



50 Hoops Annual Activities Report

CAM photos by Eric Younghans, USF Health Communications and Marketing

Successful MATCHMAKING of clinical research professionals with key minority stakeholders

A new twist on Medical Education: From The C.A.S.T (*Community Advocacy Site Training*) 50 Hoops extracted a more direct, more accessible approach for clinical professionals who are recruiting African Americans and Hispanics into clinical trials: CAM (*Community Advocacy MATCHMAKING*).

Introduced in Dallas in 2014 and three cities in 2015, The C.A.S.T. It is 50 Hoops' first non-CME medical education program. The C.A.S.T. transformed itself based upon city-by-city preferences. The 4-6-hour conference and Community Dinner, in some cities became CAM (*Community Advocacy MATCHMAKING*), a three and a-half to-four-hour MATCHMAKING Luncheon Workshop.

The CAM Workshops drew 60 – 100 doctors and researchers, and it's (stakeholder) directness and training materials proved twice as effective for ongoing clinical education programs.

“A 3 ½ - 4-hour luncheon workshop for clinical research professionals that has worked immediately to network and inspire continued clinical education in minority communities.” -- in two cities in two years



In over 17 years, our surveys have shown that one can never underestimate the need nor the desire for cancer education – even in the same cities, year after year. Since *50 Hoops* has expanded its annual cancer breakfast to include breast, colon, lung, kidney and other cancers, it has given both men and women in the community, an opportunity to share experiences and to join our 50 Hoops Cancer Coalition. Community support grows annually.



With more restrictions on routine prostate (PSA) health screening for all men, including underserved African American men, who are at six-times higher risk and more likely to prefer free screening in a health fair environment, 50 Hoops has in place strategies that will continue to *develop new, innovative ways* to get at-risk, underserved African American men to the table earlier for prostate screening.



50 Hoops has partnered with the Senior Olympic men for six years and recently the women's teams. *The 50 Hoops Champions, Arkansas Big Dogs* will be a crucial part of the development of a three to five city *50 Hoops Legends*, an annual regional 50 Hoops Legends Celebrity Cancer Breakfast and Tournament. Each city will customize *50 Hoops Legends* from expo-size to high-school gym size, all to help raise money for local cancer education and research. This is 50 Hoops' future beyond 20 years.

The C.A.S.T. Conference and the CAM-Community Advocacy MATCHMAKING Luncheon Workshops combined to become a *medical education* milestone for 50 Hoops.



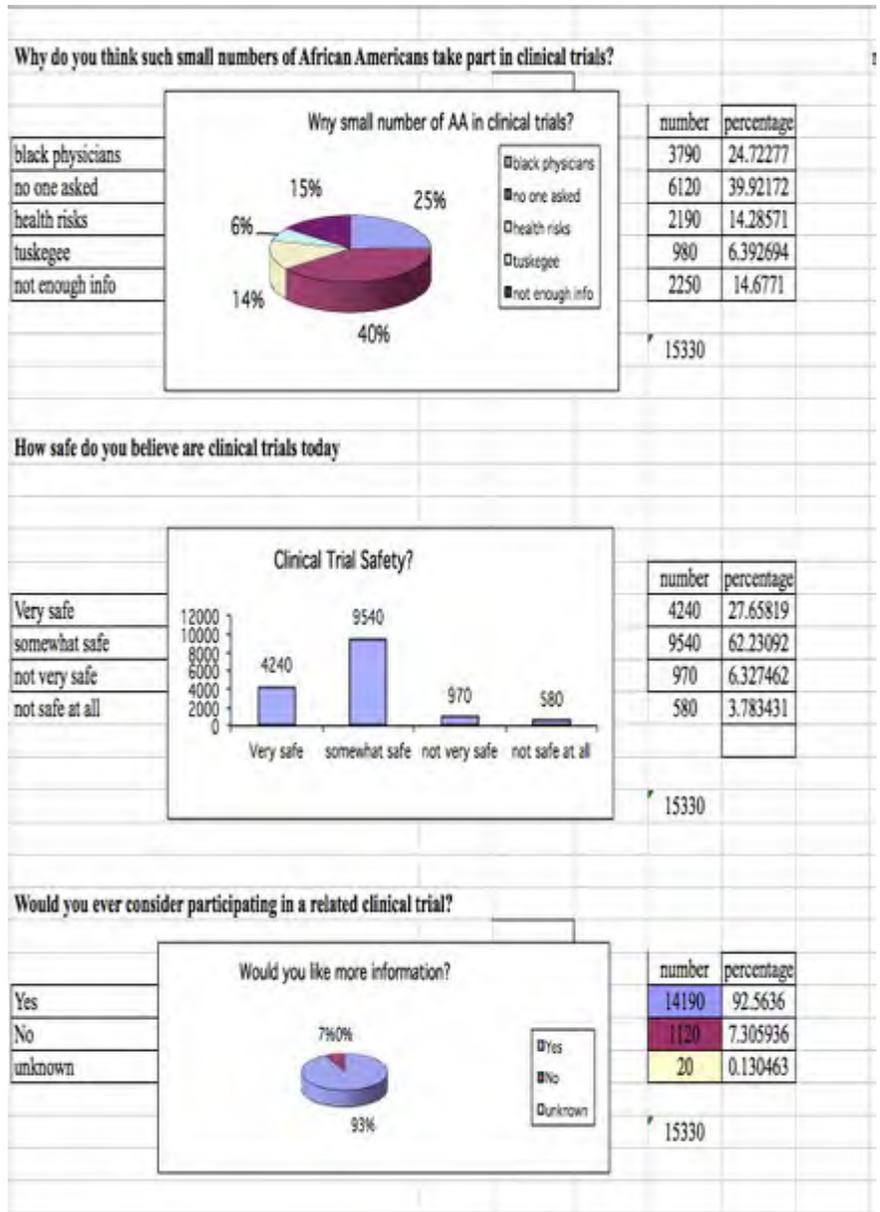
In Memoriam



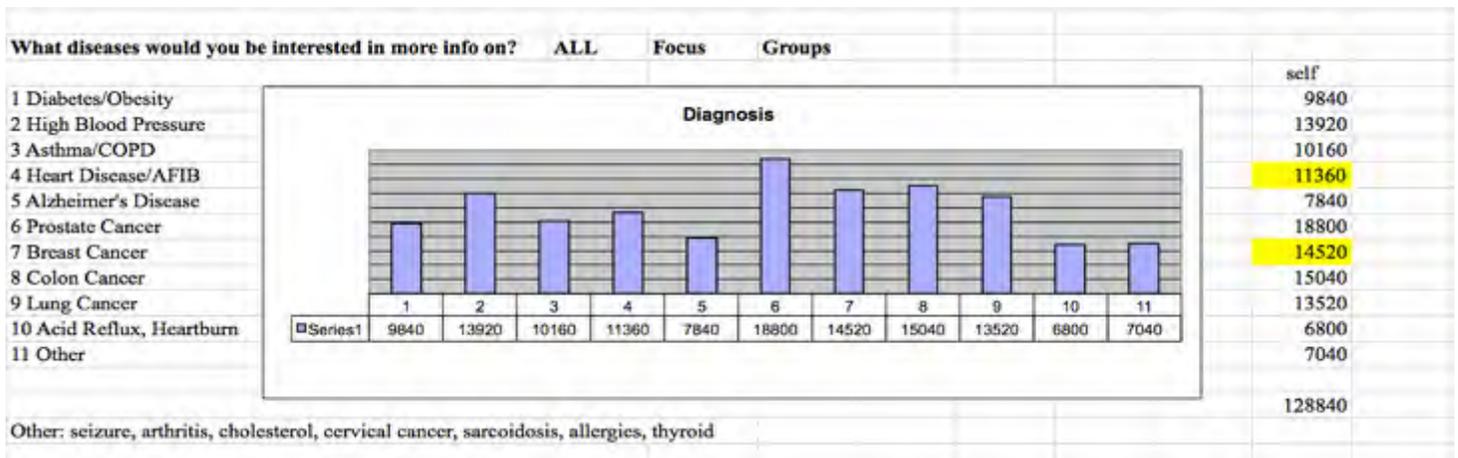
50 Hoops had a bitter-sweet beginning to 2015. It started January 31st, 2015, with the death of Pat's baby sister, Portia Tucker-Howard. Portia was also a founding 50 Hoops board member, and for 17 years, one of the company's strongest supporters and visionaries. Portia handled many aspects of the 50 Hoops operations, from technical, internet marketing, event production to on-site staff and volunteer coordination. As 50 Hoops grew over the years, it was Portia's processes and documentation that played a key role in 50 Hoops' development of "How-to Manuals" for every aspect of our operations. The very infrastructure upon which the company's built and what makes it replicable is because Portia saw our future and helped develop educational models for patient and medical education far beyond the lifetime of our company. And, as 50 Hoops closes in on our 20th anniversary we have created a new "50 Hoops Legends" program targeted for three to five cities over the next 3 years. This tribute goes both to Ed Sanders, whose prostate cancer prompted the creation of 50 Hoops and to Portia's dream for 50 Hoops... and beyond.

Ed and Pat Sanders, Founders

2015 Clinical Trials Surveys (Right)
National Field Research on Diseases (Below)

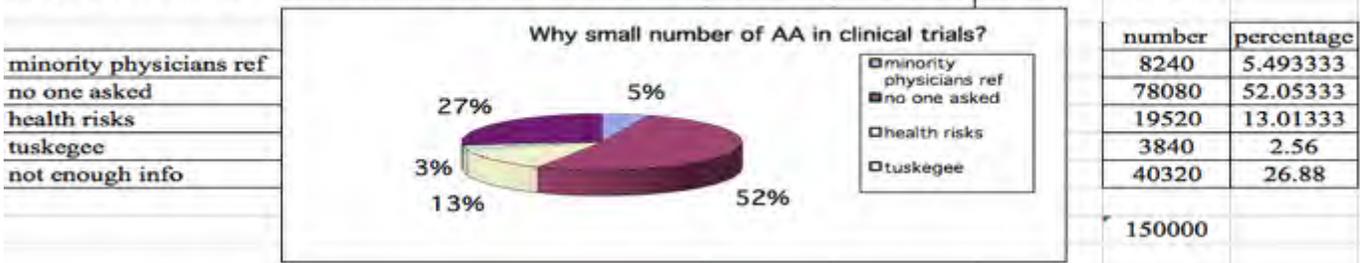


2015 Field Research



Surveyed Attitudes about Clinical Trials

Why do you think such small numbers of African Americans and Hispanics take part in clinical trials?



In each city the clinical research professionals have seemingly similar obstacles in pre-surveys. However, there is often a wide variation of "Solutions."

2015

"We reached out to stakeholders in the program, but decided to go to locations that deal with the community directly and that has been more beneficial, and not done before."

Pre-Challenge:

What are your (department's) problems with recruiting African American patients into trials?

"Must rely on patient opportunity."

"We see very few minorities at our clinic."

What are your (department's) problems with recruiting Hispanic/Latino patients into trials?

"Don't have within our database." "Must rely on patient opportunity."

"We don't have a database of minority patients, that we can depend upon."

Post-Challenge

How has the **Challenge Panel** changed your mind about difficulty of recruiting **African American and Hispanic patients**?

"Has given me other thoughts about recruitment."

Pre-Truth

What do you want to learn from this Luncheon Workshop Lecture?

"How to better recruit minorities."

"Ways to network in minority communities."

"Ideas for opportunities to add more minorities to your database."

"Ways to improve relationships within the African American and Hispanic communities."

Post-Truth

What did you learn in "The Truth? Name two things you heard/learned

"Trust is vital"

"Communication is important."

"A lot of trials have < 10% minority."

"We need to address barriers."

"We (clinical recruiters) need to be very transparent & validated."

"We need to contact community leaders."

"Advocacy, relationship with community leaders."

PRE-SOLUTION

Why have you (specifically) been unable to recruit African Americans and Hispanics/Latinos for your clinical trials outside of your patient base?

"Lack of communication."

"Patient inability to get to (medical facility)."

"Complication of disease criteria, getting word out about studies."



"(Minority) Physicians unwillingness to refer people (to trial site)."

"Site relations. Clinicians don't want to lose patients to (other medical facility)."

What are your intentions to follow-up to seek out clinical trials education and recruitment opportunities?

"Provide findings."

"Reach out to speakers."

"Scheduling a talk about our healthy volunteer study."

"Utilize the (CAM) directory we received at the workshop."

"Yes I was hired to do this; full intention."

"I plan to use the (CAM) directory and contact community leaders."

CAM photos by Eric Younghans, Jay Edwards



POST-Solution

How would YOU propose to help develop community and patient navigators and make it work?

"Send periodic updates to Stakeholders in the CAM directory, and have them email names/contact of interested people."

"Of course. I'm a (clinical) navigator and fully believe in my role & objectives. Good ideas came out today."

"Yes, we have similar ambassadors, we should communicate monthly with community groups, and let them know what's going on within our clinical trials. We should go out to support groups and tell patients about our trials."

6-month clinician review:

"We have hired someone to focus on outreach. This is a brand new position. I mentioned stuff I heard at the conference..."

"We have going projects which clinicians in which we are building a Clinical Research Council. We are moving forward to a January 1 (2016) kick off date and have had conversations with Pat (50 Hoops)..."

"We are working with the main Office of Clinical Research to help us get out more. We've developed and identified African American or Hispanic stakeholders to work with in our community through the Office of Clinical Research... Look forward to 50 Hoops' return."

As 50 Hoops moves into it's 18th year, we want to thank all of our sponsors, grantors, supporters, board, networks and communities that have made our patient and medical programs possible.

--Ed Sanders, Founder



Medical Education programs for clinical research professionals: After consultation with each city in 2015, we added the Community Advocacy MATCHMAKING Luncheon Workshop to shorten the 6-hour conference time for busy clinical research professionals to four hours. All elements of The C.A.S.T. remained the same except we condensed the time by 2 hours. And, to better identify the core of the workshop, we called it Community Advocacy MATCHMAKING or CAM Workshop for Clinical Research Professionals (CRPs). CAM allowed us to get the maximum CRPs attendance. And, the CAM Matchmaking Directory included bios of both stakeholders, and listings of CRPs contact information (plus names of trial).



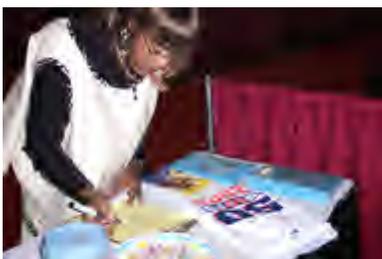
Fabulous 50 to SEXY at 60... to Sensational at 70: This exciting patient education event draws ages 40 - 80+ excited about their health in body and. Mind. Though some may be on crutches,, they enjoy a multi-racial physician panel that draws from myths and facts to discuss cancer, and related diseases. 50 Hoops continued to build strong health coalition bases in 2015, including Dallas, Chicago, Houston and Memphis and expanded our network to Mississippi and Arkansas. And, from these coalitions, we've reached over two-dozen health ministries (with memberships totaling over 56,000), and a half- dozen African American community entities (with over 600 members combined) – *all with booming Baby Boomers!*



50 Hoops Annual Speakers: Over the years, 50 Hoops has been honored with physicians, medical professionals, patients and community stakeholders who make up our panels, facilitate the conferences and workshops and continue to participate in our community events year after year. In 2015, we compiled our first 50 Hoops National Speaker's Directory, in honor of those speakers we've recorded since 2009. We are still going through our archives to update living speakers dating back to 1998, our first year.



The AACT I, II Series' goal is to strategically help each city to create a local model "African Americans in Clinical Trials Coalition – AACT Coalition" by establishing a CALL TO ACTION at each Lecture. Each year, some target cities are changed because of a better opportunity to network with a wider African American community, or because there is a broader group of community participants during a specific time. This year, 50 Hoops reached ten cities. Each city presents an opportunity to outreach more. Each year our goal is to both open new cities and return to those who have asked us back for more.

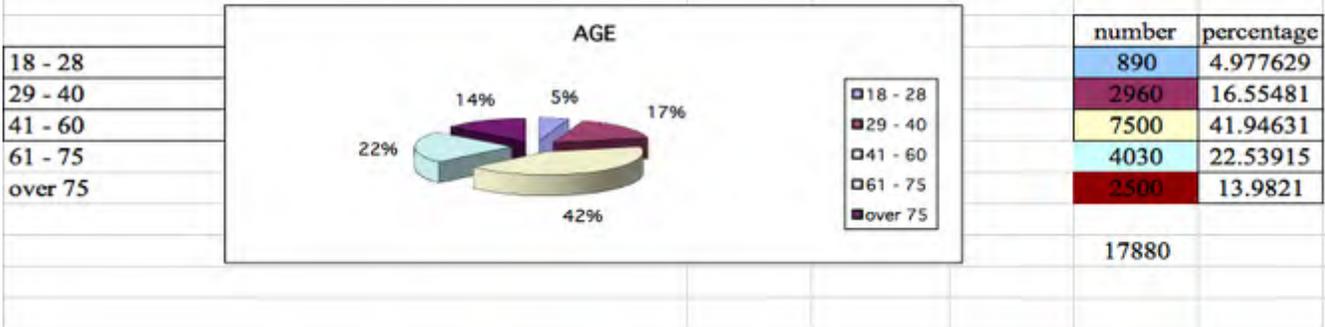


National Minority Health Fairs: AACT I, II Lectures, patient education outreach: Reaching nearly 150,000 African Americans annually, 50 Hoops partnered with Black Expos, African American professionals, Greek and faith-based conventions to reach minorities throughout the country all in one place. Offering sponsored breakfasts, luncheons and workshops, AACT I features local doctors discussing importance of understanding diseases such as breast, prostate and colon cancers. AACT II presents trials and allows participants to address their questions and concerns.

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AGE of 50 Hoops Respondents



50 Hoops™

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