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PROSTATE CANCER AWARENESS DAY

*Creating a Massachusetts Model of National Leadership in Prostate Cancer Equity:
Expanding Awareness, Education, Research 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 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 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 men who have African American, Hispanic and Latino heritage, family history of this disease and other high-risk individuals
- Public-public partnerships have been created and expanded to support research, education, clinical testing and implementation of the innovative, 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.

COOPERATING ORGANIZATIONS: This event is organized by AdMeTech Foundation in cooperation with leaders of state legislation, medicine, members of the Prostate Cancer Action Council, 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 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, April 2018, March 2019 and February 2021 – Governor Charlie Baker; 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; and other dignitaries have been supporting PCAD. This event has become instrumental in expanding a state program in prostate cancer, creating a Massachusetts model of national and global leadership in research, medical education and public awareness.

PUBLIC RECOGNITION: PCAD has been recognized and commended by the Massachusetts Governor, the Massachusetts General Court, Boston City Council, and Boston City Mayor.

Host: AdMeTech Foundation is a 501(c)(3) nonprofit organization based in Boston, MA and dedicated to ending the prostate cancer crisis. AdMeTech created The Manogram[®] Project, which is providing international leadership for ground-breaking programs in research, education, awareness and advocacy in order to save lives, improve quality of life in millions of men, and reduce billions of dollars in health care costs. For more information, visit www.admetech.org.