

Creating a Massachusetts Model of National and Global Leadership in Prostate Cancer Awareness, Education, Research, Equity and Advocacy

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 to integrate research, medical education, and public awareness - with the mission to bring the cutting-edge advances in patient care fromthe leading hospitals to the most vulnerable and underserved communities. This is the first program in our nation in its focus on prostate cancer in general and high-risk individuals specifically.

MISSION: To create a Massachusetts model of national leadership in prostate cancer research, education, and awareness so that men and theirdoctors will be empowered to make 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 2011.
- 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 high-risk men including –
    - Individuals with family history of prostate cancer, and
    - Black, Hispanic, and Latino men, who are more likely to receive poor quality care and die.
- Public-public partnerships have been created and expanded to provide leadership in research, education, clinical testing, and implementation of the groundbreaking approaches to patient care.
- 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 accelerating consensus on best emerging clinical practices and research priorities, and clinical adoption of promising innovations.
- State-wide community education program with an extensive outreach to historically disadvantaged communities has been established. This program has been expanded since 2019, reaching over 10,000 individuals each year.
- Prostate Cancer Equity Program has been launched in 2022, with the mission to expedite access to the high-quality care.

COOPERATING ORGANIZATIONS: This event is organized by AdMeTech Foundation in cooperation with leaders of the Massachusetts legislature, medicine, members of the Prostate Cancer Action Council, and regional, national, and global organizations.

BACKGROUND AND RECOGNITION: Since its establishment in 2009, PCAD has received commendations from the Massachusetts Governor, the Massachusetts General Court, Boston City Council, and Boston City Mayor. Since June 2010, Massachusetts Governors recognized this event as the Prostate Cancer Awareness Day for Massachusetts on annual basis.

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 Baker joined independent, democratic, and republican Gubernatorialcandidates 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.

April 2015 – March 2025 – Massachusetts Governors Charlie Baker and Maura Healey; Karen Holmes Ward, WCVB-TV's Host and Director of Public Affairs and Community Service; Mallika Marshall, MD, Massachusetts General Hospital, Harvard Medical School, and Health Reporter for WBZ TV, CBS Corporation; Boston Celtics icon Cedric Maxwell; Marathon Legend Bill Rogers; Former Red Sox's CEO Larry Lucchino; leaders of the state's legislature, medicine, advocacy, and other dignitaries have been taking part and/or supporting PCAD.

March 2022 - March 2025 – Prostate Cancer Equity Program has been launched and expanded to expedite access to the best available patient care and support men every step of their medical journey.

HOST: AdMeTech Foundation is a Boston-based 501(c)(3) nonprofit organization, providing international leadership for ground-breaking programs in prostate cancer research, education, awareness, advocacy and health equity. These programs have been saving lives, improving quality of life in millions of men, and reducing health care costs. For more information, visit www.admetech.org.