2008
Celebrating 10 years
50

HOOPS™

1998-2008

NATIONAL PROSTATE CANCER AWARENESS TOURNAMENTS AND HEALTH FAIRS

10th Anniversary
50 Hoops National Prostate Cancer Awareness Basketball Tournament and Health Fair 2004

Awareness is Half the Battle

50 Hoops Basketball Tournament: men ages 30-49 and 50+
women ages 21-49
Free prostate cancer screening by L.M. Sylvester and Jackson Memorial Hospital

Saturday, June 12, 2004

For more information or to register for the tournament, call 1-800-247-0429 or visit www.50hoops.com

Sponsored by L.M. Sylvester and The Miami Herald

50 Hoops National Prostate Cancer Awareness

50 Hoops 1998-2008

10th Anniversary
March 19, 2008

Ed Sanders, Senior Vice President
National Physician and Family Referral (NPFR) Project
Dallas, TX 75254

Dear Ed and Pat Sanders:

Thank you so much for partnering with the National Baptist Congress. Your efforts on behalf of the 2007 Health Fair and Screening proved extremely beneficial to the participants, as your surveys have shown.

Because of my own passion in the past several years working with the Congress to further develop a health initiative, we are happy to know that National Physician and Family Referral (NPFR) Project continues to support our efforts nationally with the donation of your time and talents related to helping us identify health disparities that affect African Americans across the nation.

We welcome your corporate and pharmaceutical clients into our Health Fair, and trust that they will help bring about education and understanding about many diseases, treatment options and products that can benefit our delegates and further alleviate health care disparities among African Americans now and in the future.

If you have any further questions, please do not hesitate to contact Mr. Tommy Frieson, our Health Fair Coordinator at 205-937-0450 or me at 609-888-3895.

Respectfully,

Evelyn Mason

Evelyn Mason, Chairperson
Lunch 'N Learn Forums
National Baptist Congress

cc: Dr. R. B. Holmes, Jr., President
National Baptist Congress

Tommy Frieson, Health Fair Coordinator
NATIONAL BAPTIST CONGRESS of Christian Education 2008

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1 AGE?

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Total: 1392

Male and Female

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<th>Percentage</th>
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<td>453</td>
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<tr>
<td>Female</td>
<td>939</td>
<td>67.4569</td>
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Total: 1392

African American?
2 Have you ever attended a health fair and gotten screened?

- Yes
- No

3 How safe do you believe are clinical trials today?

- Very safe
- Somewhat safe
- Not very safe
- Not safe at all

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

- Black physicians
- No one asked
- Health risks
- Tuskegee
- Not enough education

---

**Race: African American?**

- Yes: 1323 (95.0431%)
- No: 69 (4.956897%)

**Screened at a health fair?**

- Yes: 1029 (73.92241%)
- No: 363 (26.07759%)

**Safety of Clinical Trials**

- Very safe: 405 (29.09483)
- Somewhat safe: 891
- Not very safe: 72
- Not safe at all: 24

**Why African Americans don't participate**

- Black physicians: 204
- No one asked: 318
- Health risks: 195
- Tuskegee: 117
- Not enough education: 720
5 Does your church have a Health Ministry?

Yes
No
unknown

Does Your Church have Health Ministry?

- Yes: 62.28448%
- No: 33.62069%
- Unknown: 4.094828%

If Yes: Have you ever attended a Health fair at your church or other church?

Yes
No
unknown

Attended Health Fair?

- Yes: 64.43966%
- No: 28.44828%
- Unknown: 7.112069%

If No: Would you be interested in attending a health fair at your church or other church?

Yes
No
unknown

Interested in Health Fair for Church?

- Yes: 57.97414%
- No: 28.23276%
- Unknown: 13.7931%
6. Would you be more likely to participate in a clinical trials if it were:

- Government funded trial
- Pharmaceutical funded trial
- does not matter
- Need more education
- would not take part

Under What Condition would you participate in Clinical Trials?

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<th>Condition</th>
<th>Number</th>
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<td>Pharmaceutical funded trial</td>
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<tr>
<td>does not matter</td>
<td>474</td>
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<tr>
<td>Need more education</td>
<td>426</td>
<td>30.60345</td>
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<td>would not take part</td>
<td>126</td>
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7. Have you or a family member been diagnosed with any of the following?

1 - diabetes
2 - high blood pressure
3 - asthma
4 - heart disease
5 - HIV-AIDS
6 - Prostate Cancer
7 - Breast Cancer
8 - Colon Cancer
9 - Kidney Cancer
10 - Obesity

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<th>Diagnosis</th>
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<td>807</td>
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<tr>
<td>2 - high blood pressure</td>
<td>798</td>
<td>786</td>
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<tr>
<td>3 - asthma</td>
<td>183</td>
<td>387</td>
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<td>4 - heart disease</td>
<td>159</td>
<td>477</td>
</tr>
<tr>
<td>5 - HIV-AIDS</td>
<td>12</td>
<td>96</td>
</tr>
<tr>
<td>6 - Prostate Cancer</td>
<td>60</td>
<td>246</td>
</tr>
<tr>
<td>7 - Breast Cancer</td>
<td>93</td>
<td>225</td>
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<tr>
<td>8 - Colon Cancer</td>
<td>30</td>
<td>174</td>
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<tr>
<td>9 - Kidney Cancer</td>
<td>21</td>
<td>87</td>
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<tr>
<td>10 - Obesity</td>
<td>255</td>
<td>282</td>
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National Prostate Cancer Basketball Tournaments & Health Fairs
July 19, 2008

PROGRAM
10:00 – 11:00 - BASKETBALL GAME
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars

...What is Prostate Cancer -- causes, symptoms, screening
...How Prostate cancer affects your body pt1: lymph, bone, urine, and potency
...What you should do if you find you have prostate cancer.

11:00 – Noon - BASKETBALL GAME
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars

...Screening: What’s involved, how results are determined
...How Prostate cancer affects your body pt2: lymph, bone, urine, and potency

Noon: Recognitions and Awards Ceremony
Prizes, Announcements
Erectile Dysfunction: myths and facts. Is the Lovin' over?
Special Guest: Dr. Allen Morey

1:00 – 2:00 - BASKETBALL GAME
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars

...Cancer: What are other cancers that affect both men and women:
...Colon Cancer, Breast Cancer - American Cancer Society

2:00 – 3:00 - BASKETBALL GAME
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars

...Prostate Cancer: Treatment Options
...How Prostate cancer affects your body pt3:
...BPH- Enlarged Prostate: What it is, how it occurs, what to do

Thanks to our Sponsors & Partners:

JC Phelps Recreation Center
94.5 KSoul (Team)
American Medical Systems
Indevus Pharmaceutical
Methodist Hospital
Merck

Speakers
Dr. Rufus Green, Urologist
Dr. Allen Morey, UT Southwestern Medical Center

Survivors
Rev. Buford Kemp
Rick Thornton
Ed Sanders
Deacon Smith

Gifts and Prizes
NBA
Harlem Globetrotters
Greyhound
K&G Men’s Store
Giania Men’s Store
Bud’s Salads
Pizza Inn
Dave & Buster’s
Calloway Gardens
Bayer Health Care
Radio Shack
94.5 KSoul
50 Hoops
And...
OFFICE OF THE MAYOR/CITY OF DALLAS

Proclamation

WHEREAS, 2008 marks the 10th Anniversary of 50 Hoops National Prostate Cancer Awareness Basketball Tournaments and Health Fairs; and

WHEREAS, the month of July marks the 3rd Anniversary with our Dallas Tournament Headquarters, J.C. Phelps Community Recreation Center; and

WHEREAS, for a decade 50 Hoops has helped men nationwide gain access to free prostate cancer screening, partnering with local and national health initiatives and popular media; and

WHEREAS, through 50 Hoops partnerships, three local prostate cancer coalitions of African American Networks has been formed; and

WHEREAS, the City of Dallas commends its advocacy of prostate cancer awareness and screening and providing prostate health education combined with fun to the community.

NOW, THEREFORE, I, TOM LEPPERT, mayor of the city of Dallas and on behalf of the Dallas City Hall do hereby proclaim the month of July 2008 as

50 HOOPS MONTH

in Dallas, Texas.

Mayor, The City of Dallas
Only African American patient recruitment firm that outreaches to African American communities with significant and documented results.
50 Hoops is the first and only Prostate Cancer Basketball Tournament and Health Fair for men 40 and over, celebrating 15 years in 2013. 50 Hoops began partnering with the National Senior Olympics in 2010, with leagues of men 50 and over traveling to Dallas from across the country annually, the 3rd Saturday in July for this historic partnership.

NPFR Project (a division of 50 Hoops) mission is to expand patient education and patient advocacy to improve health education about diseases and clinical trials. The NPFR Project has conducted nearly two dozen seminars, workshops, lectures and workshops nationally in more than a 15 U.S. cities about diseases that critically affect African Americans.

And, because of the racial disparities in health care for African Americans, NPFR Project launched a “GROUND ZERO,” field research in 2009, targeting African Americans who are underserved, called CEDRIC (Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials). Field Research Surveys gathers geographic, psychographic, socio-geographic information on the emerging African American urban culture. In 2012 “African Americans in Clinical Trials I and II Lectures” evolved from CEDRICT to educate patients and Site investigators. Our face-to-face surveys at national Minority Health Fairs and Black Expos help gauge health educational needs and medical access and their participation in clinical trials.

NPFR Project works with other community-based organizations to scout out those who are interested in both more disease education and quality-of-life health issues. Medical and Community Partners act as resources in over 35 cities to survey their communities annually. Field research participants must opt-in or opt-out to be notified of an event or clinical trial.

In 2010, The CEDRICT project developed an expanded patient health education project entitled: “African American Health Matters,” a mobile health text message service that reminds subscribers of all ages about health matters critical to their daily lives, reaching nearly 60,000 participants in varying socio-economic levels. The Multi-Media outreach

“Fabulous 50 to Sexy at 60” is one of the most popular Lecture Series and Workshops begun and partners with hospitals, university medical centers and health ministries nationwide, to reach hundreds of African Americans and minorities annually.

The CEDRICT project has developed a patient and community health education project entitled: “African American Health Matters,” a mobile health text message service that reminds subscribing African Americans of all ages about diseases critical to their daily lives. The Service kicked off September 19, 2009, and by early 2011 subscribers grew to over 50,000. And, the new African American Health Matters’ RADIO reaches thousands of listeners from many economic levels.

We ARE specialists at *in-your-face* approach to getting African Americans to understand why they should participate in clinical trials. At the same time, we make recommendations to sites and sponsors for the *best approach for each community*.

- Looks at the community where sites are located
- Helps Investigators understand the interests, attributes, social differences, needs.
- Conducts demographic and psychographic surveys profiling of minority audiences while at the same time delivering to client most effective means to recruit audience.
Through on-site local and national partnerships

Access to **tens of thousands of minorities** through on-site media and health fair networking and partnerships with professional organizations across the country.
50
HOOPS™
National Prostate Cancer Basketball Tournament and Health Fairs
2009
April 24, 2009

To Whom It May Concern:

Mrs. Sanders and I have discussed on several occasions that a well characterized portrait of the drivers and barriers of minorities when it comes to clinical research is currently not available. This deficit in understanding handicaps our ability to reach out to these populations in a way that is respectful and meets the needs of all stake holders.

A Coalition to Eliminate Disparities and Research Inclusion of African Americans in Clinical Trials could be an important component in the effort to improve participation and consideration of African Americans in clinical research. Notwithstanding, continual research conducted by both the public and private sector will be ideal in order to ensure the ongoing consensus on business actions, regulations, and educational mandates in this field.

If you have any further questions, please feel to contact me.

Regards,

Joseph Kim
Group Manager
Merck & Co., Inc.
351 North Sumneytown Pike
UG3CD-60
North Wales, PA 19454
office: 267-305-7096
mobile: 610-322-1431
fax: 267-305-6529
April 27, 2009

TO WHOM IT MAY CONCERN:

I am the Sr. Contract Manager of Patient Recruitment Programs at GlaxoSmithKline (GSK), a research based pharmaceutical company. In my role, I work closely with colleagues who are committed to clinical studies that responsibly address inclusion of African Americans and minorities in drug discovery.

To this end, I have talked at length with Mrs. Pat Sanders about her work in patient recruitment of African Americans. She has diligently focused her company's efforts to increase understanding of clinical studies among minority and under served populations.

I suggest that you give serious consideration to Mrs. Sander’s proposal for community outreach to African Americans since it addresses the need to change how clinical recruitment is approached in a hard to reach and resistant population.

I support Mrs. Sander’s efforts to provide clinical trials education and on-the-ground community action to bring more African Americans into clinical trials.

Feel free to contact me if you have any further questions.

Sincerely,

Susan E. Blaustein  
Sr. Contract Manager for Patient Recruitment Programs  
GlaxoSmithKline  
5 Moore Drive  
Research Triangle Park, NC 27709

Susan.e.blaustein@gsk.com  
919-483-7723
What is The CALL TO ACTION?
The CALL TO ACTION Coalition is part of a national strategy to reach and educate African Americans both about disease conditions and the importance of participating in new drug discoveries. In 2008, NPF PROJECT, networking with over 103 partners from around the U.S, developed a national field research called C.E.D.R.I.C.T (Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials) for African Americans. The collective national coalition, called The AACT (African Americans in Clinical Trials) Coalition partners with existing local medical groups to engage African American communities in health discussions. Health advocates, church ministries and networks whose advocacy focuses upon health and disease education are invited to address racial disparities in health care and clinical trials. The goal is to form city by city replicable MODELS whose purpose is to educate our communities through unified programs that offer quarterly resources and programs for better understanding of critical diseases and about participation in clinical research trials.

Thanks to supporters who made Fabulous 50 to Sexy at 60 possible

Alecia Thompson         Pastor Rodney Derrick         Physician Panel
50 Hoops/NPFR Staff   FABulos Volunteers     Kim McGrew
LaRetta Williams, “Pieces of My Dreams” Centerpieces
A&J Catering – A Taste of Jamaica, VA Hospital
The Potter’s House of Dallas, Methodist Hospital of Dallas
Ron Boggs, Television Cameraman, Parkland Hospital
Obesity Action Coalition, Golden Vessels, Office Depot
Patient Advocate Foundation, American Heart Association
Cotton Patch, Nate’s Sea Food Restaurant, Pel We, Carrabbas
Mary Kay, Ardys International, Calloways, Med E Systems

Invocation - Pastor Rodney Derrick
Pastor Derrick became a pastor of the Potter’s House in May 2006 under the tutelage of Bishop T. D. Jakes and First Lady Serita Jakes. A true calling from God, Pastor Derrick’s pastoral oversight includes the Bereavement Ministry, Golden Vessels, and the Professional Ministry Technicians (Ushers/Greeters) Hospital Ministry.

Lecture Series Cities: Philadelphia, Detroit, Houston, Savannah, D.C. Atlanta, Dallas, Miami, Chicago, Richmond, St. Louis
National Physician and Family Referral Project, a Division of 50 Hoops 14902 Preston Road, #404-744 Dallas, TX 75254 1-800-677-8441
Tonight's project focuses on Cardiovascular, Diabetes, Hypertension and Cholesterol patient health education, physician exchange, and distribution of disease-related information and materials. The Lecture Series, helped by our local and national partnerships, fosters increased understanding of the health care system and better understanding of clinical trial issues that contribute to the improvement of patient knowledge base and care.

**Obesity- Dr. Tiffany M. Powell MD**
Dr. Tiffany M. Powell, MD is chief fellow in the Cardiology Division of the Department of Internal Medicine at UT Southwestern Medical Center. With a medical degree from Duke University School of Medicine and M.P.H. in Epidemiology from the University of North Carolina, Dr. Powell completed her residency in internal medicine at Brigham and Women’s Hospital in Boston. Her current research involves the assessment of psychosocial determinants of obesity, evaluation of disparities in obesity treatment, and the use of community-based participatory research programs for the treatment and prevention of obesity and other cardiovascular risk factors.

**Diabetes- Dr. Jill Waggoner MD**
Dr. Jill Waggoner, MD received her Master’s Degree in Anatomical Sciences and her Medical degree from the University of Oklahoma Health Sciences Center. She then completed her internship and residency at the U.T. Southwestern/Methodist Hospitals of Dallas Family Practice Program. She has practiced in the Dallas area for over 15 years. Her unique style of medicine combines natural healing modalities and conventional medical practice. Dr. Waggoner sits on several boards and lectures frequently on health and wellness issues.

**Hypertension- Dr. James Race MD**
Dr. James Race, MD attended Texas Southern University, Case Western Reserve University graduate in Biochemistry and graduate of Meharry Medical College in 1983. With over 28 years in Internal Medicine, Dr. Race has been heavily involved in clinical research in diabetes, cardiovascular and hypertension. An active force in the community, he is Past Chairman – Dallas Division American Heart Association (AHA) African American Task Force, Member – Executive Board AHA, Dallas Division, Chairman AHA Minority Council and Past Chairman AHA Community Site. He’s an active member of the Dallas County Medical Society, Texas Medical Association and Texas Geriatric Society.

**Cardiovascular Dr. Nicole Minniefield MD**
Dr. Nicole Minniefield, MD completed her Internal Medicine residency training at the Hospital of the University of Pennsylvania in Philadelphia, PA and Cardiovascular fellowship subspecialty training at the University of Texas Southwestern Medical Center in Dallas, Texas where she received the 2009 JoAnn McWhorter Outstanding Fellow Award. She has developed an interest in healthcare disparities and particularly the disparate high rates of cardiovascular disease in the African American population which has lead her to engage in various community education programs in the Dallas Metroplex area. In September 2009 Dr. Minniefield joined the Division of Cardiology at the Dallas VA Medical Center as a non-invasive cardiologist.

Lecture Series Cities: Philadelphia, Detroit, Houston, Savannah, D.C. Atlanta, Dallas, Miami, Chicago, Richmond, St. Louis
National Physician and Family Referral Project, a Division of 50 Hoops 14902 Preston Road, #404-744 Dallas, TX 75254 1-800-677-8441

50Hoops/NPFR Founders Ed and Pat Sanders, creators of FROM “Fabulous 50 to SEXY at 60” Dinner Lecture Series
In 2009, after realizing the difficulty in reaching and recruiting African Americans into clinical trials, P&E Associates and 50 Hoops/ NPFR Project created C.E.D.R.I.C.T. (Coalition to Eliminate Disparities and Research Inclusion in Clinical Trials). Unbeknownst at the time, this was the beginnings of two of 50 Hoops’ Patient Education Events: (1) AACT I, II (African Americans in Clinical Trials) Dinner Lecture Series and The C.A.S.T. (Community Advocacy Site Training).

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**African Americans and Clinical Trials**

Research conducted over the past few decades has consistently shown a race, age and gender gap when it comes to access to cutting-edge clinical trials for patients diagnosed with cancer. Minority participation in clinical trials has traditionally been low, with reports ranging from 3% to 20%. For many years, racial and ethnic minority accrual to NCI-sponsored cancer treatment trials paralleled the incidence of new cancer cases among those ethnic groups. However, in recent years, a new trend has emerged. Although the number of minority patients enrolled in clinical trials has remained relatively stable, the overall number of individuals admitted to trials has increased, therefore decreasing the minority percentage. For example, from 1998 to 2001, enrollment of black patients into clinical trials remained relatively stable (2309 versus 2347, respectively), however, a 22% increase in overall clinical trial accrual occurred from 23,343 in 1998 to >30,000 in 2001. According to research literature African Americans are interested primarily in being educated about research studies and lack of information was a primary reason they did not participate in clinical trials (Roberson, 1994). In addition, the literature stated that “African Americans requested broader education about the importance of opportunities for participation in medical research” (Corby-Smith et al. 1999).

Many health professionals and leaders in the African American community cite the Tuskegee Study, a 40-year study of the effects of syphilis on African-American men, as a factor contributing to low participation of African Americans in routine preventive care, clinical trials, and organ donation. Even though an effective treatment for syphilis was discovered in the 1950s, the study continued for another 20 years and the men involved were neither given treatment nor told of any treatment option. The impact of this abuse serves as a barrier that has engendered fear and mistrust of clinical research, especially among members of the African American population. Misuse of African Americans by the United States health care system existed long before Tuskegee, however, as documented by the use of African Americans as research subjects for autopsies, dissections, and experiments during slavery for medical student training in southern medical schools. These historical occurrences are not forgotten in the African American community. In recent years, African Americans were reluctant to participate in clinical trials to test new AIDS treatments, citing a fear of a government conspiracy. Historical incidents, along with individual stories of mistrust and fear of research institutions, create an atmosphere of distrust among African Americans that still surrounds clinical research.
CEDRIC: 2009 – 2012

Communications Structure

CEDRIC

COALITION to ELIMINATE DISPARITIES and to RESEARCH INCLUSION in CLINICAL TRIALS

NPFR/P&I Associates

Field Research Surveys
Administration, Evaluation and Analysis

Media Community and Event Educational Outreach

Patient Education and Referral Network
800 Number Survey Line

The AACT Coalition
(African American Clinical Trials) Coalition
Local Community-Based Clinical Trials Education and Information Consortium
800 Number for information and referrals

CEDRIC OUTCOMES

a. Development of educational channels to minorities to adequately inform them about clinical trials
b. Education and Training of Community Coalition through outreach support on techniques for outreach to minority communities about clinical trials
c. Development of ongoing education and/or training opportunities of patient population about disease conditions and how ongoing clinical trials affect life-sustaining treatments
d. Continuing education for participant enrollment and retention
e. Provide ongoing education about clinical trials to improve recruitment and retention in trials
f. Development of ongoing speakers bureau, network for education and information about current trials that may be of interest to the community
g. Identification and access to African American health initiatives in communities in order to educate about clinical trials and to help them understand options to participation
h. Identification of health disparities within the urban communities where studies show needs work
i. Educating clinical trials recruiters and investigators, on techniques and methods for reaching a broader base of minorities, and securing commitment to community education and outreach
j. Provide a research study analysis of this project with local and national recommendations from community experts about reaching African Americans and other minorities with clinical trials
k. Creation of and distribution of clinical trials educational materials (brochures, DVD’s) targeted specifically to African Americans
l. Developing special workshops for understanding motivations behind African American participation in clinical trials
m. Publishing of a handbook of methods and approaches recommended to reaching African American and minority audiences
n. Creation of vehicles that offer opportunities to input into policies related to trials in their communities
o. Development of CEDRIC Health Leadership Conference to improve education whereby improving participation and designed to reach those who are best equipped to address the various groups within minority communities
p. Create A replicable model of The AACT Coalition for outreach to other U.S. cities
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<td>Field Research, AACT Coalition</td>
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</tr>
<tr>
<td>Program Summary: How It Works</td>
<td>12</td>
</tr>
<tr>
<td>Methodology. Strategy, Timetables, Acknowledgements</td>
<td>13-17</td>
</tr>
<tr>
<td>Outcomes</td>
<td>18</td>
</tr>
<tr>
<td>Addendum</td>
<td></td>
</tr>
<tr>
<td>Networks, Collaborator overviews, staff, Consultants</td>
<td>19-25</td>
</tr>
</tbody>
</table>

Attachments:
1. Budget Template
2. Budget Details
3. National Baptist Congress Survey on Clinical Trials (Chart)

New RESOURCES, New FINDINGS:

In 2007 NPFR began working with the coveted National Baptist Congress and their convention which brings together nearly 90,000 participants annually from across the country. Church sizes range from small (200 - 500 members) to mega churches (10,000 - 20,000 members).

In 2007 and 2008 NPFR orchestrated the diabetes, hypertension, cholesterol and prostate cancer screening of the delegates for the first time in the organization’s 100-year history. NPFR and P&E Associates also took surveys of participant demographics, need for disease education, family disease history, attitude about clinical trials, circumstances under which they would participate and personal need for health-related events and information on critical diseases.

The National Baptist Congress audience is professed to be one of the most diverse African American audiences, yet the answers related to disease knowledge and clinical trials were very similar. The National Baptist Congress’ health education initiative and disease screening marked a milestone for them.

Surveys were taken of over 1200 attendees. Strong opinions and important health needs were expressed by this powerful organization that supports more disease-related and clinical trials educational outreach. This led to a needs assessment by NPFR and P&E Associates, resulting in this proposal.

See Surveys Attached
The AACT Coalition
(African American Clinical Trials)

The mission of The AACT Coalition is to engage African American communities, health advocates and networks whose advocacy focuses upon racial disparities in health, to form a pilot, replicable coalition expressly for the purpose of educating community about clinical trials in general, and offering resources for grass roots participants to find trials, and to do this quarterly.

- Through the AACT Coalition provide continuing education as well as opportunities for constituencies to get information about ongoing clinical trials, and do so in informed fashion.
  - Initiate clinical trial awareness training to African American community leaders helping them to gain understanding about clinical trials, with possible outreach to their constituencies
  - Create partnerships with quarterly grass-roots health events, offering speakers for education on disease conditions and ongoing clinical trials.
  - Develop prototype for an online quarterly newsletter reporting on coalition, clinical trial educational opportunities, and education on disease condition and trials.
  - Schedule periodic health information forums, web sites, newsletters, etc. to keep coalition constituencies informed about new trends and drugs.
  - Create vehicles for continuing education on clinical trials participation that offers information about recruitment and retention to community.
  - Offer outreach resources to African American Networks on information about current clinical trials.

- Explore community health education resources, tools and vehicles to take message to masses, as a means to eliminate racial disparities in clinical trials.

- Develop local Faith-Based outreach to churches with health initiatives as part of the AACT Coalition outreach.

- Develop a National “The AACT” Coalition outreach plan to community, churches and member organizations.
104th Annual Session
Congress of Christian Education
Auxiliary of the National Baptist Convention, USA, Inc.

Dr. William J. Shaw, Convention President • Dr. Harry Blake, General Secretary
Dr. R. B. Holmes Jr., Congress President • Dr. George W. Waddles Sr., Congress Dwain

A Christ-Centered Congress
"The Heavenly Vision: The Mission of the Church"
(Ephesians 5:16-21)

June 22-26, 2009 • COBO Center • One Washington Blvd • Detroit, Michigan

50 Hoops 2009 Annual Report
Breakfast to Honor Methodist Prostate Screening Participants

A breakfast has been scheduled to honor men who have participated in prostate screenings sponsored through Methodist Health System and 94.5 K-Soul with the 50 Hoops National Basketball Summer Tournaments and Health Fairs. Methodist has conducted PSA screenings, offered speakers and on-site consultation about prostate cancer at the games.

The Prostate Cancer 101 Breakfast will be held Saturday, July 18, at 8:30 a.m., at the J.C. Phelps Community Recreation Center, 3030 Tips Boulevard, Dallas, just before the 50 Hoops Basketball Tournament that starts at 10 a.m. that day.

50 Hoops and Methodist will honor survivors who were screened by Methodist during the past five years, thank them for their courage, and encourage their outreach to other men to get screened. The breakfast will also recognize representatives from various church health ministries which have allowed Methodist to screen at their churches annually.

Methodist will present a special certificate to these men and organizations and 50 Hoops will also pay tribute to Methodist for its dedication to prostate cancer education and screening of African American men over the past decade. For further information on the breakfast contact Methodist PSAP Director Tim Upshaw at 7-46-49. For details on the basketball tournament, call 50 Hoops at 1-800-677-8429 and ask for Ed Sanders or visit: http://www.50hoops.org.

Teams are ages 30-49 and 50 and over.

Cost is $15/per man (they will match you with a team) and $50 for teams of 3-5 men. Tax deductible donations go to prostate cancer education.

Breakfast Program

Prostate Cancer 101 Breakfast Lecture Series

8:20 a.m. OPENING PRAYER
Rev. Buford Kemp

INTRODUCTIONS
“Rudy V”94.5 K-Soul Radio
Welcome, Mission Founders:
Ed and Pat Sanders
Intro Medical Panel: Rudy V

8:30 - 8:40: Physician SPEAKER

“Newly Diagnosed”

Breakfast Guests: Rudy V asks that you write your questions and pass to table captain. If your question is not answered be sure to sign the call to action, where literature and resource information, and Breakfast Series information will be sent to you.

Questions and Answers

8:40-8:45: Newly Diagnosed

8:45 – 8:55 Physician SPEAKER

“Living with Prostate Cancer: Creating new lifestyles, new treatment technologies”

Questions and Answers

8:55 – 9:00: Living with PROSTATE CANCER

9:00 - 9:10: Physician SPEAKER

- Wives/Spouses and families of Prostate Cancer Survivors

Questions and Answers


9:15 – 9:30: SURVIVOR TESTIMONIALS
Moderator: Tim Upshaw

“PROBLEMS and solutions for a better African American Community Awareness of Prostate Cancer.”

Awards Ceremony

50 Hoops Call to Action: Ed Sanders

9:30 – 9:40: 50 Hoops and Methodist Hospital of Dallas

Please return your “Call to Action” forms to table captain or host before you leave.

- Thanks for your participation

9:40-9:45:

Call to Action
Survivor Testimonials
Program
10:00 - 11:00: Basketball Game
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars
- "What is Prostate Cancer?" - causes, symptoms, screening
- "How Prostate cancer affects your body pt1: lymph, bone, urine, and potency"
- "What you should do if you find you have prostate cancer.
11:00 - Noon: Basketball Game
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars
- "Screening: What’s involved, how results are determined"
- "How Prostate cancer affects your body pt2: lymph, bone, urine, and potency"
Noon: Prizes, Announcements
1:00 - 2:00: Basketball Game
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars
- "Cancer: What are other cancers that affect both men and women: "Colon Cancer, Breast Cancer - American Cancer Society"
2:00 - 3:00: Basketball Game
- Guest Speaker
- Survivors: Heroes, Heroines, and Superstars
- "Prostate Cancer: Treatment Options"
- "How Prostate cancer affects your body pt3:"
- " Erectile Dysfunction: myths and facts. Is the Lovin’ over?"
- "BPH: Enlarged Prostate: What is it, how it occurs, what to do"

Thanks to our Sponsors & Partners:
JC Phelps Recreation Center
94.5KSOUL (Team)
Endo Pharmaceutical
Merck & Company
Pfizer
Sanofi-Aventis
Genentech

Methodist and 50 Hoops Survivors
Gifts and Prizes
NBA
50 Hoops T-Shirts
Dave & Busters
$10 Gift Card
Gifts from 94.5 K-Soul

Expanding Our Focus
Endo is expanding to bring new therapies to patients, new treatment approaches to physicians and better outcomes to managed care providers. Today, we’re working in pain management, urology, endocrinology, and oncology. We’re evaluating new drug delivery technologies to create innovative new medicines. And we’re empowering our commercial team to work with physicians and payors to become real partners in medical care, not just suppliers. These are exciting changes which move us closer to our goal of becoming the premier specialty pharmaceutical company.
Prostate Cancer 101 Breakfast Lecture Series
And
50 Hoops Prostate Cancer Basketball Tournament and Health Fair
July 18, 2009
The first annual 50 Hoops/Methodist Hospital Prostate Cancer 101 Breakfast Lecture Series was held July 18, preceding the 50 Hoops Basketball Tournament and Health Fair.

Nearly 50 African American prostate cancer survivors, newly diagnosed and partners offered testimony of the continued need for outreach to African American men in the Dallas-Fort Worth area. 40 men signed the CALL TO ACTION to continue the PC101 Breakfast Lecture Series in 2010. The program evaluations tallied 98% who thought the breakfast lecture was excellent, 97% said they enjoyed the program format and 100% said they would attend another series if invited.

The Prostate Cancer 101 Breakfast Lecture Series will be an added patient education program for 2010, with possible quarterly meetings and community, media outreach. 94.5 K-Soul Radio DJ's have also signed on board to promote on the airways for men to attend.

C.E.D.R.I.C.T. Field Research Surveys were conducted at the 50 Hoops games.
In Indiana, we surveyed a younger crowd
Field Research Surveys taken at MBE

GROWING UP MISSOURI BLACK EXPO
18th Annual event
SEeks to engage and inspire change

By Andrew Fowler
For the St. Louis American

Turning 18 is a milestone – actually a symbol of the ultimate graduation from childhood.

There is a new freedom, but more than that, there is a new level of responsibility and expectations with respect to maturity that comes with being legally declared an adult.

As he gears up for The 18th annual Missouri Black Expo (MBE), President Tom Bailey hopes to create a similar transition in those who attend next week’s festivities and events at America’s Center.

This year’s theme is “Missouri Black Expo, The Power to Change.”

“We wanted to underscore the change in our country,” said Bailey. “There’s been change in the White House. We wanted to show that we still have the power to change in our lives.”

Presented by Wal-Mart, this year’s

Black Expo” will take place on August 22 - 23. The action-packed weekend will include many activities, such as a fashion show, boxing tournament, multiple concerts, informational booths, a college fair and celebrities in music, literature and politics. An estimated 15,000 to 20,000 people will be present both days.

On August 21, MBE is hosting their Multicultural Career Fair at the America’s Center and an MBE kick-off party at Club EXO.

The official beginning of the Expo is marked by the 18th annual Prostate Cancer Survivors and Awareness Walk in association with 100 Black Men of St. Louis at Kiener Plaza, where registration begins at 7 a.m.

“In its first year the walk made $8,000. Last year the walk raised $20,000. This year our goal is to raise $50,000,” Bailey said.

See MBE, C5
African American Health Matters

The National Physician and Family Referral (NPFR) Project is taking advantage of huge populations of African Americans at meetings, conventions and festivals during the months of June through October. As part of a national field research for a program called C.E.D.R.I.C.T. (Coalition to Eliminate Disparities and Research Inclusion in Clinical Trials), the company has implemented "African American HEALTH MATTERS," an opt-in Text Message Program about "health matters" in their daily lives. Participants receive monthly and periodic text messages reminders and tips, to keep on top of such things as taking medications, diabetes, hypertension, acid reflux, smoking and exercising. Because their "health matters," AAHM serves as an educational tool to offer tips and information about treatment options for diseases that critically affect African Americans.

NPFR initiated a study after an article appeared in 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. That, the fact that less than 30% of African Americans own personal computers in their homes plus, the CTIA International Association for Wireless Communications sites nearly 82.4% of Americans own cell phones, was enough to see the opportunities for health and disease education as well as Clinical Trials communication (for both recruitment and retention) potential.

"African American HEALTH MATTERS" Text Messaging Program is an educational tool for the hundreds of thousands of minorities who communicate frequently by text messaging and clinical trials pre-recruitment tool for reaching this audience with your message. The potential for utilizing this program for retention is also enormous because of its educational and referral value.

"This patient education tool targets a special mobile cell phone market of African Americans, many of whom are not on the internet, through a unique text messaging health awareness program," say NPFR co-founder, Ed Sanders. "Increasing health education and disease awareness among African Americans will help stabilize the soaring rate of diseases which are prevalent among too many underserved and minority populations. "African American HEALTH MATTERS" addresses racial disparities in health care by utilizing something as intimate as a personal cell phone to help you stay on track with health matters."

Among the disease information partnering organizations are; The American Heart Association, American Arthritis Association, Weight Watchers, and American Cancer Society.

YUM!, corporate parent for KFC, Taco Bell and Pizza Hut is one of the first corporations to sponsor a companion web site, http://www.africanamericanhealthmatters.org. The "African American HEALTH MATTERS" web site will make it possible to market online through the vast African American social networking opportunities, and reach the thousands of black and health-related sites nation-wide. AAHM is expected to reach over 350,000 minorities during the first year of the text messaging program.

Participants will also have the ability to opt-in (and out) both through their mobile phones and the internet. Key disease organizations such as the American Cancer Society, The American Diabetes Association and American Heart Association have already signed on to send health text messages. A special 800 number will also be available for those who wish to register by phone. "African American HEALTH MATTERS" kicks off September 19, 2009.
50 Hoops expanded the offering to sponsors in 2009 to give them more ROI for their dollars, during a time when budgets are tight and results are important.

We took sponsors to several events, distributing the company’s educational flyers, and materials as part of the health field research of African Americans.

In June, The National Baptist Congress 2009 drew over 30,000 to their convention. The year had fewer participants than previous years because of the national economic situation, however, NPFR participated along with about 10 vendors, including Merck in the 11th Annual health fair in Detroit, MI.

Annually, NPFR conducts a field research to gauge the opinions of participants about health matters. This year, NPFR surveyed nearly 550 participants during registration day between the ages of 18 and 75.

Geographically D.C., CA, MD, NY and FL had the highest attendance at the health fair. Second was AL, LA, KY, MD, TN, WA and WI.

Over 46% of the attendees were between the ages of 41 - 60, with 22% 61 -75 years of age. This is a traditionally older and female group. 72% female compared to 53% in 2008 and 55% in 2007. This was a drastic jump in female attendees, who are usually the foundation of most African American churches.

Those with health ministries accounted for 57% this year, compared to 62% surveyed in 2008 and 43% in 2007.

High Blood Pressure, Diabetes and Acid Reflux, and though Obesity was also among the issue, many had not been medically diagnosed with this disease. We account for this with the fact of the low numbers who carried regular health insurance. In 2007 Asthma and heart disease outpaced Acid Reflux in our surveys. We cannot account for the change in these stats, except that it may relate to the age and sex of participant responding in 2009.

An important question regarding keeping up with the latest information and managing various diseases, 83% said they do keep up with the latest information about their diseases, however this does not preclude the ongoing need for health education both in the church and community.

The balance of the surveys dealt with clinical trials. 67% said they are interested in receiving more information in their community about clinical trials, while 62% said they would participate if they knew about one.72% said they thought clinical trials were safe, and 33% said they did not participate because no one asked them, followed by 18% who said they'd be more likely to enter a clinical trial if a black doctor were to ask them. In 2007 20% said they would participate if someone asked, and 13% said they would if a black physician approached them.
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 30% 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 of African Americans, many of whom are not on the Internet, through a unique text messaging health awareness program,” says NPFR co-founder, Ed Sanders. “Increasing health education and disease awareness among African Americans will help stabilize the soaring rate of diseases which are prevalent among too many underserved and minority populations. African American Health Matters addresses racial disparities in health care by utilizing something as intimate as a personal cell phone to help them stay on track of their health matters.”

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 Yum! Brands. Those without Internet access can register by phone by calling 1-800-677-8441.
P&E Associates continues to partner with 50 Hoops/NPFR Project for disease and clinical trials outreach.

What we offer… and How your company Benefits

P&E Associates Consulting Services offer:
- Multiple trial diseases outreached and recruited simultaneously for cost-effective use of consulting services.

We focus primarily upon recruitment of diseases which critically affect African Americans such as diabetes, hypertension, asthma, cholesterol, cancers (prostate, lung, colon, breast), obesity, smoking, arthritis, PMS, menopausal and post-menopausal, orthopedic-related, arthritis, depression, HIV and other infectious diseases.

All events and media pictured are those partnered and/or produced for patient recruitment clients by P&E Associates

- Develop national African American databases across all study disciplines.

- Create an effective, tested minority patient recruitment plan designed to address differences in African American and minority participants both geographically and socio economically.
Developing a new, unique web site: http://www.blacksinclinicaltrials.com for minorities online: Working class, middle class, and upper middle class African Americans and other minorities with access to the internet.
Statistics for AAHM Outreach – Page 8

AFRICAN AMERICAN Health

FIG 1. Adjusted Death Rates for Selected Causes of Death*  

<table>
<thead>
<tr>
<th>Cause</th>
<th>All Populations</th>
<th>African-Americans</th>
<th>% Relative Disparity</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Causes</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>730.8</td>
<td>730.8</td>
<td>0.0%</td>
</tr>
<tr>
<td>Cancer</td>
<td>233.3</td>
<td>233.3</td>
<td>0.0%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>60.0</td>
<td>60.0</td>
<td>0.0%</td>
</tr>
<tr>
<td>HIV/AIDS</td>
<td>4.7</td>
<td>4.7</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

* For 100,000 Population

CEDRICT Field Research Data Report 2009

Program start-up was September 19, 2009.
Events where we registered AAHM mobile text message participants: Est. about 10,000
Following does not include Atlanta, NOBLIC conference estimate about 100.

National Baptist Congress:
Attendance: 30,000
Took surveys: 5,550 (see states below)
- D.C., CA, MD, NY and FL had the highest attendance at the health fair. Second was AL, LA, KY MD, TN, WA and WI.
- Over 46% of the attendees were between the ages of 41 - 60
- 2% 61 -75 years of age
- 7 2% female

Prostate Cancer 101 Breakfast Lecture Series
50 Hoops Basketball tournament: Dallas Texas

Attended: 500
Took surveys 200
- The average age (46%) were between the ages of 29 - 40, 8 7% being men.


Attendance: 60,000 – 100,000
Took Surveys: 1,000
- Over40% were 29 - 40 years of age, followed by age 18 - 28 (30%)
Field Research Survey **Comparisons by Events**
(2004, 2009)

Survey African American Leaders (2004) @ Prostate 101 Lecture Series

National Physician & Family Referral Project and CISCAP Screening Questionnaire

**Survey of African American Leaders**

1. **How safe do you believe clinical trials are?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Safe</td>
<td>26</td>
<td>36.61%</td>
</tr>
<tr>
<td>Somewhat Safe</td>
<td>42</td>
<td>59.15%</td>
</tr>
<tr>
<td>Not very Safe</td>
<td>1</td>
<td>1.40%</td>
</tr>
<tr>
<td>Not safe at all</td>
<td>2</td>
<td>2.81%</td>
</tr>
</tbody>
</table>

2. **Do you think there should be clinical trials targeting African-Americans?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>63</td>
<td>87.73%</td>
</tr>
<tr>
<td>No</td>
<td>7</td>
<td>9.85%</td>
</tr>
<tr>
<td>No Opinion</td>
<td>1</td>
<td>1.40%</td>
</tr>
</tbody>
</table>

3. **Why do you think such a small number of African-Americans take part in clinical trials?**
   (several answered more than one response)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough black physicians take part in research</td>
<td>29</td>
<td>26.12%</td>
</tr>
<tr>
<td>No one asks them</td>
<td>32</td>
<td>28.83%</td>
</tr>
<tr>
<td>Too many health risks for clinical research volunteers</td>
<td>11</td>
<td>9.09%</td>
</tr>
<tr>
<td>The history of the Tuskegee study</td>
<td>28</td>
<td>25.22%</td>
</tr>
<tr>
<td>Other</td>
<td>11</td>
<td>9.09%</td>
</tr>
</tbody>
</table>

**Chart for #3**

Other answers include:
1. Afraid to see doctor - to participate in the studies
2. Not enough information on the subject
3. Fears and other priorities/concerns
4. Lower rate of testing and diagnosis
5. Uncertain on the part of the US government
6. No knowledge of them
7. Fear of unknown
8. Don't trust the government
Stay Healthy with Your Cell Phone

When the holidays roll around, staying trim, fit, and healthy can take a back seat. Stress, colds, 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 messaging 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, eating diabetes, hypertension, acid reflux, and ending obesity addiction.

You choose the categories.

Sending health-oriented text messages is an "in-the-fax" approach to reaching an underserved community that might otherwise be missed. 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 30% of African Americans own personal computers in their home, and the CTIA International Association for Wireless Communications states nearly 91.4% of Americans own cell phones. "This patient education tool targets a special mobile cell phone market of African Americans, many of whom are not on the Internet, through a unique text messaging health awareness program," says NPR co-founder, Ed Sanders. "Increasing health education and disease awareness among African Americans will help stabilize the rising rate of diseases which are prevalent among too many underserved and minority populations.

African American Health Matters addresses racial disparities in health care by utilizing something as intimate as a personal cell phone to help them stay on track of their health matters."
AS OF MARCH 2010

African American Health Matters - Mobile Health Text Message Subscribers

- Heart: 2300 (8%)
- Acid reflux: 900 (3%)
- AFIB: 500 (2%)
- Asthma: 800 (3%)
- Bad Habits: 1900 (7%)
- Cholesterol: 2200 (8%)
- Cancer: 1600 (6%)
- Diabetes: 3000 (11%)
- Hypertension: 3100 (11%)
- Remembering Medication: 1000 (4%)
- Weight, Obesity: 5600 (20%)
- General Info on Health: 5600 (20%)

Total: 28500 (100%)
7. How safe do you believe are clinical trials today?

Clinical Trial Safety?

<table>
<thead>
<tr>
<th>Safety Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very safe</td>
<td>18</td>
<td>14.87%</td>
</tr>
<tr>
<td>Somewhat safe</td>
<td>5</td>
<td>4.13%</td>
</tr>
<tr>
<td>Not very safe</td>
<td>5</td>
<td>4.13%</td>
</tr>
<tr>
<td>Not safe at all</td>
<td>1</td>
<td>0.82%</td>
</tr>
</tbody>
</table>

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

Why small number of AA in clinical trials?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male physicians</td>
<td>21</td>
<td>17.33%</td>
</tr>
<tr>
<td>None asked</td>
<td>6</td>
<td>57.04%</td>
</tr>
<tr>
<td>Health risks</td>
<td>14</td>
<td>11.57%</td>
</tr>
<tr>
<td>Black too much</td>
<td>8</td>
<td>6.61%</td>
</tr>
<tr>
<td>Not enough info</td>
<td>9</td>
<td>7.43%</td>
</tr>
</tbody>
</table>

9. Would you be interested in your church being contacted by health profession for education?

Would you like more information?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>119</td>
<td>98.34%</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>1.65%</td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
Cyberstation Stats (continued)

CyberStationUSA

Station Analytics:

- The terrestrial and satellite industry tracks their listenership based on vague theoretical Arbitron analytics. CyberStationUSA provides our clients with access to our third party server which provides factual, real time analytics of our platform and audience.

(see also) http://www.spiritj.com/index.html

CyberStationUSA

Station Analytics:

- CyberStationUSA has millions of unique visitors per month (and rapidly growing) streaming us from across the United States and the world.

CyberStationUSA

Station Analytics:

- CyberStationUSA.Com extrapolates the total cume listenership from our number of unique visitors by utilizing Arbitron algorithms (radio is radio, whether that be terrestrial, satellite, or online, and Arbitron is the industry accepted ratings service).

*Cameo Entertainment Group & CyberStationUSA.Com has copyrighted our algorithms and trademarked this revolutionary concept, and is the sole property of Cameo Entertainment Group and its subsidiaries.

- Due to our audience size and analytic capabilities, CyberStationUSA maximizes our clients’ geo-targeting & branding capabilities.

- CyberStationUSA does not expect our clients to rely on vague analytics in their integrated media buying decisions, as such we gladly provide access to our third party servers and Webalizer data.

(see also) http://www.spiritj.com/index.html
Above left, 50 Hoops Prostate Cancer 101 Breakfast. Right, Pastor Smith, of North Dallas Community Bible Fellowship and prostate cancer survivor, speaker to audience.
Dr. Watkins is a Board Certified Family Practice Physician and a native of Dallas, Texas. She is the Founder and CEO of The Family Medical Center at White Rock, a medical practice providing healthcare to patients ages 2 and above.

Her goal is to impact healthcare by providing affordable, quality care accessible to all citizens of Dallas.

Dr. Watkins is committed to meeting the healthcare needs of Dallas area residents. For 18 years she resided in Dallas, and continues to be active and serve in her community. She states, "My desire is to assist our community in reclaiming good health, and to promote continual wellness through education, proactive planning, and creative treatment strategies".
50 Hoops Prostate Cancer Basketball Tournament & Health Fair 2010

PROGRAM

10:00 – 11:00: BASKETBALL GAME
- Guest Speaker
- Survivors, Heroes, Heroines and Superstars
- What is Prostate Cancer – causes, symptoms, screening
- How Prostate cancer affects your body pt1: lymph, bone, urine, and potency
- What you should do if you find you have prostate cancer.

11:00 – Noon - BASKETBALL GAME
- Guest Speaker
- Survivors, Heroes, Heroines and Superstars
- Screening: What’s involved, how results are determined
- How Prostate cancer affects your body pt2: lymph, bone, urine, and potency
- Noon: Prizes, Announcements

1:00 – 2:00: BASKETBALL GAME
- Guest Speaker
- Survivors, Heroes, Heroines and Superstars
- Cancer: What are other cancers that affect both men and women?
- Colon Cancer, Breast Cancer - American Cancer Society

2:00 – 3:00: BASKETBALL GAME
- Guest Speaker
- Survivors, Heroes, Heroines and Superstars
- Prostate Cancer: Treatment Options
- How Prostate cancer affects your body pt3:
- Erectile Dysfunction: myths and facts, Is the Lovin' over?
- BPH- Enlarged Prostate: What it is, how it occurs, what to do

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Methodist and 50 Hoops Survivors

Gifts and Prizes
- NBA
- 50 Hoops T-Shirts
- Dave & Buster
- $10 Gift Card
- Gifts from 94.5 K-Soul
Internet Site: www.africanamericanhealthmatters.com

African Health Matters Disease & Health Partners - Who are they?

Included and posted before end of year. **Partner Disease Organizations not shown**
- P&G Komen, American Heart Association, Med E. Systems, Medical Education
- National Association for Continence, Patient Advocate Foundation, Us TOO
- Outreach, National Headache Foundation, AHRQ (Agency for Health
- Help.gov), Mayo Clinic and more... These Partners help to fund the Mobile
- Message Service.
From Policy to Practice: Understanding and Enhancing Minority Participation in Clinical Trials

The inclusion of racial/ethnic minorities and other underrepresented populations is one of the most challenging issues in clinical trial recruitment. Without adequate representation of these populations in clinical trials, researchers cannot learn about potential differences among groups and ensure the broad application to the entire U.S. population.

Even though minorities currently make up more than one-third of the U.S. population, very few are participating in clinical trials. Figure I shows accrual rates by racial and ethnic status in National Cancer Institute publicly funded trials conducted January 2003 to June 2005.

However, populations underrepresented in clinical trials go beyond racial and ethnic minorities; examples of other underrepresented populations include the elderly, women, adolescents, persons of lower socioeconomic status, and rural populations. Other populations that are underrepresented include those with special health needs (nonsmokers, chronic illness, comorbidities), gays and lesbians, and the uninsured. Unfortunately, these same populations bear a disproportionate burden of disease.

This article describes some of the activities of a national initiative, the Eliminating Disparities in Clinical Trials (EDICT) Project, along with several other programs that are addressing the problems associated with underrepresented populations in clinical trials. The article will explore both broad-based policy considerations and the practical application of these policy principles in projects currently under way to enhance minority participation in clinical trials.

The EDICT Project

In 2005, the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine, in conjunction with the Intercultural Cancer Council, were awarded a four-year grant designed to address the problems and develop solutions related to improving the participation of underrepresented populations in clinical trials. The project was funded by an unrestricted educational grant from Greensheet, Inc.

The EDICT Project determined that disparities in clinical trials participation is a national health concern that should be addressed from a comprehensive systems approach—one that promotes change at the individual, community, organizational, local, state, and national levels. To accomplish this, EDICT brought together more than 100 experts and stakeholders from the public, private, and nonprofit sectors to work together over
The projects reflect ideas and opportunities that can be applied to the individual site level, across the industry at large, and at the national level to promote greater inclusion of minority and other underrepresented populations in clinical trials.

National Physician and Family Referral Project
The National Physician and Family Referral (NPF) Project conducts patient education outreach to improve health education about diseases that critically affect African Americans. Seminars, sporting events, and lecture series are specifically designed for patients, physicians, and community leaders across the U.S. NPF has more than 100 community-based partners in 32 states supporting these projects.

In 2000, the NPF Project launched a field research effort called CEDICT (Coalition to Eliminate Disparities and Inequalities in Clinical Trials). CEDICT gathers information about the health education needs of African Americans and the attitudes of their current education needs, medical access, available resources for participation, and the likelihood of participation in clinical trials.

Projects and initiatives to Increase Minority Participation
The four projects described in the next section are designed to facilitate the implementation of the CEDICT policy recommendations through tools, technology, and innovative, culturally sensitive community education programs. For example, these projects have implemented aspects of the CEDICT policies, such as “Public Education About Clinical Trials,” “Starling Community Input and Involvement in Clinical Trials,” and “Navigating Support of Involvement in Clinical Trials.”

Respondents were asked about their personal perspectives of “immediate barriers” to their participation in clinical trials. The research also addressed barriers that preceded the initial pre-screening. Of the top primary barriers identified, two were particularly noteworthy:

- The need for ongoing communication with disease education and clinical trial information through trusted, “messengers,”
- Scheduling, navigation, and tools to track and provide guidance for how to “opt-in” to clinical trials.

CEDICT’s three-year field research and registration will yield critical insight into the health communications needs of hard-to-reach African American and underserved populations.

According to Elise D. Cook, MD, chair of the Minority and Medically Underserved Subcommittee for SELECT (Selenium and Vitamin E Cancer Prevention Trials), “Minority recruitment programs for SELECT included focus groups to get input from African Americans in target populations, three one-day minority recruitment workshops to explore new ways to enhance minority recruitment, and other national minority-focused recruitment strategies. SELECT (principal investigators and site staff) built trust among participants when open and ongoing communications occurred.”

Targeted disease education is a vital part of clinical trial recruitment when reaching out to minority groups. It is critical to understand the unique cultural and social factors that influence clinical trial participation. Selecting appropriate recruitment messages, such as the catchphrase “Get your facts,” is critical to creating a culturally relevant and effective recruitment strategy.

The use of grassroots tools and technologies to build awareness, educate, track, and provide ways for minority patients to “opt-in” to clinical trials is a vital component of minority recruitment.

Cultural awareness is the key to developing successful recruiting strategies. By incorporating the cultural context into the recruitment process, it is possible to identify effective recruitment messages and strategies that resonate with the target population. This approach not only increases the likelihood of recruitment but also enhances the overall success of the clinical trial.

The themes of trust, empathy, and culturally sensitive communication extend from the African American perspective to the Latino/Hispanic population, as well. For example, the “La voz de la comunidad” initiative in Puerto Rico demonstrates the importance of culturally appropriate recruitment materials and strategies.

Día de la Mujer Latina—Community Health Workers for Education and Outreach
By incorporating an 800-number and web resources, African American Health Matters serves as a “messenger” to those actively seeking health and clinical knowledge. The opt-in patient education outreach expands the field research, as well as patient access, into a new navigational tool for this audience.

Mobile health text services, like future mobile advertising, can be used to communicate with the underserved, and is a technology that is slated to grow. Between June and September 2009, more than 5,000 event-based participants signed up to participate in the African American Health Matters mobile health text message service. By January 2010, African American Health Matters had quickly grown to more than 35,000 subscribers. The companion website taps into black social networks, and APM reaches out to sponsors to help continue to grow this cutting-edge health and clinical trials information service for grassroots audiences.

The use of grassroots tools and technologies to build awareness, educate, track, and provide ways for minority patients to “opt-in” to a trial is a vital component of minority recruitment. Culturally specific navigators help to tailor the personal connection between the subject and researcher while supporting participants in their journey through the clinical trial experience.

Beyond building awareness, sometimes there is a need for preliminary interventions in preparation for the actual recruitment. Here, Ed Sanders, president of P&R Associates, an African American patient recruitment organization, says, “We utilize culturally specific names to navigate them to their first contact, because African Americans identify with people who look and sound like themselves. This helps to track and navigate the patient into their first site visit.”

Día de la Mujer Latina—Community Health Workers for Education and Outreach
The themes of trust and culturally specific navigators extends from the African American experience to the Latino/Hispanic population, as well, notes Venus Gines, a Latina breast cancer survivor, advocate, and researcher who is the founder and president of Día de la Mujer Latina (www.dialademujerlatina.org).
Audience DEMOGRAPHICS
"African American Health Matters" Mobile Subscribers

A. Mobile Web-based Audience:
WEB-based ADVERTISING Stats
AAHM Survey Population targeted:

- **On the internet:** 42% of AAHM targeted population is on the internet
- **Average Age/Sex:** 18 - 28 (20%), 29 - 40 (53%), 41 - 60 (27%) Female 58%
- **Socioeconomics:** Working class, middle and upper middle class African Americans with 24/7 computer access.
- **Health Education:** Those employed have more access to health care options, and more likely to have regular physician for immediate needs.
- **Audience Affiliations:** Professional, social, Greek (82%)
- **With interest in mobile health alert topic/medium:** (32%).
- **With interest in email reminders:** 53%

B. Mobile Event-Based Audience:
Event-based ADVERTISING Stats
AAHM Survey Population targeted

WEB ADVERTISING COMBINED WITH
MOBILE-TEXT MESSAGING


- **With Mobile/Cell Phone access:** 88%
- **On the Internet:** about 32%. Nearly 68% are NOT on the internet nor have personal computer access (outside of work environment).
- **Average Age/Sex:** 29 - 40 (22%), 41 - 60 (46%), 61 - 75 (32%)
- **Socioeconomics:** Working class, Many are underemployed, some on fixed incomes. Highly budget-conscious, especially attracted to “family-sized,” offers. Free-bees, samplings go great.
- **Health Education:** most are uninsured, underinsured and underserved. Have no regular health-care professional for open consultation. Tend not to consult physicians unless critical or emergency.
- **Audience Affiliations:** Health-based, community organizations (96%)

Subscriber Carriers: Sprint, Verizon, T-Mobile, Cricket, Boost, AT&T/Cingular,
(No current count on percentage of carriers)

C. Mobile Marketing & Networking
Of total AAHM population:
Referral Potential of Participation

- Affiliated/associated with a faith-based organization = 96% of AAHM audience
- Affiliated with professional, educational organizations (29%)
- Affiliated with social, community, Greek organizations (52%)
- Health Partnership with Radio One – over 27 affiliates nation-wide; 10 million listeners daily.

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50 Hoops’ 2010 “African American Health Matters” FREE Mobile Health Text Message Service


CPM REACH average is less than a penny/day
“African American Health Matters” Premiered in 2009, and in 2010, kicked off a FIRST—a weekly national patient education radio broadcast on Cyber Station USA.” The show features prominent physicians from around the country, discussing dozens of diseases which affect African Americans." 50 Hoops’ Audio Library” on Face Book contains a directory with clips from shows.
Cameo Entertainment Group's CyberStationUSA.com is the world's largest internet radio station with in excess of 4 million listeners per month. CyberStationUSA recently launched their upgraded portal which now includes a fully integrated video interactive suite of social networking tools for Users, and now has the distinction of being the fastest growing social networking portal on the planet.

CyberStationUSA is proud to announce the premiere of a brand new radio program to their broadcast lineup: African American Health Matters, premiering Fridays in March at noon EST.

African American Health Matters is a new health education series that features medical doctors, and major disease organizations and health advocacy groups discussing health and disease issues critical among African Americans.

African American Health Matters is hosted by Ed and Pat Sanders, founders of the National Physician and Family Referral Project. Their business focus is on patient education and clinical recruitment of and for African Americans.

National organizations concerned with racial disparities in health care and clinical trials are looking at new ways to reach African Americans—both underserved and professional, as diseases such as breast, lung, colon and prostate cancer have very high mortality rates among African Americans at all socioeconomic levels.

Ed and Pat bring a new focus to health to the African American public via their informative radio program on CyberStationUSA, as they fill the show with excerpts of lectures, conversations with survivors, and celebrities. The program will also feature interviews with doctors and challenges to understand the importance of African Americans participating in clinical trials.

African American Health Matters has at its core a mobile health text message service that has been the focus of professional medical and clinical magazines, as one of the breakthrough technologies to communicate and educate the underserved. The White House's "Text for Baby" program that premiered last year to communicate with pregnant mothers, recognized the benefits of using mobile texting to reach the underserved, as the program has been highly successful.

Other new CyberStationUSA shows premiering in March include The Oedipus Project, True Fact with Jon Leiberman, Producer of America’s Most Wanted.

For more information about African American Health Matters refer to: http://www.africanamericanhealthmatters.com

Or contact Cameo Entertainment Group's Chief of Staff:

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WASHINGTON (WUSA) -- To date, the death rate for heart disease is about 30 percent higher for African Americans than for white Americans. And for diabetes, the death rate is more than twice as high.

A new project is placing information aimed to combat critical illness in the African American community all within a few clicks on any cellular phone.

The National Physician and Family Referral Project has launched a new text messaging alert tool, called African American Health Matters, that will send users tips and reminders on how to live a healthier lifestyle.

Topics include 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.

Written by Lauren Vance
9NEWS NOW & wusa9.com
NEW Field Research and Text Message Helps alert African Americans of Trials

“African American Health Matters” aimed at increasing recruitment into clinical trials

P&E Associates is partnering with National Physician and Family Referral (NPFR) Project to take advantage of huge populations of African Americans at meetings, conventions and festivals starting Spring 2010.

As part of our field research for CEDRict (Coalition to Eliminate Disparities and Research Inclusion in Clinical Trials), NPFR has implemented “AFRICAN AMERICAN HEALTH MATTERS,” an opt-in Text Message Program about “health matters” in their daily lives. Participants receive monthly and periodic text messages reminding them to keep on top of such things as checking glucose, taking medications or exercising. Because their “health matters,” AAHM serves as an educational tool for patient recruitment and retention.

NPFR’s field research targets a massive mobile telecommunications audience through a unique text messaging health awareness program. Increasing health education and awareness among African Americans could help stabilize the soaring rate of diseases which are prevalent among too many underserved and minority populations who own or use cell phones, or who subscribe to pre-paid mobile and text-messaging services.

There are many African American events and activities throughout the year; however, March through December is a peak time for African American conventions, fairs, festivals, large family gatherings and meetings. NPFR partners with dozens of national, regional and local African American organizations and their conventions that outreach to millions of African Americans every Spring through Fall. We also have a national media partner, Radio-i-ONE, where we tie into their health awareness programming that reaches over 10 Million African American listeners per day.

Match all this with a valuable opt-in text message program, and you have an explosive potential health awareness and education outreach. Most importantly, “Health Matters” is highly replicable. There is a future potential to launch an even bigger and more developed mobile health and clinical trials education program to African Americans. Also, as the field study progresses there is an opportunity to use the Mobile “Health Matters” to launch an Internet support site to capture other minority races, including Asian, Hispanic, and Native American.

Footnote: During the Presidential Campaign, President Obama is well known to have utilized a text messaging outreach campaign to keep his supporters informed of his platform. He maintained this with a web site. This strategy works well for issues of personal nature to subscribers.

Current potential database outreach: 3,289,000 African Americans
National, Regional and Local African American Health Fairs

HEALTH EDUCATION: Disease Education Outreach and National Field Research

Attending 2010 MINORITY HEALTH FAIRS is part of the NPFR Project and P&E Associates’ national health and clinical trials education outreach collaboration. With over 103 African American organizations in our network, and partnership with electronic media that reaches over 10 million African Americans per day, African American Health Matters fosters increased understanding of diseases that critically affect African Americans and the clinical trials that may affect these diseases.

Nearly 78% of our Black audiences (and those being reached with our clinical trials information) are NOT on the Internet. Working with a wide range of African American conventions, conferences, expos and festivals, this face-to-face interchange builds trust and interest in clinical trials as we conduct important surveys that tell us more about our audiences.

March – June 2010:
National African American Conventions * & Expos
(Over 150,000 Reached on-site)

June 2010:
National Baptist Congress Convention (Average 90,000 Participants) - Health Education Partner

June – November 2010:
Local and National African American Expos and Health Fairs 2010 Partnerships
(Over 350,000 Reached on-site)

Health Events, Black EXPOS and Partnerships…

Reaching over 3 million African Americans annually with combined mobile, Internet, media and face-to-face outreach
How it Works:

Clinical Trials Education/Recruitment Outreach through “AFRICAN AMERICAN HEALTH MATTERS”

“African American HEALTH MATTERS” (AAHM) offers community advocacy tools for outreaching to find African Americans for clinical trials; tapping into patients who are ready and interested NOW to receive more information about your trials.

Mobile Text Message Outreach: FMI messages: “For More Information about (disease) Clinical Trials call 800 number” will be sent by SMS (Short Messaging System) mobile up to once per month to African American mobile subscribers who have requested information about upcoming clinical trials. Nearly 70% of the AAHM Audience receives this information through mobile messaging ONLY.

Face-To-Face, Event and Media Outreach: includes seeking opportunities where large numbers of minorities gather for local fairs, ethnic festivals, conventions and conferences. We also:
- Participate in ethnic outreach events to exhibit, conduct AAHM surveys and clinical trials recruitment education.
- Develop Radio public service features on ways to keep up with health matters and new drug developments.
- Develop community and media outreach opportunities for providing educational information.
- Announce “AAHM “ in Black church bulletins, community newsletters, etc. and opportunity to receive educational literature or DVD related to participating in clinical trials.
- Create special events to outreach to targeted population and community leaders.
- Participate in disease-related health initiatives with surveys clinical trials educational information.
- Create MINI focus groups within the setting of large events to register participants to receive more clinical trials information in local site cities.
- Partner with community and faith-based health initiatives to canvass interest in clinical trials
- Develop dialogue with community partners to provide clinical trials educational information about diseases that impact their communities.

“African American Health Matters” outreach Strategy is enhanced by NPFR’s Media partnerships with Radio One (in 27 US cities), local network television health reporters that reaches out to over 10 million listeners daily; Over 100 African American newspaper/magazine health columnists, and dozens of urban gospel radio stations, that can partner with “African American Health Matters”

Internet Support Site: http://www.africanamericanhealthmatters.com addresses those minorities who ARE online and seeks them out through African American social networks, health blogs and site memberships. Prospects can go directly to the site, subscribe and answer a few key questions related to their interest in clinical trials.
ADDENDUM

Audience Research Facts
1. The Journal of Academic Librarianship: Developing research skills... For too many African American students, especially those from disadvantaged backgrounds... less than 30% of African Americans own a PC or laptop.

2. A study published in the June issue of the American Journal of Preventive Medicine suggests that e-mail reminders about diet and physical activity may prompt individuals to make healthy lifestyle improvements, the San Francisco Chronicle reports. To assess the effect of receiving electronic messages on health behaviors, Kaiser Permanente researchers assigned 787 Kaiser employees working in administrative or technical positions to receive either regular e-mails suggesting small healthy activities, such as a 10-minute walk, or a single message at the study’s onset. The intervention e-mails were tailored to participants’ responses to a questionnaire regarding their personal goals, lifestyle and schedule. After 16 weeks, participants who received the regular e-mails increased their level of moderate physical activity by 28 minutes per week and their level of vigorous physical activity by 12.5 minutes per week relative to the nonintervention group. In addition, the researchers found that individuals in the intervention group decreased their intake of saturated fat, trans fats and added sugars and significantly increased consumption of fruits and vegetables. They also note that differences between the intervention and control groups remained after four months. Based on the findings, the researchers conclude that e-mail intervention programs are an effective and cost-efficient manner in which to encourage healthy behaviors (Colliver, San Francisco Chronicle, 5/19/09; Sternfeld et al., American Journal of Preventive Medicine, June 2009).

Translated into Target Market:
3. According to the CTIA wireless association, an amazing 250-million Americans are now subscribers to some sort of cell phone plan. That’s a massive 82.4 percent of the U.S. population. In some areas of the country, this figure may seem low; it’s rare to be wandering the streets of any major city in the United States and see someone without one. But can you picture cell-addicted-talkers in the plains of Nebraska or the wilds of Northern Alaska? Factor in all the people who live in rural areas, and you still top four out of five people.

This is impressive growth from a merely 20-something-year-old industry. Back in 1987, a little over a million Americans had cell phones. In 1997, the figure was 85 million. Now, it’s 250 million and climbing. Also climbing is data use on cell phones — in 2006, 22 million people subscribed to some sort of high-speed mobile data plan — the kind that lets you use your mobile to surf the Web, download music and video, and send pictures. This is an increase of 600-percent over the previous year alone.
"Health Matters" TEXT MESSAGING ties to New Web Site for more Mobile Registrations
Clinical Recruitment through Community Advocacy Objectives:

"AFRICAN AMERICAN HEALTH MATTERS" Text Health Messaging is part of a nation-wide field research of African Americans with cell phones and text messaging capabilities to measure the impact of health-related text messaging on their overall health.

Within this field research is a multi-dimensional educational component that utilizes text messages (recommended from event focus groups, on-site and online surveys) to communicate frequent mobile health reminders based upon 15 disease/health-related matters critical among African Americans, and that over 25,000 subscribers have asked to be notified of.

Through this program we have formed a database of African American cell-phone subscribers based upon zip code, carrier, selected mobile health reminders, and opt-in to be notified of health resources, upcoming clinical trials and health promotions available to them in their area.

NPFR is working with National Disease Organizations and Health Coalitions to create an ongoing mobile health education and information network. Its design is to engage African American communities, churches, health advocates and networks whose advocacy focuses upon disease prevention, treatment and maintenance. “AFRICAN AMERICAN HEALTH MATTERS” is also a replicable pilot that offers subscribers a chance to be notified of clinical trials:

- Outreach for clinical trials recruitment for diseases that critically affect African Americans.
- Helps create new strategies for clinical trials education to resources through their cell phones.
- Develops resources for clinical sites to assist them with additional education for better patient recruitment response.
- Analyzes findings of subscribers, measuring results for direct and immediate impact upon future health and lifestyle of this population.

"AFRICAN AMERICAN HEALTH MATTERS" will increase the knowledge base of hundreds of thousands of subscribers about “health matters” while offering non-threatening ways to educate and notify them about clinical trials.

"AFRICAN AMERICAN HEALTH MATTERS" Clinical Trials Recruitment and Retention benefits are enormous. Databases are collected through Surveys, focus groups, event partnerships, media and community networks. Its outreach is designed to communicate monthly or weekly about health matters. AAHM will educate and examine, health educational needs of African Americans, and encourage participation in important clinical trials. Partnering with P&E Associates’ “in your face” approach to clinical trials recruitment AAHM addresses concerns that can be answered on-site, in site cities with optimal opportunity for data collection. Local labor consultants who are people that live and work in these communities collect this data. They talk the language and understand the people they are collecting information from.
As of end of September 2010 (analysis of chart not finalized), African American Health Matters had nearly 50,000 subscribers: Based upon enrollment, the biggest growth in subscriber disease interest was Prostate, Breast and Colon Cancer; Diabetes and Hypertension was close to the top as well for need for more education and information about treatment options and clinical trials.
Cameo Entertainment Group CyberStationUSA.Com Cameo Entertainment Group owns and operates CyberStationUSA.Com, the world’s largest, privately held exclusive online radio station with millions of listeners worldwide. CyberStationUSA.Com is home to some of the most well known broadcasters and shows in the radio industry, including; Mike Siegel; Don Eckers and Dark Matters Radio; Peter Anthony Holder and The Stuph File Program; Brother Don Steele and The Sunday Services; On The Street with Wayne Metrano, and many, many more. CyberStationUSA.Com is also home to some of the largest companies in the advertising world, as CyberStationUSA represents a completely integrated, one-stop shop for advertisers seeking a highly engaging platform that reaches their targeted consumers AND provides exceptionally high ROI.

We are scheduled to premier, “African American Health Matters” Radio Talk Show on Cyberstation USA, early 2011. We are currently taping premier shows, interviews and partner public service messages.

The new show will air on Cyberstationusa.com, and our mobile text subscribers will have an opportunity to download FREE mobile applications to listen to the show on their cell phones. WHAT AN OPPORTUNITY! Additionally, CyberstationUSA is one of the biggest internet radio stations in the world, with over 89 million listeners daily from around the world, so we’ll not only reach our audience but millions more, educating them about diseases and clinical trials.

Format of the show is a 30-minute health variety talk show, with special guests and messages by our health partners. The station reaches nearly 49 million listeners worldwide. Our show will run weekly next to a popular Jazz show, to better the chances of reaching a minority population. We may also text against a religious program over the next 3-month pilot to gauge best placement.

“African American Health Matters” is continuing to keep on the cutting edge of the technology that will reach our minorities and underserved. In addition, as we update our web site, we will be including articles from our partners (or reprints) and a special “Clinical Trials Research” link on our home page as we continue to expand. There are more opportunities on the horizon, as we launch another African American Health Matters multi media outreach project.

Currently, our partners are producing 3-minute messages and 30-second “TIP TAPES” that will be aired as part of the show. Sponsors and Grantors of CEDRICT will have an opportunity to directly impact the development of the radio show.
What is The CALL TO ACTION?
The CALL TO ACTION Coalition is part of a national strategy to reach and educate African Americans about disease conditions and the importance of participating in new drug discoveries. In 2008, NPFR PROJECT, networking with over 103 partners from around the U.S., developed a national field research called C.E.D.R.I.C.T. (Coalition to Eliminate Disparities and to Research Inclusion in Clinical Trials) for African Americans. The collective national coalition, called The AACT (African Americans in Clinical Trials) Coalition partners with existing local medical groups to engage African American communities in health discussions. Health advocates, church ministries and networks whose advocacy focuses upon health and disease education are invited to address racial disparities in healthcare and clinical trials. And, form city-by-city replicable MODELS whose purpose is to educate our communities through unified programs that offer quarterly resources and programs for better understanding of critical diseases and about participation in clinical research trials.

Thanks to all who made Fabulous 50 to Sexy at 60 possible

Ester Davis Panel Sponsors
Advisory Team* Medical Partners
50 Hoops/NPFR Staff Volunteers
LaRetta Williams, “Pieces of My Dreams” Centerpieces
Chef Carlos – Catering
Kim Smith – The Potter’s House of Dallas
Ron Boggs, Television Cameraman
Methodist Hospital of Dallas
Parkland Hospital

*Advisory Team Members: Donny Nevels, Julian Brice, Bob Williams, Tom Dillon, Wolfram Blattner, Tim Upshaw and Ron Sessions

Fabulous 50 to SEXY at 60

Featuring

Ester Davis – MODERATOR
Ester Davis hosts the weekly “Ester Davis Show” in 9 major markets on ION Media Networks, the nation’s largest television network. Her weekly column, “My Day,” appears in four newspapers across the south with a combined viewer-readership of 8 million. Ester currently chairs the Senior Affairs Commission for the City of Dallas and serves on an advisory board for Dallas County Community Colleges.

An advocate for women’s issues and world literacy, Ester was recently invited to speak at a Congressional Hearing by the Women’s Federation for World Peace, Washington, D.C., on the plight of women in China.

Prostate and Colon Cancer Dinner Lecture Series

"Fabulous 50 to SEXY at 60" is designed to bring community leaders, survivors, doctors, church ministries and survivors together for an educational dialogue about diseases and health care disparities within our communities. The Series is designed to address the diseases that critically affect African Americans and to better understand the importance of clinical trials in new drug discoveries.
Tonight's project is for prostate and colon cancer patient health education, physician exchange, and distribution of disease-related information and materials. The Lecture Series, helped by our local partnerships, foster increased understanding of the health care system and clinical trial issues that contribute to the improvement of patient knowledgebase and care.

**Dr. Rufus Green, M.D.**

Dr. Rufus Green is board certified by the American Board of Urology and a Fellow of the American College of Surgeons. He received his medical degree from the University of Southern California; completed general surgery and urology residences at the University of California at Irvine. While serving in the U.S. Air Force, Dr. Green was a urology consultant to the Surgeon General of the USAF, and received the prestigious Air Force Legion of Merit Medal. Dr. Green belongs to several medical organizations, including the AMA, American Urologic Association, and Texas Medical Association. His work has appeared in major medical journals.

**Dr. Adnan S. Badr, M.D.**

Dr. Adnan S. Badr, is the Director of GI Endoscopy at Presbyterian Hospital of Plano. He is board certified in gastroenterology and a Fellow at Kansas University Medical Center. Dr. Badr received his medical degree from the University of Tichreen in Lattakia, Syria and completed residency in internal medicine at Texas Tech University. In private practice for more than 6 years, he currently serves on several committees on colon cancer screening and digestive health. He is also a member of the American College of Gastroenterology, Texas Society for Gastroenterology and Endoscopy, Texas Medical Association, and Dallas County Medical Society.

**Dr. Samir Gupta, M.D.**

Dr. Gupta is an Assistant Professor at the University of Texas Southwestern Medical Center. He has worked in the Division of Digestive and Liver Diseases since 2006, and written extensively on colorectal and pancreatic cancer. He has a Masters of Science in Clinical Science and a medical degree. He has received funding for research on prevention and early detection of colorectal cancer in underserved populations from the American Society of Gastrointestinal Endoscopy, National Institutes of Health, and the Cancer Prevention and Research Institute of Texas. Professional affiliations include the American Gastroenterological Association and the American Society for Gastrointestinal Endoscopy.

**Founders Ed and Pat Sanders,**
creators of FROM “Fabulous 50 to SEXY at 60” Dinner Lecture Series

**Lecture Series Cities:** Philadelphia, Detroit, Houston, Savannah, D.C. Atlanta, Dallas, Miami, Chicago, Richmond, St. Louis

14902 Preston Road, #404-744
Dallas, TX 75224
Phone: 1-800-677-8441 FAX 775-252-7108
"Fabulous 50 to SEXY at 60" held September 24, 2010, brought community leaders, survivors, doctors, church ministries and survivors together for an educational dialogue about prostate and colon cancer within our communities. The Series is designed to address the diseases that critically affect African Americans and to better understand the importance of clinical trials in new drug discoveries.
2010 Dallas Program Evaluation, September 24 2010

“Fabulous 50 to Sexy at 60” Prostate and Colon Cancer Dinner Lecture Series

1. Lecture was:  Poor  Fair  Good  Excellent
   u. All was fantastic
   v. Waiting to be seen, if I have prostate cancer

   Excellent- 156

2. Learned something/Understood better, topics: Yes- 150  No- 14
   a. Less jargon
   b. Nothing—126 people said this
   c. Add info. About diabetes
   d. Include short video presentation for purchase—40 people said this
   e. Interact by acquiring more literature
   f. Pass out prostate cancer pins
   g. Talk to my doctor
   h. Get the word out, get the info out—21 people said this
   i. Have panel pass out their business cards
   j. Be more vocal with my family and friends to be proactive in improving their health life
   k. I would tell others about the program

3. Rate my enjoyment: Poor  Fair  Good  Excellent
   i. 16
   Excellent- 148

4. Would you attend another Fab 50: Yes—163  No- 0
   j. 21
   6. What would you do to improve program?

5. What did you get out of the evening?
   a. Knowledge, prostate, colon cancer—2 people said this
   b. Better understanding of colon cancer detection
   c. Information—16 people said this in general
   d. Details about colon cancer
   e. Options and surgical methods for prostate cancer, and recognition of different symptoms
   f. Better understanding of these diseases
   g. Educated on the two problems I have in my family
   h. Self awareness, cures, statistics
   i. My health and living a long time
   j. The need to be tested early
   k. Seeing the faces of people that were obviously listening
   l. Get tested
   m. Opportunity to promote prostate cancer awareness
   n. Information, importance of screening
   o. Education
   p. Females and colon cancer
   q. To see that others are passionate about these concerns
   r. That African Americans are most at risk for prostate, colon cancer
   s. How important it is to be checked
   t. Everything was great

7. Did you complete the call to action?
   Yes—133  No-17  Other- no answer 14
   Rate program scale 1-10: 1 2 3 4 5 6 7-11 8-11 9-9 10-133 11-10

8. Comments/Testimonials:
   a. Much better than the 50 Hoops breakfast
   b. Excellent
   c. Thank you
   d. This was very informative dinner, must have more to get others involved
   e. Very good program
   f. Very informative
   g. Keep up the great work
   h. Everything was great
   i. May consider meeting on a Thursday evening
   j. Keep up the good work
Dinner Lecture Series

Fabulous 50 to Sexy at 60

Prostate & Colon Cancer 101

Friday, September 24, 2010
6:00 p.m.
The Potter’s House of Dallas
Sports Center & Palace
6777 West Keist Boulevard
Dallas, TX 75236

RSVP by September 10
1-800-677-8441
By Invitation ONLY Event