



**MASSACHUSETTS STATE-WIDE PROSTATE CANCER AWARENESS AND EDUCATION:  
WORKSHOPS, COMMUNITY OUTREACH AND SUSTAINABLE PROGRAMS FOR HIGH-RISK MEN**

***Reported 1/5/2024***

**Content: Current Programs (January 1, 2019 to January 5, 2024) and Future Plans**

***Total Outreach January 2019 to November 30, 2023 – Over 51,631 people  
(including over 14,233 between January 2023 and January 2024)***

*Part I: Community Workshops and Community Outreach – Pages 1 to 9*

*Part II: Sustainable, Ongoing Programs – Pages 10 to 17*

*Part III: Future Plans – Pages 17 to 18*

**I. Community Workshops and Outreach (January 1, 2019 – January 5, 2024)**

***Total Outreach January 2019 to November 2023 – Over 13,863 people  
(including over 2,362 between January 2023 and January 5, 2024)***

1. **January 19, 2019** — 33rd Annual MLK Day Breakfast, Brockton, MA, hosted by the Brockton-Area NAACP. AdMeTech provided a full-page awareness ad and educational materials (>500 attendees, with over 90% representing African American community).
2. **February 11, 2019** – Press Coverage by Thor Jourgensen, Editor of Lynn's The Item (and ItemLive.com) on prostate cancer, based on the interviews with Dr. Faina Shtern; Dr. Geoff Pechinsky, Lynn Community Health Center's Chief Medical Officer; and Representative Daniel Cahill. (*The Item has circulation of over 20,000*).
3. **February 23, 2019** - The African American Ball hosted by Edward & Earlean Blakely Creative Arts Center Inc. (501c3 organization) in cooperation with the Yawkey Boys & Girls Club of Roxbury, held at the Yawkey Club of Roxbury, Suffolk County. Governor and Boston Council issued Commendations to Dr. Faina Shtern of AdMeTech Foundation for her contributions to the health of the African American Community (>200 Attendees, with over 95% representing African American community).
4. **March 14, 2019** —Prostate Cancer Awareness Day, Brockton, Plymouth County, hosted jointly with Brockton Area NAACP and Good Samaritan Medical Center at Trinity Baptist Church. This event was covered by the Brockton Enterprise on March 11 and March 19 (*40 Attendees, with 85% representing African American community*). Brockton Access Community TV attended this event and created a Public Service Announcement (PSA), which was demonstrated widely. This PSA was also shown at the Prostate Cancer Awareness Day at the Massachusetts State House on April 30, 2019.
5. **March 23, 2019** — Latino Health Insurance Program (LHIP) Wellness Fair, Framingham, Middlesex County, hosted by the Latino Health Insurance Program – AdMeTech provided educational materials (*over 300 attendees, with over 95% representing Latino, Hispanic and Portuguese communities*).
6. **April 13, 2019** – Health Fair at the Messiah Baptist Church, Brockton, MA. (*Over 100 Attendees representing African American community, with 35 people receiving individual counseling and AdMeTech's educational materials*).



7. **April 27, 2019** — 11th Annual New England Civil Rights Hall of Fame Dinner, Newton, Norfolk County, hosted by NEAC NAACP (*over 300 people, with over 90% attendees representing African American community*).
8. **April 30, 2019** — AdMeTech Foundation's 11th Annual Prostate Cancer Awareness Day, Massachusetts State House, Boston, Suffolk County (*over 300 Attendees, with over 60% representing African American, Hispanic and Portuguese communities*).
9. **May 10, 2019** — 22nd Annual Massachusetts Prostate Cancer Coalition (MPCC) Symposium, Newton, Norfolk County (*over 300 Attendees, with over 25% representing African American community*).
10. **June 12, 2019** — Dr. Faina Shtern presented a CME lecture on Emerging Advances in Precision Diagnosis of Prostate Cancer to Southcoast Health Network, Greater New Bedford Health Center and other medical providers in the New Bedford area, Bristol County. (*Attended by over 30 physicians*).
11. **June 15, 2019** — African Festival, hosted by The African Cultural Association, Lowell, MA. *Over 30 members of the African American community approached AdMeTech's table and received one-on-one education and related materials.*
12. **June 15, 2019** — Prostate Cancer Awareness Day Held Jointly with Merrimack Valley NAACP, Lawrence, Essex County. (*Attended by 15 members of the African American community, mostly men, including Baseball Legend Jim Rice*).
13. **June 16, 2019** — Father's Day Banquet, Yawkey Club of Roxbury, Roxbury, Suffolk County, hosted by The Edward & Earlean Blakely Creative Arts Center, Inc. (*Attended by about 70 members of the African American community - 20 people approached AdMeTech's table and received educational materials*).
14. **June 29, 2019** — Latino Health Insurance (LHIP) Wellness Fair, Framingham, Middlesex County (*Total Attendance: about 50 people*). *About 11 Latino and Portuguese men and women received AdMeTech's educational materials and counseling*).
15. **June 29, 2019** — Men's Health Symposium, Roxbury, Suffolk County, hosted by Whittier Street Health Center. (*Total Attendance – 150 Attendees, with over 90% people of color - 35 people received AdMeTech's educational materials; and 11 signed up for further information*).
16. **July 20, 2019** — Prostate Cancer Awareness Day, Holy Redeemer Church, East Boston, hosted by Latino Health Insurance Program, East Boston, Suffolk County. (*10 members of the Latino/Hispanic community approached AdMeTech's table and received educational materials and counseling*).
17. **August 1st, 2019** — AdMeTech's training of the LHIP medical professionals for standardized prostate cancer counseling, based on the best available scientific data and consensus of the AdMeTech's Independent "Blue Ribbon" Expert Panel, Framingham, Middlesex County (*Attended by Dr. Milagros Abreu, head of LHIP and 3 other medical professionals*).
18. **August 17, 2019** - Joint Prostate Cancer Awareness Day with LHIP at Centro Cristiano Betesda, Worcester (*Attended by about 20 members of the Latino/Hispanic community, with 5 people who came to the AdMeTech's table and received educational materials*).
19. **September 2019** – Initiated Joint Prostate Cancer Awareness Program with the Director of the New Bedford Health Department, Member of the New Bedford Human Relations Commission and host of the local TV, and Executive Director of the Greater New Bedford Health Center. Prostate Cancer Awareness Day is scheduled for February 20, 2020, and the Public Service Announcement was created in January 2020 for Local TV Broadcast.



20. **September 1-30, 2019** – Educational materials were provided to Cambridge Health Alliance and Cambridge NAACP, Middlesex County for the ongoing men's education in honor of the National Prostate Cancer Awareness Month.
21. **September 5, 2019** — Fitchburg State's Rock the Block, Fitchburg, Worcester County (*Around 500 Total Attendees*).
22. **September 8, 2019** — Prostate Cancer Awareness Basketball Tournament Points4Prostate, Dorchester, Suffolk County, hosted jointly with All Dorchester Sports League. (Over 150 Attendees, with over 90% representing the African American community).
23. **September 15, 2019** - Prostate Cancer Awareness Day, Brockton, Plymouth County, hosted jointly with Brockton area NAACP and Good Samaritan Medical Center-St. Edith Stein Church. This event was covered by the local Brockton TV. (*Over 100 members of the Cape Verdean community were attending*).
24. **August - September 2019** – High-Profile Prostate Cancer Awareness Billboard was created and displayed in Brockton, Plymouth County.
25. **October 5, 2019** – LHIP Health Fair in Framingham, Middlesex County (*Total Attendance – 75 members of the Hispanic community, with 15 people receiving AdMeTech's educational materials*).
26. **October 6, 2019** - Annual NEAC NAACP Conference, Bedford, Middlesex County. *Dr. Brandon Mahal of Harvard Medical School led a prostate cancer workshop for over 75 key leaders and activists of the multiple branches in Massachusetts.*
27. **October 12, 2019** – State Senator Karen E. Spilka's Senior Health and Wellness Fair 2019, Framingham, Middlesex County (*Total Attendance – about 200 people, with 20 people receiving AdMeTech's educational materials*).
28. **October 20, 2019** - Prostate Cancer Awareness Day, hosted jointly with Holbrook Board of Health, Holbrook High School, Norfolk County and featuring Dr. Brandon Mahal of Harvard Medical School and Harold D. Cox, MSSW, Associate Dean for Public Health Practice and Associate Professor of Community Health Sciences at Boston University School of Public Health (*About 70 attendees*). This event was covered by Wicked Local-Holbrook, MA.
29. **October 20, 2019**-Prostate Cancer Awareness Day, organized jointly with Community Health Awareness Network (CHAN), Worcester, and hosted by Faith Fellowship Ministries International. This event featured Dr. Mitchell Sokoloff, University of Massachusetts School of Medicine. (*Attended by 75 people, with the majority representing the African American community*).
30. **October 27, 2019** - Prostate Cancer Awareness Day, Brockton, Plymouth County, hosted jointly with Brockton area NAACP and Good Samaritan Medical Center – New Life Christian Church (*Attended by 60 people, with the majority representing African American community*).
31. **January 20, 2020** – Prostate Cancer Awareness Workshop, MLK Breakfast, hosted by Merrimack Valley NAACP, in Andover, Essex County. Dr. Faina Shtern of AdMeTech led a workshop on prostate cancer (*Attended by over 300 people, mostly members of the African American community*).
32. **January 20, 2020** – Educational Materials for the MLK Breakfast, hosted by the Brockton NAACP (*>500 attendees*)



33. **February 20, 2020** – New Bedford Prostate Cancer Forum – Joint Effort with Department of Public Health, Greater New Bedford Health Center, U Massachusetts Dartmouth, Human Relations Commission and local TV (over 30 community leaders).
34. **February 22, 2020** – Prostate Cancer Workshop at the Ghaian Church in Worcester. Joint Effort with Community Health Awareness Network and UMass Medical Center (*over 150 attendees, representing African American community*).
35. **February 29, 2020** –The African American Ball hosted by Edward & Earlean Blakely Creative Arts Center Inc. (501c3 organization) in cooperation with the Yawkey Boys & Girls Club of Roxbury, Suffolk County (*>200 Attendees, with over 95% representing African American community*).
36. **March 6, 2020** - Brockton Community Access (BCA) TV had a formal educational interview on prostate cancer and related disparities with Dr. Faina Shtern of AdMeTech and Mr. Steven Bernard of the Brockton NAACP (BCA TV is a popular Brockton channel, reaching out the majority of the Brockton residents).
37. **May 15, 2020** – Annual (Virtual) Educational Symposium organized by the Massachusetts Prostate Cancer Coalition (*>300 attendees*).
38. **May 21, 2020** – Educational Virtual Town Hall on COVID-19 Pandemic and the Critical Importance of the Ongoing, Timely Care for Chronic and Life-Threatening Diseases, including Prostate Cancer for Brockton. Hosted by Rep. Gerry Cassidy (D-Brockton) and organized in cooperation with Brockton NAACP and Good Samaritan Medical Center (*>2,300 attendees*).
39. **June 11, 2020** – Educational Video on COVID-19 Pandemic and the Critical Importance of the Ongoing, Timely Care for Chronic and Life-Threatening Diseases, including Prostate Cancer. Hosted by Senator Joan Lovely (D – 2<sup>nd</sup> Essex), Massachusetts State Senate Assistant Majority Leader, with the goal to inform Massachusetts residents.
40. **June 18, 2020** – Virtual Town Hall on COVID-19 Pandemic and the Critical Importance of the Ongoing, Timely Care for Chronic and Life-Threatening Diseases, including Prostate Cancer. Hosted by Rep. Bud Williams (D-Springfield) and Men of Color Health Awareness (MOCHA) (*340 people reached and 69 views*).
41. **June 28, 2020** – Virtual Educational Event “Prostate Cancer Awareness in the Times of the COVID-19 Pandemic”. Hosted by Rev. Huston Crayton, Lincoln Church in Brockton and by Rep. Claire Cronin (D – Brockton and Easton), organized in cooperation with Brockton NAACP and Good Samaritan Medical Center. (*495 views and 898 people reached*)
42. **September 17, 2020**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health. Hosted by Mayor Robert Sullivan and the City of Brockton. Organized Jointly with Brockton NAACP and Good Samaritan Medical Center (*157 views and 265 people reached*)
43. **October 17, 2020**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health. Hosted by Norwood First Baptist Church in conjunction with Massachusetts Avenue Baptist Church, Cambridge MA. (*1,032 views and 2,525 people reached*)
44. **October 23, 2020** – Virtual Prostate Cancer Workshop in conjunction with the Annual Meeting of the New England Area Conference (NEAC) of NAACP (75 Leaders of 17 Branches)



45. **October 25, 2020-** Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health. Hosted by Mystic Valley Area NAACP. *(334 views and 596 people reached)*
46. **November 19, 2020 -** Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by Damon Chaplin, Director, Department of Public Health, New Bedford *(758 views and 1,337 people reached)*
47. **January 19, 2021 –**NAACP Forum on the Brockton Community Access (BCA) TV was dedicated to prostate cancer awareness and featured Dr. Faina Shtern, President of AdMeTech Foundation and Dr. Guy Fish, CEO and President at Greater Lawrence Family Health Center.
48. **January 23, 2021 –** Virtual Annual MLK Breakfast held by Brockton NAACP *(over 500 attendees)*
49. **February 1, 2021 –** Dr. Faina Shtern testified at the Public Hearing of the Health Equity Task Force, describing the AdMeTech Foundation’s State-Wide Program in Prostate Cancer and COVID-19, organized and managed in cooperation with Prostate Cancer Action Council. *(Attended by over 500 people)*
50. **February 25, 2021 –** 12<sup>th</sup> Annual Prostate Cancer Awareness Day, dedicated to Black History Month and Naakh Vysoky. Governor Baker, leaders of legislature, medicine, advocacy and grassroots organizations took part in this virtual event, which reached *(518 views and 1,218 people reached.)*
1. **March 21, 2021-** Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health. Hosted by Brockton Police Chief Emanuel Gomes, Brockton Fire Chief Michael Williams and Brewster Ambulance Chief Clinical Officer Chris Dibona. Organized Jointly with Brockton NAACP and Good Samaritan Medical Center *(144 views and 314 people reached)*
2. **May 2, 2021-** The Conversation: COVID-19 Vaccine and Prostate Cancer, “The Awareness Campaign”. Hosted by CHAN and AdMeTech with special guests, including Senator Moore (D-Worcester), Rep. LeBeouf (D-Worcester, Dr. George Abraham, Chief Medical Officer of the St. Vincent Hospital and Professor in Medicine (expert in infectious diseases) at University of Massachusetts, and Dr. Mitchell Sokolov, Chair of Urology at University of Massachusetts *(over 150 participants reported by CHAN)*.
3. **May 6, 2021-** Tele-Town Hall on Prostate Cancer Awareness hosted by Representatives Robinson, Gentile and Lewis of the Framingham Delegation in conjunction with AdMeTech and with participation of the Latino Health Insurance Program *(190 views)*
4. **May 14, 2021-** 23rd Annual Massachusetts Prostate Cancer Coalition (MPCC) Virtual Symposium, Suffolk County (250 participants, with over 20% of African American and Hispanic individuals).
5. **June 2, 2021-** NAACP Forum on Prostate Cancer- Brockton Community Access TV- Hosted by: Brockton Community Access TV and the Brockton NAACP. This program featured Mr. Michael Curry, President and CEO at Massachusetts League of Community Health Centers, Dr. Faina Shtern, President of AdMeTech Foundation, and Dr. Quoc-Dien Trinh, Associate Professor of Surgery, Harvard Medical School, Urology. *(57 views)*
6. **June 17, 2021-** Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health. Hosted by Brockton Area NAACP with AdMeTech Foundation. This program featured Mr. Michael Curry, Phyllis Ellis, Dr. Ryan Frankel, Dr. Guy Fish, Dr. Faina Shtern, and Dr. Quoc-Dien Trinh *(286 views and 855 people reached)*





7. **June 26, 2021**- AdMeTech supported the Men's Health Symposium in Roxbury, Suffolk County, hosted by Whittier Street Health Center. *(150 participants)*
8. **August 5, 2021**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic; Hosted by Representative Giannino in conjunction with AdMeTech Foundation *(143 views and 298 people reached)*
9. **September 9, 2021**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health. Hosted by Brockton Area NAACP in conjunction with Blue Hills Avenue Area NAACP Branch, AdMeTech Foundation and Good Samaritan Medical Center *(43 views and 58 people reached)*
10. **September 16-17, 2021** – COVID Vaccinations and Prostate Cancer Workshop at the Annual Freedom Fund Dinner, hosted by Bishop Talbert Swan and Springfield NAACP (Over 300 people reached)
11. **October 5, 2021**– The Conversation: COVID-19 Vaccine and Prostate Cancer, “The Awareness Campaign”. Hosted by CHAN and AdMeTech with special guests, including Jennifer Alves and Ivelisse Delgado from the Edward M. Kennedy Community Health Center and Dr. Mitchell Sokoloff, Chair of Urology at University of Massachusetts *(over 40 participants reported by CHAN)*.
12. **October 21, 2021**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by Kathy Reddick and AdMeTech Foundation (100 people reached and 62 views).
13. **October 24, 2021**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by Mystic Valley NAACP and AdMeTech Foundation (264 people reached and 121 views).
14. **October 28, 2021** – Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by Martha’s Vineyard NAACP and AdMeTech Foundation (945 reaches and 478 views).
15. **November 4, 2021**– Virtual Educational Event: Prostate Cancer and COVID-19 Awareness, Hosted by the New Bedford NAACP (39 reached and 59 views)
16. **November 9, 2021** – Boston Globe featured a joint AdMeTech Foundation and North Shore NAACP event on prostate cancer and COVID-19 awareness:  
<https://www.bostonglobe.com/2021/11/09/metro/racial-inequities-health-services-will-be-focus-forum/>
17. **November 18, 2021**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by North Shore NAACP and AdMeTech Foundation. (54 reached and 104 views)
18. **November 21, 2021**- Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by NAACP Boston Branch and AdMeTech Foundation (352 reached and 158 views).
19. **December 13, 2021** – Drs. Faina Shtern and Milagros Abreu of LHIP were featured guests at the Framingham radio show with a broad outreach to the Brazilian and other members of the Portuguese community.
20. **December 13, 2021** – Dr. Faina Shtern of AdMeTech Foundation and Harvard Medical School's Drs. Quoc Dien Trinh, Adam Feldman and Ikeann Makuede hosted a Focus Group on Prostate Cancer Equity Program to assure improved access to high quality prostate cancer care (over 65 people attended).



21. **January 15, 2022** – AdMeTech Foundation supported the Annual MLK Breakfast of the Brockton NAACP (over 500 attendees)
22. **January 17, 2022** – AdMeTech had a Prostate Cancer Workshop at the MLK Breakfast of the Merrimack Valley NAACP (attendance of over 300 people)
23. **January 24, 2022** – AdMeTech had a joint Prostate Cancer Educational Event with the NAACP Worcester Branch on prostate cancer care during the COVID-19 pandemic. This event features Senate President Emerita Harriett Chandler; Senator Michael Moore; Dr. Matilda Castiel, Public Health Commissioner of Worcester City; Dr. George Abraham, Chief and Professor, Department of Medicine, St. Vincent Hospital, University of Massachusetts Chan Medical School; and Dr. Mitchell Sokoloff, Professor and Chair, Department of Urology, University of Massachusetts Chan Medical School (*over 107 attendees and 87 reached*).
24. **February 1, 2022** – AdMeTech held a Focus Group with Brockton NAACP on the Prostate Cancer Equity Program (over 30 attendees)
25. **February 8, 2022** – AdMeTech's Dr. Faina Shtern and Brigham's and Women's Hospital's Dr. Quoc Dien Trinh have been invited by the BCA TV's Brockton NAACP Forum to discuss the Prostate Cancer Equity Program.
26. **February 12, 2022** - Prostate Cancer Equity Program Focus Group with KathyAnn Reddick and participation of the key leaders of the Black community in the Suffolk, Norfolk and Middlesex Counties (>20 participants)
27. **February 26, 2022** - African American Ball, Yawkey Club of Roxbury, Roxbury, Suffolk County, hosted by The Edward & Earlean Blakely Creative Arts Center, Inc. (*Attended by about 100 members of the African American community*).
28. **March 3rd, 2022**-Community Health Awareness Network (CHAN) & AdMeTech Foundation: The Conversation: Prostate Cancer and COVID-19 Update (over 52 people reached)
29. **March 5, 2022** - Focus Group of the Prostate Cancer Equity Program with KathyAnn Reddick and leaders of the Suffolk, Norfolk and Middlesex Counties (over 25 community leaders)
30. **March 16, 2022** - Presentation of the Prostate Cancer Equity Program to the Executive Committee of the New England Region Black Nurses Association (NERBNA) - over 60 attendees
31. **March 31, 2022** -13<sup>th</sup> Annual Prostate Cancer Awareness Day, In memory of Naakh Vysoky. Leaders of legislature, medicine, advocacy and grassroots organizations took part in this virtual event (*over 386 people attended and 617 reached*).
32. **April 22, 2022**- AdMeTech Foundation supported New England Regional Black Nurses Association(NERBA) 45th Annual Spring Conference: "Nursing: Our Roles,Our Patients, and Our Community" (Over 100 attendees)
33. **April 27, 2022** – Joint Educational Event with Brockton NAACP and Good Samaritan Medical Center on Prostate Cancer Awareness in the Time of COVID-19. (*over 100 people attended and 69 views*)
34. **May 3, 2022**-Community Health Awareness Network (CHAN), UHAI for Health Inc. & AdMeTech Foundation Present The Conversation: Prostate Cancer and COVID-19 Update (over 90 people reached)



35. **May 20, 2022**- 24th Annual Massachusetts Prostate Cancer Coalition (MPCC) Virtual Symposium, Suffolk County. Over 300 virtual attendees (including about 25% of Black and Latino individuals)
36. **June 16, 2022** - Focus Group of the Prostate Cancer Equity Program with KathyAnn Reddick and leaders of the Suffolk, Norfolk and Middlesex Counties (over 35 community leaders)
37. **June 25, 2022**-Joint Educational Event with Cambridge NAACP on Prostate Cancer Awareness in the Time of COVID-19 (*over 171 attendees and 334 views*).
38. **June 25, 2022**- AdMeTech supported the Men's Health Summit in Roxbury, Suffolk County, hosted by Whittier Street Health Center (over 100 attendees)
39. **August 9, 2022**- Virtual Educational Event Prostate Cancer Awareness; Hosted by Representative Giannino in conjunction with AdMeTech Foundation (*over 144 attendees and 342 views*).
40. **August 18, 2022** - Focus Group with Steve Bernard, Brockton NAACP and Prostate Cancer Equity Program Ambassadors (over 30 attendees)
41. **August 25, 2022** - Focus Group with KathyAnn Reddick and Prostate Cancer Equity Program Ambassadors (10 attendees)
42. **September 30, 2022**- AdMeTech Foundation supported New England Regional Black Nurses Association(NERBA) 50th Anniversary celebration (over 100 attendees)
43. **October, 13, 2022**-Joint Educational Event with Brockton NAACP and Good Samaritan Medical Center on Prostate Cancer Awareness in the Time of COVID-19 (over 69 attendees)
44. **October 20, 2022**-Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by Martha's Vineyard NAACP and AdMeTech Foundation (over 119 attendees)
45. **October 27, 2022**- Prostate Cancer Workshop at the Annual Freedom Fund Dinner, hosted by Bishop Talbert Swan and Springfield NAACP (over 300 attendees)
46. **October 29, 2022**-Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by Mystic Valley NAACP and AdMeTech Foundation (over 95 attendees)
47. **November 5, 2022**-Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic. Hosted by North Shore NAACP and AdMeTech Foundation. (over 89 attendees)
48. **November 10, 2022**-Virtual Educational Event: Prostate Cancer and COVID-19 Awareness, Hosted by the New Bedford NAACP (over 66 attendees)
49. **January 16, 2023** – Prostate Cancer Workshop at the Merrimack Valley NAACP MLK Dinner (over 300 attendees)
50. **January 21, 2023** – Educational materials presented at the Brockton NAACP MLK Breakfast (over 500 people)
51. **January 27-28, 2023** – Prostate Cancer Workshop at the Annual NEAC NAACP meeting (over 60 key regional leaders)
52. **January 24, 2023** -Virtual Educational Event Prostate Cancer Awareness; Hosted by Boston NAACP in conjunction with AdMeTech Foundation (*120 views and 328 people reached*).
53. **February 23, 2023**- Focus Group with KathyAnn Reddick (55 attendees)





54. **February, 25, 2023**- The African American Ball hosted by Edward & Earlean Blakely Creative Arts Center (501c3 organization) in cooperation with the Yawkey Boys & Girls Club of Roxbury, held at the Yawkey Club of Roxbury, Suffolk County (425 attendees)
55. **March 30, 2023** -14<sup>th</sup> Annual Prostate Cancer Awareness Day. Leaders of legislature, medicine, advocacy and grassroots organizations took part in this virtual event (*over 461 people attended and 926 reached*).
56. **May 4, 2023** - Brockton branch of the NAACP in conjunction with AdMeTech hosted a virtual educational event on prostate cancer (273 attendees and 448 reached).
57. **April 28, 2023** – Annual Spring Meeting of the New England Region Black Nurses Association (NERBNA) (over 100 attendees)
58. **May 9, 2023** - Virtual Educational Event Prostate Cancer Awareness; Hosted by Worcester NAACP in conjunction with AdMeTech Foundation (*36 views and 82 people reached and 10 people on Zoom*)
59. **May 19, 2023** – Annual Educational Symposium of the Massachusetts Prostate Cancer Coalition (225 attendees)
60. **June 15, 2023** - Virtual Educational Event Prostate Cancer Awareness; Hosted by Cambridge NAACP in conjunction with AdMeTech Foundation (*108 views and 313 people reached and 7 people on Zoom*).
61. **September 17, 2023** - Father's Day Banquet, Yawkey Club of Roxbury, Roxbury, Suffolk County, hosted by The Edward & Earlean Blakely Creative Arts Center, Inc. (425 attendees)
62. **October 5, 2023**- Virtual Educational Event Prostate Cancer Awareness; Hosted by Representative Giannino in conjunction with AdMeTech Foundation (*over 123 people attended and 221 reached*).
63. **October 7, 2023**- In-Person Education Event Prostate Cancer Awareness; Hosted by Reverend Brown, Massachusetts Avenue Baptist church in conjunction with AdMeTech Foundation (15 attendees)
64. **October 11, 2023** - Virtual Educational Event Prostate Cancer Awareness; Hosted by Mystic Valley NAACP in conjunction with AdMeTech Foundation (*over 75 people reached and 50 views*)
65. **October 17, 2023** - Brockton Branch of the NAACP in conjunction with AdMeTech hosted a virtual educational event on prostate cancer (60 attendees and 50 reached).
66. **October 19, 2023** - Prostate Cancer Workshop at the Springfield NAACP's Annual Freedom Fund Dinner 2023 (over 300 people).
67. **November 2, 2023** -Virtual Educational Event Prostate Cancer Awareness; Hosted by Martha's Vineyard NAACP in conjunction with AdMeTech Foundation (*65 people reached and 60 views*).
68. **November 16, 2023** -Virtual Educational Event Prostate Cancer Awareness; Hosted by New Bedford NAACP in conjunction with AdMeTech Foundation (*60 people reached and 40 views*).
69. **January 3, 2024**- Virtual Educational Event Prostate Cancer Awareness; Hosted by Berkshire NAACP in conjunction with AdMeTech Foundation (over 20 people reached).



## II. Ongoing, Sustainable Programs (January 2019 to January 5, 2024)

***Total Outreach January 2019 to November 2023: Over 37,768  
(including over 11,871 between January 1, 2023 and January 5, 2024)***

In addition to individual workshops, AdMeTech-led Prostate Cancer Action Council has also established and supported the ongoing, sustainable programs for vulnerable and underserved populations. These programs include state-wide programs created with NEAC NAACP and Latino Health Insurance Program and their multiple branches located across the state. Also, we have been supporting Center for Elimination of Health and Social Inequities and Disparities, or CEHSID, focusing its work on Suffolk, Norfolk, Essex and Middlesex Counties; Men of Color Health Awareness, or MOCHA, focusing its work on the Hampden County in the Greater Springfield Metropolitan Area; and Community Health Awareness Program (CHAN) in Worcester County.

- 1) New England Area Conference of NAACP (NEAC NAACP) and its State-Wide Branches, with Brockton in Plymouth County as a priority.
  - A) Since 2015, we have been supporting and holding prostate cancer workshops at the Annual Conference of NEAC NAACP in September-October (*attended by over 75 branch leaders and activists*) and providing a full-page public awareness ad and educational materials for the Annual New England Civil Rights Hall of Fame Dinner (*attended by over 300 members*). *NEAC NAACP Outreach was 520 members, including over 70 participants in January 2023). These include the Hall of Fame Dinner in April 2019, 75 Branch Leaders in October 2019 and 75 Branch Leaders in October 2020, and over 70 leaders in 2023). Most participants (>95%) were from the African American community. AdMeTech presented prostate cancer workshop on January 27-28, 2023 at the NEAC NAACP Annual meeting again (attendance: over 60 regional and local leaders)*
  - B) Brockton, Plymouth County has been our priority since 2015, when Plymouth County had the state's highest mortality in Black men. This program is a joint effort with Brockton NAACP and Good Samaritan Medical Center. This program includes:
    - b) Biweekly conference calls of the Executive Committee for developing strategy and its implementation, and reviewing the progress achieved;
    - c) Providing educational materials and assistance for the Annual MLK Breakfast of the Brockton NAACP. These events took place in January 2019, January 2020, January 2021, January 2022, and January 21, 2023 – with more than 500 attendees each year (*total over 2,500 participants*).
    - d) Ongoing Prostate Cancer Awareness Days. These events took place on March 14, September 15 and October 27, 2019 at local churches as mentioned above (*total over 200 attendees, with over 95% men and women of color*). *Due to COVID-19 Pandemic, we also held three Virtual Individual Workshops on COVID-19 and Prostate Cancer in May, June and September 2020, as well as March, June, and September 2021. The September 9, 2021 event was held jointly with the Blue Hills Avenue Area Branch of NAACP. (The events since January 2020 reached 4,747 people;*



- e) April 13, 2019 –Health Fair at the Messiah Baptist Church in Brockton. This event had over 100 people (over 99% Black individuals), and 35 people approached AdMeTech’s table exhibit to engage in a discussion about prostate cancer and obtain educational materials. During this event, Dr. Faina Shtern led a group discussion on the recent advances in prostate cancer care;
- f) Leaders of the Brockton NAACP include AdMeTech’s educational banners and materials at multiple local and regional health fairs and festivals;
- g) In August-September 2019, a high-profile Prostate Cancer Awareness Billboard was created and displayed;
- h) On March 6, 2020, Brockton Community Access (BCA) TV had a formal educational interview on prostate cancer and related disparities with Dr. Faina Shtern of AdMeTech and Mr. Steven Bernard of the Brockton NAACP. This is a part of the ongoing joint effort with BCA TV and its NAACP Forum, a popular show reaching most local residents. This includes educational interviews with Brockton NAACP, AdMeTech, local community leaders and medical professionals, including Good Samaritan Medical Center. In 2021, BCA interviews took place on January 19 and June 2 (see above, including 57 views). On February 8, 2022, BCA will interview Drs. Shtern and Trinh about the Prostate Cancer Equity Program. On March 14, 2019, during the Prostate Cancer Awareness Day, BCA has produced and since that time, consistently aired a program service announcement, featuring Black men who were impacted by our awareness program – including a 49 year old African American man who was empowered to ensure early detection of his lethal prostate cancer and a 60 year old man with a family history of prostate cancer, who learned about being at high risk for the first time during our event in February 2018;
- i) On April 27, 2022 the Brockton branch of the NAACP in conjunction with AdMeTech hosted a virtual educational event on prostate cancer in the times of COVID (*over 100 attendees and 69 reached*).
- j) On October 13, 2022 the Brockton branch of the NAACP in conjunction with AdMeTech hosted a virtual educational event on prostate cancer in the times of COVID (*69 attendees and 93 reached*).
- k) On May 4, 2023 the Brockton branch of the NAACP in conjunction with AdMeTech hosted a virtual educational event on prostate cancer (273 attendees and 448 reached).
- l) On October 17th, 2023 the Brockton branch of the NAACP in conjunction with AdMeTech hosted a virtual educational event on prostate cancer (60 attendees and 50 reached).
- m) Coverage by the Brockton Enterprise (daily newspaper for Brockton and nearby towns of Plymouth, Bristol and Norfolk Counties with [daily circulation of 22,500 to 35,500](#)):
  - i. On March 11, 2019 (before March 14, 2019 event) – [“Black men at higher risk of prostate cancer”](#); and
  - ii. On March 19, 2019 (after March 14, 2019 event) –[“It can’t be me”](#).

*In summary, the Brockton outreach included over 8,567 people. In addition, the majority of the Brockton population was reached by the TV and print media, as well as a high-profile billboard.*

*Impact: According to the latest NCI data in 2023, prostate cancer mortality in White and Black men in Plymouth County has become lower than state-average, with a sharply reduced disparity in mortality in Black vs. White men. In sharp contrast, during the same period of time, there have been no significant reduction in prostate cancer health disparities at the state level.*



C) Merrimack Valley NAACP – Over the last year, as mentioned above, we held two events on June 15, 2019 and January 30, 2020 (*with total attendance >315 participants, mostly members of the African American community*). Jointly with Merrimack Valley NAACP, we also had a prostate cancer workshop at the MLK Breakfast in January 2022 (*over 300 people*). On January 16, 2023, we held a prostate cancer workshop at the MLK Breakfast, with attendance of over 300 people. The estimated outreach in Merrimack Valley is over 615 people, with 1,215 reached since January 2020.

D) Springfield NAACP – Prostate Cancer Workshop at the Freedom Fund Dinner on September 17, 2020 hosted by Bishop Talbert Swan (*>300 participants*). On September 16, 2021, we participated in their Freedom Fund Dinner by hosting a prostate cancer workshop (*>300 participants*). On October 27, 2022, we participated in their Freedom Fund Dinner by hosting a prostate cancer workshop (*>300 participants*). On October 19, 2023, we participated in their Freedom Fund Dinner (*>300 participants*). Jointly with Springfield NAACP, we have reached over **1,200** people in the Springfield area since January 2020.

E) Mystic Valley NAACP –Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on October 25, 2020 (*334 views and 596 people reached*). The virtual annual event on prostate cancer in the times of COVID took place on October 24, 2021 (*264 people reached and 121 views*). We had our virtual event with Mystic Valley NAACP on prostate cancer in the times of COVID on October 29, 2022 (*78 people reached and 95 views*). We had our virtual event with Mystic Valley NAACP on October 11, 2023 (*75 people reached and 50 views*). Jointly with the Mystic Valley NAACP, we have reached over **1060** people since January 2020.

F) North Shore NAACP–Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on November 18, 2021 (*54 views and 84 people reached and 20 people on Zoom*). The virtual annual event on prostate cancer in the times of COVID took place on November 5, 2022 (*52 people reached, 77 views and 12 people on Zoom*). An event with North Shore NAACP is scheduled for March 2024. Jointly with the North Shore NAACP, we have reached over **193** people since January 2020.

G) Martha's Vineyard NAACP–Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on October 28, 2021 (*478 views and 945 people reached*). The virtual annual event on prostate cancer in the times of COVID took place on October 20, 2022 (*119 people reached and 71 views*). The virtual annual event on prostate cancer took place on November 2, 2023 (*65 people reached and 60 views*). Jointly with the Martha's Vineyard NAACP, we have reached over **1,129** people since January 2020.

H) New Bedford NAACP–Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on November 4, 2021 (*50 views and 39 people reached plus 20 people on Zoom*). The virtual annual event on prostate cancer in the times of COVID took place on November 10, 2022 (*62 people reached plus 10 people on Zoom and 66 views*). The virtual annual event on prostate cancer took place on November 16, 2023 (*60 people reached plus 40 view*). Jointly with the New Bedford NAACP, we have reached over **185** people since January 2020.

I) Boston NAACP–Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on November 21, 2021 (*158 views and 352 people reached*). Virtual Prostate Cancer Awareness Event took place on January 24, 2023 (*120 views and 328 people reached*). Jointly with the Boston NAACP, we have reached over **680**





people since January 2020.

J) *Worcester NAACP* – Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on January 24, 2022 (26 views and 87 people reached and 20 people on Zoom). Virtual Educational Event Prostate Cancer Awareness took place on May 9, 2023 (36 views and 82 people reached and 10 people on Zoom). Jointly with the Cambridge NAACP, we have reached over **189** people.

k) *Cambridge NAACP* - Virtual Educational Event Prostate Cancer Awareness in Times of COVID-19 Pandemic: Know Your Risks & Take Charge of Your Health took place on June 25, 2022 (171 views and 334 people reached). Virtual Educational Event Prostate Cancer Awareness took place on June 15, 2023 (108 views and 313 people reached and 7 people on Zoom). Jointly with the Cambridge NAACP, we have reached over **647** people.

l) *Berkshire NAACP* – Virtual Educational Event Prostate Cancer Awareness took place on January 3, 2024 (over 20 attendees).

K) *We are planning to expand our program with NEAC NAACP Branches. With support of the NEAC NAACP leadership, we have had discussions with Presidents and/or Health Chairs of the following additional branches: Berkshire, Blue Hills Avenue, and Cape Cod. On January, 2024, we are planning the first joint prostate awareness event with the Berkshire NAACP.*

*In summary, the total Community Outreach with NEAC NAACP and Branches: Over **15,905** people total, mostly members of the African American Community, since 2019.*

*In addition, the majority of the Brockton population was reached by the local TV, newspapers and other media, and educational outreach was expanded in Suffolk, Cambridge, Middlesex County, and New Bedford, Bristol County. Boston Globe covered the educational event hosted by the North Shore Branch jointly with AdMeTech Foundation.*

**Plan for FY'25:**

- a) *To expand current joint individual workshops and ongoing programs;*
- b) *To expand joint efforts with Springfield NAACP, Boston NAACP, Cambridge NAACP and Cambridge Health Alliance, Berkshire NAACP, Mystic Valley NAACP and New Bedford NAACP to address Black and Hispanic men's increased mortality and related disparities in Hampden, Suffolk, Middlesex, Bristol and Norfolk Counties (per NCI State Cancer Profile Report of 2023).*

- 2) Suffolk, Norfolk, Middlesex and Essex Counties – A joint effort with the Center for Elimination of Health and Social Inequities and Disparities, or CEHSID. With AdMeTech's support, CEHSID established an ongoing Innovative Prostate Cancer Educational Program for High Risk Men, centered on the barbershop outreach, community health centers, community programs and faith-based organizations.

Between March and June, 2019 - CEHSID has focused on the educational events and counseling in multiple Black Churches, with primary focus on the Suffolk and Norfolk Counties, including Concord Baptist Church in Milton; Faith Christian Church in Mattapan/Dorchester; Historic Holy Tabernacle Church in Dorchester; Greater Love Tabernacle in Dorchester; and Tabernacle of Praise in Randolph (102 were counseled and 100 men attended educational workshops, with 202 total men served).

Between July and December 2019 - CEHSID has focused on *individual counseling of 120 men*. Between January and September 2020, CEHSID *counseled 360 men*. On October 20, 2020, CEHSID organized the New England Men's Health Disparities Virtual Conference that reached over 100 people.





*In 2020, CEHSID broadened community outreach in Suffolk and Norfolk Counties and expanded educational programs and counseling beyond their borders to Middlesex and Essex Counties (see Target Areas below). For example:*

- 1) Barbershop outreach included, but was not limited to, Symphony Barbers in Roslindale, Roslindale Barbers, and Classic Cuts in Hyde Park;
- 2) Community programs, including 25 organizations that collaborate with the Caribbean American Carnival Association and organize a Carnival Parade, which took place on August 24, 2019;
- 3) Sports organizations, leagues and associations; and
- 4) Cultural and social clubs throughout the Greater Boston Area (e.g., Dorchester, Roxbury, Mattapan and Roslindale).

CEHSID'S High-Risk Target Areas:

- 1) Suffolk County - Roxbury, Mattapan, Dorchester, Roslindale, Hyde Park, South Boston, Revere, Chelsea;
- 2) Norfolk County: Dedham, Norwood, Canton, Stoughton, Avon, Randolph, Westwood, Walpole, Quincy, Weymouth;
- 3) Middlesex County: Cambridge, Somerville, Everett; and
- 4) Essex County: Lynn, Saugus.

*In Summary, between early March and December 2019, CEHSID served a total of 322 high-risk men of color, located in underserved areas. This program included educational workshops for 100 men and individual counseling for 222 men. Between January and October 2020, CEHSID served 360 men. Between January and December 2021, CEHSID served 480 men. The total number of 1,162 men served between March 2019 and June 2021, including 840 men since January 2020. Between July 2021 and December 2022, CEHSID reached an additional 720 people. Between January 2023 and June 2023, CEHSID reported to have reached an additional 240 people. **The total number of people reached by CEHSID between January 2020 and June 2023 is over 1,904 people.***

- 3) Latino Health Insurance Program – State-Wide Effort to Serve Hispanic and Portuguese Communities, with Headquarters in Framingham in Middlesex County and Branches in East Boston in Suffolk County, and Worcester and Milford in the Worcester County. On August 1, 2019, AdMeTech has trained four medical professionals of LHIP to conduct individual counseling and provided related educational materials, translated into Spanish and Portuguese.

*Between August and December 2019, LHIP conducted individual counseling with 105 Hispanic and Portuguese men.*

*Between January and June 2020, 578 men were educated, resulting in 235 men getting screened and 12 men diagnosed with prostate cancer. Out of these 12 men with prostate cancer, 10 individuals had treatable disease and 2 men had end-stage malignancy.*

*Since that time, on February 1, 2021, Dr. Milagros Abreu, Founder of LHIP, announced that as the direct results of a joint program with AdMeTech Foundation, LHIP professionals educated and counseled over 5,000 high-risk individuals total, including members of the Hispanic, Portuguese and African American communities.*

*LHIP's High-Risk Target Areas include Brockton, Framingham, Jamaica Plain, Saugus, Lynn, Milford, Worcester, East Boston and other areas.*



*In summary, between July 2019 and February 2, 2021, about **5,683 men** have been educated and counseled by LHIP. This includes 235 men who chose screening and 12 men diagnosed with prostate cancer, including 10 men with treatable disease and 2 men with end-stage prostate cancer.*

*Since March 2021, LHIP has served additional **684 men**, with **573 men** opting for screening, and **3 men** diagnosed with treatable prostate cancer.*

*In summary, LHIP has served over **6,367 men** since 2019, including **6,367 men** served since January 2020.*

**In January 2022, LHIP committed to serving an additional 858 men, which were reported for the period between January 2022 and June 2022, reaching over 7,326 people.**

**For the period between January- June 2023, LHIP served additional 886 men, reaching over 8,212 people total since 2019.**

- 4) Springfield Metropolitan Area, Hampden County – In cooperation with and support from the AdMeTech Foundation, Men of Color Health Awareness (MOCHA) established an ongoing program of prostate cancer education and awareness since January 2019. This program has the following main components and reported the following progress in FY'20, including but not limited to:
- A) Conducting 4 focus groups for 38 people between July and November 2019 in-person; and 3 focus groups for 23 people between January 2020 and June 2020, including virtual events, for education and assessing the comprehensibility of the educational materials developed by the Expert Panel convened by AdMeTech. The focus groups were also conducted in June and July 2021, with 11 men participating. These focus groups included primarily African American men and women.
  - B) Distributing prostate cancer educational materials at multiple, including annual and weekly, community events at which MOCHA has tables to conduct outreach education about health disparities in fulfilling MOCHA's mission. For example, MOCHA has been managing a table exhibit at the Mason Square Community Health Center every Tuesday, at the Deborah Hunt Community Center every Wednesday, Arise for Social Justice on Thursday, the Martin Luther King Food Pantry also on Thursdays, and at the After Incarceration Support Services (AISS) program on Monday evenings.
  - C) Organizing prostate cancer community education events. In FY'20, these events included:
    - i. Men's Health Fellowship Breakfast at Macedonia Church of God, where MOCHA led discussion on prostate cancer on August 17, 2019. Featured Speaker: Dr. Andrew Balder, Baystate Health. *This event was attended by estimated 150 people; and*
    - ii. Virtual Educational Townhall hosted jointly with Rep. Bud Williams (D-Springfield) and MOCHA on June 18, 2020 (340 virtual attendees)
  - D) Incorporating prostate cancer educational materials into MOCHA's on-going National Institute of Minority Health and Health Disparities (NIMHD)-funded randomized controlled trial (RCT) retention activities, where MOCHA is holding one event each month during the three-month wait-list control period to bolster retention in the RCT.
  - E) Conducting weekly radio appearances by Brother Al Hubert on local public radio show (WTCC 90.1 FM) targeting the African-American and Latino communities and including prostate cancer education.
  - F) Posting posters and flyers (developed by AdMeTech) to raise prostate cancer awareness in 12 barber shops serving the African-American and Latino communities in the greater Springfield area;



- G) *Educating and mobilizing 50 local residents for the Annual Prostate Cancer Awareness Day, which was planned for March 26, 2020 (the latter event was canceled by the state due to the COVID-19 pandemic). Participating in and mobilizing over 50 men for the Annual Prostate Cancer Awareness Day, which took place on February 25, 2021 and other AdMeTech's educational events (e.g., with Mystic Valley and Brockton NAACP).*
- H) *Speaking at the Virtual Annual Symposium of the Massachusetts Prostate Cancer Coalition on May 14, 2021.*
- I) *Every Thursday in September 2021, MOCHA spoke about Prostate Cancer awareness at the Pan African Historical Museum.*
- J) *In September 2021, MOCHA reported reaching over 100 men.*
- K) *From November 2021- January 2022, MOCHA has reported to have reached over 195 men by having various events.;*
- L) *For February-April 2022, MOCHA has reached at least 312 people;*
- M) *In May 2022, MOCHA reached at least 65 people;*
- N) *In June-July 2022, MOCHA reached at least 44 people;*
- O) *In August 2022, MOCHA reached at least 50 people;*
- P) *In September-December 2022, MOCHA reached at least 512 people.*
- Q) *In January- June 2023, MOCHA reached at least 851 people.*

*In summary, MOCHA's Prostate Cancer Education and Awareness Program reached 188 men between July and November 2019, mostly members of the African American community. Between January and June 2020, MOCHA served 348 people. In 2021, MOCHA reached over 150 people, and had 11 men taking part in focus groups. **Total of over 996** people were served by MOCHA between July 2019 and January 2022, including 808 since January 2020. Many more high-risk individuals and their families were reached through multiple local events attended by MOCHA and by the Radio Programs dedicated to prostate cancer education and awareness (WTCC 90.1 FM). Between February and December 2022, MOCHA reached at least 983 people. Between January and June 2023, MOCHA reached 851 people. The total MOCHA outreach between January 2020 and June 2023: **2,792** people.*

- 5) *Worcester County: Since this county has had the highest prostate cancer mortality over the last few years until August 2021 per National Cancer Institute, we have expanded our partnership with **Community Health Awareness Network Grows Equity (CHANGE)** and University of Massachusetts to establish an ongoing program in 2021.*
  - a) *CHANGE has reached over 150 people via a virtual educational event on May 2, 2021 and 40 people via a virtual educational event on October 5, 2021 (see above) and the in-person, socially-distanced sustainable Barbershops Outreach Campaign between March 1 and June 30, 2021. CHANGE will continue and expand this program. Total of over 190 people were served by CHANGE between May 2021 and June 2021 through virtual educational events.*
  - b) *Between July and November 2021, CHANGE reached out to about 250-300 at-risk individuals*
  - c) *Between December 2021 and December 2022, CHANGE reached over 272 people*
  - d) *Between January 2023 and December 2023, CHANGE reached over 425 people.*

*The total number of people reached by CHANGE between May 2021 and December 2022 is over 762 people.*



*In summary, CHANGE's Prostate Cancer Education and Awareness Program reached 190 men virtually between May and October of 2021 during virtual events. Between July and November of 2021, they have reached out to over 300 at risk individuals, and 272 between December 2021 and December 2022 . **Total of over 1,187 people were served by CHANGE.***

- 6) Lincoln Congregational Church-** In cooperation with and support from the AdMeTech Foundation, Lincoln Congregational Church established an ongoing program of prostate cancer education and awareness since January 2023. This program has been serving Brockton and Easton and surrounding communities and includes, but is not limited, to the following main components;
- a) Social media campaign to raise awareness.
  - b) Infomercials and TV interviews to be aired on Brockton Community Access Television.
  - c) Interfacing with pastors and church officials in the Brockton area, along with distribution of flyers.

Between January and December 2023, *Lincoln Congregational team has reached over **6,825 people.***

- 7) Prostate Cancer Equity Program (State-Wide)** *has been formally launched at the Prostate Cancer Awareness Day on March 31, 2022 to expedite access of men to the leading experts in clinical care. Since that time, over 951 people were reached in total, including 93 in 2023:*
- a) *A network of six leading experts has been created (representing Mass General Brigham, University of Massachusetts, Greater Boston Urology, Boston University, Beth Israel Deaconess Medical Center, Andover Urology Practice and other clinical organizations);*
  - b) *An expedited, VIP-style referral process has been developed;*
  - c) *Research project has been designed to study quantitative patient outcomes;*
  - d) *Over 58 men were referred to the leading clinical experts;*
  - e) *Multiple Community Coordinators (8) have been recruited, who in turn, mobilized over 75 Program Ambassadors among the leaders of Black Churches, community, educational and advocacy organizations;*
  - f) *Nine Focus Groups have been held to optimize the program strategy and materials, with the total participation of 305 people (see above).*

**III. Plans for FY 2025 (July 1, 2024 to June 30, 2025):**  
**Focus on Populations at High Risk for Prostate Cancer**  
**in the Areas of High Mortality and Related Disparities:**

- 1)** Expansion of the State-Wide Educational Workshops and Community Outreach;
- 2)** Expansion of the Current Sustainable Programs (e.g., Suffolk County, Hampden County, Middlesex County, Bristol County, Merrimack Valley, Mystic Valley, and Norfolk County);
- 3)** Creating new sustainable educational and awareness programs, with the focus on:
  - A. Hampden County (having the state's highest prostate cancer mortality in Black and Hispanic men) - jointly with Springfield NAACP; MOCHA and LHIP;
  - B. Suffolk and Norfolk Counties – Jointly with Boston NAACP, LHIP and other multiple organizations;



- C. Middlesex County – Jointly with Cambridge NAACP, Cambridge Health Alliance, LHIP and faith-based organizations;
- D. Worcester County - Worcester NAACP, Community Health Awareness Network (CHAN), , LHIP, local churches and University of Massachusetts;
- E. Bristol County, with the priority focus on:
  - a) New Bedford - jointly with New Bedford NAACP, Greater New Bedford Health Center, Human Relations Commission, and local TV; and
  - b) Fall River – jointly with the local community organizations and Black churches and other.
- F. Expansion of our state-wide programs with NEAC NAACP and Latino Health Insurance Program, with the focus on the Greater Springfield area (MOCHA, Springfield NAACP) in Hampden County; Framingham (LHIP Headquarters), Cambridge and surrounding areas in the Middlesex County; Greater Boston in Suffolk County (Boston Branch of NAACP, East Boston Branch of LHIP, CEHSID, faith-based organizations), and Martha's Vineyard and Berkshire Branches of NAACP.