

50 Hoops Outcomes have become pleasantly predictable—between 40% - 60% difference in pre-test knowledge about prostate cancer and post-test knowledge about cancer. As the National tournament partners with the National Senior Olympics (Men 50+ Basketball Leagues), we anticipate these number to take on national significance.

Enduring Materials and Programs: NPFR is building an audio Library of our Lecture Series panel of experts, interviews with popular African American and non minority physicians for use in our upcoming health talk radio station,

"African American Health Matters Patient Education Talk Radio The new radio health talk show, available for listening over mobile cell phones, reaches 69 million listeners worldwide premiered March 14, 2011. The Speakers at all patient education events are aired.

Success of the Breakfast Lecture Series and Tournament is determined by the number of participants who sign up for the CALL TO ACTION COALITION to help coordinate with 50 Hoops during the year. In 2011 we had nearly 30 men and women to sign up for 2012 who attended the Tournament and Breakfast Lectures.

Commitments from participating organizations to conduct field research of their members, at events and will be determined by (a) the number of individuals who sign up or continue to participate in the **Call To Action Coalition** and (b) the number of organizations (in the CTA **Coalition** who help coordinate health field research among their constituencies during 2012.

Signing up for the **Mobile Health Text Message** service allows participants to stay on top of their health matters in over 15 disease categories. Our annual surveys of this mobile and Internet audience show its impact. The service grew from 5,000 to 50,000 in a little over a year.

We partner with Hospitals across the Metroplex to develop community patient information and navigation systems to aid African Americans in finding information about diseases, clinical trials and appropriate follow-up care when they have undergone community-based screening outside of a usual clinical practice (e.g., cancer screening performed at a health fair). This is especially true of the underserved, of which less than 40% are on the internet.

Our continued mission is to establish partnerships with local and national organizations to networks and work in unison to outreach through education of African American and underserved communities.

Prostate, Breast, Colon and Lung Breakfast Lecture Series opens the day for 50 Hoops. Panels of physicians and noted cancer health speakers talk candidly about prostate

cancer and relevant issues. Veteran as well as newly diagnosed survivors, wives of survivors share emotional stories from discovery of their cancer to quality of living tips during and after treatment. Doctors and medical professionals discuss new discoveries and treatment options. 2012 will mark three (3) years for the breakfast.

The Breakfast Lecture Series is targeted to community and religious leaders with constituencies in a forum with Media anchors. Panels of influential speakers talk candidly to these leaders about prostate cancer. Sometimes the Speakers are televised or taped for future radio health airing. National and local physicians, urologists, and healthy lifestyles specialists who focus on Quality of Life form a dinner discussion panel.

50 Hoops objectives are to incorporate key community, faith-based and media partners, in pre event, and post event cancer education to African American men. Our strategy focuses upon interaction between audience, local physicians and during health screenings. Hardwood workshops feature quarter and half time speakers by noted urologists, men's health professionals, and prostate cancer survivors. More than 3 hours of continuous education on cancer, erectile dysfunction, bph, and incontinence are discussed. Updates are given of both federal laws and medical insights about new changes in disease diagnosis and treatment options and keep our audiences informed. the Pre- and Post Tests have over the past decade shown a 60% increase in knowledge and understanding of cancer,

Prostate, Breast, Colon, Kidney and Lung CANCER Breakfast

1. What are current treatment options
2. Update: ongoing clinical trials to test new treatment options
3. What are the benefits of clinical trials

Post-event educational component:

1. Surveys are taken at 50 Hoops and analyzed. (a) Pre-test knowledge of a specific disease and Post-test knowledge (after hearing speakers) will be given. (b) Health surveys are taken to gauge knowledge, attitude and desire for better health access, knowledge and resources related to Cancer and clinical trials.
2. Formation CALL TO ACTION Coalition has been in place for nearly three (3) years: CALL TO ACTION PARTICIPANTS' OBJECTIVES are to schedule a follow-up event or MEETING within three months following Lecture and Tournament to support ongoing health and clinical research education. Activities may include a healthy cooking class, work-out or yoga session, or health screening with a church or community event.
3. "African American Health Matters" Radio show and mobile text message services offer a wide variety of ways to communicate health messages, from physician interviews, to excerpts from lecture series and in the future, possible live conversations with physicians online.