

PHEN's Houston, Texas Prostate Cancer Disparity Rally

The Houston prostate cancer disparity rally follows PHEN's prostate cancer awareness campaign at the State Fair Classic at the Cotton Bowl in Dallas during the Prairie View A&M and Grambling Football game on September 30th.

The objectives of PHEN's Prostate Cancer Disparity Rallies are to raise public prostate cancer awareness and knowledge, and to mobilize communities to come together with PHEN in the fight to eliminate the prostate cancer racial disparity. Prostate cancer is the leading cause of cancer among Black men who die at the rate of more than 2 times higher than for all other men from this disease. PHEN is the leading prostate cancer patient education and advocacy organization focusing on Black men and has held disparity rallies in 22 cities across 13 states reaching more than 15 million people since 2021.

The Houston Rally will consist of a radio and social media awareness campaign beginning on October 16th and culminating with a virtual Town Hall Meeting on November 9th. PHEN purchases radio and social media advertising for the awareness campaign.

Congresswoman Sheila Jackson Lee and Rev. Dr. Frederick Haynes III (Friendship-West Baptist Church) recorded messages for the State Fair Classic awareness campaign that will be used for the Houston Rally. Messages by other local leaders will also be recorded, along with doctors and patients.

PHEN will organize the Virtual Town Hall Meeting to bring local leaders together to discuss community needs and ongoing efforts to include prostate cancer educational symposiums, and free prostate cancer early detection screening events with local partners.