



12<sup>th</sup> ANNUAL  
**PROSTATE CANCER  
AWARENESS DAY**  
*Massachusetts State House,  
Great Hall, March 26, 2020, 10 am to 2 pm*

***Creating A Massachusetts Model of National Leadership***

**Introduction:** The Annual Prostate Cancer Awareness Day (PCAD) at the Massachusetts State House was established in September 2009. This event has created a historic precedent in 2011, when the Massachusetts General Court recognized prostate cancer as a public health priority, leading health disparity and central issue in men's health. As a direct result of this recognition, a state program was established since 2013, with the goal to bring the cutting-edge advances in clinical care from the leading hospitals to the most vulnerable and underserved communities.

**Mission:** To create a Massachusetts model of national leadership in prostate cancer research, education and awareness so that men and their doctors will be empowered to make more informed and shared decisions on patient care options, including screening, diagnosis and treatment.

**Outcomes/Landmarks:**

- The Massachusetts General Court and the Boston City Council has recognized prostate cancer as a public health priority, major area of health care disparity and central issue in men's health since 2009.
- The key health care stakeholders have been brought together to develop and implement a state-wide program for prostate cancer research, integrated with medical education and public awareness, with the focus on saving lives and improving quality of life in all individuals with family history and increasing age, and eliminating health disparities in men with Black (including Hispanic) heritage.
- Public-public partnerships have been created and expanded to support research, education, clinical testing and implementation of the innovative methods of screening, diagnosis and treatment.
- The Annual Global Summit and Brain Trust on Precision Diagnosis and Treatment of Prostate Cancer was established in September 2016 to educate the key healthcare stakeholders about the transformational impact of novel diagnostic and therapeutic tools on patient care. This series of events have brought together international multi-disciplinary opinion leaders and become seminal in developing consensus to shape the future of precision care, including best emerging clinical practices, research priorities and critical challenges and solutions for expedited, large-scale adoption of promising innovations.

**Cooperating Organizations:** This event is organized by AdMeTech Foundation in cooperation with leaders of state legislation, medicine, American Cancer Society's Cancer Action Network, Atlantic Union College, Center for Elimination of Health and Social Inequities and Disparities, Latino Health Insurance Program, Men of Color Health Awareness, New England Area Conference of NAACP and other national and regional organizations.

**Background:**

**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 a major legislation in US Congress. On June 14, US Senator Kerry led introduction and passage of 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. On June 27, US 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, calling 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, Marathon Legend 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 research, awareness and education. This is the first program in our nation in its focus on prostate cancer in general and high-risk individuals specifically.

**April 2015, March 2016, June 2017 and April 2018** – Governor Charlie Baker, WCVB-TV's Host and Director of Public Affairs and Community Service 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; Former Red Sox's CEO Larry Lucchino; New England Area Conference of the NAACP President Juan Cofield and other dignitaries joined State Senate President, Speaker of the House, and key elected officials in supporting PCAD. Leaders of medicine provided education and free counseling to men and their families.

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

Organized by AdMeTech Foundation in Partnership with the Prostate Cancer Action Council:

