NEEDS ASSESSMENT
“African Americans Health Matters”
Mobile Cancer Conference and Workshops (MCCAW)

“African American Health Matters: Mobile Cancer Conferences and Workshops is national MOBILE PHONE Patient Education event, targeted to African American communities, Patients, Stakeholders and Health Ministries as a Disease and Clinical Trials “CONTINUING EDUCATION” Tool during the COBOID-19 Quarantine and beyond. THERE IS A NEED RIGHT NOW:

• To address new, specific cancer topics topics from Multiple Myeloma, Lymphoma, Pancreatic, Throat and Brain Cancer, to “maintenance” education—meaning our audiences have learned about the disease (Breast, Prostate, Cancer, etc.) and treatment options and need to keep abreast of new findings, screenings, treatment options and trials.

• To create new, develop existing, and utilize our networks to learn telemedicine and new mobile-accessible advances for accessing resources (without a computer, or traveling)

• Conduct customized disease-specific surveys and to continue to resonate with our communities through technology— from simple and complex—and to continue to make our African American community a part of the cancer discussions of the 21st century.

The OVERWHELMING success of many of 5o Hoops’ project has more than shown the needs, “sustainability” and flexibility of our concepts for African Americans and underserved.

March 2020: We don’t know when we’ll see this again:
“African Americans Health Matters”
...Interactive Conferencing on your Mobile, Tablet or Computer!
...Join us Thursday for Lunch or Friday for Dinner!

Mobile Cancer Conferences and Workshops

2020 NEEDS SUMMARY:
The African American population exceeds 12% of the United States. Disease Education, Clinical Trials Education and Recruitment of African Americans into clinical trials is important in this population, both as drug discoveries increase for many critical diseases and the fact that African Americans have the highest mortality rate for Cancer, Heart Disease, Diabetes, and other diseases.

(1) 50 Hoops' decades or field research of over a quarter-million African Americans shows that they are becoming more and more open to participating in clinical trials, as they are educated about diseases and clinical trials as a treatment option. However, because of the grass-roots culture of distrust, patient education is most effectively imparted in a face-to-face event setting. Face-to-face is the most effective way to reach important African American thought leaders and constituencies.

(2) Our interaction between specific disease partners, connecting them with African Americans and actual physicians and investigators in key cities, has taken 50 Hoops’ Lecture Series Template to another level. during our two decades. 50 Hoops’ Call To Action (CTA) volunteers, created in over three-dozen cities, attest to the fact that there is a need for more disease education and about clinical trials education.

(3) Our establishment of “Community Navigators” within these cities and Coalitions has increased both interest in learning and has encouraged patients to TAKE THE FIRST STEPS for better disease discovery participation in important trials. Based upon clinical research investigator feedback, these steps range from calling for more information, making appointments to sit down and talk with investigators about personal concerns to actually signing up for trials.
Today, African American Health Matters has over 70,000 subscribers in nearly two-dozen disease categories. These numbers both increase and change annually, and are updated 2–3 times a year. During the past two years an additional 1,700 mobile phone user were added as a result of MOBILE SURVEYS of participants in 10 cancer events from coast to coast.

The National 50 Hoops “Call To Action Volunteers” in our cities will be contacted for local marketing to their own organizations and forwarding email invitations and flyers about the mobile cancer conference(s). The doctors we call upon are not in the field that would affect any ongoing national emergency. They are also doctors that have worked with 50 Hoops for many years.

Specific Needs Addressed:

A “Continuing (Patient) Education” approach that is designed to:
1. Increase Understanding of diseases and clinical trials
2. Provide national and local resources to online (underserved) attendees with only mobile phones for communications.
3. Encourage the seeking of knowledge through understanding how to access specific disease education resources.