The NEW COMMUNITY ADVOCACY
ADDRESSING PATIENT EDUCATIONAL NEEDS DURING THE PANDEMIC

Thanks to our technicians for your assistance with this Workshop:
THURSDAY NOVEMBER 12TH @ 12:30 pm (Central)
FRIDAY, NOVEMBER 13TH @ 4:30 pm (Central)

Ed and Pat Sanders, Founders 50 Hoops™

WELCOME!

Thank YOU for joining us LIVE for an exciting discussion... “MOST WANTED.”
November brings us to the Open Roundtable discussions about African American patient education during a pandemic and how both Faith-based Health Ministries and Teaching Hospital Community Outreach programs are changing their outreach strategies to accommodate more underserved and hard to reach African Americans, who are most at risk.
MCCaW WORKSHOP FACILITATOR

Dr. Doris Browne, President Browne and Associates

Dr. Browne is past President of the National Medical Association (NMA) and President/CEO of Browne and Associates, LLC (BAI), a health consultancy company that provides comprehensive wellness programs to its clientele. Among her specialties is sickle cell, HIV/AIDS, women’s health issues. Featured in many news articles including Ebony, Washington Post, and PBS News Hour; her education and training includes Tougaloo College (BS), University of California at Los Angeles (MPH), Georgetown University (M.D.); Walter Reed Army Medical Center in Hematology-Oncology. Dr. Browne retired as a Colonel from the U.S. Army Medical Corps and the National Institute of Health. She is a member of Alpha Kappa Alpha Sorority, and a recipient of the 2018 Top Blacks in Healthcare.

Thursday, November 12th INVOCATION

Reverend Jamaal Weathersby, Senior Pastor, New Hope MBC
Rev. Jamaal Weathersby is Pastor of the New Hope Baptist Church in New Orleans, LA. A native New Orleanian, he is a graduate of Loyola University in New Orleans, where he earned a bachelor’s degree in Psychology, with a minor in Religious Studies. He has been guest lecturer for the Faith and Values component of the Black Man Peace by Piece workshop hosted by Tulane University in New Orleans, and the keynote speaker for various Loyola University New Orleans, collegiate and community events. He served on the Board of Directors of the Dryades Street YMCA in New Orleans, the Foreign Mission Board of the National Baptist Convention of America, Inc., and currently serves on the Advisory Board of the IC3, Church Growth and Development Conference.

Friday, November 13th INVOCATION

Pastor Bartholomew Orr, Brown Missionary Baptist Church
Bartholomew Orr is the Senior Pastor of Brown Missionary Baptist Church. Pastor Orr has served in this capacity since January 25, 1989. Under his leadership, the church has experienced tremendous growth, spiritually and numerically. Despite a large church setting, Pastor Orr works diligently to ensure that Brown maintains a “family-like” atmosphere. He is accessible and every member takes pride in receiving a yearly birthday call from their pastor. Pastor Orr received his Doctorate Degree in Ministry from Union University. He has always used his passion for education to train and empower other ministers. A humble and honorable man, Pastor Orr has had the opportunity to share the gospel with diverse audiences around the world. Pastor Orr is married to his lovely wife Valarie, his best friend of over 30 years. They’re blessed with 4 sons and 4 grandchildren.
Dr. Jason Porter, The West Cancer Center, Memphis
Dr. Jason Porter is a native of Memphis, Tennessee and currently a Medical Hematologist and Oncologist at the West Cancer Center and Research Institute. He completed his undergraduate degree at Christian Brothers University and medical training at the University of Tennessee Health Science Center. His clinical and research interests include early detection and screening for all cancers, local and advanced lung cancers and benign hematology. He has published research on the hypertension, advanced lung cancer therapy and side effects as well as acute Leukemia. A dedicated advocate for cancer patients, he derives a great sense of fulfillment from helping patients and their families navigate the therapies and complications.

Dr. Irene Ghobrial, Lead Investigator, The Promise Study
Dr. Ghobrial is the principal investigator for the Multiple Myeloma breakthrough, The Promise Study. She received her MD in 1995 from Cairo University School of Medicine, Egypt. She completed her Internal Medicine training at Wayne State University, Mich., and her Hematology/Oncology subspecialty training at Mayo Clinic College of Medicine, Minn. She joined Dana-Farber in the field of Waldenstrom's macroglobulinemia and multiple myeloma in 2005. She is conducting research in the area of homing and migration of B cells and novel therapeutic agents in Waldenstrom’s macroglobulinemia and multiple myeloma.
Dr. Pavols Msaouel, Assistant Professor, Department of Genitourinary Medical Oncology, MD Anderson Cancer Center

Dr. Msaouel is a clinician and cancer biologist dedicated to translational research for the treatment of genitourinary malignancies. He received his MD and PhD in cellular and molecular physiology from the University of Athens in Greece. He then completed his internal medicine residency at the Albert Einstein College of Medicine / Jacobi Medical Center, and also served as Chief Resident for the program. He subsequently served as Chief Fellow at MD Anderson Cancer Center while completing his fellowship in medical oncology. His clinical interests are in the treatment of patients with renal cell and urothelial carcinomas, with a particular emphasis on rare variants such as renal medullary carcinoma. His laboratory research focuses on understanding the role of defects in subunits of the SWI/SNF chromatin-remodeling complex, such as SMARCB1, in the biology of genitourinary malignancies. His clinical research involves developing and implementing novel clinical trial designs.

Dr. Terre Q. McGlothin, Surgical Oncologist

Dr. McGlothin is a surgical oncologist, specializing in diseases of the breast. She has practiced medicine in Dallas for more than 16 years. The St. Louis, Missouri native received her undergraduate degree from Drake University in Des Moines, Iowa, and went on to medical school at Meharry Medical College in Nashville, Tennessee. She completed her residency and internship in general surgery at the University of Louisville in Kentucky and then did a fellowship in Breast Surgical Oncology at Baylor University Medical Center in Dallas, Texas. She is board certified in general surgery and is a member of a number of medical associations, including the American College of Surgeons, American Society of Breast Surgeons and American Society of Breast Diseases.

Ms. Tracy Gray, Federal Drug Administration (FDA)

Ms. Gray is the Patient Engagement Lead in FDA’s Center for Devices and Radiological Health (CDRH), Office of Strategic Partnerships and Technology Innovation (OST), Patient Science and Engagement Program. She works in collaboration with internal and external stakeholders, to foster a culture of patient engagement in CDRH, through intentional, meaningful patient interactions that provide opportunities of mutual benefit to FDA, patient and caregiver communities. Before joining the FDA, Tracy held leadership positions in the Health Resources and Services Administration (HRSA). Tracy has extensive healthcare experience including direct patient care, Pharma sales and marketing and business development. Tracy has a B.S. in Biological Sciences, from the University of Maryland, a M.B.A. from Marymount University, and a R.N. and M.S. degree from the University of Maryland School of Nursing.
Dr. Randall C. Morgan, Jr. M.B.A. Executive Director
Dr. Morgan was appointed the Executive Director of the W. Montague Cobb/National Medical Association (NMA) Health Institute in June 2005. He also is an Orthopedic Surgeon who practices in Sarasota and Bradenton, Florida. After serving as founder and President of University Park Orthopedics in that community, he has become a partner in the Sarasota Orthopedic Associates. Dr. Morgan served as the 95th President of the National Medical Association (NMA) during the year’s 1996 and 1997, the first board certified orthopedic surgeon to hold that position. A true pioneer in his profession he was among the first surgeons to perform total joint replacement surgery at Northwestern University.

Stephen Olufemi Sodeke is professor of bioethics in the College of Arts and Sciences at Tuskegee University. He is resident bioethicist at the Center for Biomedical Research. He served as associate and interim director of the National Center for Bioethics in Research and Health Care over the years, and as SGE on the DHHS Secretary Advisory Committee for Human Research Protections. He serves as the Chair of the IRB. Sodeke uses literature and art as narrative imaginations into ethical questions to teach bioethics, researches community bioethics, health and human rights, health disparities, genomics ethics, neuro-ethics, and plights of vulnerable populations.

MCCaW BENEDICTION GUEST PASTOR

Dr. Lester Singleton, Senior Pastor, St. Matthew’s Baptist Church, Fort Worth, TX
AFRICAN AMERICAN FAITH-BASED OUTREACH

Me Shayle Lester, College Park Baptist Church

Is a software analyst for a global marketing group? Her sole client is a healthcare company that supports healthcare professionals with research and products to help patients live healthier lives. MeShayle has earned a Masters in Information Systems Management and is continuing her post-graduate studies. Outside of the corporate world, she serves pastors and leaders with consulting, design and technical training. She is an ordained minister and serves at College Park Baptist Church under the leadership of Rev. Carver Adams, alongside her husband, Rev. Don Lester—a four-year prostate cancer survivor.

Deacon Harold Goodman, Chairperson of the Health Education Ministry of the United Men Ministry, 50 Hoops™ and TANCIT National Network Coordinator for Oakland.

Deacon Harold Goodman has been a driving force in the preparation for “There’s A New Cancer In Town.” His dedication to the Allen Temple Health Ministry is profound and singular in the way he approaches his task as the leader of this project. In spite of multiple challenges to overcome, his mindset is not only to accomplish the goal, but also to do it with EXCELLENCE! 50 Hoops, the Multiple Myeloma Research Foundation (MMRF) and our sponsors wish to thank Deacon Harold for all the work and coordination he’s done in leading the TANCIT national premier in Oakland and bringing it to Allen Temple. And his team: Wilma Roundtree and Nubia Esmeralda King.

Sheila D. Patterson, Cancer Survivor

Sheila D. Patterson is an ovarian and breast cancer survivor. God answered her prayers by allowing her surgeons to remove all of the cancer and not require any chemo or radiation. The Lord informed her that Cancer Awareness was her new ministry for His glory. She is a member of Oak Cliff Bible Fellowship Church Breast Cancer Support Group, co-facilitates a Comprehensive Cancer Support Group at OCBF, collaborates with the Cancer Program at Charlton Methodist, is the Women’s Healthcare and Wellness Chairman for the Alpha Xi Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated, a member of the American Cancer Society, National Coalition for Cancer Survivorship, and Susan G. Komen Race for the Cure.
Deborah Salone Parish

Deborah Salone Parish entered the Non-Profit sector in June of 2000, with the American Cancer Society where she began as the Program Coordinator for the “We Care About Kids” Program. She later became the Metro Area Manager for the Mabel Meshack White South Dallas office of the American Cancer Society. She was primarily responsible for outreach in the southern sector of Dallas with the mission of saving lives through research, advocacy, education and service.

Deborah’s Affiliations: Member of True Lee Missionary Baptist Church, Alpha Kappa Alpha Sorority, Inc., Alpha Xi Omega Chapter, Bertrand Neighborhood Association, Breast Cancer Advisory Coalition, Coalition of Non-Profits to help the South Dallas and Southern Dallas Communities.

Danita Brown, TANCIT Network Coordinator, Brown MBC Cancer Coalition

Danita Brown is a breast cancer survivor, whose amazing story has been told on TBN, the Loretta McNary TV Show, BG Magazine, and Ordinary People. A popular speaker, Danita has been a ministry leader for the Brown Missionary Baptist Cancer Support Ministry since 2008. She retired as a teacher at Treadwell Izone Elementary School in 2015. She has a Master’s Degree in Education from Christian Brothers University in Memphis, and a Bachelor’s Degree from Le Moyne Owen College Memphis. She is active in her community and American Cancer Society.

Virginia Bradford, RN, KAAAC Cancer Control Specialist

Virginia Bradford has been an RN in the community for 47 years, including various aspects of nursing, as well as Community Health Educator. Ms. Bradford has been recognized for her work and community service from organizations such as the National Council of Negro Women /Women of Vision, AKA’s Outstanding Achievement in Health, County Judge Executive’s Millennium Maker Award Nurse of the Year, Barnett T. Cosby Medicine Award from St Stephen Church. Instrumental in the KAAAC, and the Coordinator for the Harriett B. Porter Cancer Education & Research Endowment.

MCCaW WORKSHOP SENIOR TECHNOLOGY CONSULTANT

Dr. Robin Kelley, 50 Hoops Senior Technology Consultant

Dr. Kelley is the Chair of the Health Education Ministry of the Mount Airy Baptist Church. In this capacity, she has received multi-year grants for community health and wellness activities. She has worked closely with both community and church ministries on youth and women’s issues, such as domestic assault and health and nutrition. She is employed full-time at a nonprofit health organization and has received a cooperative agreement from the Centers for Disease Control and Prevention Division. Robin received her BA from Vassar College, her MSSW from Columbia University and her PhD in Public and Community Health from University of Maryland, College Park.
You can find complete bios on speakers online at www.africanamericanhealthmatters.com

To qualify for gifts and Prizes you must be over 21 and register on their own device.

**MOST WANTED**

Community advocacy in teaching hospitals outreach

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Dr. Kevin Sneed Senior Associate Vice President, Dean College of Pharmacy, He is also a Principle/Founder of the WE-CARE program, a University of South Florida Health cross collaboration of multiple stakeholders (national) who serve as a MODEL Workgroup Enhancing Community Advocacy and Research Engagement in Minority Populations. Dr. Sneed is a tenured Professor and founding Dean of the USF College of Pharmacy. He also serves as a Senior Associate Vice-President for USF Health.

Ms. Cassandra Harris:

Ms. Harris is a veteran national stakeholder and master networker. Ms. Harris was well placed in key positions with the National Black Leadership Initiative On Cancer (NBLIC), a prominent national African American patient outreach organization, where she held many offices and worked to develop content for many events. Ms. Harris has continued her national networking, and it’s an honor to have Ms. Harris as part of the 50 Hoops’ family for over a decade. Her strategic outlook at African Americans participating in Clinical Trials and her wide reach to advocacies, churches, and key stakeholders allow her wide exposure to both the problems and solutions of recruiting African Americans into clinical trials. NOTE: Ms. Harris was recently administratively involved with the MD Anderson Cancer Center Vaccine. As part of the agreement, 50 Hoops and all our networks will be a part of this information outreach. Ms. Harris will speak briefly on its impact of her work on increasing participation in clinical trials.

Dr. Thomas Britt, Chair of the Chicago Coalition of National Black Leadership on Cancer (NBLIC)

Dr. Britt is both an MD and PhD, Dr. Britt is the Has developed a Medical Student and Community Stakeholder Model for teaching the importance of African Americans in Clinical Trials to health-related majors and those in internships. He’s author of articles on reaching African American men in clinical trials. Dr. Britt plays a significant role in Chicago and as part a key stakeholder in both the NBLIC and 50 Hoops’ families. His work with students, exemplifies his commitment to educating the NEXT GENERATION of medical professionals about importance of Clinical Trials within our communities. Nationally renowned lecturer, his writing on the impact on exercise and nutrition on cancer is far-reaching within and outside of his student network.
Maisha N. Standifer, Phd, Mph

Dr. Standifer: Director, Health Policy, David Satcher Health Leadership Institute, at Morehouse School of Medicine. She worked previously with the We Care initiative at USF and was actively involved in grant-writing and with the patient and medical education activities. Her visionary 20th Century look at the “future of African Americans In Clinical Trials,” is both unsettling yet reassuring. Dr. Standifer was with the “P20” grant a few years ago, which was the seed concept and premise upon which We Care was built by Dr. Kevin Sneed.

Dr. Angela Hill

Dr. Angela Hill is the Professor and Associate Dean of Clinical Practice at the USF College of Pharmacy. Her specialty areas of practice include, geriatrics, psychiatry, neurology, and substance abuse. She is the pharmacy consultant at the USF Health Neuroscience/Byrd Alzheimer's Institute; and serves as the project manager for WE-CARE, a community-based participatory research entity, coordinating activities within the community to recruit, retain, and educate minorities on research participation. Dr. Angela Hill was a pioneer in providing pharmacy services in Memory Disorder Clinics in the State of Florida including medication evaluations for patients with neurological disorders. She is the recipient of numerous awards, including the “Living Legacy” award from the Alzheimer’s Project.

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.

Janikaa Sherrod, MPH, Kentucky Cancer Program

Janikaa Sherrod joined Kentucky Cancer Program at the University of Louisville James Graham Brown Cancer Center, as a Cancer Control Specialist in 2013. She is responsible for overseeing the health equity initiatives: Kentucky African Americans Against Cancer and Harriett B. Porter Cancer Education and Research Endowment. Kentucky Cancer provides cancer prevention and evidence-based early detection programs through education, service, and community-based research. She works on several federal and state initiatives for the African American and Hispanic communities. Ms. Sherrod has a MPH in Behavioral Sciences and Health Management.
12:30-12:40 – WELCOME, INTRODUCTION, RULES FOR WORKSHOP –

INVOCATION—Reverend Jamaal Weathersby,
Senior Pastor, New Hope Missionary Baptist Church

12:40 – 12:50
PANEL (2-3 minutes EACH Max) Discuss the latest testing/screening, treatment options available in 2020-2021. PLUS IMPORTANT Patient Education and Clinical Trials OUTREACH being done for underserved
Lung, Breast, Kidney and Multiple Myeloma Cancers

12: 50 – 12: 55
SPECIAL Guests: (1-2 minutes Max)
1. Federal Drug Administration (FDA) how is the FDA working with Community leaders to outreach African American populations for advisories for community input.
2. National Medical Association Research (NMA): MOST WANTED: Research for Healthy African Americans to contribute to national CT database to protect our DNA in trials.

12:55 - 1:05 (10 MINUTES)- DISCUSSION WITH FAITH-BASED HEALTH MINISTRY Q&A LEADERS-
First Lady Deborah Parish, Harold Goodman, MeShayle Lester, Danita Brown, Shelia Patterson, Dr. Robin Kelley, Virginia Bradford

1:05 - 1:10- DISCUSSION (Questions: 30 seconds, Answers 1-2 minutes)
1. MOST WANTED: How are African American faith-based health ministries (especially those with significant Cancer, Alzheimer’s, diabetes and heart patient members) getting the MOST WANTED resources needed to keep pace with the shifting new norm in (virtual) patient education and outreach during the COVID-19 pandemic?

1:10 – 1:20-DISCUSSION
2. MOST WANTED: What are the “MOST WANTED” resources in African American churches to meet the growing need for assessable, real-time health information?

1:20 - 1:35-DISCUSSION
3. How CAN African American Church Health Fairs (DURING THE PANDEMIC) create MOST WANTED AND NEEDED information and resources for its members?
4. NAVIGATING up to date screening, disease testing AND CURRENT EDUCATION related the most critical diseases within your congregation?

1:35-1:45
Gift Cards, CLOSING- RECOGNITIONS (SPONSORS, EXHIBITORS, NETWORK COORDINATORS, BENEDICTION
DAY #2: Friday, November 13\textsuperscript{TH} Roundtable

4:30 – 4:40 - WELCOME, INTRODUCTION, RULES FOR WORKSHOP –

INOCATION- Pastor Bartholomew Orr, Brown Missionary Baptist Church

(Questions: 30 seconds, Answers 1-2 minutes)

4:40 - 4:55 – DISCUSSION WITH TEACHING HOSPITALS AND UNIVERSITIES Q&A LEADERS
Teaching hospital/medical center NETWORK COORDINATORS: Dr. Maisha Standifer, Dr. Kevin Sneed, Dr. Tom Britt, Val Worthy, Ms. Janikka Sherrod, Ms. Cassandra Harris, Mr. Tim Upshaw

1. HOW ARE TEACHNIG HOSPITALS AND MEDICAL CENTERS WITH STRONG African American COMMUNITY outreach populations (in cancer, and other chronic diseases) GETTING THE ATTENTION of their underserved communities while keeping pace with the shifting new norm in patient education?

2. What is the MOST wanted resource in terms of MAINTAINING your reach and OUTREACH to your local African American communities and through what channels do you outreach (churches, classes, COMMUNITY work, etc.)?

SPECIAL GUEST: TUSKEGEE INSTITUTE: DR. STEVEN SODEKE- Tuskegee Institute’s 21\textsuperscript{st} Century Clinical Trials Outreach Education (2-MINUTES)

4:55 – 5:05 – OPEN DISCUSSION:
NEW NORM SOLUTIONS with COMMUNITY ADVOCACY MATCHMAKING

QUESTION: What have researchers and Network Coordinators learned from the experience of MATCHMAKING During the Mobile Cancer Conferences and Workshops? (Can bounce off coordinators they are working with)

5:05 – 5:10 (5 min) – Recognizing Cancer Survivors-
“SURVIVORS WITH A CAUSE” 50 Hoops’ SWAC TEAM
INTRODUCTION OF CANCER SURVIVORS:
PROSTATE, BREAST, MULTIPLE MYELOMA, COLON, OTHER

5:10 – 5:20 ROUNDTABLE; each person has 30-seconds MAX QUESTIONS, ANSWERS OR COMMENTS.

5:20-5:30:
Gift Cards, CLOSING- RECOGNITIONS (SPONSORS, EXHIBITORS, NETWORK COORDINATORS, SUPPORTERS, PATIENTS AND LEADERS)- BENEDICTION
Thank you ALL for your continued support and participation
Have a Happy, Safe and Blessed Thanksgiving and
Holiday Season