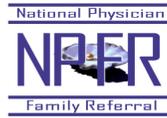




National Prostate Cancer Basketball
Tournaments & Health Fairs



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December 2011

ANNUAL REPORT for 2011 FROM THE DIRECTOR

50 Hoops Diversity Patient Education Programs and Events Outreach

1. " **Fabulous 50 to Sexy at 60: Heart to Heart**" Dinner Lecture Series
(Diabetes, Hypertension, Cardiovascular disease in African Americans) **(May 20, 2011)**
Physicians, Speakers/Discussion diabetes, hypertension, cholesterol, cardiovascular health, obesity
2. " **Fabulous 50 to Sexy at 60" Prostate, & Colon Cancer** Breakfast Lecture Series **(July 16, 2011)**
Physicians, Speakers/Discussion Breast, Prostate Cancer and Colon Cancer
3. **50 Hoops National Prostate Cancer Tournaments Health Fairs and Events (July 16, 2011)**
4. " **Fabulous 50 to Sexy at 60 Putting the CAN in Cancer**" Dinner Lecture Series **(September 9, 2011)**
Physicians, Speakers/Discussion Breast Cancer, Lung Cancer, other cancers, pancreatic, kidney
5. **African American Health Matters Multi-Media Patient Education Outreach (2011 all diseases)**
Program includes Mobile Text Messaging, Web Presence, Social Networking, National Minority Health Fairs and Radio

Dear 50 Hoops Board of Directors:

Here's hoping you had a successful and prosperous 2011. We also want to thank each of you for your continued participation and support of 50 Hoops. We are entering our 14th year as a 501c3 organization. Our success is reflected in the programs we've developed over the years and our sustaining power to continue to forge new avenues in reaching African Americans with health, disease and clinical trials education.

I've recently authored several articles and returned from a major Clinical Trials Conference where I was a guest speaker discussing the importance of conducting on-the-ground field research to assess "face-to-face" how African Americans are accessing their disease information, understanding patient assistance and educating communities about the importance of African Americans participating in clinical trials.

In the past 50 Hoops/NPFR has collaborated with the National Medical Association (NMA) in clinical trials education. In 2009 NPFR developed a program entitled CEDRICT, or Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials of African Americans. CEDRICT is a Field Research that gathers data about attitudes, patient access, and evaluate disease education available to (and accessed by) African Americans around the country.

The ultimate goal of the field research is to develop community Coalitions in key cities consisting of physicians, clinicians, community leaders, survivors and health ministries that conduct ongoing education about disease and clinical trials. These Coalitions become the "jumping off point" for finding clinical trials available in these communities. They also can facilitate retention in these trials because of their close relationship with the community.

50 Hoops/NPFR has conducted dozens of Conferences and Lecture Series, and the "**Fabulous 50 to Sexy at 60**" Lecture Series is one of our most popular in African American communities across the country.

Similarly, the National Medical Association's "**Partners in Health**" has toured the country educating physicians about clinical trials and helping them to better interface with their communities.

In 2012- 2013, 50 Hoops/NPFR will partner with the NMA to conduct a new series NPFR has developed, entitled AACT I or (African Americans in Clinical Trials I). This lecture series will tour nearly 15 cities bringing physician, clinicians, community and health ministries (some mega Black churches) to discuss diseases and delving into the myths and benefits of participating in clinical trials.

The AACT I Conference & Lecture Series educates about diseases that critically affect African Americans, conducts field research that gathers data about their understanding of the importance of participating in clinical research trials and creates an AACT I Coalition in each city.

This project involves on-the-ground field research to gather data, form coalitions and includes African American physicians, site clinicians, health professionals and Black communities around the country in an ongoing exchange to eliminate disparities in disease and clinical trials.

AACT I evolves Racial Disparities, brings front-and-center disease and clinical trials literacy reaching all socio-economic levels of African Americans.

The end result is an ongoing Coalition, supported by physicians, and a multi-media patient education program that connects through mobile texting, face-to-face and is sustained through a cyber radio broadcast to millions.

We are proud and excited to be working with the National Medical Association and consulting across the country to RE-create our Fabulous 50 to SEXY at 60 Lecture Series in an expanded format.

The attachments give more details about this program and the successful 50 Hoops, Breakfast Lecture Series, to our famous Fabulous 50 to Sexy at 60 Lecture Series, and our recent honorary membership in the North Texas Prostate Cancer Coalition.

Very Truly Yours,

Pat Sanders

Patricia Sanders, Director
"50 Hoops"

2011 PROGRAM DESCRIPTIONS



Prostate Cancer Awareness Basketball Tournaments & Health Fairs

Dallas- July 16, 2011

Host: Methodist Hospital of Dallas

MEN'S HEALTH: Prostate Cancer Community and Family Health Events

50 Hoops continues to educate the community about Prostate Cancer through Basketball. Tournaments outreach to African American communities by using a combination of pre-event celebrity to outreach, physician support, strong local cancer organization and a strong radio partnership to support education. With more than three (3) hours of continuous education during quarter and half times, the audience is surveyed throughout to determine the impact of the educational information and materials distributed. Results are reported to our sponsors at end of year. Discussions center on Cancer, BPH, Erectile Dysfunction and Healthy Lifestyles.

50 Hoops Prostate & Colon Cancer Breakfast Lecture Series 2011

Dallas- July 16, 2011

Hosts:

Methodist Hospital of Dallas, Parkland Hospital, Martin Luther King, Jr. Medical Center, U.T. Southwestern Medical Center, Baylor Hospital, and Veteran's Administration Hospital

Fabulous 50 Breakfast Lecture Series opens the day for 50 Hoops. Panels of physicians and noted cancer health speakers talk candidly about prostate cancer and related issues. Veteran as well as newly diagnosed survivors, wives of survivors share emotional stories from discovery of prostate 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.

"Fabulous 50 to SEXY at 60: Dinner Lecture Series

"Heart to Heart" in African Americans-

May 20, 2011

Astha, Respiratory Disease and Immunizations among African Americans-

September 9, 2011

7:00 -9:30 p.m.

"Fabulous 50 to SEXY at 60" is designed to bring community leaders, survivors, doctors, elected officials churches and other leaders together for dialogue about health care disparities within the African American population and the diseases that critically affect Baby Boomers.

The ultimate design of "Fabulous 50 to SEXY at 60" Lecture Series is to leave behind a Coalition that will plan ongoing quarterly health events, grow a "membership" base and take health education throughout their city to churches, community groups and the under served community. The **Potter's House** has welcomed us back, and we plan to return to this venue.

African American Health Matters **Continuing Health Education through December 2012**

2010 Partners:

American Lung Association, Colon Cancer Alliance, National Association for Continence, Patient Advocate Foundation, Susan G. Komen Foundation, American Diabetes Association, American Heart Association, AHRQ (Agency for Health Research & Quality), Medical Education Institute, National Headache Foundation, Obesity Action Coalition, MedESystems, UStOO, Hypertrophic Cardiomyopathy Association (HCMA) and YUM.

"**African American Health Matters**," a mobile text message service that reminds subscribing African Americans of all ages about health matters critical to their daily lives. The Service kicked off September 19, 2009 with nearly 5,000 ground-zero subscribers, through our pilot field researches this summer. AAHM has grown to over 25,000 subscribers and networks. The companion web site, kicked off by a generous donation from YUM, allows the health text message service to expand, tapping into a younger group of African Americans, and reaching many socio-economic levels. The Media and Marketing during 2012 - 2012 is expected to soar the health text message service to over 150,000 subscribers.

The OPT-IN "*African American Health Matters*" mobile text message service targets mobile phone users. Messages cover over a dozen disease categories of health matters that critically affect African Americans, and offers positive lifestyle tips and suggestions. There is diversity of events, regions and lifestyles of the surveys yet interest in the mobile text service and registration continues to increase.

November 25, 2009 Inglewood Today Page 11

Health & Fitness T.O.D.A.Y

Stay Healthy with Your Cell Phone

When the holidays roll around, staying trim, fit and healthy tend to take a back-seat. Stress, cold and flu viruses, overeating and wrong foods can set you back from months of hard work. But, thanks to a new text messaging program, staying on top of your health is as easy as clicking a button on your cell phone.

African American Health Matters (AAHM) is an opt-in, text message program which provides periodic health tips and reminders to cell phone users. Designed to address health concerns that disproportionately affect African Americans, it's an easy way to stay on top of things

as exercise, taking medications, treating diabetes, hypertension, acid reflux, and ending nicotine addiction. You choose the categories. Sending health-oriented text messages is an "in your face" approach to reaching an underserved community that might otherwise never be reached. Research by the American Journal of Preventive Medicine reported that e-mail reminders about health, diet and physical activity may prompt individuals to make healthy lifestyle improvements. Additional studies found that less than 20% of African Americans own personal computers in their home, and the CTIA International Association for Wireless

Communications sites nearly 82.4% of Americans own cell phones. "This patient education tool targets a special mobile cell phone market. The American Heart Association, The Arthritis Foundation, Center for Information and Study on Clinical Research Participation, and the National Medical Association's Project IMPACT are among the program partners.

Get a head start on your healthy New Year's resolutions. Cell phone users can subscribe for free at the companion website, www.africanamericanhealthmatters.com, sponsored by Tumi Brands. Those without Internet access can register by phone by calling 1-800-677-8441.

The screenshot shows the WUSA 9.com website. The main article is titled "Text Message A Healthier Lifestyle" by Lauren Vance, dated 19 days ago. The article discusses a new project by the National Diabetes and Family Referral Project to combat critical illness in the African American community. It mentions that the death rate is more than twice as high for certain conditions. The article also notes that the project includes updated information on diabetes, hypertension, acid reflux, smoking, exercising, diet and best practices for taking medications. Participating organizations include American Heart Foundation, Arthritis Foundation and other local and national organizations. The article is written by Lauren Vance, a reporter for WUSA 9.

<http://www.africanamericanhealthmatters.com>

African American Health Matters "Radio Show" 2012

2011 Sponsors: Dendreon Genentech, Sanofi-Aventis,

Exploring ways to provide ongoing "continuing health education, NPFR contracted with CyberstationUSA in 2011, for a weekly radio broadcast that give tips, interviews physicians and plays health and disease information messages and public service messages from partners and sponsors. The show will offer free applications for mobile text subscribers to listen to shows over their cell phones.

Cameo Entertainment (Cyberstation USA) is the largest internet radio in the world. Internet Radio is expected to be available in all 2012 autos and available auto transformers will be sold in auto and electronic stores in the near future.

The new Cyberstation web page has the capability to show video clips from symposiums related to our radio show, and to feature live web comments. This affiliation allows NPFR and African American Health Matters to stay on the cutting edge of the technology of our audiences. African American Health Matters, will be the first ethnic-targeted health show ever produced by the station, and the management believes we'll have a huge cross-over audience from other races. With over 89 million listeners world-wide, NPFR PROJECT has a clear vision of the possibilities for patient education.