

50 Hoops National Patient Education Programs



*Presented by 50 Hoops™
From Ed and Pat Sanders, Founders*

50 Hoops is the first prostate cancer basketball tournament for men 30-50 and over. Ed and Pat Sanders founded the company after Ed went through prostate cancer and treatment. Dr. Claus Roehrborn, Head of Urology at University of Texas Southwestern Medical Center urged the couple to form a needed prostate cancer outreach to target African American men. Today, 17 years later, 50 Hoops remains the only national prostate cancer basketball tournament in the U.S. and presents prostate cancer education during the games, targeted to educate minority men about prostate cancer.

The National Physician and Family Referral or **NPFR Project** (a subsidiary of 50 Hoops), was launched in 2000 with a grant from Pfizer to work with the National Human Genome Center (NHGC) at Howard University. With the launch of our partnership, we began nation-wide outreach for prostate cancer and other diseases. 50 Hoops was able to leverage new national partners, and expand our patient education programs in over three-dozen U.S. cities.

We've partnered with African American mega churches, community stakeholders, major cancer hospitals, health ministries, noted community health advocates and Black Expos. More than 80% of our work is done face-to-face at "ground-zero" community. Our patient education Lecture Series has reached over three-dozen cities in the United States over the past 17 years.

50 Hoops Programs Include:

50 Hoops National Cancer Breakfast Lectures: Annual cancer breakfast brings in women who bring along the men in their lives for the games that follow. Discussions include breast, colon, lung, kidney, cancers among others.

50 Hoops National Prostate Cancer Basketball Tournaments and Health Fairs: Dallas is the home base for 50 Hoops Tournaments. Partnering with the Senior Olympics. Games include both men and women 40's, 50's 60's and 70's. Check our web for pix and videos.

Fabulous 50 to SEXY at 60... to Sensational at 70 Dinner Lectures: From Alzheimer's to Cancer, Diabetes to Chronic Heart Disease, this exciting lecture features a fabulous multi-ethnic audience and panel of doctors with disease information, updates and tips for the Baby Boomers. There's a packed house every time!

African Americans in Clinical Trials I and II Luncheon Lectures: **Part I** features a panel of minority physicians in an open community discussion of diseases that affect African Americans. **Part II** is a presentation by both minority and non-minority clinicians of trials with Q&A from audience about the clinical trials available.

The Community Advocacy Site Training Conferences and MATCHMAKING Luncheons: C.A.S.T. (Community Advocacy Site Training): a 6-hour training for clinical research professionals. The CAM Luncheon Workshop is 2½ hour abbreviated training. Both programs utilize African American and Hispanic community leaders/stakeholder panel to discuss the three Training Segments: **The Challenge, The Truth and The Solution—to recruiting African Americans and Hispanics into your trials.**

African American Health Matters is a FREE mobile health text message service that offers monthly tips targeted to keep communities informed about over 15 diseases that critically affect our communities.