



# 9<sup>th</sup> ANNUAL PROSTATE CANCER AWARENESS DAY

Massachusetts State House,  
Grand Staircase, June 8, 2017, 10 am to 2 pm



MASSACHUSETTS  
PROSTATE CANCER  
COALITION



## CREATING A MASSACHUSETTS MODEL OF NATIONAL LEADERSHIP

### Objectives:

- ⦿ To Recognize Prostate Cancer as A Public Health Crisis and Leading Health Care Disparity
- ⦿ To Support Education and Awareness In Order to Save Lives and Improve Quality of Life

### Expected Outcomes/Landmarks:

- Recognize prostate cancer as a public health priority.
- Bring together the key health care stakeholders to develop and implement a state-wide program for education and awareness, with the focus on high-risk individuals, including men with African roots, family history and increasing age.
- Expand public-private partnerships to support research, education and implementation of the cutting-edge methods of screening, diagnosis and treatment.

### Cooperating Organizations:

This event is organized by AdMeTech Foundation in cooperation with leaders of state legislation, medicine, American Cancer Society's Cancer Action Network, Massachusetts Prostate Cancer Coalition, Men of Color Health Awareness, New England Area Conference of NAACP and other national and regional organizations.

**Background:** Annual Prostate Cancer Awareness Day (PCAD) has been established in 2009 and resulted in the rapidly growing legislative support for improved early diagnosis and treatment:

**Since June 2010** – Governors Deval Patrick and Charlie Baker recognized PCAD as the Prostate Cancer Awareness Day for Massachusetts.

**September 2011** – Mike Milbury, a Boston Bruins icon and a brother of prostate cancer survivor joined PCAD. A historic national precedent has been set, when the State Senate President and Speaker of the House led legislative recognition of prostate cancer as a public health priority and major health care disparity and called for improved early detection.

**June 2012** - Senator John Kerry (D-MA) and Senator Scott Brown (R-MA) were featured. This event has had a direct impact on the introduction and support of major legislation in US Congress:

- ♦ *June 14, 2012* - Senator Kerry led the bipartisan Prostate Cancer Resolution (S. 529) recognizing prostate cancer as a health care crisis in African-American men and calling for increased national investment in diagnostic tools for early detection, including imaging and biomarkers (passed on July 27, 2012);
- ♦ *June 27, 2012* - Senator Barbara Boxer (D-CA) and Representative Elijah Cummings (D-MD), jointly with Sen. Kerry, introduced the \$180 million Prostate Cancer Detection Research Act in honor of PCAD 2012. This legislation called for the development and implementation of a national research strategy for the advancement of early diagnosis.

**September 2013** – Bill Rodgers, Marathon Legend and prostate cancer survivor, and Aly Raisman, Olympic Champion joined the Senate President, Speaker of the House and other leaders of legislation, advocacy and medicine. PCAD 2013 had led to the state allocation of \$1,500,000 for a clinical trial of precision MRI for improved early detection of life-threatening prostate cancer.

**June 2014** – Boston Mayor Martin Walsh and Susan Wornick, WCVB/ABC TV icon joined Senate President, Speaker of the House, Bill Rodgers and other state leaders. Governor-elect Charles Baker joined independent, democratic and republican Gubernatorial candidates in creating "We All Agree" video in support of PCAD 2014. This event resulted in the groundbreaking media coverage and \$500,000 allocation for the statewide program in awareness and education by the Massachusetts State House. This is the first program in our nation in its focus on prostate cancer in general and high-risk individuals specifically.

**April 2015 and March 2016** –Governor Charlie Baker; Senate President Stanley Rosenberg, Speaker of the House Robert DeLeo and other key leaders of legislation; Roderick Ireland, Former MA Chief Justice and Distinguished Professor of Criminology and Criminal Justice, Northeastern University; WCVB-TV's Karen Holmes Ward; Mallika Marshall, MD, Massachusetts General Hospital, Harvard Medical School and Health Reporter for WBZ TV, CBS Corporation; Boston Celtics icon Cedric Maxwell, Bill Rodgers, Red Sox's CEO and prostate cancer survivor Larry Lucchino; New England Area Conference of the NAACP President Juan Cofield, and other dignitaries supported PCAD 2015 and 2016. Leaders of medicine and Massachusetts Medical Society provided education and free counseling to men and their families. This event symbolized the goal of the AdMeTech-led program in education and awareness – To bring the world-class expertise to every man, particularly the most vulnerable and the underserved.

**Public Recognition:** PCAD has been recognized and commended by the Massachusetts Governor, the Massachusetts General Court, Boston City Council, and Boston City Mayor.