. Laurence T. McKimney, M.D. 18 years of experience. 7318 Frankford Ave. Philadelphia, PA 215-335-4652 215-229-0657

Tennis Instructions

Adult Tennis Lessons/Clinics (All Levels) Evening 2 hour sessions Saturday - Sunday



Houston, TX 2002: Cassandra Harris, MD Anderson Cancer Center (top)
Bayer Sponsor (right, below left)
Houston Advisory Team (below right)



Health Fairs



50 Hoops / Missouri Black Expo 2003



Nearly
80,000
people
attended



50 Hoops Tournament
Leagues for men 30 - 49 and
50 + drew crowds.



Prostate
Cancer
Screening area
packed with
men on
opening day



50 Hoops Communications Director, Veronica Mackey (left) with U.S. Rep Maxine Waters (3rd from left) and members of The Los Angeles Black press in conference about importance of Prostate Cancer education for African American men.



Vendors exhibit products, services and health information during the 50 Hoops Health Fair. Educational workshops and games encourage participants to learn more about prostate cancer. The 50 Hoops **SPOTLIGHT on Heroes, Heroines and Superstars** features prostate cancer survivors and their families telling about experiences with disease. Admission is free to the public.





CANCER BREAKFASTS

Over the years, the 50 Hoops Basketball Tournament has also attracted all races of men, including women players 50–80 to the games, making 50 Hoops' impact more potent for the men in their lives.

And because women joined the ranks of 50 Hoops Basketball players, a cancer breakfast, focusing upon a variety of cancers, including Prostate, was formed, and its popularity grew to over 150 participants Regionally annually.



Prostate Cancer 101 Dinner Lecture Series

Presented as part of the NPTF Prostate Cancer
Survivor Guide Seminar Series

Sponsored by



DAMON HARRIS

Prostate Cancer and Clinical Trials

National Black Leadership Initiative on Cancer II



Friday, October 29, 2004



You are cordially invited to attend this
"By Invitation ONLY" FREE event

Loew's Philadelphia Hotel:
Grand Ballroom, 1200 Market Street
Philadelphia, PA 19107

4:30 - 6:00: Registration, Networking Reception

6:00 - 8:00: Dinner Lecture 101

Distinguished National Lecture Panel:

- Mr. Tom Anderson, Temple University, Survivor
- Chanita Hughes-Halbert, PhD, UPenn
- Mr. Wallace Young, Fox Chase
- Michael A. Daniels, MD, Urologist, Survivor
- Mr. Glenn Ellis, Strategies for Well Being
- Chidedun Ahaghotu MD, National Human Genome Center at Howard University
- Mr. Robert Nelson, Philadelphia, OK
- CELEBRITY SURVIVOR: Mr. Damon Harris, Former Temptations
- Founder, 50 Hoops Prostate Cancer Tournaments: Ed Sanders, Survivor

MODERATOR
Dr. Lawrence Robinson
City of Philadelphia
Health Department

RSVP: 1-800-677-8441 no later than 10/21/04



PROSTATE CANCER 101 (PC101)

Earning Proclamations and Letters of Appreciation throughout the United States, the 50 Hoops Prostate Cancer 101 Breakfasts, Luncheons and Dinner Lecture Series has covered nearly a dozen states since its inception. From Mayors, to National Baptist Convention, articles promoting awareness through our events, this Branded event educated African American men who had never received screening on the importance, risks and benefits of keeping track of their PSA.



Prostate Cancer 101 Brunch & Lecture, Houston. M. D. Anderson Cancer Center, Links, Inc. and Community Action groups partnered.

gsk GlaxoSmithKline

NPR
Nationally Public Radio

Presents Prostate Cancer
Survivor Guide Seminar

Workshop Room #127
Auditorium - August 21, 2004



50 Hoops' special guests, Marilyn McCoo and Billy Davis, Prostate Cancer Survivor, address 100 Black Men at the Missouri Black Expo

Session 1
11:00am - 12:00pm
Billy Davis & Marilyn McCoo
Both of prostate cancer with
marriage, life and GSA.
Discussion on: PROSTATE,
screening, living - at 100.
Living with prostate cancer.
Don't let prostate cancer
Quality of Life and how to build
relationships.
How your partner's life with
prostate cancer.

Session 2
1:00pm - 2:00pm
Brian Hall, retired reading
How Brian's story - distinguished
community panel with Billy Davis
and Marilyn McCoo in person.
on prostate cancer topics

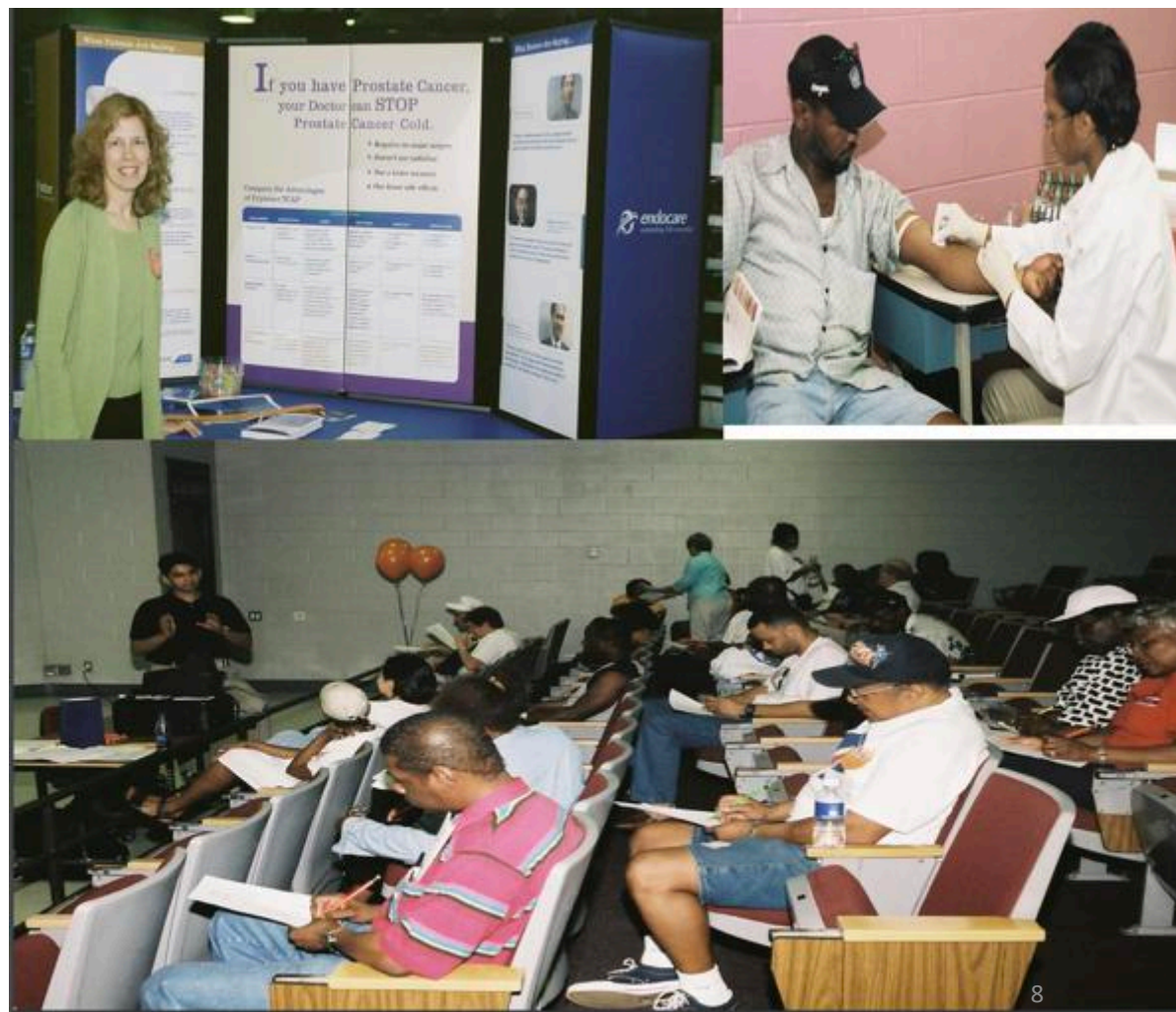
Session 3
2:00pm - 3:00pm
Open discussion with Dr. Brian
Talley, Director, Cytoprostate,
Prostate Biopsy, Prostate
Advanced Prostate Cancer,
Prostate cancer: recent
treatment options and more.

REDUCE

STEFAN CANCER CENTER
STEFAN CANCER CENTER, 10000 N. 100th Ave., Suite 100, Edina, MN 55425
A National Cancer Institute Registered Cancer Center

www.100blackmen.org

Prostate Cancer Survivor Guide Seminars





Health & Fitness T.O.D.A.Y

Stay Healthy with Your Cell Phone

When the holidays roll around, staying trim, fit and healthy tend to take a back seat. Stress, cold and flu viruses, overeating and wrong foods can set you back from months of hard work. But, thanks to a new text messaging program, staying on top of your health is as easy as clicking a button on your cell phone.

African American Health Matters (AAHM) is an opt-in, text message program which provides periodic health tips and reminders to cell phone users. Designed to address health concerns that disproportionately affect African Americans, it's an easy way to stay on top of things

as exercise, taking medications, treating diabetes, hypertension, acid reflux, and ending nicotine addiction. You choose the categories.

Sending health-oriented text messages is an "in your face" approach to reaching an underserved community that might otherwise never be reached. Research by the American Journal of Preventive Medicine reported that e-mail reminders about health, diet and physical activity may prompt individuals to make healthy lifestyle improvements. Additional studies found that less than 30% of African Americans own personal computers in their home, and the CTIA International Association for Wireless

Communications sites nearly 82.4% of American own cell phones.

"This patient education tool targets a special mobile cell phone market of African Americans, many of whom are not on the Internet, through a unique text messaging health awareness program," says NPER co-founder, Ed Sanders. "Increasing health education and disease awareness among African Americans will help stabilize the soaring rate of diseases which are prevalent among too many underserved and minority populations. African American Health Matters addresses racial disparities in health care by utilizing something as int-

imate as a personal cell phone to help them stay on track of their health matters."

The American Heart Association, The Arthritis Foundation, Center for Information and Study on Clinical Research Participation, and the National Medical Association's Project IMPACT are among the program partners.

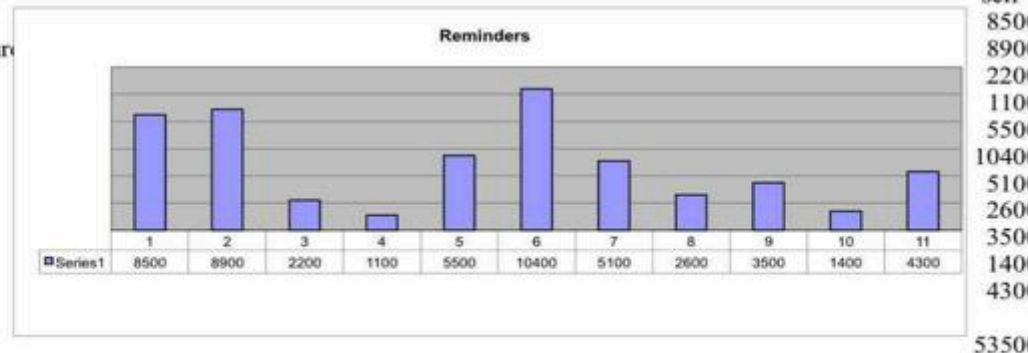
Get a head start on your healthy New Year's resolutions. Cell phone users can subscribe for free at the companion website, www.africanamericanhealthmatters.com, sponsored by Yum! Brands. Those without Internet access can register by phone by calling 1-800-677-8441.

African American Health Matters Mobile Health Text Messaging Service

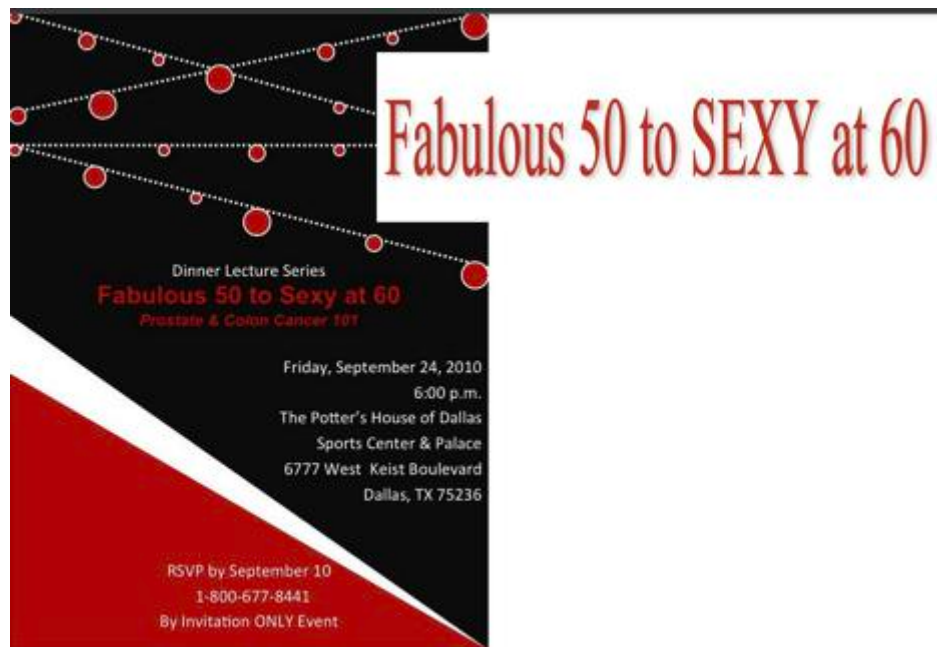
AAHM summary 2013

Reminders to be Sent

- 1 Diabetes
- 2 High Blood Pressure
- 3 Medication
- 4 Epilepsy
- 5 Cholesterol
- 6 Weight
- 7 Bad Habits
- 8 Asthma
- 9 Acid Reflux
- 10 Heart Flutter
- 11 Cancer



Ed and Pat Sanders broadcast from their Dallas offices for African American Health Matters on CyberStation USA.com



FABULOUS 50 TO SEXY AT 60

... TO SENSATIONAL AT 70... EXQUISITE AT 80... and "A KNOCK-OUT" AT 90!

As the age of 50 Hoops' target audiences grew older, "**Fabulous 50 to SEXY at 60**" was created to address both the age 50 and those growing older with us. It was an annual SENSATION in nearly a dozen cities where it was presented. Samples of the Dallas Programs event each year + one in Cleveland, OH, is shown at <https://www.50hoopslegends.com/fab-50>.



Fabulous 50 to SEXY at 60

Fabulous 50 to SEXY at 60

Prostate and Colon Cancer: Dinner Lecture Series



Prostate and Colon Cancer: Dinner Lecture Series

"Fabulous 50 to SEXY at 60": Held September 14, 2010, brought community leaders, survivors, doctors, church members and survivors together for an educational dialogue about prostate and colon cancer within our communities. The series is designed to address the issues that critically affect African Americans and to further underscore the importance of a broad trial system and discovery.



Fabulous 50 to SEXY at 60: Putting the CAN in Cancer Series
Aging with Grace and Style, Alzheimer's Disease & African Americans



Dallas, Houston, Louisville, Chicago



Dallas Fabulous 50 to Sexy at 60 Panel: Alzheimer's in African Americans

"Fabulous 50 to Sexy at 60" ... to Sensational at 70!

Over the past 16 years, 50 Hoops/NPFR Project has established over two dozen networks, coalitions and partnerships. In 2014 we kicked it up a notch. As the country grows older we included attention to wellness, preventive health. We intensified our focus upon diseases with high mortality in minorities including screenings in Cancers, Alzheimer and Heart-Related Diseases.



The FAB 50 Lectures moved beyond traditional boundaries that define age as a "number" rather than a healthy aware way of life. "Fabulous 50 to Sexy at 60" continues to resonate health and disease awareness, combining issues that matter.



50 Hoops Board

This year two changes occurred on the 50 Hoops Board of Directors. First, a new member was elected, Mr. Timothy Upshaw, Manager, Dallas Methodist Health System, Prostate Screening & Awareness Program. Second, Mr. Brian Springer, on board for over a decade, became Vice President, Research Administration and Associate Center Director at Moffitt Cancer Center in Tampa, FL. He was formerly Executive VP at Roswell Park Cancer Institute.



Doctors from around the country participated in the Dallas and Houston's "Fabulous 50 to Sexy at 60" Lecture Series. For the past five years "Fabulous 50 to Sexy at 60" has grown nationwide into a culture of its own in more than a dozen cities. Health education and disease awareness continue as the foundation of

African American's search for better quality of life.



"FABULOUS 50 to SEXY at 60"

To SENSATIONAL AT 70
To EXQUISITE at 80
To a "KNOCKOUT" at 90



Fabulous 50 to SEXY at 60



AFRICAN AMERICANS IN CLINICAL TRIALS
LECTURE SERIES

Memphis, TX 2017



Los Angeles

AACT I, II
AFRICAN AMERICANS IN CLINICAL TRIALS
LECTURE SERIES



AFRICAN AMERICANS IN CLINICAL TRIALS
(AACT) I AND II

Article:

https://irp.cdn-website.com/1d3bf06/files/uploaded/ACT_jan_2011_xxx_Sanders_web_copy.pdf

Events: <https://www.50hoopslegends.com/aact>

50 Hoops creating of African Americans In Clinical Trials or known as AACT I AND II became a staple event. The focused education of African Americans to become involved in clinical trials was simplified and impacted in each community. Or as one of the 50 Hoops LEGENDS put it “ Did you know that every prescription you take was in a clinical trial? And if African Americans were not involved, this drug may not be exactly made for YOU.” We focused on the fact that if African Americans’ DNA is not included in drug development, it could be dangerous or have different side effects than the trial’s observations. Though because of medical confidentiality, 50 Hoops does not know exactly how many of our audiences actually joined trials. However, we do know that dozens have testified at live and virtual events of having joined a clinical trial. The work continues for 50 Hoops, however, our efforts are needed in our over three dozen communities, as community audiences purge and 50+ continue to come on board with our event.

AACT I, II

AFRICAN AMERICANS IN CLINICAL TRIALS

LECTURE SERIES



COALITION to ELIMINATE DISPARITIES and to RESEARCH INCLUSION in CLINICAL TRIALS C.E.D.R.I.C.T. (*pronounced Ced' dric*)

It all started here. To Education from the INSIDE-OUT. To educate Clinical Researchers, Pharma Trial Recruitment Departments, Clinical Research Organizations (CROs), and other organizations targeting the African American community. At the time, most organizations depended on spending hundreds of thousands, even millions of dollars on CROs, radio advertising and purported top-level clinical recruitment agents who did not know or understand the intricacies and mind-set of the African American communities they were seeking.

At the time, 50 Hoops subsidiary companies, National Physician and Family Referral (NPFR) and P&E Associates (Pat and Ed Sanders) acted as a spin-off of 50 Hoops' work with the Howard University Human Genome center and GSK in 2004 where we traveled to over a dozen cities in a year with 50 Hoops Tournaments and discussions about working with Clinical researchers to help educate about Clinical Trials in the African American communities.

We developed Community Advocates, Network Coordinators and Community Partners throughout the country to help teach Clinical Trials Recruiters understand the motivations behind African Americans participation in clinical trials, a handbook of methods and, approaches, recommendations for reaching African Americans and minority audiences and created/identified vehicles (local city events, church health ministries, Black events in the communities, speaker's bureaus) for Clinical researchers to offer opportunities and policies related to their tries in these communities.

And, because of the racial disparities in health care for African Americans, NPFR Project launched a "GROUND ZERO," field research in 2009, targeting African Americans who are underserved, called **CEDRICT** (*Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials*). Field Research Surveys gathers geographic, psychographic, socio-graphic information on the emerging African American urban culture. In 2012 "**African Americans in Clinical Trials I and II Lectures**" evolved from CEDRICT to educate patients and Site investigators. Our face-to-face surveys at national Minority Health Fairs and Black Expos help gauge health educational needs and medical access and their participation in clinical trials.

The CEDRICT project has developed a patient and community health education project entitled: "**African American Health Matters**," a mobile health text message service that reminds subscribing African Americans of all ages about diseases critical to their daily lives. The Service kicked off September 19, 2009, and by early 2011 subscribers grew to over 50,000. And, the new African American Health Matters" RADIO reaches thousands of listeners from many economic levels.

PROJECT TITLE: CEDRICT

(COALITION to ELIMINATE DISPARITIES and to RESEARCH INCLUSION in CLINICAL TRIALS)

A three-year field research study of African Americans and clinical trials participation

Clinical Trials Recruiters often rely on data that does not provide a true picture of potential African American clinical trials participants.

P&E Associates and The National Physician and Family Referral (NPFR) Project proposes a ten-city, three-year pilot field research study on how to increase African American participation and retention in clinical trials.

Through this field research study we will create The African American Clinical Trials (AACT)-pronounced ACT—Coalition pilot in three to five of these cities to serve as models for ongoing recruitment and retention of African American and minority participants.

This national field research expects to survey over 20,000 African Americans over the 3-year period. We expect surveys to both validate previous data about fears and apprehensions about participation in medical research, and bring to light new data, from ground zero, on ways to eliminate health disparities of African Americans in clinical trials.

With specific and targeted disease condition and clinical trial education, P&E Associates and NPFR, (along with a national collaborative team) believe we can help clinical recruiters learn what motivates grass-roots minority audiences to participate-- and stay-- in clinical trials.

This is not a scientific or medical research. This is a field research based upon the companies' years of successful work in clinical trials recruitment of African Americans and established networks of community-based and medical networks.



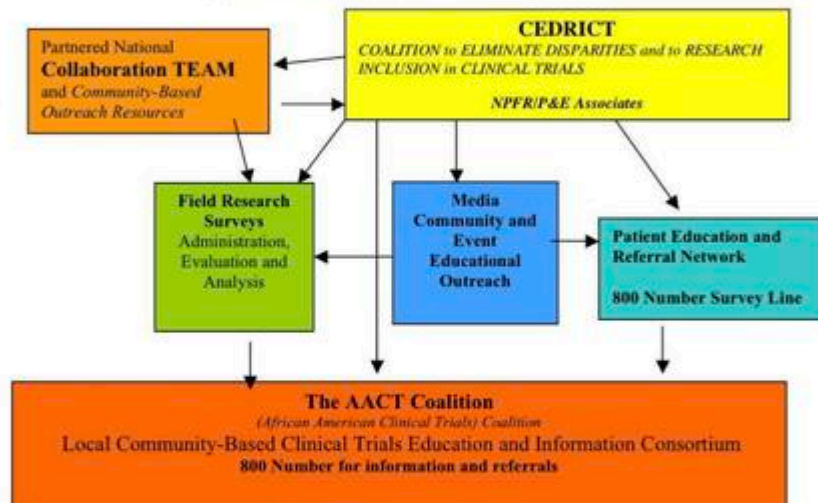
NPFR Project works with other community-based organizations to scout out those who are interested in both more disease education and quality-of-life health issues. Medical and Community Partners act as resources in over 35 cities to survey their communities annually. Field research participants must opt-in or opt-out to be notified of an event or clinical trial.

In 2010, The CEDRICT project developed an expanded patient health education project entitled: "**African American Health Matters**," a mobile health text message service that reminds subscribers of all ages about health matters critical to their daily lives, reaching nearly 60,000 participants in varying socio-economic levels. The Multi-Media outreach

Contributions of COLLABORATION TEAM AND COMMUNITY RESOURCES

CISCRP (clinical trials educational component: educational literature and DVD's)
 National Black Leadership Initiative on Cancer (NBLIC) (data collection, symposium)
 NATIONAL HUMAN GENOME CENTER AT HOWARD (data analysis assistance)
 National Medical Association (NMA) (research network)
 National Minority Conventions and Conferences (research network)
 Local and National Disease Councils and Associations (research network)
 (See Addendum for more Background on Collaboration Team)

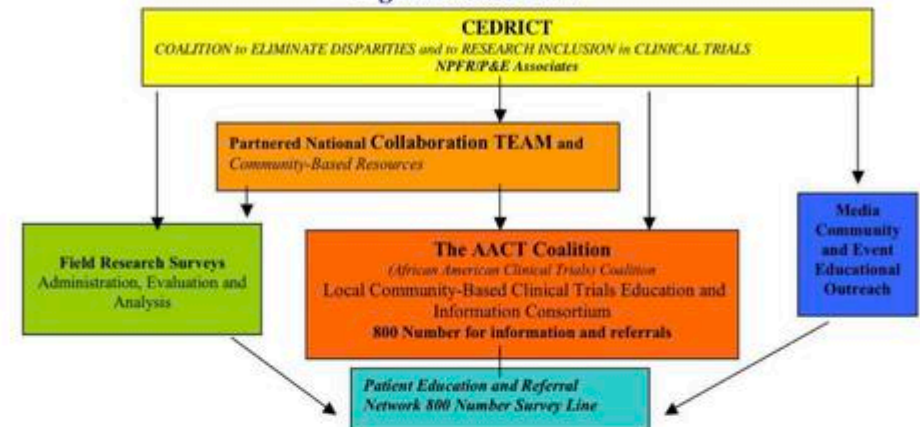
CEDRICT: 2009 – 2012 Communications Structure



CEDRICT Project Collaboration TEAM

1. National Physician and Family Referral (NPFR) Project * (Event and Project Development, local event planning, program administration; project coordination, staff, partner and consultant coordination, and collection and reporting, preparation of recommendations)
2. P&E Associates (Minority Clinical Trial recruitment Specialists and Consultants, in charge of research participant outreach programming, community and media outreach, data collection and analysis of surveys)
3. National Black Leadership Initiative on Cancer and Morehouse College of Medicine. (Data Collection throughout over 20 coalition cities, assist with conference development and production)
4. Center for Information and Study on Clinical Research Participation (CISCRP) (Educational Component, materials, speakers, workshops)
5. National Human Genome Center (NHGC) at Howard University (assistance with data analysis, comparative analysis against human genome statistics)
6. Radio-ONE community health partner (over 10 Million listeners in 27 markets daily)

CEDRICT: 2009 – 2012 Organizational Flow



CEDRICT OUTCOMES

- a. Development of educational channels to minorities to adequately inform them about clinical trials
- b. Education and Training of Community Coalition through outreach support on techniques for outreaching to minority communities about clinical trials
- c. Development of ongoing education and/or training opportunities of patient population about disease conditions and how ongoing clinical trials affect life-sustaining treatments
- d. Continuing education for participant enrollment and retention
- e. Provide ongoing education about clinical trials to improve recruitment and retention in trials
- f. Development of ongoing speakers bureau, network for education and information about current trials that may be of interest to the community
- g. Identification and access to African American health initiatives in communities in order to educate about clinical trials and to help them understand options to participation
- h. Identification of health disparities within the urban communities where studies show needs work
- i. Educating clinical trials recruiters and investigators, on techniques and methods for reaching a broader base of minorities, and securing commitment to community education and outreach
- j. Provide a research study analysis of this project with local and national recommendations from community experts about reaching African Americans and other minorities with clinical trials
- k. Creation of and distribution of clinical trials educational materials (brochures, DVD's) targeted specifically to African Americans
- l. Developing special workshops for understanding motivations behind African American participation in clinical trials
- m. Publishing of a handbook of methods and approaches recommended to reaching African American and minority audiences
- n. Creation of vehicles that offer opportunities to input into policies related to trials in their communities
- o. Development of CEDRICT Health Leadership Conference to improve education whereby improving participation and designed to reach those who are best equipped to address the various groups within minority communities
- p. Create A replicable model of The AACT Coalition for outreach to other U.S. cities

► Cultural competency training



► Community engagement



BLACKS IN CLINICAL TRIALS

BLACKS IN CLINICAL TRIALS (BICT)- Lessons Learned

In an attempt to create a web page for African Americans, referring them to specific clinical trials at www.clinicaltrials.gov and utilizing the page as an education tool. We found that African Americans were not quite ready for this step. First, it was too early for mass access to active participation on the internet, and second, there were organizations (i.e. National Medical Association) much better equipped to do this. For example, the NMA's **PROJECT IMPACT**, which today is highly successful. In its outreach and today are LEGENDS and partners with 50 Hoops. And who better than physicians can make this idea work?

So, what were the lessons learned? First, we skipped a few steps. Second we needed to figure out what those steps were, and third, with each idea that does NOT work, we discovered three ideas for 50 Hoops THAT DID WORK, and these ideas are which followed.

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

Boston
New York

ST. LOUIS
LOS ANGELES
WASHINGTON
CHICAGO
DETROIT

ASALII
American Society of African American Leaders in Information

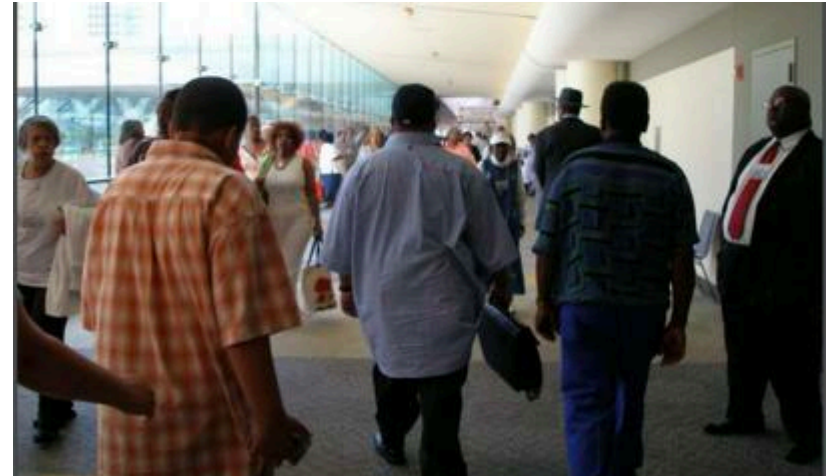
Philadelphia

ATLANTA

NATIONAL COMMUNITY PARTNERS (Step #1)

C.E.D.R.I.C.T. evolved into the **National Community Partners** Events in which 50 Hoops sought Black organizations, churches, Greek organizations, Black medical organizations, professional organizations that held large annual events. We partnered with them and showed them in detail, how to work with 50 Hoops to achieve both their health education goals and those of 50 Hoops.

This was a way to utilize dozens of annual National Black Conventions, and Health Fairs (Professional, Religious, Greek, Medical, Social) held annually between April – August often simultaneously. For these annual events, 50 Hoops created **“The 50 Hoops Handbook for Community Partners & Network Coordinators.”** This expanded 50 Hoops’ outreach and accessed dozens of communities annually, where 50 Hoops could have a presence and conduct at least 100 surveys per city. Often there were 12–16 partnered events each year that contributed to our surveys of Black communities. And, through the umbrella of *“African Americans In Clinical Trials”* we accessed more interest and curiosity about clinical trials that lead to each success.



50 Hoops™ Handbook for Community Partners & Network Coordinators

AACT I, II National Lecture Series Tour (African Americans in Clinical Trials)¹



Dear Community Partner,

50 Hoops wants to partner with your organization. Thank you for agreeing to secure field research surveys for us at the event. We will FedEx the surveys, educational (if required) and work materials once we have your written agreement to perform this task for us.

We will need workers to circulate through the crowd for best coverage and quicker completion of surveys for your event, and collect 100 Surveys.



We will be sending the following:
completed generic

1. Surveys **Front:** Field Research (pays 50 cents completed)-
Back: African American Health Matters Registration (pays 50 cents completed)
2. Gift Cards (3-4) PLUS 5-6 T-Shirts for drawings. We will want pictures and names of winners. (Please have survey takers tell participant which area and times to bring their tickets for drawings).
3. Pens, Pencils for surveys, for you to use and keep
4. Tickets for drawing (100)

¹ Photos: Tampa, FL and Dallas/Ft Worth, TX, Dinner Lecture Series
Community Partners & network Coordinators Handbook Copyright 50 Hoops™ 2016

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TO: *Non-Profit Partner/Network Consultant /Volunteer*
LEVELS I, II

Attention: Name of Contact: _____, Title: _____

Organization: _____, email: _____

Phone: _____ Cell: _____

Date: _____

Welcome to the 50 Hoops Partner and Network Coordinator Team

The following Partner/Consultant Information is designed for you to understand how our Clients wish to be represented and reported to.

Finally, Organization contracted will please return within 3 business days following event:

- Mail: 50-100 Surveys (including those incomplete or not completed) We need all of our sheets back
- Mail: Table Banner (1)
- Mail: Clip Boards (2-3)- we use them for organizations that can't afford any at all
- Mail: Business Cards collected
- E-Mail: PICTURES: taken with your cell phone or camera (our budget: \$1.00 per photo accepted, up to \$25)





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EVENTS

TICKETS

NEWS

HOTEL INFO

SPONSORS

EXHIBITORS

MEDIA

PRESENTED BY

1-800-OUT-NOW

JULY 12-22, 2012

INDIANAPOLIS, IN



2013

Early-Bird Special for 2013 Summer Celebration EXHIBITORS

Save \$200 on exhibitor booths until March 15, 2013 (for small businesses, not-for-profits and United Way agencies only)

Click here for application

National Community Partnerships



Diabetes, Cancer, Alzheimer's Disease, Chronic Heart Disease are all helping to expand 50 Hoops' message to dozens of communities across the nation.



DAMON HARRIS

50 Hoops Spokesperson
Prostate Cancer Survivor



50 Hoops Spokesperson, Bernie Bickerstaff, former NBA Coach

50 Hoops Chicago Partner, Yvette Moye, (L)
Founder Real Men Cook Charities, Damon
Harris (Q) and Pat Sanders (second right), Co-
Founder, 50 Hoops



African World
Festivals, Faith-
Based Conventions,
Juneteenth
Celebrations, Ethnic
Conferences are
among the Millions
of African
Americans who
you'll reach. Get
knowledge, attitude
and likelihood to
buy or participate in
clinical trials.



50 Hoops / Missouri Black Expo 2003



Nearly
80,000
people
attended



50 Hoops Tournament
Leagues for men 30 - 49 and
50 + drew crowds.



Prostate
Cancer
Screening area
packed with
men on
opening day





DETROIT
MICHIGAN

104th Annual Session
Congress of Christian Education
Auxiliary of the National Baptist Convention, USA, Inc.

Dr. William J. Shaw, Convention President • Dr. Henry Bibbs, General Secretary
Dr. E. S. Holmes Jr., Congress President • Dr. George W. Proctor Jr., Congress Director

A Christ-Centered Congress
"The Heavenly Vision: The Mission of the Church"
(Ephesians 3:14-21)

June 22-26, 2009 • Cobo Center • One Washington Blvd. • Detroit, Michigan

50 Hoops 2009 Annual Report







Indiana Black Expo, Inc.
Summer CELEBRATION
July 9-19, 2009

AFFORDABLE. FAMILY FUN. EMPOWERING.

Indiana Black Expo's Summer Celebration is the largest cultural event in the nation that annually attracts more than 200,000 attendees. Don't miss out - we've got something for everyone. Celebrate with us!

SAVE THE DATE
July 9 - July 19

For more information, call (717) 825-2722 or (800) 857-2722 or visit www.indianablackexpo.com.

STAY TUNED FOR MORE DETAILS...
Get Summer Celebration news and join our mailing list at www.indianablackexpo.com.

IBE
Indiana Black Expo

ACT PERFORMANCES
CORPORATE LUNCHEON

ESPERIMENTAL SERVICE - July 9
IBI Film Fest - July 12
Children's Day - July 13
Black Business Conference - July 13 to July 17
Corporate Luncheon - July 16
First Annual Strong Di'Yart - July 17
"Holla Back" Teen Forum - July 18
Celebrity Basketball Game - July 18
Celebration of Gospel - July 18
Whitlites TV Free Concert - July 18
Consumer Exhibits Open - July 17 to 19
Including the Culture Arts Pavilion, Black and Minority Health Fair, Kids World, IBI Store, IBI History Exhibit and much more!

In Indiana, we surveyed a younger crowd



THE COMMUNITY ADVOCACY SITE TRAINING (The C.A.S.T.) (Step #2)

The C.A.S.T was the next level. This event was designed to bring African American Stakeholders together as speakers to address Clinical Trials Researchers to understand why African Americans were NOT joining clinical trials (The CHALLENGE), What their (specific) African American communities thought about clinical trials—FOR REAL-- (The TRUTH), and WHAT was the best approach for clinical researchers trying to access their communities needed to know to begin to gain trust in their community.

This was explained that reaching African Americans is NOT A MASS approach. In short accessing African Americans at a National event with 2000 – 5000 attendees is NOT THE WAY to REACH each Black community, but like the adage: How to eat an elephant? *“One bite at a time.”* In short, each African American community, like any other community has levels of complexity, and sub-communities within each which are more difficult to reach. You must focus on the community you’re trying to reach. The mass approach is the LAZY approach, and often the most expensive! THIS WAS THE KEY! This resonated so loudly with each event, there were local policy changes, inclusion of local African American organizations in the policy making, and the creation of 50 Hoops’ partner teaching hospitals and cancer centers programs to include Stakeholders on all levels of the minority communities in their recruitment efforts.



The Truth

The C.A.S.T. brings African American and Hispanic physicians, community and faith-based leaders together to look at specific (and immediate) ways clinical trials can reach their constituencies. Approach is PARAMOUNT and gathering within comfortable and safe surroundings to learn and explore is the first step. The C.A.S.T. shows Site Investigators what they need to know to raise trust and confidence in their own community, working with people and patients in the community who WANT to be involved in clinical trials and to learn about new drug discoveries for themselves and their families.



The Solution

The C.A.S.T. four-hour Luncheon or Dinner Lecture Series requires a commitment from the Investigator. The final Solution will leave the Investigator with a notebook filled with ideas, contacts, appointments, clinical trials prospects and speaking engagements that will build trust and education about your trials. Also an outreach will be developed focusing upon attending sites current clinical trials.

Minority Community Advocacy include

- Patients
- Mega Churches Health Ministries
- Community Health Advocates
- African American Physicians
- Hispanic American Physicians
- Community Leaders
- Social and Greek Organization Leaders
-

MEASURING The C.A.S.T. RESULTS

- Each Lecture Session as well as Post-event Surveys are taken: What Sites learned, value of program, level of opportunity to recruit in future from this program.
- Survey taken 30-days following Lecture Series to confirm contacts, connections made, speaking engagements and recruitment opportunities within African American and/or Hispanic American communities as result of the C.A.S.T. Lectures and follow up introductions.
- Comparative level of Minority patients recruited into clinical trials from attending Sites, within a set period of time, and based upon disease therapy and trial protocol.



The C.A.S.T.

Community Advocacy Site Training Lecture Series

The C.A.S.T. Lecture Series focuses upon Clinical Trial Site Investigators and how they can learn to expand their relevancy in minority communities.

From Reception to Dinner Lecture, (The Challenge, The Truth and The Solution), the Q&A and roundtable discussions build upon each Session.

The C.A.S.T. Lecture Series expands the Site investigator's minority outreach strategy to both African American and Hispanic populations. C.A.S.T. helps make manageable, the uniqueness of their individual cultures within their communities.



The Challenge

Clinical Investigators, physicians, principle Investigators, and Clinical Associates will hear panels of community leaders discuss the challenges faced by THEIR community—why and how it has come about and what have been continuing contributing factors in low minority recruitment in THEIR community.

P&E Associates

14902 Preston Road, #404-744
Dallas, TX 75254
Phone: 972-517-1254
<http://www.pe-associates.com>

Dear P&E Associates:

Thank you so much for inviting Texas Neurology to your recent Lecture Series (May 2012). Our participation gave us the opportunity to reach out to the African American population in regards to a very difficult topic...We hope to hear from you soon to continue the discussion on how we can assist the African American community about learning and participating in research.

Janie McCloskey, RN,
CCRC
Clinical Research Director
Texas Neurology

The C.A.S.T.

A Site Training Lecture Series that evolved from African Americans in Clinical Trials - AACT I, II Dinner Lecture Series -- Patient Clinical Research Education outreach program.

COMMUNITY ADVOCACY MATCHMAKING (CAM) (STEP #3)

"WHEN YOU'VE GOT A GOOD THING GOING, YOU HAVE TO GO WITH IT!"

<https://www.50hoopslegends.com/cam>

See 2018 Yearbook for Success Stories

<https://irp.cdn-website.com/1d3bfb06/files/uploaded/Yearbook 2016-2018C2-b-compressed.pdf>

Within the C.A.S.T concept and events, there was a Luncheon entitled "Community Advocacy MATCHMAKING." This concept was overwhelmingly successful at each event in that it MATCHED (on the spot) Researchers attending the event with Stakeholders who believed the clinical trial was pertinent to their specific community. Researchers were able to connect with patients, mega church health ministries, Community Health Advocates, African American and Hispanic doctors, social and Greek Organization leaders attending. IT CAN'T GET BETTER THAN THAT!

CAM has now become an Annual Event both LIVE and Virtual, and will continue to reach out to Clinical Researchers interested in THEIR community recruiting African Americans into Clinical Trials.

A SUCCESS STORY: The University of South Florida, in creating their Clinical Trials outreach and education to researchers and patients alike, incorporated CAM into their current WE-CARE outreach.

Their outstanding program has now become national MODEL for 50 Hoops LEGENDS for improving health outcomes for all and bridging the gap in health equity requires a concerted effort among all major stakeholders. WE-CARE uses a 360-degree community engagement model that maximizes the efforts of all involved. <https://health.usf.edu/pharmacy/we-care>

Workgroup Enhancing Community Advocacy and Research Engagement

WE-CARE
Workgroup Enhancing Community Advocacy and Research Engagement

Voices of the People:
A Focus Group Study on The People's Truth about Clinical Research

Deborah A. Austin, Ph.D.
Co-Founder and Director of Community Engagement
REACHUP, Inc.

KEY COMMUNITY PARTNERS

50 HOOPS

AHEC
GULF COAST NORTH AREA HEALTH EDUCATION CENTER

USF HEALTH

MOFFITT CANCER CENTER

REACHUP
where there's a will, we are the way



Community Advocacy MATCHMAKING





Welcome to USF Health at the University of South Florida, Tampa

[Home](#)
[Education](#)
[Research](#)
[Professional](#)

Group aims to enroll more minorities in clinical trials critical to their health [Multimedia]

[Watch Video](#)
[Download Images](#)

[Community Advocacy Matchmaking Workshop in Tampa Bay, Fla.](#)

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Working Together to Increase Minority Enrollment in Clinical Trials

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The “10 COMMANDMENTS FOR RECRUITING AFRICAN AMERICANS INTO CLINICAL TRIALS”

<https://irp.cdn-website.com/1d3bfb06/files/uploaded/10-%28L%29 Commandments for Diversity x Inclusion.pdf>

As with any large diverse group of people and organizations, there should be RULES to govern the success of their mission, for both Clinical Trials Recruiters and Stakeholders. 50 Hoops Founders are both PK's (Preacher's KIDS) so we went with something familiar: The “10 Commandments” in Exodus, where Moses gives rules to his people to LIVE BY. A great majority of African Americans are church-goers, so this resonated with them and was accepted as ‘THEIR’ message to Clinical Researchers (in the wilderness).

However, his take on the 10 Commandments are for clinical researchers and a summation of dozens of surveys, events and discussions 50 Hoops has heard over the years. Those repeated by many African American Community Leaders and Stakeholders and compiled from surveys from communities across the country as to WHY Recruiters ARE NOT reaching them and their families.

And, like the 10 Commandments in the Bible—rules to live by—**That's Enough Said: FOLLOW THE COMMANDMENTS AND INCREASE YOUR TRUST, ACCEPTANCE OF EDUCATION AND RECRUITMENT IN YOUR AFRICAN AMERICAN COMMUNITIES.**

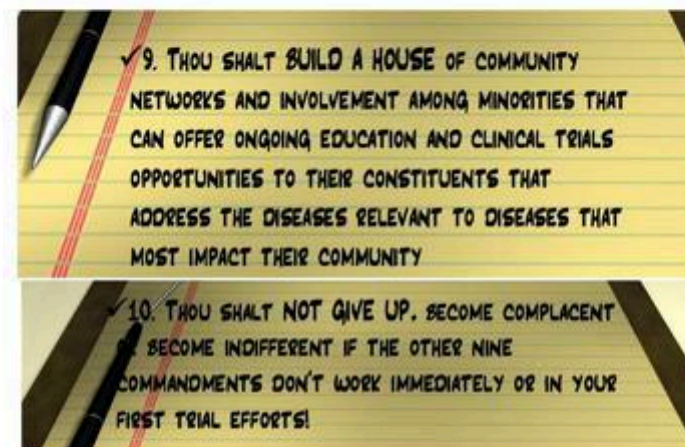
Genentech
IN BUSINESS FOR LIFE



Bristol-Myers Squibb



A Special Thanks for his Generous Contribution: Dr. Stuart Akerman, M.D



Speakers:



Georges C. Benjamin, MD

Dr. Benjamin is a well-known health policy leader, practitioner and administrator. He currently serves as the executive director of the American Public Health Association, the nation's oldest and largest organization of public health professionals. He is a former secretary of health for the state of Maryland. Dr. Benjamin is a graduate of the Illinois Institute of Technology and the University of Illinois College of Medicine. He is board-certified in internal medicine, a Master of the American College of Physicians, a fellow of the National Academy of Public Administration, a fellow emeritus of the American College of Emergency Physicians, and a member of the National Academy of Medicine. He serves on several nonprofit boards such as Research! America, the Truth Initiative, the Environmental Defense Fund, and the Reagan-Udall Foundation. He is also a former member of the National Infrastructure Advisory Council, a council that advises the President on how best to assure the security of the nation's critical infrastructure.

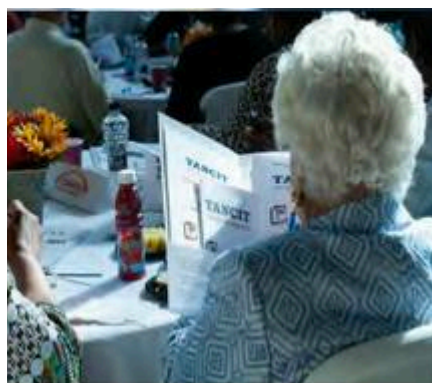
THERE'S A NEW CANCER (INITIATIVE) IN TOWN (TANCIT)
(A NEW LESSON) 2018-2019
50 Hoops two-year partnership with
The Multiple Myeloma Research Foundation (MMRF)

With the success of 50 Hoops Events nation-wide, The MMRF approached us to tour the country and present an important cancer awareness event which 50 Hoops had never presented. Multiple Myeloma was mostly unknown to many African American communities, except for those who had suffered the debilitating effects of this disease.

Our Mission: (1) Increase Understanding of Multiple Myeloma and related Clinical trials, (2) Develop Partnerships between African American communities and Multiple Myeloma Resources and Trials and (3) Provide Multiple Myeloma information to our communities and show how to access resources for our participants.

There were more questions from our audiences than any one event could answer, and 50 Hoops found (in each city) African Americans who were experiencing Multiple Myeloma and who gave their testimony and stories to a sometimes "astounded" audience. This was truly a lesson for 50 Hoops as well as most of our communities. It was an experience and a LESSON that 50 Hoops will never forget. Especially the fact that this is a cancer that has proven clinical trials RESULTS and even cures for African Americans especially at early stages.

And, as with any patient education to Black audiences, it needs to be repeated, because one educational event is never enough to EDUCATE. Thus Multiple Myeloma has become a staple educational topic in our patient outreach.



TANCIT

There's a New Cancer (Initiative) In Town

Our 2018 TANCIT Medical partners agree that there is a critical and ongoing need to educate African Americans about Multiple Myeloma and how it critically affects them. African American community stakeholders and church leaders can play a superior role in outreach, *once you've gained their trust through education*. Multiple Myeloma education is a MUST face-to-face, supported by a person or resource they can call upon-type of outreach.

INCREASED UNDERSTANDING OF Multiple Myeloma and related Clinical Trials: It has been found that both a positive emotional and brief, yet stimulating intellectual appeal is highly motivational to faith-based audiences. 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 PARTNERSHIPS, between the African American COMMUNITY AND Multiple Myeloma RESOURCES and TRIALS: By making direct, *face-to-face contact* with medical and clinical professionals, this continues to show that it establishes a "trust" level and medical professionals are better able to provide disease and clinical information to a wider community base. In so doing so, TANCIT enhances the Workshop and helps cities to kick-start African American disease and clinical education outreach efforts.

MORE MULTIPLE MYELOMA INFORMATION Distributed: TANCIT provides printed materials, and digital tools which can be accessed by participants to learn more about clinical trials and the disease therapies associated with them.



MEASURING Needs.

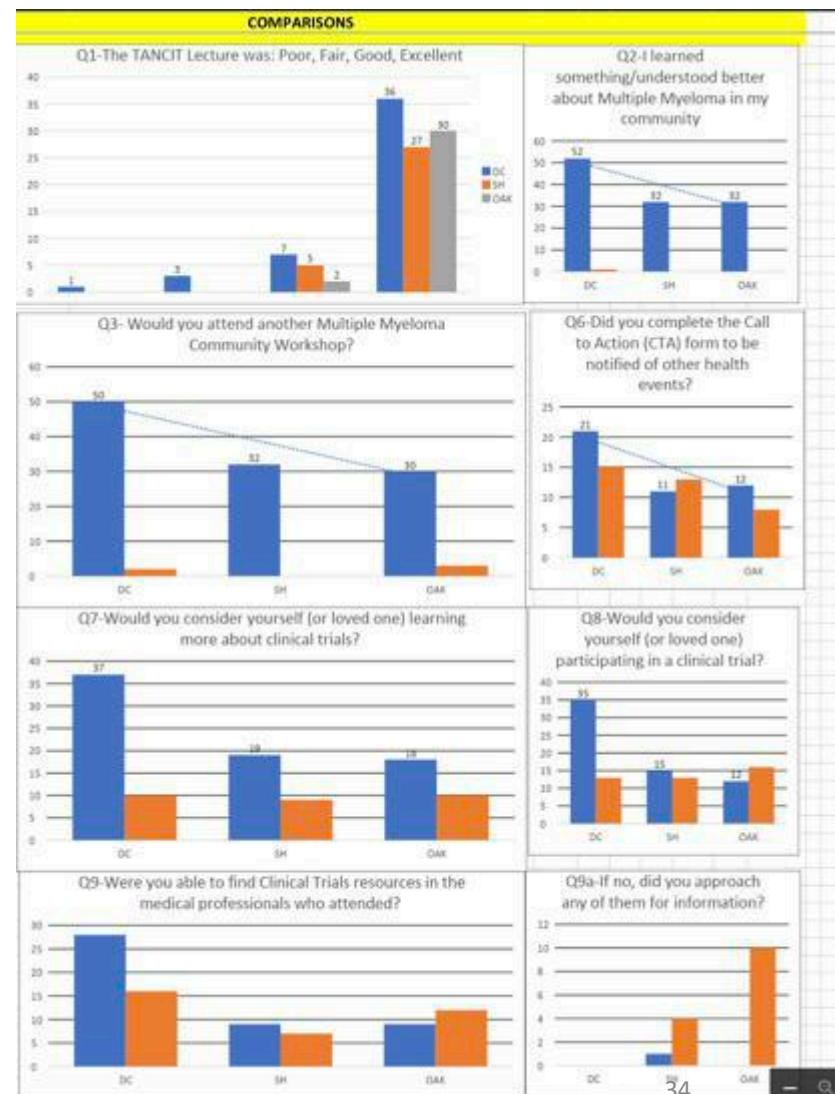
What Our Pre-Post Workshop Surveys tell us?

Nearly half-dozen surveys are administered during the TANCIT Workshops that measure the success of the Lecture Series in each city. The face-to-face education and surveys reveal:

1. How much access African American have to Multiple Myeloma disease information?
2. What local community opportunities are available to learn about Multiple Myeloma and treatment options?
3. What types of medical tests are given to discover Multiple Myeloma?
4. What is the short-term (6 month) comparison of outreach opportunities since the workshops?
5. What is the best way to Optimize patient understanding of Multiple Myeloma clinical trials?
6. How best to enhance disease knowledge as it relates to patient decision about participation in clinical trials?
7. How best to optimize outcomes for participation in Multiple Myeloma clinical trials to assure quality participants?
8. How are decisions made to participate in clinical trials in African American communities?
9. What are the dynamics of disease therapy education on this (city's)community-what's the impact, overall?
10. Educational needs assessment to identify patterns of patients likelihood versus actual participation in trials following comprehensive educational forum by city.



You're invite to a **free African American Community Breakfast**



THERE'S A NEW CANCER IN TOWN

Bringing Myeloma Awareness to the African-American Community.

African-Americans are two to three times more likely to be diagnosed with myeloma than people of other ethnicities. The symptoms are often misunderstood and many patients are misdiagnosed. In 2018 we launched There's a New Cancer in Town, a program focused on the African-American community designed to raise awareness of myeloma symptoms, the importance of knowing the latest treatments, and the reason to participate in clinical trials.

Pilot programs were held in Washington, DC at the Mount Airy Baptist Church, in Southaven, Mississippi at the Brown Missionary Baptist Church, and in Oakland, California at the Allen Temple Baptist Church. In addition to myeloma education and awareness, each program included presentations from several myeloma patients about their patient journeys. All of the events were well attended and we received enthusiastic responses from participants. With these encouraging results, we plan to expand this program next year!





PRESENTS

Mobile Cancer Conferences and Workshops



Topic: (MCCaW) Mobile Cancer Conferences and Workshops
For more info: www.africanamericanhealthmatters.com





PRESENTS

Mobile Cancer Conferences and Workshops



Topic: (MCCaW) Mobile Cancer Conferences and Workshops
For more info: www.africanamericanhealthmatters.com

"African Americans In Clinical Trials" AACT I, II The TRUTH OR CONSEQUENCES (about getting the COVID Vaccine)

AACT I: African American Survival: The Next Level
AACT II: Community Influencers WITH SOLUTIONS!






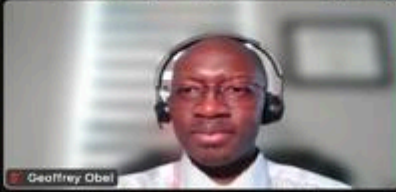




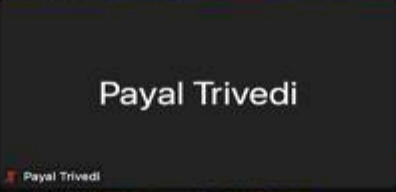

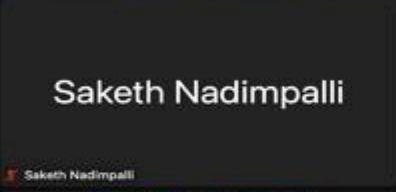





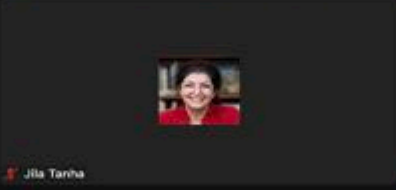



Ed and Pat Sanders set their own pace for their nearly quarter century old 50 Hoops™ with their fast moving transition to "African American Health Matters" that served as a database for mobile health text messaging and became their ONLINE LIVE Virtual workshops in June 2020. With the introduction of "Navigating the CORONA Zone." The year began the FIRST OF one-hour- TWO-PART Workshops called the "African Americans In Clinical Trials AACT I, II SERIES. With the Pandemic, cancer discussions transitioned into possible related clinical trials. These trials could have life-saving effects on African Americans—from Multiple Myeloma, Prostate, Lung and Breast Cancer to adhering to safety precautions related to COVID-19. MATCHMAKING cancer and COVID Resources tested our Networks to make connections and direct contact (and recording what happened) within a few short months. The final workshops focused upon: "Solutions that STICK!" and featured Mega Faith-based and Teaching universities, finding ways they can training their communities about diseases and clinical trials information. And, THAT'S how the 2021 Mobile Cancer Conferences and Workshops will bring IDEAS AND SOLUTIONS



Zoom Meeting

Original Sound: On Recording... View

 Robin Kelley	 50 Hoops	 Marlan Pinto	 Dr. Lester E. Singleton
 DeWanda Trimier	 Geoffrey Obel	 Timothy Upshaw	 Shella Patterson
 Christelle King	 Patricia Terstenyak (she/her)	 Payal Trivedi	 Michelle Faber
 Saketh Nadimpalli	 Sin Ying Chan	 Samantha Montoya	 Donna Elder
 Tom Hulsey	 Marieshia Hicks	 Jila Tanha	 Dahlia Mack





50 HOOPS LEGENDS (2021)

So what do we do with all the great Teaching Hospitals, Mega Church Health Ministries, Cancer Centers and Stakeholders we've worked with over the years? It was a legendary year and a legendary time in our human history. Those we'd worked with over the past 20 years were also LEGENDS who had hosted our events, provided resources, partnered with 50 Hoops under all circumstances. The miles we'd traveled for LIVE events could NOT be lost because of our Virtual presence. They all had attended, MCCaW provided more resources virtually because of the internet, so it was a no-brainer.

THESE ARE THE 50 HOOPS LEGENDS.

In 2021 we graduated more than two dozen LEGENDS in a cap and gown graduation ceremony, followed by each one duplicating a 50 Hoops Branded event. The 50 Hoops LEGENDS became the FUTURE of our outreach!

The 50 Hoops LEGENDS offered an opportunity to create new events Virtually and to carry them on into LIVE events once the Pandemic became an Endemic. So in 2022, the 50 Hoops LEGENDS began to introduce NEW Virtual events that they could use LIVE on a local level as well, such as the MINI WORKSHOPS—30-minute luncheon events for the busy executive.

In 2023, 50 Hoops 25th Anniversary, as the world awoke from a 2-year confinement, the 50 Hoops LEGENDS opted for both LIVE and VIRTUAL events, and introduced the first MATCHMAKING Symposium and Workshop, The MEDICAL EDUCATION (ME) Workshop and Seminars and the National Minority Health Fairs, bringing in all the mega churches' Health Ministries, Teaching Hospitals, Cancer Centers, providing on-site interviews with Stakeholders, Community Leaders and organizations, LIVE at National conventions and conferences as part of our Silver Anniversary Celebration. This has positioned 50 Hoops LEGENDS for the future unique Hybrid events that will begin in 2024 and beyond...

<https://www.50hoopslegends.com/>

**50
HOOPS**

LEGEND



Cassandra Harris, MD Anderson, NBLIC

**50
HOOPS**

LEGEND



Ms. Valarie Werthy, THE RIVER CHURCH Duke University Cancer

**50
HOOPS**

LEGEND



Dr. Thomas Polascik, DUKE CANCER INSTITUTE

**50
HOOPS**

LEGEND



Mr. Timothy Upshaw, UT SOUTHWESTERN MEDICAL CENTER,
50 Hoops Board of Directors

**50
HOOPS**

LEGEND



Deacon Harold Goodman, ALLEN TEMPLE BAPTIST CHURCH

**50
HOOPS**

LEGEND



Dr. Angela Hill, UNIVERSITY OF SOUTH FLORIDA

**50
HOOPS**

LEGEND



Ms. Shelia Patterson, OCBF CANCER CAREGIVER SUPPORT GROUP

**50
HOOPS**

LEGEND



Terry Wilson Gray, BRIDGE BREAST NETWORK

**50
HOOPS**

LEGEND



Ms. Veronica Mackey, 50 Hoops Board of Directors,
Founder, Perfect PITCH

**50
HOOPS**

LEGEND



Dr. Kevin Sneed, UNIVERSITY OF SOUTH FLORIDA

**50
HOOPS**

LEGEND



Mr. Brian Springer, MOFFITT CANCER CENTER,
50 Hoops Board of Directors

**50
HOOPS**

LEGEND



Pastor Lester Singleton, ST. MATTHEWS BAPTIST CHURCH

**50
HOOPS**

LEGEND



Dr. Thomas Britt, CHICAGO STATE UNIVERSITY, NBLC

**50
HOOPS**

LEGEND



Ms. Danita Brown, BROWN MISSIONARY BAPTIST CHURCH

**50
HOOPS**

LEGEND



Dr. Robin Skrine, BREAST CANCER SURGEON, ADVOCATE

**50
HOOPS**

LEGEND



Dr. Jason Porter, THE WEST CANCER CENTER
50 Hoops Board of Directors

**50
HOOPS**

LEGEND



Dr. Cynthia Berfect, NEW HOPE MISSIONARY BAPTIST CHURCH

**50
HOOPS**

LEGEND



Dr. Maisha Standifer, Satcher Health Leadership Institute,
MOREHOUSE SCHOOL OF MEDICINE

**50
HOOPS**

LEGEND



Mr. Tom Dillon, North Texas Prostate Cancer Coalition

**50
HOOPS**

LEGEND



First Lady, Deborah Parish, TRUE LEE BAPTIST CHURCH

**50
HOOPS**

LEGEND



Ms. Virginia Bradford, KYANNA BLACK NURSES ASSOCIATION

**50
HOOPS**

LEGEND



Dr. Doris Browne, NATIONAL MEDICAL ASSOCIATION

**50
HOOPS**

LEGEND



Pastor Lawrence Robinson, THE POTTER'S HOUSE OF DALLAS



2024

JOIN US FOR OUR LIVE EVENTS, LIVE ON-SITE INTERVIEWS and
VIRTUAL MCCaW (*Mobile Cancer Conferences and Workshops*)