

50 Hoops NEEDS ASSESSMENT

There exists an unequal burden of cancer among minorities and the underserved. American Cancer Society reports African-Americans are more likely to develop cancer than all other racial and ethnic groups. African Americans will account for a disproportionate number of these cancers and men in particular have a 20% higher incidence rate and a 40% higher death rate from all cancers combined than white men. Five-year survival rates reveal that Blacks have the lowest rates, compared with all other ethnic groups. According to surveys done by health professionals who have worked with the National Black Leadership Initiative on Cancer (sponsored by the Morehouse School of Medicine and the National Cancer Institute), many African Americans are not aware of the major warning signs of cancer. In addition, African Americans are less likely to participate in screening programs capable of detecting early curable cancers.

In 1998, 50 Hoops held its signature event, a basketball tournament featuring men ages 50 and over, in 3-on-3 half-court competition. Players compete for trophies, and everyone can win valuable prizes. 2004 was our biggest season ever, with cities and hospitals scheduled as host —Miami, Chicago, and Dallas and the Military. While these events focus on African American men (who have twice the risk for prostate cancer as other men), they truly target all men and their spouses or significant others. PSA screening was offered for men of the recommended age (35+). During the event, 50 Hoops provides information on screening, hereditary prostate cancer, clinical trials participation, treatment options, and other prostate-related illnesses.

For a decade and a half, 50 Hoops has helped men nationwide gain access to free screening and information to detect and help treat prostate-related illnesses. We have potentially saved hundreds of lives of men who might otherwise have gone untreated.

We have researched dozens of (national) basketball tournaments and, for one, most focus on youth. A few have adult tournaments with secondary focus on 30+ (i.e. Hoop It Up), but NONE exists for the older adult men and women, or which emphasizes the cancer health information they seek.

Finally, 50 Hoops is the first and only prostate cancer basketball tournament for men 30-50 and over, and whose goal is to help prostate cancer advocates and groups in these cities to have an alternative annual educational outreach for the grass-roots community.

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