Introduction to 50 Hoops™ Virtual Transition

The mission of 50 Hoops™ and the National Physician and Family Referral (NPFR) Project (1998-2021) is to raise awareness of diseases that critically affect African Americans, provide free patient education programs, and conduct field research to minority communities through Lectures and other Special Health Education Events, and determine the best communications vehicles for ongoing patient education. **Our continued mission is to establish permanent partnerships that can replicate our events.**

50 Hoops™ LEGENDS (2021-2023) (No Changes)

The mission of 50 Hoops™ LEGENDS is to raise awareness of diseases that critically affect African Americans, provide free patient education programs, and conduct field research to minority communities through Lectures and other Special Health Education Events, determine best communications vehicles for ongoing patient education. **Our/Their continued mission is to establish permanent partnerships that can replicate and sustain 50 Hoops™ events.**

Starting in July 2021, 50 Hoops will be expanding by transitioning to larger and more targeted audiences for the remainder of 2021. After 23 years of patient and medical education programs, and with veteran Network Coordinators throughout the country who have powerful networks and many have partnered for nearly two decades, 50 Hoops will begin in July utilizing the powerful influence behind Our Network Coordinators, who will become 50 Hoops LEGENDS in our nearly three-dozen partnered networks.

**The 50 Hoops national outreach will remain unchanged.** The addition of the LEGENDS will be a way to penetrate deeper into each major city’s African American Network of stakeholders, health ministries, medical and clinical resources and spotlighting more definitive and expanded national resources within each of our cities.

During the next 2 ½ years (leading up to 50 Hoops quarter-century celebration) nearly three-dozen partnered Networks will feature their inter-city’s most powerful resources, along with 50 Hoops’ national speakers on Cancers that critically affect African American communities as well as education and outreach about COVID-19 Vaccines in our communities.
50 Hoops™ “LEGENDS” is a DIVERSITY EQUITY and INCLUSION DREAM! Reaching directly to both urban and rural African Americans and underserved audiences, 50 Hoops LEGENDS is in line with a recent White House initiative to educate and administer COVID vaccine “targeted to Black, Latino and rural communities.” LEGENDS come at a time when inter-community resources should be highly recognized for their potency in (locally) educating these culturally and racially diverse audiences. 50 Hoops will do this with our partnered networks nationwide.

50 Hoops™ LEGENDS fits comfortably into the next steps for 50 Hoops expansion. 50 HOOPS LEGENDS Events allows for panels of physicians, stakeholders, patients across the country to dialogue and answer questions and find SOLUTIONS. LEGENDS is patient outreach, diversity, and inclusion in education and clinical trials education for African Americans, city by city, from coast to coast with the national support structure of 50 Hoops™ and its partners.

From July to December 2021, each of 50 Hoops’ first 12 network cities will showcase their major hospitals, clinical researchers, health ministries, CANCER advocates and coalitions. They will provide updated resources for all forms of cancer as well as city-by-city outreach to African Americans about the COVID-19 Pandemic and Vaccines’ status.

The 50 Hoops LEGENDS Workshops and Conference Events features panels of physicians in open community discussions with their local, regional, and national patient and medical education network resources. Various cancers affecting African Americans as well as updated information on Navigating Cancer in the CORONA ZONE, African Americans In Clinical Trials, and related clinical trials. 50 Hoops LEGENDS is designed to utilize our nearly three-dozen powerful Network City resources to educate and answer disease questions. LEGENDS present multiracial physicians discussing diseases and clinicians explaining trials with Q&A from the audience.

50 Hoops’ Network Coordinators (Graduating LEGENDS) are highly ranked community patient outreach professionals. Accordingly, they will be recognized and will introduce their powerful networks through a Graduation Ceremony held by 50 Hoops called 50 Hoops LEGENDS.

Nothing will change for 50 Hoops except an expanded outreach and a fresh approach. It’s time for 50 Hoops to celebrate our LEGENDS IN THEIR OWN Live Virtual way. It’s also a time to bring the recognition due to each of our official Health Ministries and Teaching Hospitals.

It is planned that twice monthly LEGENDS will “officially graduate” with a Turning of the Tassel on their graduation cap with gold tassel, followed by their own “Commencement”—a REPLICATION of 50 Hoops™ Events. And, during the next 2 ½ years, as each LEGEND “turns the tassel” and present their own “Commencement” (50 Hoops™ replicated) LEGENDS Event 50 Hoops will move into our quarter-century as strong and focused as ever in our MISSION.

Ed and Pat Sanders, Founders
50 Hoops™
1998-2021