**Community Advocacy MATCHMAKING**

*A 50 Hoops™ Medical and Patient Education Conference Reception and Dinner Lecture*

**THIS EVENT IS FREE TO BOTH MEDICAL PROFESSIONALS AND COMMUNITY LEADERS**

**Luncheon Workshop- Durham, North Carolina**

Community Advocacy Site Training (C.A.S.T.) Luncheon

Community Advocacy MATCHMAKING (CAM)

**50 Hoops’™ National Community Engagement Partner and Medical Host**

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**Steven R. Patierno, Ph.D., Deputy Director, Duke Cancer Institute**

As Deputy Director of the Duke Cancer Institute (DCI), Dr. Patierno helps lead a top-ranked NCI-designated Comprehensive Cancer Center dedicated to delivering leading-edge, compassionate, multi-disciplinary care from screening to survivorship, advancing trans-disciplinary research and providing authentic community engagement for health education, prevention and access to care. Dr. Patierno joined the Duke University Medical Center in 2012, as a Professor of Medicine, Professor of Pharmacology and Cancer Biology, and Professor of Community and Family Medicine. Prior to joining Duke, Dr. Patierno served as Executive Director of The George Washington University Cancer Center, and the Vivian Gill Distinguished Professor of Oncology at the GWU School of Medicine and Health Sciences. He is internationally recognized for his research on molecular carcinogenesis, molecular pharmacology, and healthcare delivery research on patient navigation.
Dr. Nadine Barrett, Ph.D., MA, MS, Director of the Office of Health Equity-Duke Cancer Institute and 50 Hoops™ National Network Coordinator for CAM-Durham.

Dr. Barrett has devoted her career to reducing health disparities for disadvantaged and vulnerable populations for over 15 years. She has served as Inaugural Director of the Office of Health Equity and Disparities at the Duke Cancer Institute; faculty in the Department of Community and Family Medicine's Division of Community Health; and Director of the Duke CTSA Community Connections Core, Center for Community and Population Health Improvement. As a medical sociologist, Dr. Barrett develops partnerships and collaborations to improve community health outcomes. Numerous awards and honors include the American Sociology Association's Minority Fellowship Doctoral Award and the NIH Postdoctoral Fellowship in Health Services Research at the University of North Carolina in Chapel Hill.

Community Advocacy MATCHMAKING (CAM)

Duke Cancer Institute is among 10 cancer centers named by the Association of Community Cancer Centers (ACCC) to receive its 2017 Innovator Award. Duke Cancer Institute, through the Office of Health Equity (OHE), developed a five-step roadmap for conducting health assessments designed to reduce cancer disparities and improve population health through community partnerships. The program includes the development of an engaged and diverse community advisory council, robust and collaborative health assessments, programs and services, research priorities, aligned partnership programming and programmatic evaluations and outcome measures.

Community Advocacy Site Training/
Community Advocacy MATCHMAKING
Durham CAM Stakeholders

Dr. Ronny A. Bell, Professor, and Chair, Department of Public Health at East Carolina University

Formerly, Dr. Bell was Professor with tenure of Public Health Sciences (Department of Epidemiology and Prevention) at the Wake Forest School of Medicine in Winston-Salem, North Carolina. From 2006 - 2016, he was Director of the Maya Angelou Center for Health Equity at Wake Forest, a designated Center of Excellence with the National Institute on Minority Health and Health Disparities. Dr. Bell chairs the North Carolina Diabetes Advisory Council and the North Carolina American Indian Health Board. Nationally, he serves on the American Diabetes Association Health Disparities Committee and the Southeastern Health Equity Council of the US Department of Health and Human Services National Partnership for Action.
**Dr. Pao-Hwa Lin,** Associate professor of Medicine at Duke University Medical Center

Dr. Lin is an associate professor of Medicine at Duke University Medical Center and has been conducting clinical nutrition trials at Duke for more than 25 years. Her research focuses mainly in the area of lifestyle intervention for hypertension, weight management, and prostate cancer. She was instrumental in designing the DASH dietary pattern which was recommended as the US national dietary guideline for all Americans since 2010. She is passionate in bringing the scientific evidence of nutrition to the public through research, community engagement, and education.

**Cornell Wright, MPA**

Cornell Wright serves as the Executive Director of the DHHS Office of Minority Health and Health Disparities. He is a subject-matter expert around the areas of health equity and disparities, minority health, and community engagement. Wright, an active member in the health community, serves various groups, organizations, and boards including the Patient Centered Outcome Research Institute where he serves on the Clinical Effectiveness and Decision Science Advisory Panel, and the Southeastern Health Equity Council, as part of the National Partnership for Action to End Health Disparities, serving as the Co-Chair to the Social Determinants of Health Committee. He has received awards and recognition for his contributions to health from the National Institutes of Health, Leukemia and Lymphoma Society, North Carolina Central University, and the National Minority Quality Forum.

**Jeff Dowd**

Jeff Dowd holds a B.S. degree in Business Administration/Information Systems. He worked in the Banking and Finance Industry for over 20 years. He is an experienced Consumer and Commercial Loan Officer. Jeff has worked in community development; pre and post housing counseling, and assisting low-to-moderate income individuals with down payment assistance programs. He specializes in church lending. In December of 2016, he was diagnosed with prostate cancer, and had a prostatectomy done in March of 2017. He credits his progress due to early detection, a loving and supportive family, and his faith in God. He continues to have regular checkups with his surgeon; getting his PSA level checked, and having his annual physicals done as scheduled. Jeff is a deacon, and usher at Orange Grove MB Church in Durham.
Karen Kharasch, Director, Research Administration and Operations, Duke Cancer Institute

Karen Kharasch is a Senior Executive with over 34 years in Executive Director and Business Operations roles leading several departments and centers of matrix academic organizations. Her career has spanned the transformation General Clinical Research Centers (GCRC) to the Clinical and Translational Science Awards (CTSA) and Comprehensive Cancer Centers (CCSG). Her experience is in strategic planning, sophisticated and complex research enterprises, business development, and operational management. She recently served as the Executive Director at Siteman Cancer Center at Washington University in St. Louis, where she led the cancer center support grant, research education and review committees clinical research units in surgery and radiation oncology. Over the years, she has had the opportunity to partner with multitudes of clinicians, scientists and administrators at several academic institutions across the country.

Valarie Worthy, MSN, RN, Patient Navigator Manager, Office of Health Equity Duke Cancer Institute

Valerie Clark Worthy has been a registered nurse for over 33 years and employed by Duke University Health Systems for 14 years. A 16-year breast cancer survivor, she understands the importance of early detection and is passionate about getting that message out to the community. In 2003, she helped organize a local chapter of Sisters Network Incorporated, a survivorship organization for African-American women with breast cancer. A recipient of numerous awards, Valarie received the American Cancer Society’s 2012 Lane Adams Quality of Life Award, which recognizes the unsung heroes of cancer care and are referred to as the “warm hand of service.” The award brings to light the critical role that outstanding caregivers play in the healing process. In addition to her work with the American Cancer Society, Duke, and Sisters Network Triangle NC, Valerie is active in health Ministry in Durham North Carolina at the River Church.

Tara Ilsley, MPH, Research Program Leader, Office of Health Equity, Duke Cancer Institute

Tara Ilsley, MPH is a research program leader at Duke Cancer Institute, Office of Health Equity. Tara has over ten years of experience working in public health disparities and specifically with undeserved and uninsured community of Durham. Tara led a maternal health navigation program in rural North Carolina with in the Duke Division of Community Health for the last three years and began working at Duke's Cancer Institute in early 2018. Tara leads the patient navigation program within the Office of Health Equity and leads the Partnership for Health Durham’s Communication Committee. She has a Masters in Public Health from UNC's Gilling's School of Public Health.
Faiza Mustafa, MPH, Community Screening Navigator, Office of Health Equity, Duke Cancer Institute

Notes: Faiza recently joined Duke Cancer Institute as a Community Screening Navigator. Previously, she was the Office manager with Pitt Heating and Air where she assisted in administrative tasks including providing monthly summaries of financial success. As a graduate assistant at East Carolina University, she assisted in the planning, implementation, and evaluation of Head Start Teachers' Eating Smart and Moving More Workshop series in Lenoir and Bertie County Head Start centers. Conduct in-depth, semi-structured qualitative interviews and complete qualitative data analysis and reporting. She is formerly a clinic administrator for the Mariam Clinic in Raleigh, where she assisted the clinical director in training and recruiting volunteers and participated in conference and health fairs to increase the clinic’s patient population.

Kearston L. Ingraham, M.P.H.
Research Program Evaluator, Office of Health Equity, Duke Cancer Institute

Kearston L. Ingraham, MPH is a public health practitioner and certified patient navigator with over 15 years of significant project management leadership, evaluation, and community engagement achievements. She is committed to building long-lasting relationships with stakeholders from diverse health focused communities. She is the Research Program Evaluator in the Duke Cancer Institute’s Office of Health Equity in which she is responsible for implementing and evaluating educational outreach and cancer screening endeavors for the office. In addition, she serves Duke Health as a volunteer Staff Diversity Educator. Kearston received her Bachelor of Science degree in Bio-behavioral Health from The Pennsylvania State University. Her interests include health disparities, clinical trial participation, monitoring and evaluation, bioinformatics, and behavioral cultural assessments.

Pastor Steve Sims, Executive Pastor of the River Church of Durham, NC

Pastor Steve Sims has served for 12 years as the executive pastor of the River Church of Durham North Carolina. Pastor Sims oversees the daily administration of the church, staff pastors, executive and administrative assistants, financial officers, facilities and building maintenance, personnel and other support staff. Pastor Sims also serves as the Chief liaison for the Bishops Council of River Fellowship International (RFI). He works closely with the Rivers senior leader, Pastor Ronald L. Godbee, and Bishop Joby, Pastor Sheryl Brady, internationally known conference speakers, and campus pastors of The Potter's House of Dallas.
Duke Cancer Institute, Office of Health Equity, Community Advisory Council and Associates

First Row (left to right): Ron Sanyal, Maritza Chirinos, Cristina Valarezo, Nadine Barrett, Faiza Mustafa, Tara Ilsley, Kearston Ingraham

Second Row (left to right): Pao-Hwa Lin, Marsha Edwards, Ping Zhang, Kerri Burnette, Sarah Plentl

Third Row (left to right): Sue McLaurin, Dean Mark Melton, Holly Hough, Jeffery Forde, Tara Blackley, Joyce Page

WHAT IS CAM? CAM or Community Advocacy MATCHMAKING Luncheon/Dinner Workshops are medical education, continuing education workshops designed for medical and clinical researchers, nurses and administrative staff.

WHO ARE THE SPEAKERS? The speakers are African American and Hispanic Community Stakeholders, Leaders who sometimes have powerful and influential constituencies, or part of health ministries, disease and community advocacy organizations, medical professionals or ministers.

WHY WOULD COMMUNITY STAKEHOLDERS SERVE AS TEACHERS FOR MEDICAL PROFESSIONALS? It's because each African American or Hispanic stakeholder and community leader represents an important constituency. It could be their ability to outreach word of mouth, through social or professional organizations, families, work, health ministries, community volunteer/career work or cancer survivor or involved caretaker.

First, it must be understood that there is no such thing as “THE” African American community or “THE” Hispanic Community. Each minority stakeholder, community leader, organization head, family member is part of a larger network and their voice is being heard and carried through that network. Many times minority networks overlap, just like all of life, however, we must not underestimate each individual minority person as a person who can carry the message about clinical trials and help your trials carry your message about new drug discoveries. Second, having ready materials that are ethnically diverse is key, especially relatable to African American and Hispanic cultures.

These Community Stakeholders KNOW their culture and communities and have the answers that medical professionals need in order to begin to penetrate the minority communities effectively to build a community database for clinical trials outreach, with community navigators to assist with their recruitment outreach.

CAM- Tampa is one of the National CAM Models for this independent production. The University of South Florida Health has incorporated CAM into your We Care initiative and 50 Hoops™ is proud that in 2018, USF Health will be one of two major Universities (along with Duke University Cancer Institute) to independently adopt CAM into their Community Engagement Outreach, making this a 20th Anniversary, 50 Hoops “LEGENDS” Event. Pictures and videos from all national CAM Events will be part of our educational archives beginning in 2019 on www.50hoops.org.
Community Advocacy MATCHMAKING

Luncheon Workshop

For Clinical Research Professionals

Presented by 50 Hoops™
Ed and Pat Sanders, Founders

50 Hoops is the first prostate cancer basketball tournament for men 30-50 and over. Ed and Pat Sanders founded the company after Ed went through prostate cancer and treatment. Dr. Claus Roehrborn, Head of Urology at University of Texas Southwestern Medical Center urged the couple to form a needed prostate cancer outreach to target African American men. Today, 17 years later, 50 Hoops remains the only national prostate cancer basketball tournament in the U.S. and presents prostate cancer education during the games, targeted to educate minority men about prostate cancer.

The National Physician and Family Referral or NPFR Project (a subsidiary of 50 Hoops), was launched in 2000 with a grant from Pfizer to work with the National Human Genome Center (NHGC) at Howard University. With the launch of our partnership with the NHGC’s nation-wide outreach for prostate cancer and other diseases, 50 Hoops was able to leverage new national partners and expand our patient education programs in over three-dozen U.S. cities.

Over the years, 50 Hoops has created and presented half dozen patient and medical education events nationwide, in dozens of disease therapy categories. We’ve partnered with over 102 networks, including African American mega churches, community stakeholders, major cancer hospitals, health ministries, noted community health advocates and Black Expos. Our goal has been to educate minority populations about diseases and importance of participating in clinical trials. More than 80% of our work is done face-to-face at what we call, “ground-zero”

50 Hoops Programs Include:

50 Hoops National Cancer Breakfast Lectures: Annual cancer breakfast brings in women who bring along the men in their lives for the games that follow. Each year is different. Discussions include breast, colon, lung, kidney, pancreatic cancers and Multiple Myeloma.

50 Hoops National Prostate Cancer Basketball Tournaments and Health Fairs: Dallas is the home base for 50 Hoops Tournaments. Partnering with the Senior Olympics, the games include both men and women with leagues 40’s, 50’s 60’s and 70’s. Check our web for pix and videos.

Fabulous 50 to SEXY at 60... to Sensational at 70 Dinner Lectures: From Alzheimer’s to Cancer, Diabetes to Chronic Heart Disease, this exciting lecture features a fabulous multi-racial panel of doctors with disease information, updates and tips for the Baby Boomers. There’s a packed house every time!

African Americans in Clinical Trials I and II Luncheon Lectures: Part I is an African American panel and open community discussion of diseases that effect African Americans. Part II is a presentation by both minority and non-minority clinicians of trials and take Q&A and make appointments related to the trials available.

The Community Advocacy Site Training Conferences and MATCHMAKING Luncheons
C.A.S.T. (Community Advocacy Site Training): a 6-hour training for clinical research professionals. The CAM Luncheon Workshop is a 2½ hour abbreviated training. Both programs utilize African American and Hispanic community leaders/stakeholder panel to discuss the three Training Segments: The Challenge, The Truth and The Solution—recruiting African Americans and Hispanics into your trials.

African American Health Matters is a FREE mobile health text message service that offers monthly tips