



LEGENDS



2024

ANNUAL REPORT

PAGE 1

*All participants shown
In this publication have signed
A photo/video release*



LEGENDS

“Fabulous 50 to SEXY at 60, Sensational
At 70, Exquisite at 80, and
a KNOCK OUT at 80”

2024 DISEASE OutREACH *Qualitative Report*

“African American Health Matters”

*Multiple Myeloma in Africa Americans-
““There’s A New Cancer (Initiative)
In Town (TANCIT).”*

“Prostate Cancer 101”

50 Hoops National Prostate Cancer
Basketball Tournament,
Hardwood Workshops & Health Fair

“Breast Cancer In The Black”

Community Advocacy MATCHMAKING (CAM)””

“10 Commandments for Recruiting African
Americans into Clinical Trials”

May 2024

Fabulous 50 to SEXY at 60...

*Sensational at 70, Exquisite at 80 and a
"Knock Out" at 90"*

2024 Premier of 50 Hoops LEGENDS LIVE! These lavish Lecture series workshops were designed to unite community leaders, survivors, doctors, and church ministries for an educational dialogue about diseases and ailments that critically affect the 50 and older.

It was an exciting and unique experience where the virtual Audience watched the ACTION LIVE in D.C., Mount Airy Baptist Church. The (Virtual) audience brought their LUNCH and enjoyed the outstanding speakers and guests.



June 2024

Prostate Cancer 101 Luncheon: The “Basics”

A FREE SOUL FOOD Saturday BUFFET LUNCHEON was held at the Durham COMMUNITY FAMILY LIFE CENTER.

Luncheon Featuring Prostate Cancer Survivors, Coach Phil Ford, NBA's Allstar, Clifford Ray, and other outstanding Speakers and guests.

The audience enjoyed the in-depth discussion about prostate cancer, causes, symptoms, treatment options, and quality of life following treatment.

Feedback showed the luncheon tackled how prostate cancer is impacting the lives of African American men in Durham and surrounding areas.

Several guests left pledging to start a small coalition of men to gather and discuss the issue of “fear among our men.”

“I’ve been speaking in the Durham community for several years about the importance of African American men getting screened. However, finally meeting other brothers at the 50 Hoops Luncheon who have also been fighting this cause in our communities was heart-warming. And, also how 50 Hoops LEGENDS honored all of us for our work over the years was awesome.”—TL



June 2024

50 Hoops Basketball Tournament & Health Fair

What Black Men Should Know About Prostate Cancer: A Q&A session. During the games, the Tournament & Hardwood Workshops allowed men to ask questions and get resources.

With over 25 years behind 50 Hoops(tm), the Durham community and North Carolina schools took on the momentous task of introducing the 50 Hoops National Basketball Tournament & Health Fair to a new audience.

Bottom Line: Our overwhelming initiation into this socially diverse African American community showed significant promise for growing audiences of basketball fans and 2-3 generations of men as we move forward.

The uniqueness of 50 Hoops “Hardwood Workshops” brought a basketball celebrity and an NBA coach from across the country to speak, donating their talents and asking nothing in return.

Link:



Instagram

Log In Sign Up



abc11together • Follow

abc11together 50 Hoops is the first national prostate cancer basketball tournament targeted to African American men 50 and over.

The organization recently held its Luncheon Lecture series at Lyn Park in Durham, which included a health fair and community recognitions.

(Photos courtesy of Mathias Bishop)

July 2024

Challenging Summer

Houston's Hurricane Beryl affects **LEGENDS' plans** Event start date moved quickly to August with overwhelming success.

Dallas LEGEND has serious illness/aneurism. Hospitalized, ICU, rehabilitation recommended.

Complete Re-grouping and Turn-around in August 2024



August 2024

Nearly 200 guests and over three dozen health fair vendors showed up to the rescheduled: *"Engaging African American In Clinical Trials"* Lecture Luncheon in Houston.



September 2024



September 19, 2024
11:30-2 PM
City Center
2555 East Hanna Avenue
Tampa, 33610

Scan the QR code to register:



RSVP By September 10, 2024
Special Mini-Lecture "Linking the Importance of Research to the
Skinny of Weight Loss Using SGLT2s." by Dr. Kevin Sneed



USF Health

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



October 2024



From LIVE to Virtual to LIVE/Virtual



TANCIT

There's a New Cancer (Initiative) In Town

Multiple Myeloma

<https://themmrf.org/>



**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!

MRI RESOURCES

November 2024



Rev. Arnold Burfict is an associate minister at New Hope Baptist Church in New Orleans, Louisiana. He is passionate about his service to our Lord and Savior Jesus Christ. Rev. Burfict has been preaching the gospel for over 29 years. He received a bachelor's in theology from Cornerstone University and an associate degree in Christian Education. Rev Burfict always answers the call to preach the gospel and minister to those who are lost.

Dr. Cynthia Berfict-Shelby is a board-certified Family Nurse Practitioner (FNP). She has been a practicing Registered Nurse for 27 years. She received a Bachelor of Science in Nursing from Dillard University in 1992; a Master of Science in Nursing from Southern University A&M College in 1999; and a Doctor of Nursing Degree from Abilene Christian University in May 2019. Dr. Berfict-Shelby is a member of the American Nurses Association, The American Academy of Nurse Practitioners, and New Orleans Veterans Affairs Nursing Organization, the Sigma Theta Tau National Honor Society and Alpha Chi National Honor Society. Moreover, she is the Co-Chair of the Research and Evidence Based Practice Committee at Southeast Louisiana Veterans Health Care System.



New Orleans East Community Health Center
Steering Committee, 2020-2024

Dr. Keith Winfrey is the Chief Medical Officer for the New Orleans East Louisiana Community Health Center (NOELA CHC). He is an Assistant Professor of Medicine at the Tulane University School of Medicine. He completed his residency in Internal Medicine and a fellowship in Preventive Medicine at the Tulane University School of Medicine. He also holds a Masters' Degree in Health System Management from the Tulane University School of Public Health and Tropical Medicine. Dr. Winfrey has been with NOELA since 2009 and has served as the Chief Medical Officer since 2011. He has guided NOELA Community Health Center through the practice transformation process to become a Level III "Patient-Centered Medical Home" and to improve the health center's efficiency and effectiveness in chronic disease management and disease prevention. Dr. Winfrey serves on the steering committee for the Louisiana Colorectal Roundtable, the clinical committee for the Taking Aim at Cancer Louisiana initiative, and is the current Clinical Branch Chairman for the Louisiana Primary Care Association.



2024 LEGENDS of LEGENDS induction



CO-FOUNDER, IMME
COMMUNITY ENGAC

Dr. Deborah A. Austin
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The Sunrise of 50 Hoops™ LEGENDS



LEGENDS

A significant expansion of 50 Hoops LEGENDS' Black communities



LEGENDS

2024 ANNUAL REPORT



Quantitative Report

Compiled by Dr. Robin Kelley



LEGENDS

The Mission of 50 Hoops™ LEGENDS is to raise awareness in our African American Communities of diseases that critically affect African Americans, provide free patient education programs and workshops, and conduct virtual community research in minority local communities and national 50 Hoops LEGENDS' community audiences through lectures and other special health education events that determine the best communication vehicles for ongoing patient education. We continue to establish permanent partnerships to replicate and sustain our 50 Hoops™ LEGENDS' work in our various and diverse Black Communities nationwide.

Background

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

The Need for medical providers, patient education and disease-specific organizations to:

- Address new, specific cancer and types of disease topics related to breast cancer. And offer conclusive evidence that education about screenings, early detection, and clinical trials are critical topics that never grow old— especially having to do with Breast Cancer.
- Offer “SAFE Patient-Centered Care and Maintenance” education, emphasizing the need for our audiences to continue to learn about diseases and treatment options and to keep abreast of new findings and screenings in a safe and trusted environment.
- Continue to develop more local networks and new partners and strengthen existing ones by co-hosting independent and partnered events about diseases and new technology advances. Explore ways to more easily access patient resources.

- Conduct disease-specific surveys that resonate with our communities-- from simple to complex--and actively address our African American communities on all their socio-economic and educational levels.

50 Hoops LEGENDS Learning Objectives are constant. Our objectives continue to focus on educating Patients and Medical Professionals through our work. LEGENDS' Mandatory Training and strict adherence to the 50 Hoops Template have played a significant role in formalizing and customizing the 50 HOOPS EVENTS TEMPLATES. This helps synchronize the LEGENDS' Learning objectives nationwide.



These Objectives are designed to:

- Increase African American women's understanding of Breast Cancer and essential education to make decisions about how this cancer impacts themselves, their families, and their communities. Also, address concerns of her spouse or companion that are positive in support of her choices.
- Enhance their understanding of and participation in accepting clinical research as it relates to improved Breast cancer treatment options for African American women in a way that can better "NORMALIZE" their experiences.
- Understand Clinical Trial participation through patient education and enhance FACE-TO-FACE exchange with clinical researchers concerning trials available to them in their communities.

The LEGENDS Series has a built-in Call To Action (CTA) Plan that allows on-the-spot assignments to community leaders to include ongoing clinical trial education in their agenda. These activities can be built around their current health outreach and used by partner coalitions.

Continual Need for Health Education

According to the Centers for Disease Control and Prevention (CDC), Blacks and African Americans "have higher rates of getting and dying from many kinds of cancer" than members of other racial and ethnic groups.

- Black people have the highest death rate from cancer overall.
- Black people have a lower overall 5-year cancer survival rate than White people.
- Black people are more likely than White people to be diagnosed with female breast, lung, and colorectal cancers at a late stage. Cancer is more challenging to treat after it spreads from where it started to other parts of the body

The need for education is paramount to help prevent these diseases. Again, according to the CDC, “many cancers can be prevented. Staying away from tobacco smoke, keeping a healthy weight, drinking little or no alcohol, and getting human papillomavirus (HPV) vaccinations on time can lower the risk of getting cancer. Screening tests can prevent or find some cancers early when treatment works best. Some of these risk factors vary by race and ethnicity.

2024 Schedule of Events

With the available resources and the ingenuity of 50 Hoops LEGENDS™, an ambitious programming schedule was launched. Over eight months, the 50 Hoops LEGENDS™ sought to deliver an entire lecture series. Based on seven of 50 Hoops branded events, they focused on reaching hundreds of community members. Most importantly, 50 Hoops LEGENDS continued to focus on Diversity and Inclusion, Medical Education for Clinical Researchers, and over a half-dozen branded--and variations thereof of patient educational events to educate diverse African American audiences.

DATE	City	Theme
May 18 th *	Washington, DC	Fabulous 50 to Sexy 60...
June 1*	Durham, NC	1)AACT, 2)ProstateCancer101 Breakfast,3) National Prostate Cancer Awareness, 4)Basketball Tournament and Health Fair
August 3*	Houston, TX	AACT
August 9	Dallas, TX	Ten Commandments
September 19*	Tampa, FL	CAM (Community Advocacy Matchmaking)
October 18th	Atlanta, GA	TANCIT
November 15*	New Orleans, LA	AAHM

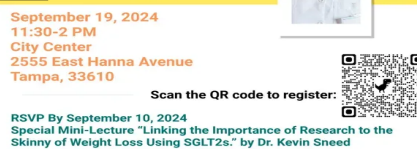
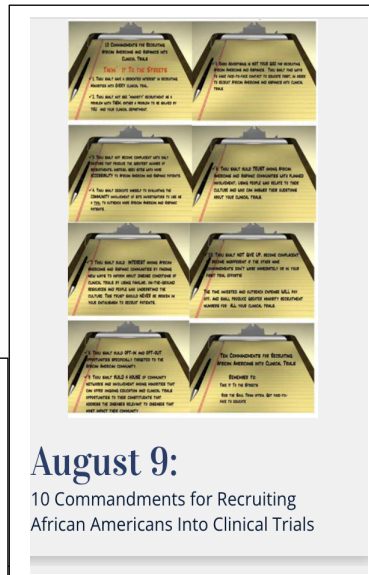
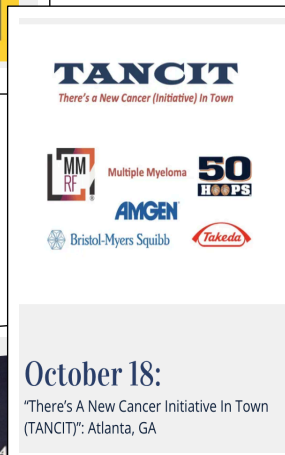
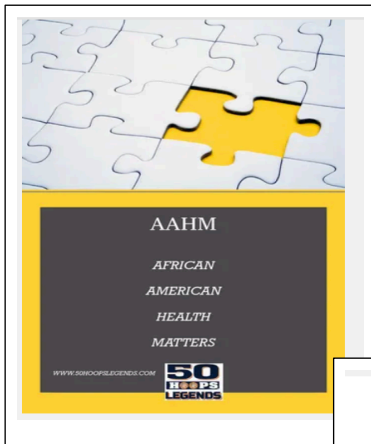
2024 Season Events

December 13,	Virtual	MCCAW (Mobile Cancer Conference Workshop)
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- Detailed descriptions of these programs included

50 Hoops LEGENDS Organization

The live events included: "Fabulous 50 to SEXY at 60," "African Americans In Clinical Trials," "Prostate Cancer 101 Breakfast," joining the "50 Hoops National Prostate Cancer Awareness Basketball Tournament and Health Fair," The "10 Commandments for Recruiting African Americans Into Clinical Trials (AACT)," The "Community Advocacy Site Training (C.A.S.T.)," There's A New Cancer Initiative In Town (TANCIT)," and African American Health Matters (AAHM).



50 Hoops LEGENDS Organization

The Mount Airy Baptist Church *Washington, D. C.*

The Mount Airy Baptist Church, located in the heart of Washington, DC, was founded in 1893 and remains the oldest continually operational African American church on North Capitol Street in the NOMA area. A community-driven church, it has stayed in the vicinity since its founding. It offers over 40 ministries that address the needs of and provide activities and services for every family member and the larger community. Its health education ministry strives to highlight all aspects of health and wellness, including mental, emotional, social, physical, intellectual, financial, environmental, and spiritual health.

In May, which is typically observed through the [National Health Observances Calendar](#) as Senior Citizen Month and Mental Health Awareness Month, the Health Education Ministry focused on the 50 Hoops theme of “[Fabulous 50 to Sexy 60...](#)”

Considering that the church installed a garden that served as an environmentally friendly drainage system, the session's theme was combined with our dedication to the church's garden as a prayer garden. The program addressed how seniors and others could manage their mental health needs. This was a decided focus, given the national statistics on Blacks, African Americans, and mental health.

According to the [US Office of Minority Health](#), the following was the case:

- in 2022, suicide was the third leading cause of death for Black or African Americans ages 10 to 24.¹
- The death rate from suicide for Black or African American males was more than four times higher than for Black or African American females in 2020.²
- The overall suicide rate for Black or African Americans was 50% lower than that of the non-Hispanic white population in 2020.²
- Black or African American females in grades 9–12 were 60% more likely to attempt suicide in 2021 than non-Hispanic white females of the same age.³
- Black or African Americans living below the poverty level, as compared to those over twice the poverty level, were twice as likely to report severe psychological distress in 2015–2016.⁴
- A report from the U.S. Surgeon General found that from 1980 to 1995, the suicide rate among African Americans ages 10 to 14 increased 233%, compared to growing 120% among non-Hispanic whites.⁵

50 Hoops LEGENDS Organization The National Black Leadership Initiative on Cancer: African Americans for Clinical Trials



Background

In 1986, the National Cancer Advisory Board (NCAB) expressed concern about the heavy burden of cancer on the Black American community and how the tobacco and alcohol advertisements targeting that community serve to exacerbate the burden. To address their concern, the NCAB formed an ad hoc national planning committee comprised of Black Leaders.

American business, education, and health professionals worked to

develop an operational plan for increasing community awareness about cancer. The work of that committee led to the formation of a conceptual, organizational framework, which was later named the National Black Leadership Initiative on Cancer and implemented in 1989.

Since its inception, NBLIC has facilitated various activities to promote cancer control and prevention among Black Americans and is an honorary LEGENDS partner of 50 Hoops LEGENDS. The program has developed strong networking relationships with national, state, local, grassroots, and special-interest organizations across the United States. A significant focus for NBLIC is community-based cancer prevention and control coalitions. This is needed given the demographic data on Clinical Trials. *See the Table 1 below.*

Table 1. Demographic and Clinical Characteristics of the Overall Cohort by Race and Ethnicity^a

Characteristic	Overall cohort (N = 50 411)	Race and ethnicity		
		Black (n = 6912)	Latinx (n = 3973)	White (n = 39 526)
Cancer type				
Advanced non-small cell lung cancer	20 961 (41.6)	2496 (36.1)	993 (25.0)	17 472 (44.2)
Metastatic breast cancer	9912 (19.7)	1503 (21.7)	1047 (26.4)	7362 (18.6)
Metastatic colorectal cancer	10 596 (21.0)	1488 (21.5)	1222 (30.8)	7886 (20.0)
Multiple myeloma	4348 (8.6)	938 (13.6)	379 (9.5)	3031 (7.7)
Metastatic pancreatic cancer	4594 (9.1)	487 (7.0)	332 (8.4)	3775 (9.6)
Age group, y ^b				
19-34	431 (0.9)	85 (1.2)	81 (2.0)	265 (0.7)
35-49	3952 (7.8)	669 (9.7)	576 (14.5)	2707 (6.8)
50-64	15 996 (31.7)	2649 (38.3)	1370 (34.5)	11 977 (30.3)
65-74	16 507 (32.7)	2133 (30.9)	1128 (28.4)	13 246 (33.5)
≥75	13 525 (26.8)	1376 (19.9)	818 (20.6)	11 331 (28.7)
Gender ^c				
Female	28 878 (57.3)	4214 (61.0)	2376 (59.8)	22 288 (56.4)
Male	21 533 (42.7)	2698 (39.0)	1597 (40.2)	17 238 (43.6)
Practice type ^c				
Academic	12 501 (24.8)	1618 (23.4)	727 (18.3)	10 156 (25.7)
Community oncology	37 910 (75.2)	5294 (76.6)	3246 (81.7)	29 370 (74.3)
Region ^c				
Midwest	6340 (12.6)	447 (6.5)	133 (3.3)	5760 (14.6)
Northeast	7319 (14.5)	675 (9.8)	448 (11.3)	6196 (15.7)
South	18 674 (37.0)	3937 (57.0)	1092 (27.5)	13 645 (34.5)
West	4300 (8.5)	172 (2.5)	864 (21.7)	3264 (8.3)
Unknown ^d	13 778 (27.3)	1681 (24.3)	1436 (36.1)	10 661 (27.0)
ECOG performance status ^e				
0	15 359 (30.5)	2104 (30.4)	1358 (34.2)	11 897 (30.1)
1	18 183 (36.1)	2418 (35.0)	1192 (30.0)	14 573 (36.9)
≥2	7639 (15.2)	1159 (16.8)	484 (12.2)	5996 (15.2)
Not documented	9230 (18.3)	1231 (17.8)	939 (23.6)	7060 (17.9)
Year of diagnosis				
2017-2019	30 311 (60.1)	4001 (57.9)	2287 (57.6)	24 023 (60.8)
2020-2022	20 100 (39.9)	2911 (42.1)	1686 (42.4)	15 503 (39.2)

Taken from **Racial and Ethnic Inequities in US Oncology Clinical Trial Participation From 2017 to 2022**, Harlan Pittell, Gregory Calip, Amy Pierre, Cleo Ryals, Trevor Royce, Jenny Guadamuz
JAMA Network Open 2023 Jul 21;6(7):e2322515. doi: [10.1001/jamanetworkopen.2023.22515](https://doi.org/10.1001/jamanetworkopen.2023.22515)
Genentech Launches Oncology Clinical Trial Diversity Alliance: South San Francisco, CA — June 23rd, 2021. https://www.gene.com/media/statements/ps_062321

50 Hoops LEGENDS

Organization



One of the LEGEND, Dr. Angela Hill, is in the leadership role of The WE-CARE program, which is a cross-collaboration of multiple stakeholders who serve as a Workgroup Enhancing Community Advocacy and Research Engagement. Our team works to improve health outcomes among minority populations by increasing minority enrollment and participation in research and building trust and mutual respect between the community and researchers. Improving health outcomes for all and bridging the gap in health equity requires a concerted effort among all major stakeholders. To do this effectively, WE-CARE uses a 360-degree community engagement model that maximizes all efforts.

WE-CARE continues the work of The Center for Equal Health (CEH). CEH was a partnership between the University of South Florida (USF), the H. Lee Moffitt Cancer Center, and the Tampa Bay community developed in 2009 through a P20 grant from the National Institute on Minority Health and Health Disparities (NIMHD). CEH worked to address cancer-related health disparities that impact minority and underserved populations of Hillsborough, Pinellas, and Pasco counties.

In 2015, WE-CARE partnered with 50 Hoops and hosted the [first Community Advocacy Matchmaking](#) event in April of that year.

With support from Gulf Coast North AHEC (Area Education Center), WE-CARE (Workgroup Enhancing Community Advocacy and Research Engagement), at The University of South Florida Taneja College of Pharmacy, partnered with REACHUP, Inc., a community non-profit, to query various segments of Hillsborough County, FL, about issues related to clinical research. WE-CARE is a collaboration of multiple stakeholders working to improve health outcomes among “minority” and underserved populations by increasing enrollment and participation in research and building trust and mutual respect between the community and researchers. REACHUP, Inc. has worked in Hillsborough County for 25 years to advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families. Four focus groups, conducted with 41 participants of varying ages and from different communities across Hillsborough County, were asked to share 1) their opinions about health conditions in their families and communities, 2) what they know about clinical research, 3) barriers that might exist to participation, and 4) recommendations to overcome barriers to participation.





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.














WE-CARE PARTNERS

Community Groups

USF, faculty and student groups	Faith-based organizations • Individual churches • Denomination leadership	Athletic Coaches
Children's Board of Tampa	Private Employers • Bank of America • NeoGenomics	Department of Juvenile Justice/Restoring Hope Community Network
Arabic Refugee Group	Tampa Bay Refugee Task Force	Florida Black Association of Journalists
Project IMPact	Job Corps of America	Healthy Start Coalition



National Urban League

Social and Civic Organizations, Businesses

- ▶ Project Link
- ▶ Empath Hospice Care
- ▶ Senior Centers
- ▶ Hispanic & Latin Coalition
- ▶ Greek Fraternities & Sororities







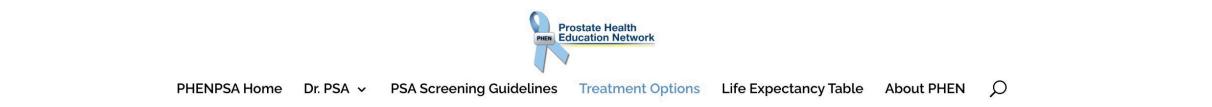



50 Hoops LEGENDS Organization PHEN

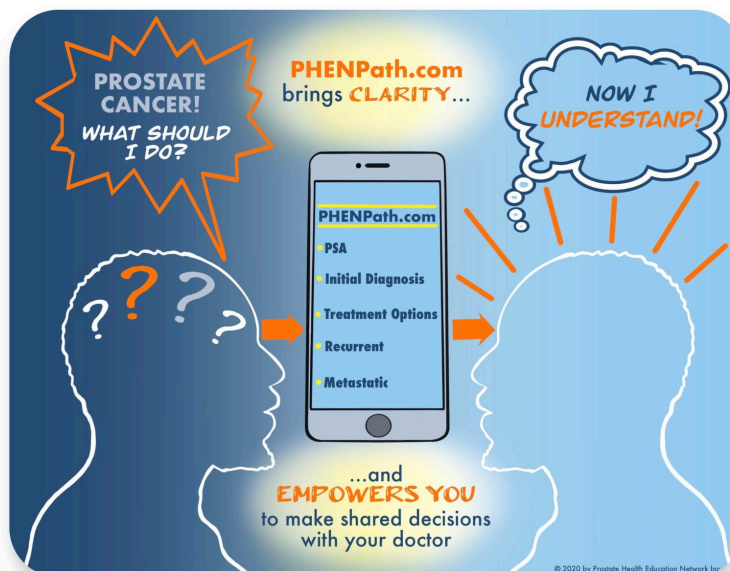


The **Prostate Health Education Network, Inc. (PHEN)** is a non-profit 501(c)3 organization. PHEN was founded in 2003 by **Thomas A. Farrington**, a prostate cancer survivor and author of the books, "Battling the Killer Within," and "Battling The Killer Within And Winning." A board of directors governs PHEN and works with advisory boards, sponsors, partners, and volunteers to implement its programs and initiatives.

PHEN seeks to alert Black men to early and annual PSA screening by featuring a Dr. PSA on its website. The website states: "Prostate cancer early detection screening aims to reduce deaths from prostate cancer by detecting cancer that may be life-threatening at an early stage where it may be treated and managed effectively."



If Diagnosed with Prostate Cancer

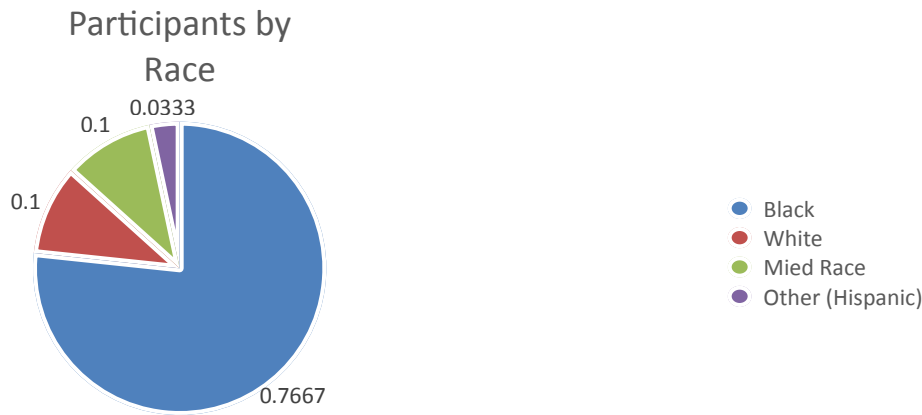


Available Treatment Options

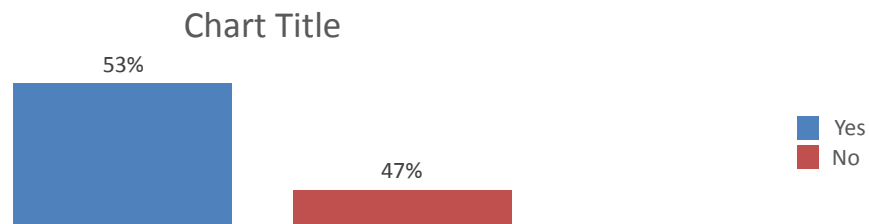
PHENPath.com helps patients to understand their treatment pathways and treatment options. From initial diagnosis and all along a prostate cancer journey, PHENPath.com supports patients in making informed and shared-decisions with their doctors.

OVERALL PROGRAMMATIC FINDINGS

Overall, the race of the participants

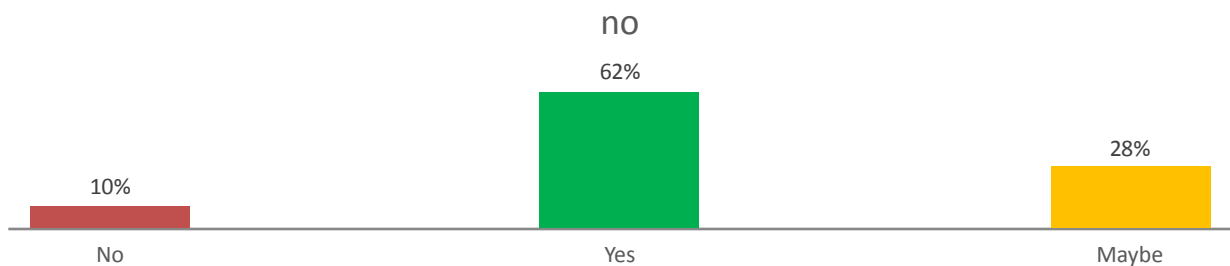


When asked, if they have ever been asked to participate in a clinical trial, almost half (47%) said no.



After the program, when asked,

Would you consider enrolling in a clinical trial? Only 10% of the respondents said



Discussion

The findings reveal that 50 Hoops LEGENDS succeeded in educating others, primarily African Americans, about clinical trials and cancer. With renowned LEGENDS and faith-based and other organizations in place, 50 Hoops LEGENDS continues to soar. We have shown that with little, we can do a lot. We presented some tested methodologies based upon the 50 Hoops' 10 Commandments for Recruiting African Americans Into Clinical trials. A. LEGENDS' Medical Doctors and Nurses with multiple networks and continued to host virtual learning opportunities based on "African Americans In Clinical Trials (AACT)." From These AACT events, setting up an ONLINE RESOURCES Guide about SPECIFIC Diseases and Clinical Trials, Finger-Tip Resources, and others, including over our YouTube channel, we are moving forward and changing opinions about clinical trials as the pre and post-test data showed. In the appendices is more evidence of the increase in interest in research and clinical trials from our sample, the in-person group.

Recommendations

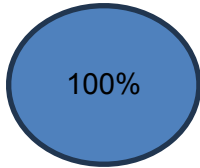
- To help others to help themselves, we are teaching and encouraging our LEGENDS to find and utilize notable partners who have influenced the community in unique ways with their outreach—from teaching and cancer hospitals to Black churches— rural, urban, small, and mega— working to elevate the work of our LEGENDS through new types of outreach and the development of 50 Hoops LEGENDS replicated events ONCE A YEAR.
- Continue to educate our LEGENDS and their networks via more online YouTube programming.
- Continue to work and pray for our Black communities (we are preachers' kids).

Next Steps

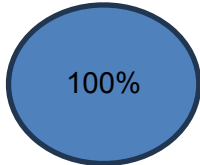
In 2025, the 50 Hoops LEGENDS focus will be on taking a closer look at specific diseases that proportionally affect our individual African American communities. It's called *the Strategic Disease-Focused Series*. The goal of this first **50 Hoops LEGENDS Strategic Disease Focused Series** is to (a) look at the basics Discovery steps for African American women in determining, discovering, and diagnosis-**specific Cancers and** (b) demonstrate within a two or three—part series how community Networking with other local and national Networks is critical to producing sustained outcomes for educating local men and women and (c) That the 50 Hoops LEGENDS can impact our community and audience/participants before during and after our events in such a way that each event will have relevance to many of our targeted LEGENDS communities, and carry through to another level and expand.

Washington, DC

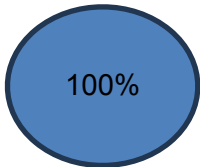
The findings from this activity revealed



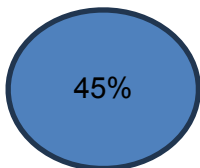
Were African Americans



Would attend another 50 Hoops LEGENDS event



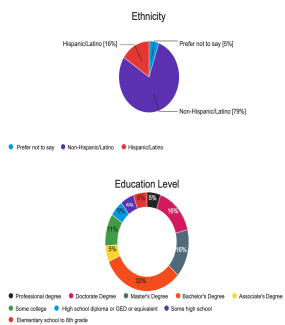
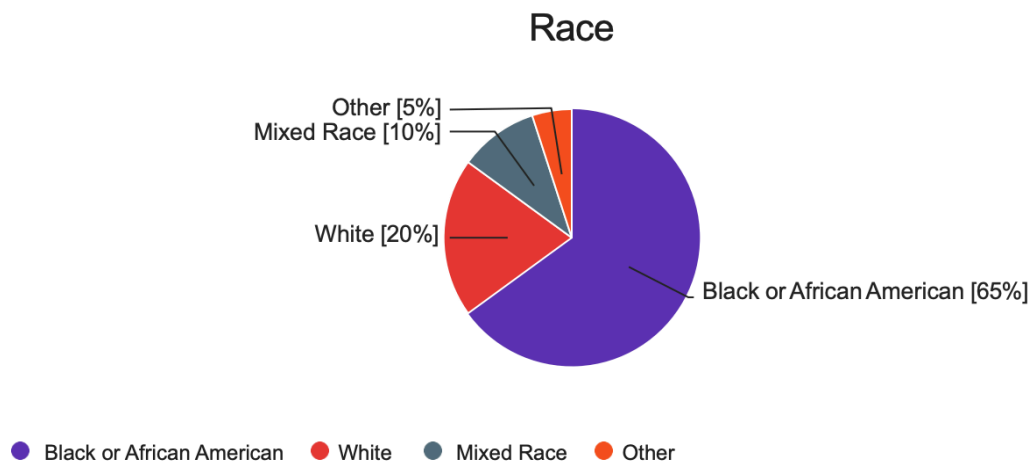
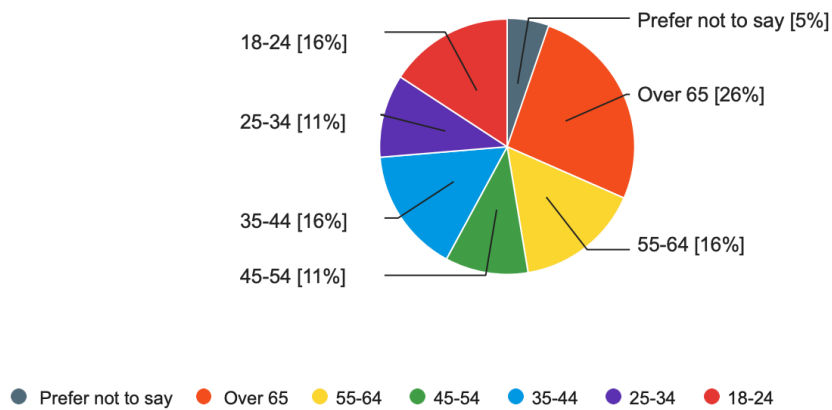
Were somewhat or very satisfied with the program



Have been asked to participate in a clinical trial

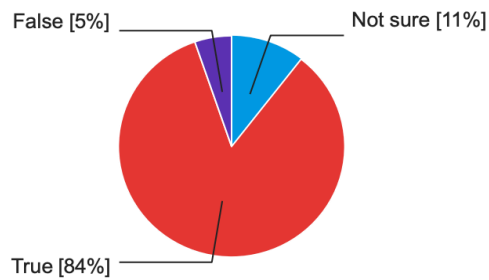
Durham, North Carolina'

responses by percentages



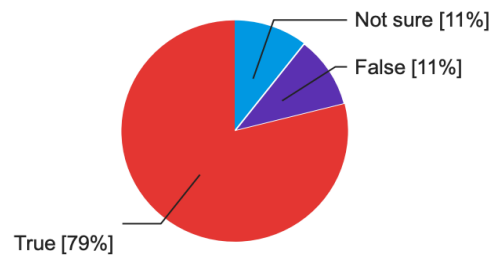
Durham Evaluation Pre and Post test findings

Pre-Test Results



● Not sure ● True ● False

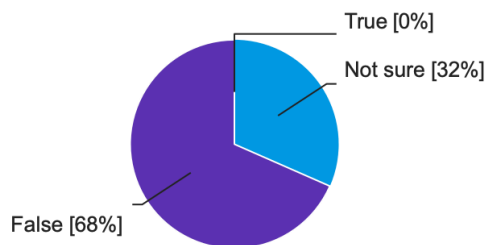
Post-Test Results



● Not sure ● False ● True

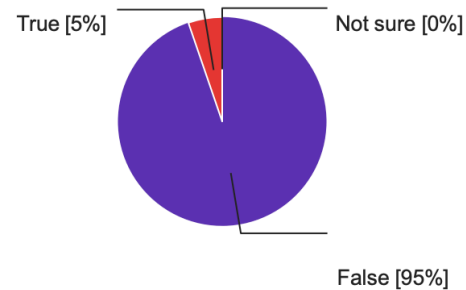
When asked about screening recommendations for people with a first degree relative who had

Pre-Test Results



● True ● Not sure ● False

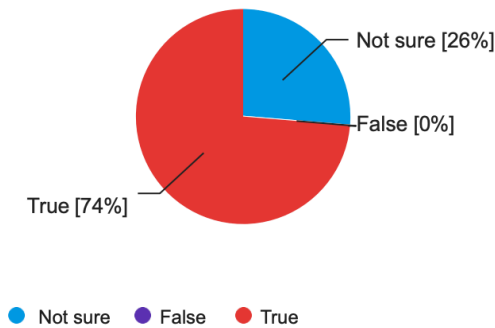
Post-Test Results



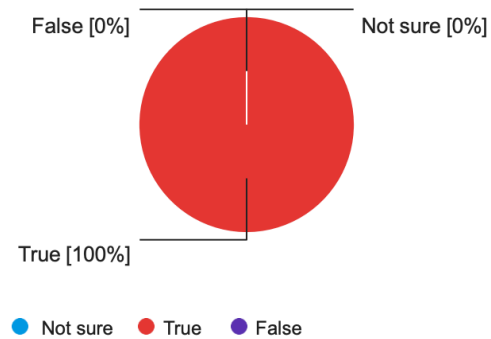
● Not sure ● False ● True

When asked about treatment options for prostate cancer 68% of attendees answered the question correctly on the pre-test. However, on the post-test 95% answered the question correctly. This was a 27%-point increase in their knowledge of the options for treating prostate cancer.

Pre-Test Results



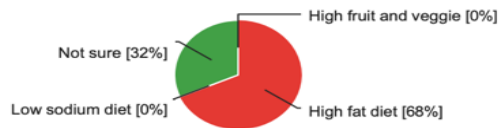
Post-Test Results



When asked about the racial disparities in prostate cancer occurrence, 74% of attendees answered the question correctly on the pre-test and on the post-test 100% answered the question correctly. This was a 27%-point increase in their knowledge of racial disparities in prostate cancer occurrence.

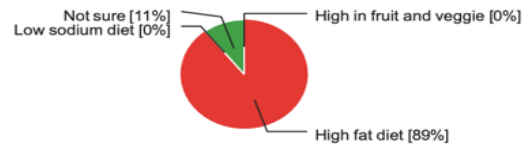
When asked about dietary risk factors for prostate cancer, 68% of attendees answered the question correctly on the pre-test and 32% were not sure. On the post-test 89% answered the question correctly. This was a 21%-point increase in their knowledge of risk factors for prostate cancer.

Pre -Test Results



● High fruit and veggie
 ● High fat diet
 ● Low sodium diet
 ● Not sure

Post -Test Results

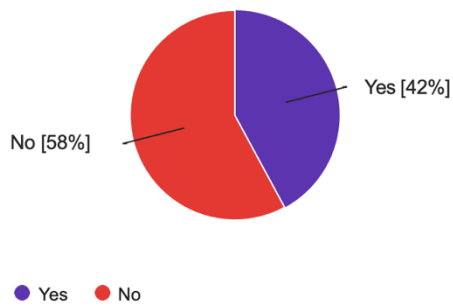


● High in fruit and veggie
 ● High fat diet
 ● Low sodium diet
 ● Not sure

8

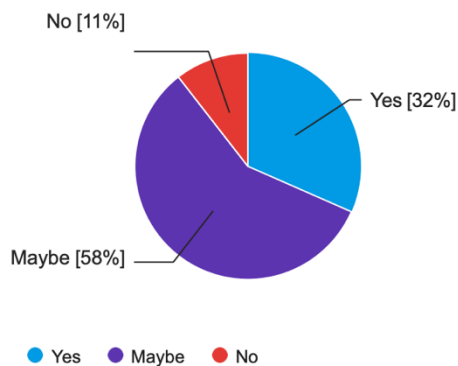
When asked about dietary risk factors for prostate cancer, 68% of attendees answered the question correctly on the pre-test and 32% were not sure. On the post-test 89% answered the question correctly. This was a 21%-point increase in their knowledge of risk factors for prostate cancer.

Pre-Test Results

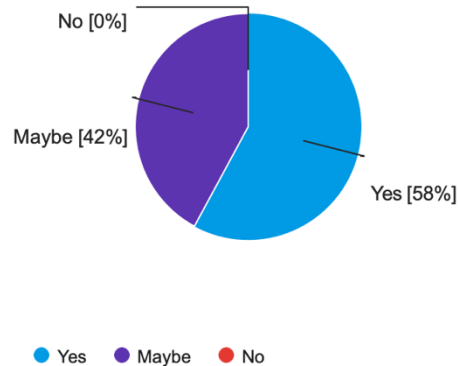


Would you consider enrolling in a clinical trial?

Pre-test Results



Post-Test Results

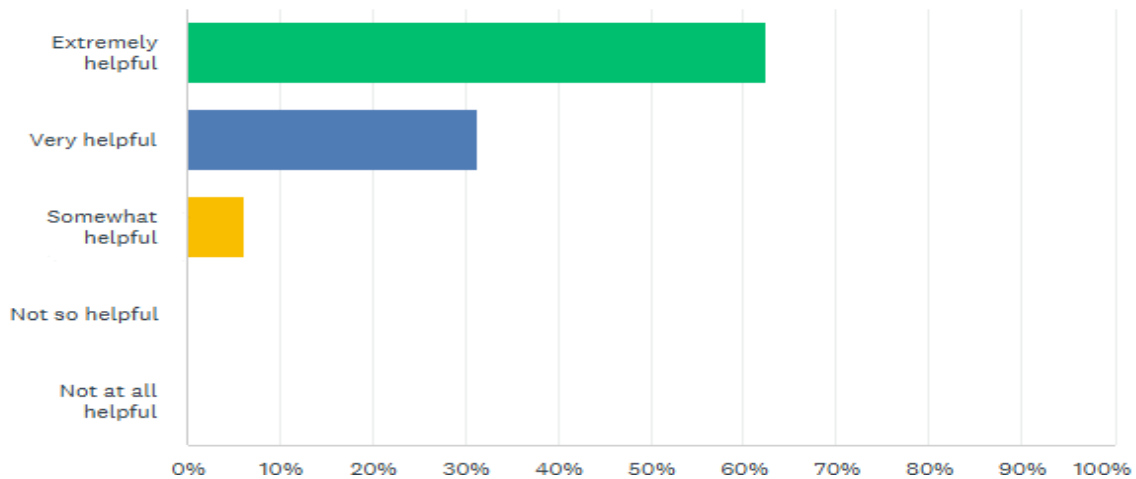


When asked about enrolling in a clinical trial, 11% of attendees indicated that they would not consider enrolling in a clinical trial. On the post-test, no one responded that they would not consider enrolling. On the post-test, everyone said they would at least consider enrolling in a clinical trial. The percentage of people who said they would enroll increased from 32% on the pre-test to 58% on the post-test. The results from the survey are consistent with current literature, indicating that many historically marginalized community members are never asked to participate in a clinical trial; however, many would if they were asked.

Tampa, Florida

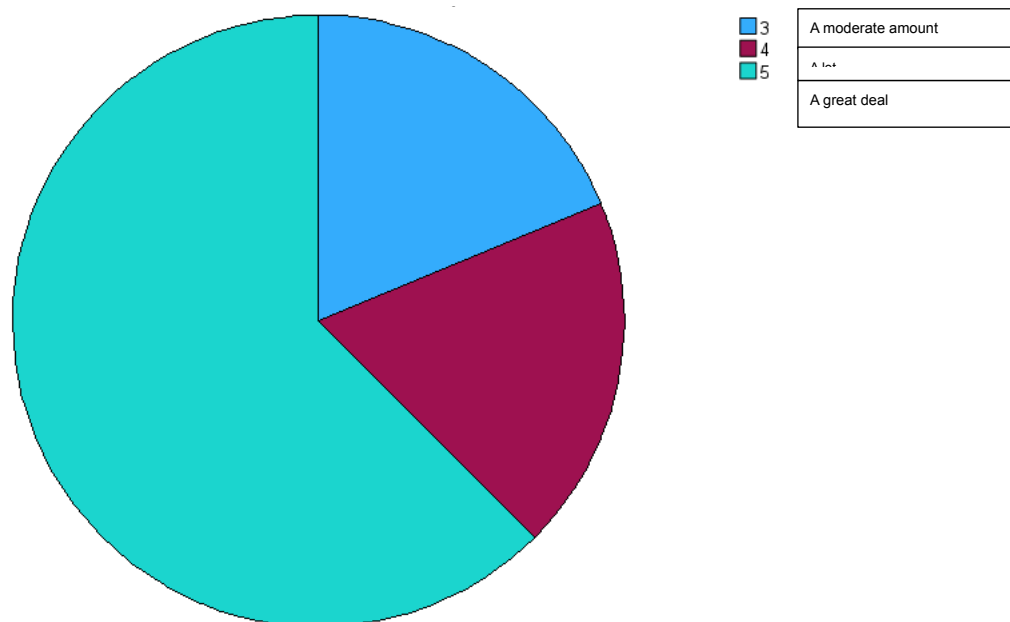
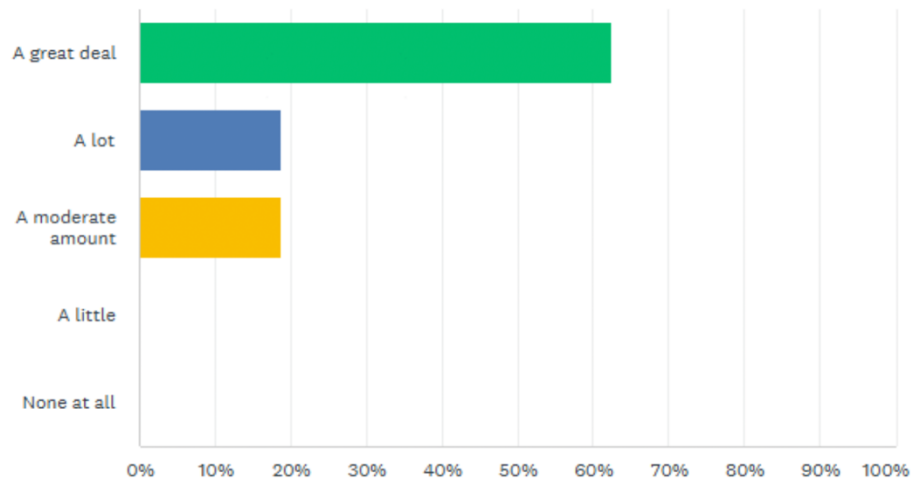
How did today's event expand your knowledge about participating in clinical trials?

Answered: 16 Skipped: 0



Rate how this program impacts your interest in participating in clinical trials?

Answered: 16 Skipped: 0



Houston, Texas

An additional Survey revealed that the audiences responded in positive ways and with positive expectations:

There are many ways
to get involved in
research

100% chose True

You don't have to be
sick to participate in
research

100% chose True

Consent forms now
serve as safety
precaution

96 % chose True

All races should
participate in research

100% chose True

After attending event,
I'm more likely to
participate in research

92% chose True

Overall Satisfaction
85% Very Satisfied

Networking
92% made new contacts

Participant Engagement
100 % were able to
engage with participants

Research Recruitment
54% recruited new
participants

Highly likely to
participate in future
NBLIC events
92%

What People are Saying...



“ 50 Hoops provides important information ”



Quotes from vendors

I particularly liked the layout and format of the event.

The "passport" idea was very effective. It really drove traffic to our table.

I would suggest having the research fair just at the beginning. We had very few people come by the table after the main program was done.

Virtual and On-site- Interactive



LEGENDS

Online feedback

Quotes from Participants

Great discussion, I really appreciate the dialogue and information presented.

I really enjoyed the moderator and panelists! I look forward to connecting with them after the event.

I love this event but I was already likely to participate in studies.

Would like to hear testimonies from community participants in multiple research studies in the future about why they decided to participate.

