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- Tampa, Florida
Community Advocacy Site Training (C.A.S.T.) Luncheon
Community Advocacy MATCHMAKING (CAM)

50 Hoops ™ National Community Engagement Partner and Medical Host

Kevin Sneed, PharmD, USF Health Advisory Team Leader
Senior Associate Vice President, Dean, College of Pharmacy

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. Dr. Sneed received his Doctor of Pharmacy Degree from Xavier University of Louisiana College of Pharmacy, where he also received numerous clinical and leadership awards. He completed an Ambulatory Care Pharmacy Practice Specialty Residency at Bay Pines Veteran’s Administration Medical Center. Professional interests include pharmacological treatment of patients with cardio-metabolic disorders, and examining health care disparities.

Mr. Hiram Green, Director of Community Engagement -University of South Florida (USF) Health and 50 Hoops™ National Network Coordinator for Tampa

Hiram Green has worked at the University of South Florida since 1983, in various positions within the athletic, alumni, and community relations departments. He currently serves as Director of Community Engagement. Throughout his USF career, Hiram helped secure millions in sponsorships and scholarships for academic and athletic programs. The Carnegie Foundation has recognized him for his community engagement efforts. Hiram serves on the National Board, American Heart Association, and as a member of Diabetic Charitable Services. He is the Immediate Past Chairman, and serves on the State Board of ALS and the ALS Association, Florida Chapter.
Community Advocacy MATCHMAKING (CAM)

A “We Care” Community Engagement Event presented by 50 Hoops™

We Care: The WE-CARE program 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.

Mission and Objectives

WE-CARE Mission:
To advocate for and oversee clinical and translational research activities within various minority and medically underserved communities in the Tampa Bay area. More specifically to increase community interest in research participation and promote community ownership of research studies that lead to empowerment of community members to create sustainable, positive health outcomes.

Objective I: Empower underrepresented communities
Objective II: Provide oversight, protection, and advocacy for community participants involved in research
Objective III: Create and enhance clinical research opportunities for underrepresented communities
Objective IV: Enhance and expand trust between academic and clinical institutions and the community
Objective V: Strengthen the relationship between researchers and the community

Community Advocacy Site Training/
Community Advocacy MATCHMAKING
ADVISORY TEAM

DEBORAH A. AUSTIN, PH.D., Stakeholder,
Director, Community Engagement for REACHUP, Inc., Central Hillsborough Start

Dr. Deborah A. Austin is Director of Community Engagement for REACHUP, Inc./Central Hillsborough Start. She oversees the development of communication strategies that deepen relationships with various community stakeholders, and promotes services and policies for health equity. Dr. Austin is a published author of several articles, including a study of black infant mortality, and is engaged in community-academic partnerships to reduce black-white disparities in infant mortality in Florida. She specializes in community engagement research. Dr. Austin also is an affiliate faculty member of the University of South Florida. She has a Doctorate in Communication from the University of South Florida and Bachelors and Masters Degrees at the University of North Carolina-Chapel Hill.
Kristy Andre MPH, MSM

Kristy Andre MPH, MSM is a dynamic public relations and public health practitioner with more than 15 years of experience working with nonprofits and academia. Her efforts are focused on health equity, social justice and systemic sustainability. Kristy is currently a Relationship Manager for IT and the Morsani College of Medicine at the University of South Florida, and a 2018 New Leaders Council fellow. She has a BS in Public Relations from the University of Florida, an MS in Management and a Masters in Public Health from the University of South Florida.

Maisha Standifer, Phd, Mph

Maisha N. Standifer is a senior consultant, social scientist, and community-based researcher. She has over 20 years experience in applied social science and public health. Her expertise includes program development and assessment in the fields of health policy, social determinants of health, health equity, and community-based participatory research. She is particularly interested in research relative to culture, health, and community-based education within the African Diaspora of the U.S. and abroad. Ms. Standifer received a Master’s Degree in Public Health from the Rollins School of Public Health at Emory University and Bachelor’s Degree in Sociology from Spelman College.

Community Advocacy MATCHMAKING
Some of the Tampa CAM Stakeholders

Shelton Gilyard, MSW, ITDS
Program Manager, Children’s Board, Hillsborough County.

Mr. Gilyard has extensive experience in supporting families from diverse backgrounds and building collaboration among parents of children with developmental disabilities, schools and community agencies. Shelton is a published clinician and has presented at local, state, and national conferences on effective practices in serving children impacted by Autism Spectrum Disorders. Mr. Gilyard is a former Olympic level athlete and employs a team approach to supporting the success of children and families. He is an alumnus of the University of South Florida’s School of Social Work and dedicated his career to supporting those affected by developmental disabilities, mental illness and trauma exposure.

Margarita Romo, Founder and Executive Director of Farmworkers Self-Help, Inc. (FSH)

Margarita Romo is the Founder and Executive Director of Farmworkers Self-Help, Inc. (FSH), a grassroots organization established in 1982 in Dade City, Pasco County, Florida. FSH facilitates the self-development of farmworkers and other poor people, through education, advocacy, organizing, justice, empowerment, and health. In addition to FSH, Ms. Romo organized AWING (Agricultural Women Involved in New Goals), the first initiative in Florida for women farmworkers. She also developed the Norma Godinez Arts and Education Center, and Mi Otra Casa (My Other House). She is a recipient of the Robert Bannerman Award given to distinguished activists of color, and the Clairol Award, which recognizes accomplishments by women over 35. In 2013, Margarita was the first Mexican-American woman inducted into the Florida Civil Rights Hall of Fame.
Rosa McKinzy Cambridge, RN, BSN, CM, MMIN

Ms. Cambridge retired as a nurse at the Hillsborough County Sheriff’s Office after serving 27 years. She was one of the first professional black nurses hired by HCSO, and was one of the magnificent four in the chartered class of the Hillsborough Jr. College nursing program. She completed her Master’s Degree in Ministry at Warner University. Rosa was a medical/surgical head nurse who specialized in worker compensation cases, infection control and risk management. Rosa is one of the first case managers in Florida, certified in pain management. She was also director of staff development. A community health and safety advocate, Rosa is certified with CERT (Community Emergency Response Team). She collaborates with many community partners to alleviate healthcare disparities, and empower families and communities.

Retired, Hillsborough County Head Start Social Worker

Evangeline R. Best is a retired Hillsborough County Head Start Social Worker. Evangeline has chaired the East Tampa School Community/Partnership, volunteers with the Corporation to Develop Communities of Tampa (CDC), and serves as Vice Chairman of the Board of Directors. She is the Immediate Past Chairman of the East Tampa Community Revitalization Partnership. Mrs. Best championed the “Best Bus Tour,” sharing history and economic redevelopment, and recently received the League of Women Voters of Hillsborough County and The Potter Leadership awards. United States Representative Kathy Castor entered Mrs. Best’s life’s achievements as her legacies into Congressional Records in the Library of Congress.

Nestor Ortiz, President, CEO, 16 point Compass

Mr. Ortiz has been involved in community and organizational development for more than 25 years. With experience in strategic growth planning and implementation, institutional development, leadership cultivation, crisis management and community engagement and communication, Nestor has continued to effect change in multiple agencies and communities across the country. A relationship professional, Nestor has always employed fundamental elements of communication that convey a genuine, intentional and meaningful approach to engaging others.

Also on the panel are: Henry Demetreal and Irizarry Carlos
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.