

# Boston Prostate Cancer Community Rally

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# PHEN's Mission Founded in 2003

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To eliminate the African American prostate cancer disparity, and to undertake advocacy efforts to increase the overall support and resources to wage a war on prostate cancer that will eventually lead to a cure for the disease for the benefit of all men.



# Prostate Health Education Network (PHEN)

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■ PHEN Focus Cities



# Programs Overview

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Annual African  
American  
Prostate Cancer  
Disparity Summit

Clinical Trials  
Rally (CTR)

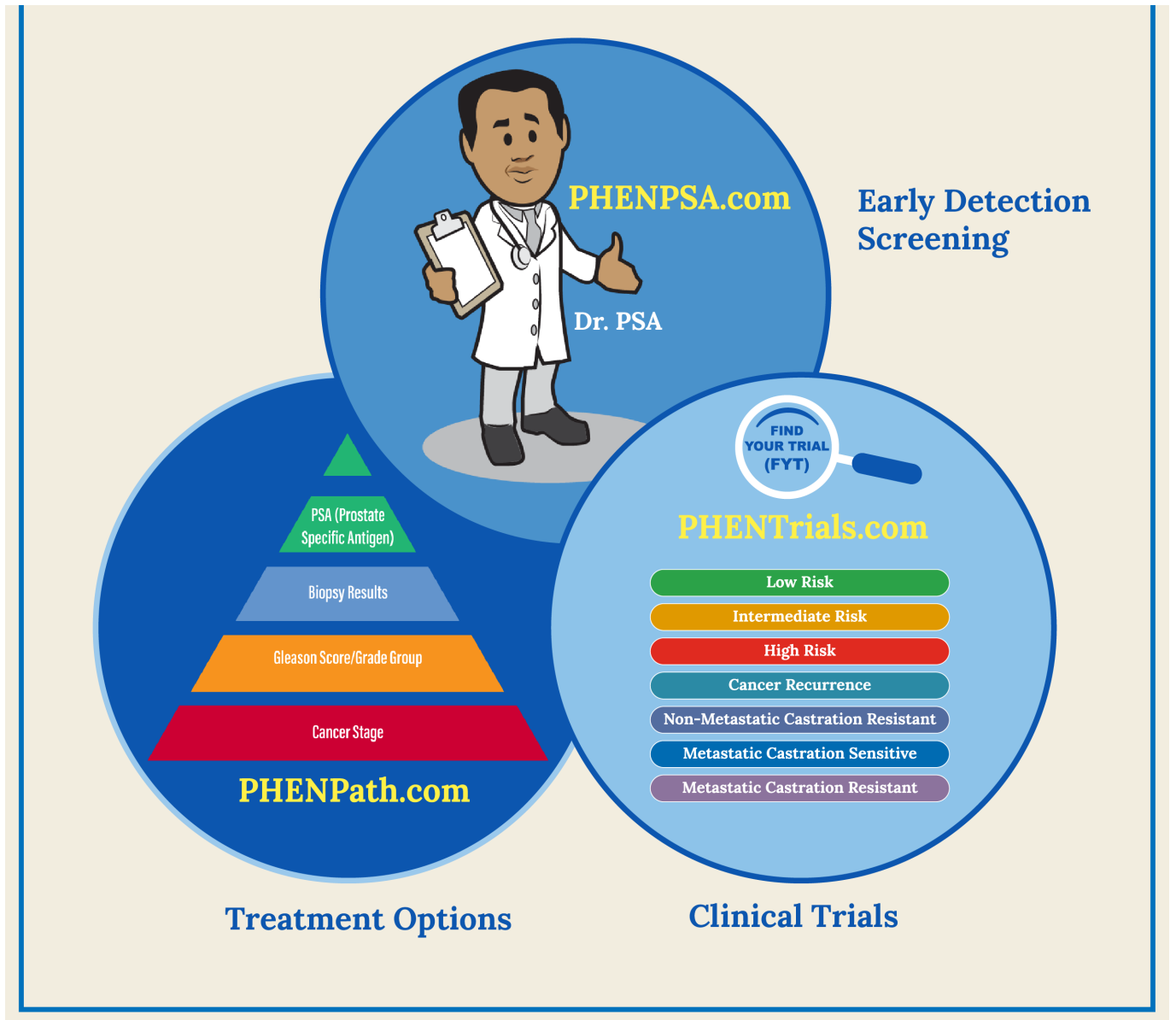
Prostate Cancer  
Community Rally

Church  
Partnership  
Educational  
Outreach Initiative

Patient Education  
and  
Empowerment  
Initiative



# PHEN Prostate Cancer Educational Resources



# How the Prostate Cancer Community Rally Is Conducted

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Leaders and patients  
SPEAK OUT through  
recorded messages to  
raise prostate cancer  
awareness

PHEN promotes these  
messages via radio  
and social media

Each rally culminates  
with a virtual town hall  
meeting or educational  
symposium and  
screening event



# Goals and Objectives

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Prostate cancer public awareness and education



Introduce PHEN's online patient educational resources: (**PHENPSA.com**) early detection, (**PHENPATH.com**) treatments, and (**PHENTRIALS.com**) clinical trials



Mobilize leaders and patients



Collaborate with leaders and partners for ongoing efforts to continue the efforts



# Accomplishments

2021 - 2025

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Cities: 33

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States: 19

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Radio Stations: 57

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Radio Spots: 4,804

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Radio Reach: 14,329,116

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Social Reach: 6,876,894

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**TOTAL REACH: 20,203,333**

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# PHEN's Boston Social Media Campaign

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**Rev. Dr. Willie Bodrick, II**  
Senior Pastor  
Twelfth Baptist Church



**Rev. Miniard Culpepper**  
Senior Pastor  
Pleasant Hill MB Church



**Mr. Thomas A. Farrington**  
President and Founder  
PHEN



**Rev. Dr. Ray Hammond**  
Pastor  
Bethel AME Church

Dates: March 1 – March 24  
Social Media Reach: 358,233



# Boston Prostate Cancer Community Rally

EARLY DETECTION



**Prostate Health Education Network, Inc.**

**Alert!**

# New Prostate Cancer Cases in Men Predicted to Increase by 80% Between 2019 and 2025

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The American Cancer Society (ACS) estimates an 80% increase in prostate cancer cases between 2019 and 2025 - **the largest increase for any major cancer.**

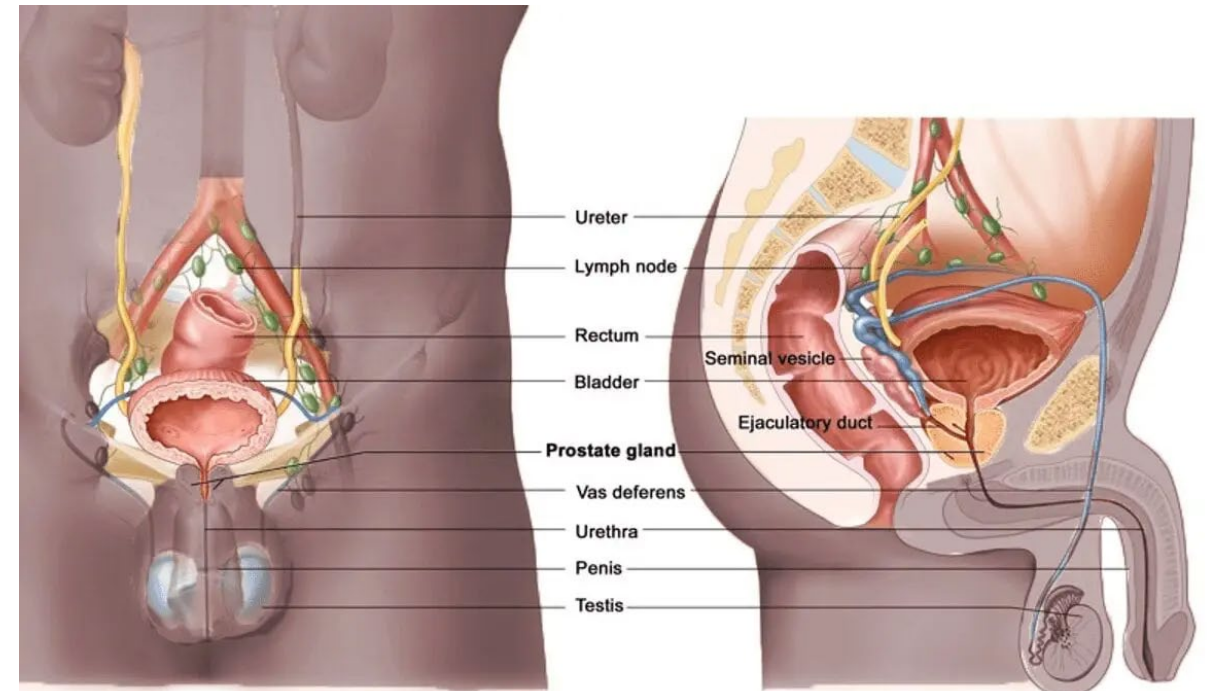
“The American Cancer Society revealed what it called '**ALARMING**' news about prostate cancer. After two decades of decline, the number of men diagnosed with the disease in the United States rose by 15% from 2014 to 2019.”

American Cancer Society. Cancer Facts & Figures 2023. Atlanta: American Cancer Society; 2019-2024.



# What Is the Prostate?

- The male reproductive system is composed of the penis, prostate, and testicles.
- The prostate is found below the bladder and in front of the rectum.
- It produces liquid that makes up a part of the semen.



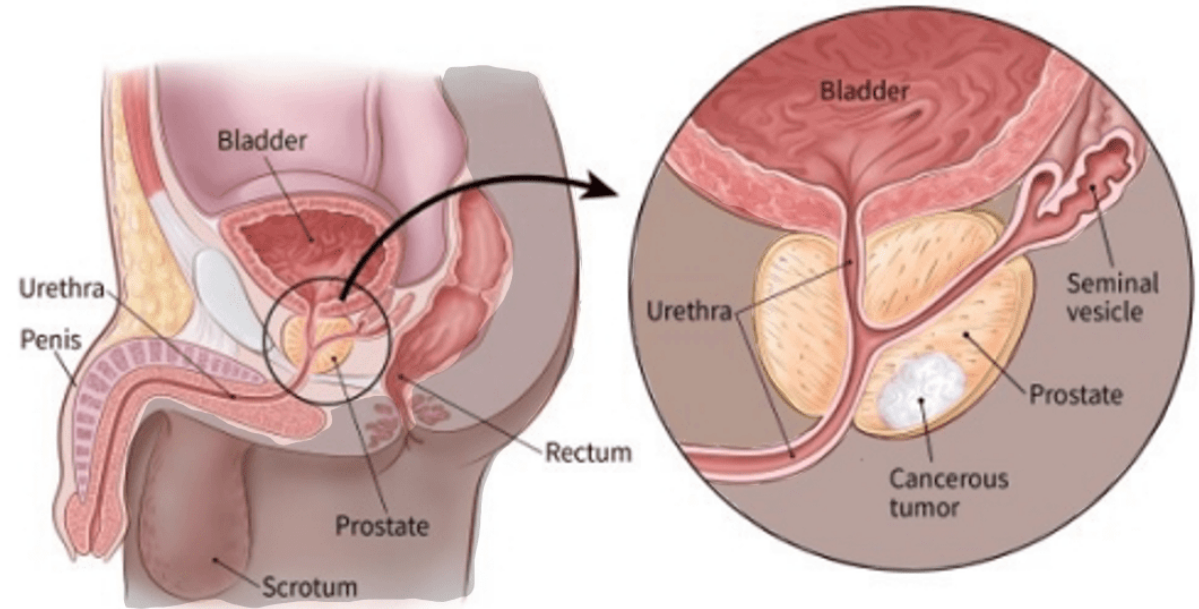
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# What Is Prostate Cancer?

Prostate cancer is the leading cause of cancer in African American men and is second to skin cancer in Caucasian men.

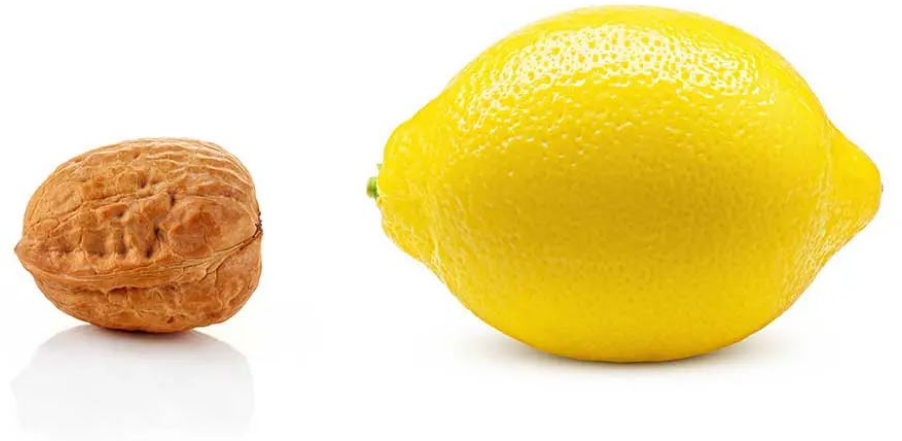
The most common form of cancer in the prostate is adenocarcinoma, which is normally a slow growing cancer.



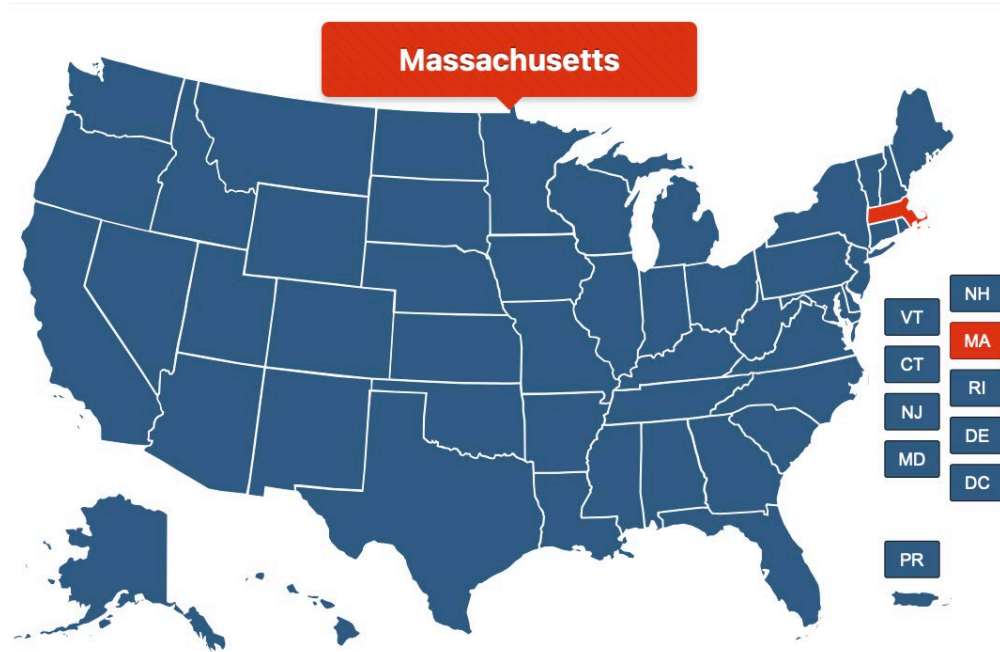
# How Big Is the Prostate?

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It is about the size of a walnut and surrounds the tube (urethra) that empties urine from the bladder.



# Prostate Cancer Incidence & Deaths in Massachusetts



For every 100,000\* **Black Men**

**184.8** cases (White: 110.7)  
➤ **67%** **higher**

**33.8** deaths (White: 18.3)  
➤ **85%** **higher**

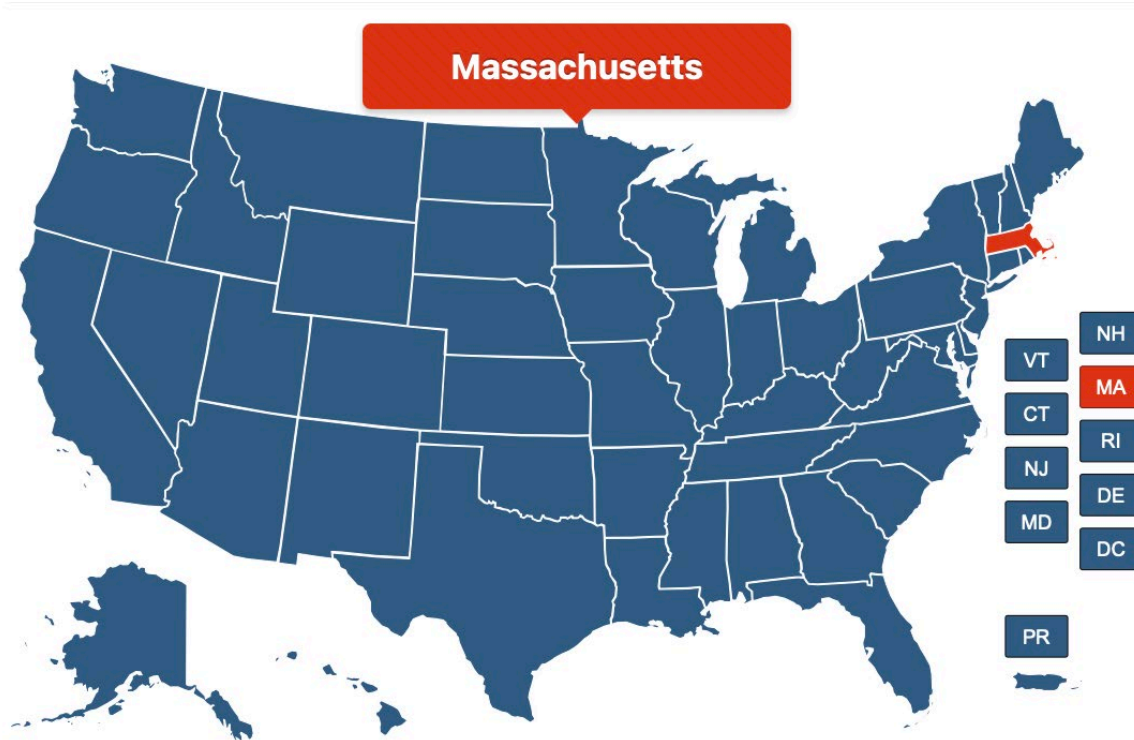
\*Age adjusted

The Prostate Cancer racial disparity is the “**largest racial disparity**” in Massachusetts and in the US for men and women.

National Cancer Institute State Cancer Profile; [statecancerprofiles.cancer.gov](http://statecancerprofiles.cancer.gov); The Surveillance, Epidemiology, and End Results (SEER) Program



# Prostate Cancer Incidence & Deaths in Massachusetts



## Incidence

Hispanic: 98.3    Asian: 55.6    IA: 70.5

## Death

Hispanic: 15.3    Asian: 6.5    IA: N/A

\*Age adjusted

National Cancer Institute State Cancer Profile; [statecancerprofiles.cancer.gov](http://statecancerprofiles.cancer.gov); The Surveillance, Epidemiology, and End Results (SEER) Program





# Why Do We Need Early Detection Screening in the County?

Suffolk County by Race		Prostate Cancer Disparity				
<b>Total Population: 793, 144</b>		Suffolk County Per 100k				
<b>Black: 24%</b>		<b>All</b>	<b>Black</b>	<b>White</b>	<b>Disparity</b>	
<b>White: 45%</b>						
		<b>Incidence</b>	115.6	180.2	100.9	79%
		<b>&lt;50 y/o</b>	3.7	8.9	2.3	158%
		<b>Late Stage</b>	31.9	52.7	25	74%
		<b>Death</b>	21	37.4	18.2	109%

- Black men in Boston County have a **79% higher incidence rate** for prostate cancer
- **158% more likely** to be diagnosed under age 50
- **74%** more likely to have advanced prostate cancer
- **109%** more likely to die from prostate cancer



Hispanic: 23% (95.2/15.6)  
 Asian: 10% (48.2/ N/A)  
 IA: 1% (N/A)

# What Are the Solutions?



**Prostate Health Education Network, Inc.**

# Early Detection Screening



**Prostate Health Education Network, Inc.**

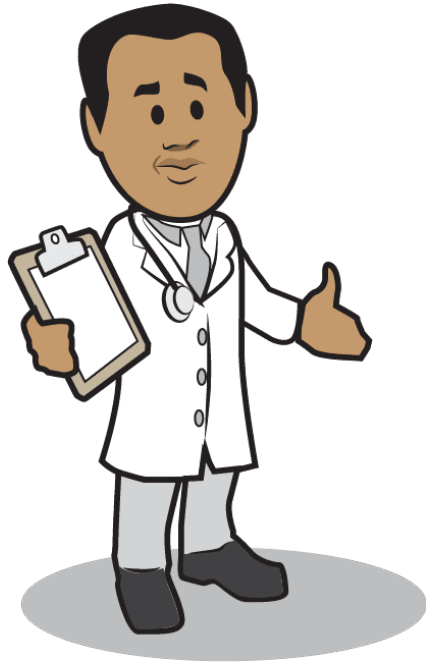
# But Why?



**Prostate Health Education Network, Inc.**

# Why Should You Receive Screening for Prostate Cancer?

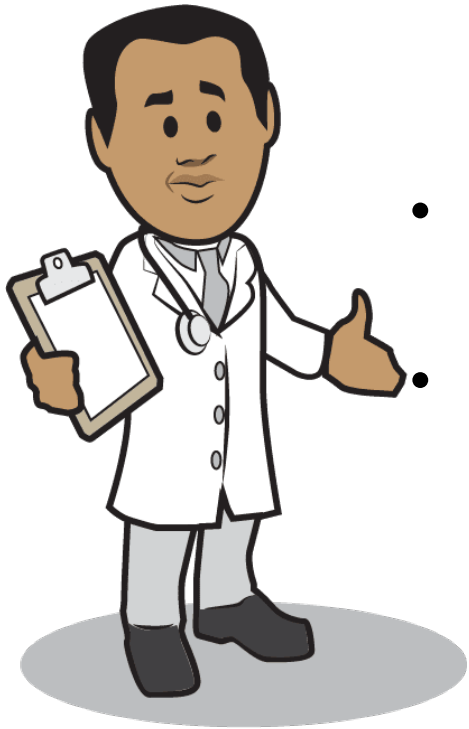
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- **1 in 8 men** will be diagnosed with prostate cancer.
- **1 in 6 high-risk** men will be diagnosed with prostate cancer and die at a **rate two times greater** than men in the general population.
- **Early Diagnosis:** Men diagnosed with **early-stage** prostate cancer have more than a **98%** rate for **10-year survival rate**.
- **Late Diagnosis:** Men diagnosed with **late-stage** prostate cancer have a **10-year survival rate** between **18%** and **35%**.



# At What Age Should High-Risk Men Begin Early Detection Testing?



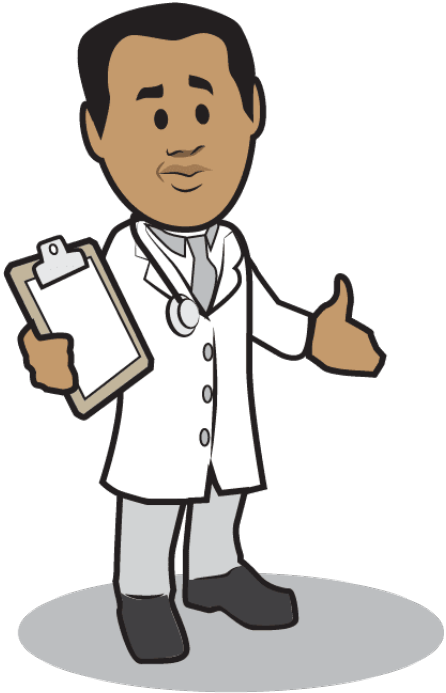
- High-risk men should talk with their doctors **beginning at age 40** to get a baseline PSA test. A baseline digital rectal exam (DRE) should also be discussed with your doctor.
- PSA testing should continue to be considered for men with a life expectancy of **ten (10) years or more**.
- These **recommendations** are based upon information from these organizations:
  - The **American Cancer Society (ACS)**
  - The **National Comprehensive Cancer Network (NCCN)**
  - The **U.S. Preventive Services Task Force (USPSTF)**
  - The **American Urological Association (AUA)**

**Talk with your doctor about a baseline PSA test and DRE beginning at age 40!**



# What Are Signs Of Prostate Cancer?

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- A weak or interrupted (stop-and-go) flow of urine.
- Sudden urge to urinate or frequent urination, especially at night.
- Trouble starting the flow of urine and trouble emptying the bladder completely.
- Pain or burning while urinating.
- Pain in the back, hips, or pelvis that doesn't go away.
- Shortness of breath, feeling very tired, fast heartbeat, dizziness, or pale skin caused by anemia.

**“ALWAYS TALK TO YOUR DOCTOR ABOUT ANY SIGN”**



# Prostate Cancer Screening Begins With A Simple Blood Test?

- The **Prostate-Specific Antigen (PSA)** is a protein produced by normal, as well as cancerous, cells of the prostate.
- The **PSA test** was approved by the FDA to monitor prostate cancer growth but is also used for early detection.
- A PSA test requires your **blood to be drawn** and sent to a laboratory for measurements.
- **Men** should typically **begin** early detection for prostate cancer between **40 and 50** years of age depending upon their prostate cancer risk.





# Key Takeaways

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- **Prostate cancer** is the leading cause of cancer in Black men.
- **Black men** and **high-risk men** should begin **early detection screening at age 40**.
- The **Prostate Specific Antigen (PSA)** test is used to monitor prostate health, and it is **just a blood test**.
- It is **important to detect prostate cancer early** because:
  - **10-year life expectancy** is longer (**over 95%** if cancer is found only in the prostate).
  - **More treatment options** are available for those diagnosed early.



# If You Have Been Diagnosed With Prostate Cancer...

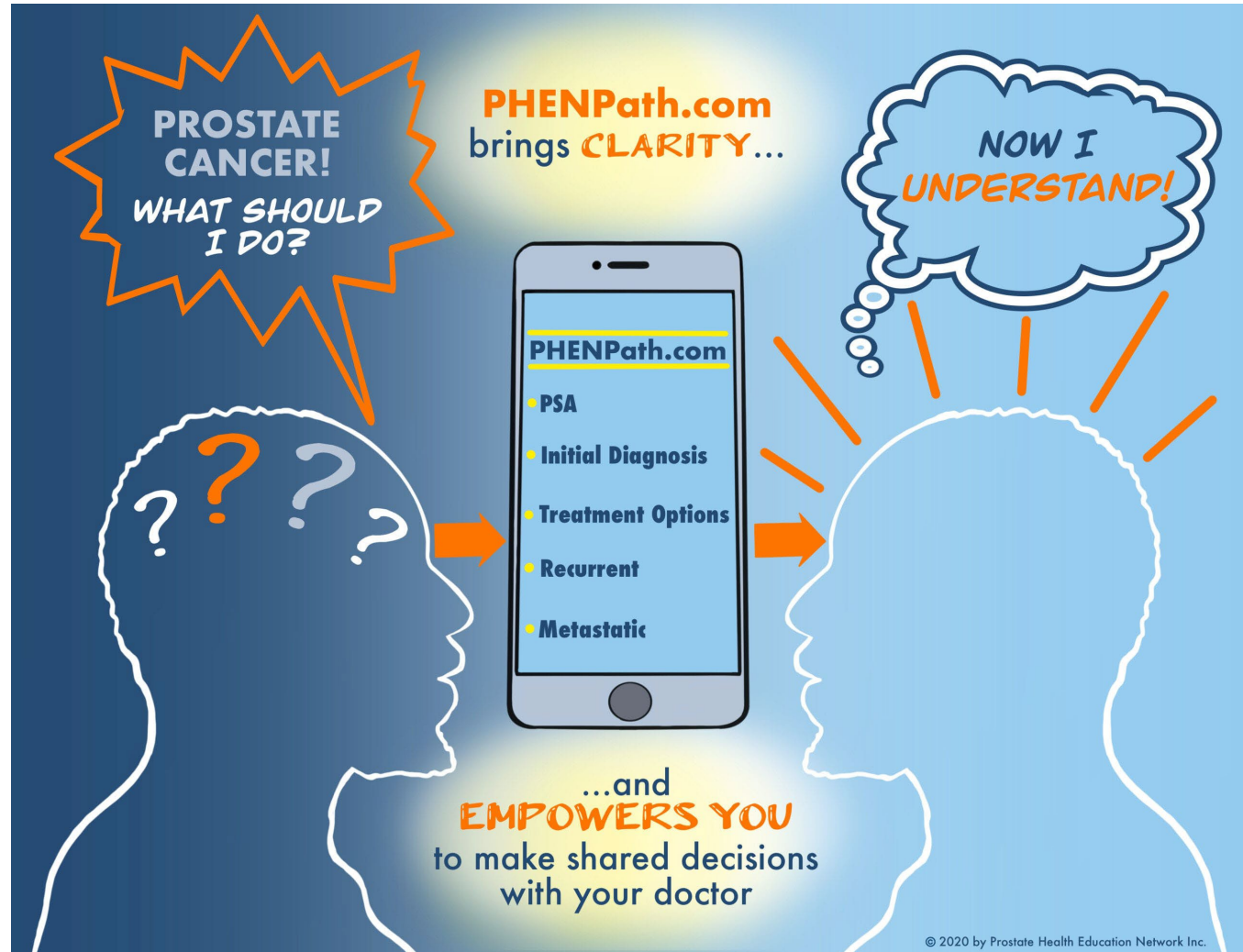
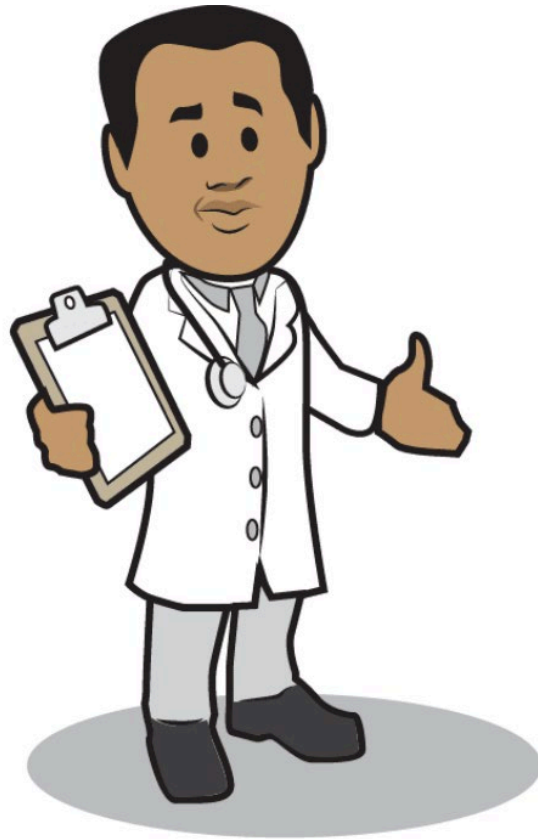


**Prostate Health Education Network, Inc.**

# You Are Probably...



# What Should You Do?



# Visit PHENPath.com

PHENPath.com

## Treatment Pathways for Prostate Cancer Patients



### INITIAL PROSTATE CANCER DIAGNOSIS

For patients initially diagnosed with prostate cancer before treatment.

### PSA RECURRENCE AFTER SURGERY

For patients with a PSA biochemical recurrence after prostate removal.

### CANCER PROGRESSION AFTER RADIATION

For patients with a PSA biochemical progression after being treated with radiation.

### ADVANCED HORMONE SENSITIVE CANCER

For patients with advanced prostate cancer that still responds to hormone (androgen deprivation) treatment.

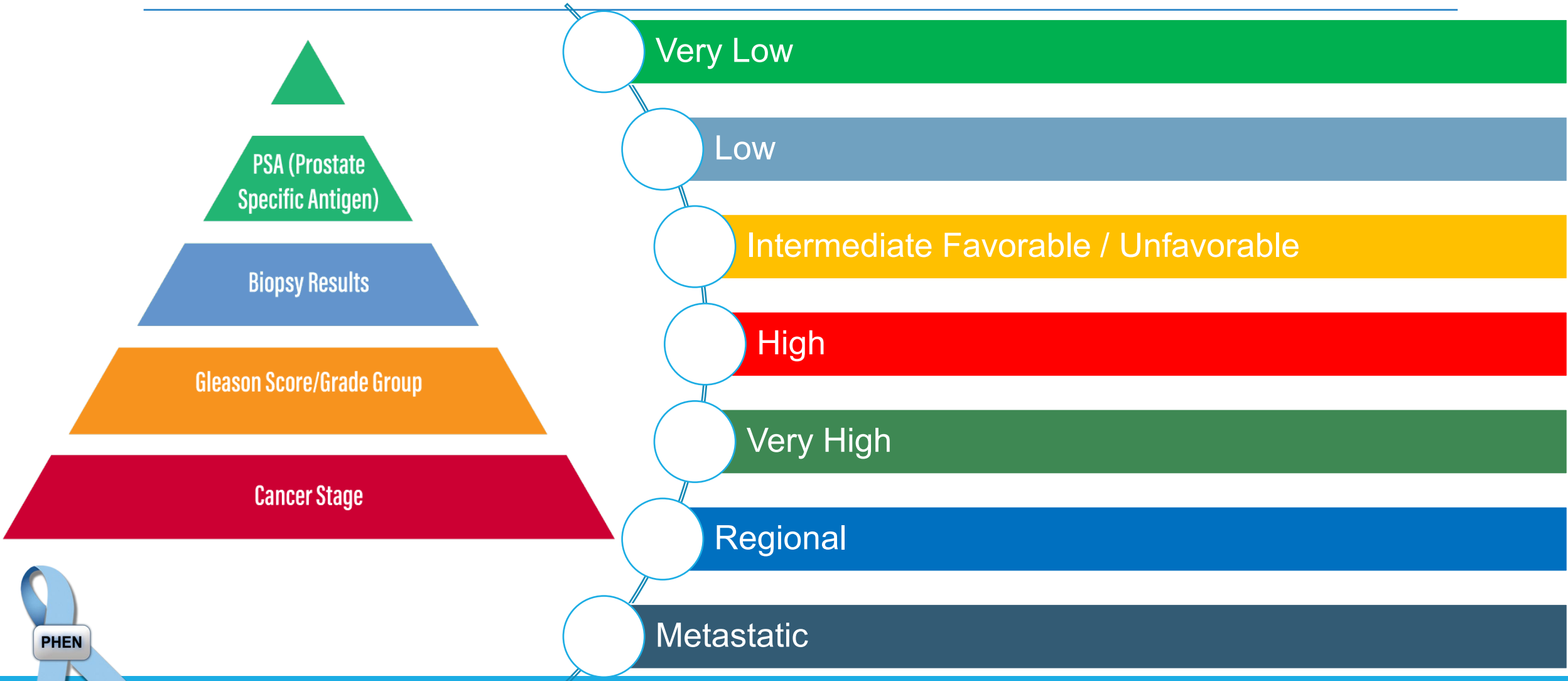
### CASTRATION-RESISTANT CANCER

For patients with advanced prostate cancer that no longer responds to hormone (androgen deprivation) treatment.

*Referenced with permission from the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) for Prostate Cancer Version 4.2023  
© National Comprehensive Cancer Network, Inc. 2022. All rights reserved. The complete and current version of the guideline is available at NCCN.org.*



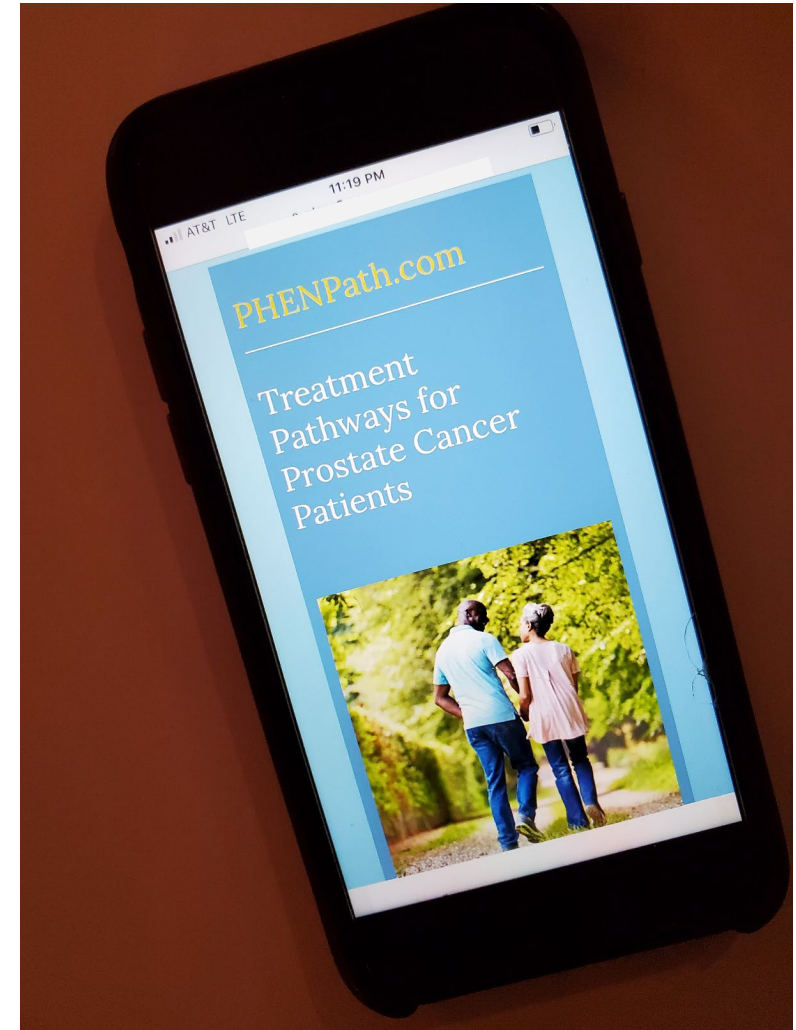
# Understanding Your Risk Level



# Available on Computers and Mobile Devices

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Visit [PHENPath.com](http://PHENPath.com)



# Did You Know Clinical Trials Are Part of Your Treatment Options?

## CLINICAL TRIALS:

NCCN believes that the best management of any patient with cancer is in a clinical trial. Participation in clinical trials is especially encouraged.



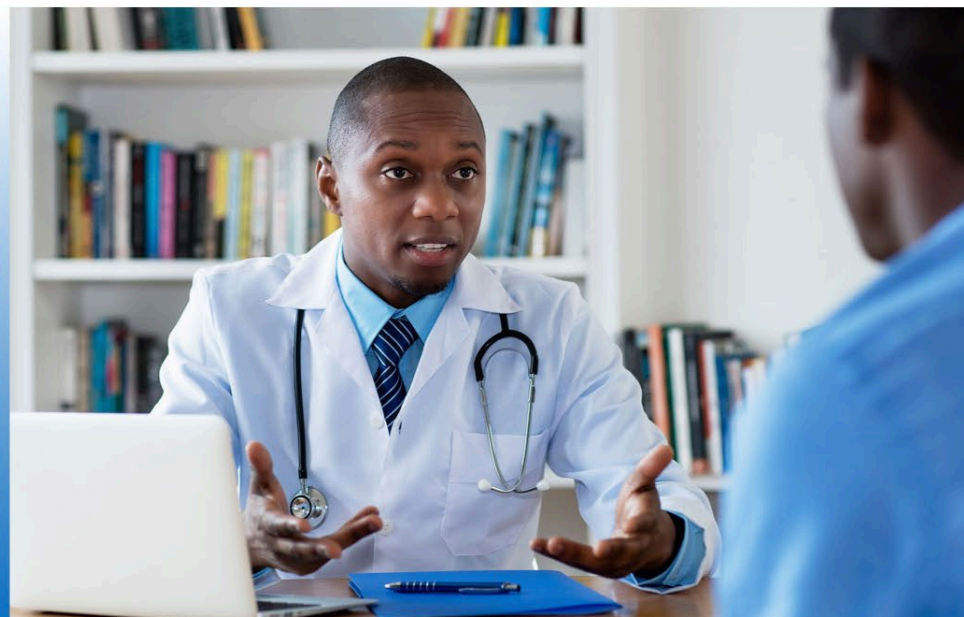
**Prostate Health Education Network, Inc.**





# PHENTrials.com

PHENTrials.com provides easy access to clinical trials for all prostate cancer diagnoses. Patients can identify and review trials that may be appropriate for them.

*“Increasing Participation in Prostate Cancer Clinical Trials to Save Lives.”*



Your Diagnosis 

Your State 

Search



## Find Your Trial

PHEN's Find Your Trial (FYT) search tool connects patients with prostate cancer clinical trials based on a patient's diagnosis and where they are located.



# Prostate Cancer Diagnoses

PHENTrials.com provides clinical trials search feature based on your diagnoses and state.

Your Diagnosis ▼

Your State ▼

Search

## Low Risk

Patients with an initial diagnosis of PSA less than 10, Gleason 6/Grade Group 1.  
Cancer involves one half of one side of the prostate or less.

## Intermediate Risk

## High Risk

## Cancer Recurrence

## Non-Metastatic Castration Resistant

## Metastatic Castration Sensitive

## Metastatic Castration Resistant

## Neuroendocrine

# Suffolk County (Boston) Prostate Cancer Crisis

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- The US population estimates report **793,144** people live in Suffolk of which **24%** are Black and **45%** are White.
- American Cancer Society (ACS) states that **1 in 6 Black** men will develop prostate cancer in the United States
- “**Black men**” in Suffolk County have an overall **79% higher incidence** rate and are **158%** more likely to be diagnosed underage 50.
- “**Black men**” die at a **109% higher** rate than others Suffolk.
- The prostate cancer racial disparity is the “**largest racial disparity**” in Massachusetts and in the US for men and women.



SOURCE: U.S. Census Bureau, 2025

# Community Forum - Moving Forward



**PHEN Prostate Health Education Network, Inc.**

# Discussion Topics:

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1. Community Awareness
2. Early Detection
3. Knowledge about Treatments, Managing Survivorship and Clinical Trials
4. Prostate Cancer Screening Policies



# Boston and Jackson Outcomes Comparison for Black Men

Metric	Hinds Count, MS	Suffolk County, MA
Total Population	214,870	768,425
Black Population	73.3%	23.9%
Black Population (Number)	157,499	183,653
Incidence (per 100k)	194.9	180.2
Advanced (per 100k)	49.5	52.7
Late Stage	25%	27.7%
Death Rate (per 100k)	37.6	37.4

**Note: Top 50-Ranked Cancer Centers (US News)**

**Massachusetts**

- #4 - Dana-Farber
- #11 - Mass General
- #18 - Beth Israel

**Mississippi**

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*National Cancer Institute State Cancer Profile; [statecancerprofiles.cancer.gov](http://statecancerprofiles.cancer.gov);  
The Surveillance, Epidemiology, and End Results (SEER) Program*



# Prostate Cancer Screening: States That Eliminated Cost Sharing

State	Status	Coverage Details	Age Range	Cost-Sharing	Effective Date
1. California	Enacted	Legislation introduced to ensure prostate cancer screening coverage	Men aged 55+; high-risk men aged 40+	Eliminates co-pays, coinsurance, and deductibles	1-Jan-24
2. Illinois	Enacted	Requires coverage for prostate cancer screenings (e.g., PSA)	Men aged 50+; high-risk men aged 40+	Eliminates co-pays, coinsurance and deductibles	1-Jan-25
3. Kentucky	Enacted	Guarantees coverage for prostate cancer screening	Men start at age 50, moderately high risk start at age 45, even higher risk should start at age 40	Eliminates co-pays, coinsurance and deductibles	2-Jan-24
4. Maryland	Enacted	Requires coverage for PSA tests and DRE	Men aged 40 to 75	Prohibits deductibles, copayments or coinsurance	1-Jan-21
5. New York	Enacted	Mandates full insurance coverage for PSA blood tests	Men aged 50+; high-risk men aged 40+	Eliminates co-pays, coinsurance and deductibles	1-Jan-19



*American Urological Association/Zero Prostate Cancer*

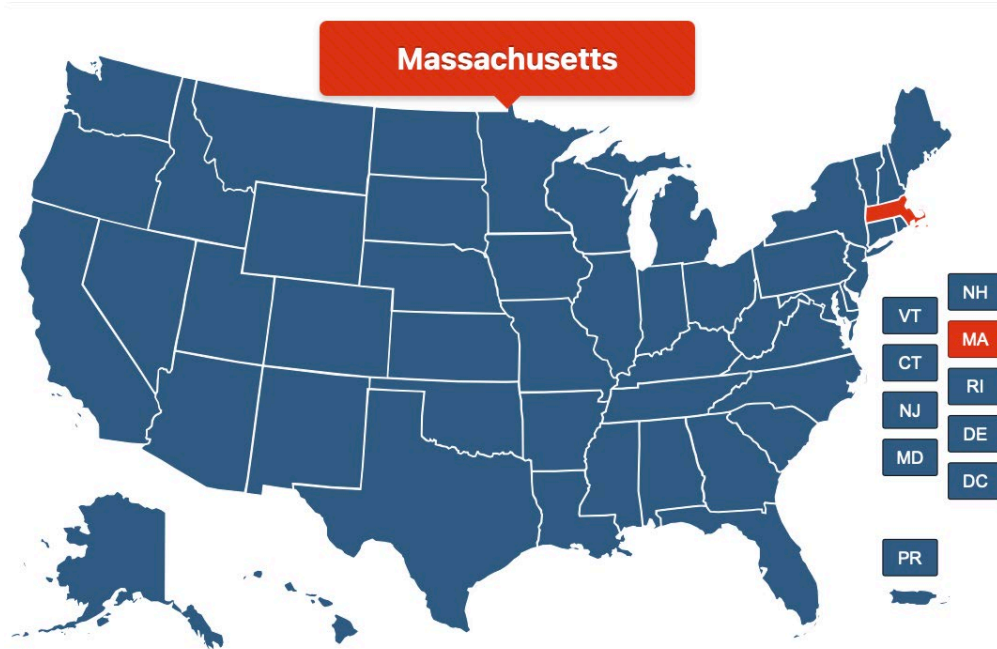
# Prostate Cancer Screening: States That Eliminated Cost Sharing (cont.)

State	Status	Coverage Details	Age Range	Cost-Sharing	Effective Date
6. Oregon	Enacted	Applies to all men, regardless of their individual risk factors for prostate cancer	Men aged 50+; high-risk men aged 40+	Eliminates co-pays, coinsurance, and deductibles	11-Jan-21
7. Rhode Island	Enacted	Requires coverage for prostate cancer screening without cost-share	Men aged 50+; high-risk men aged 40+ (ACS guidelines)	Eliminates co-pays, coinsurance and deductibles	1-Jan-22
8. Tennessee	Enacted	Guarantees coverage for prostate cancer screening	Early detection of prostate cancer for men 40 to 49 years of age who are at a high risk	Eliminates co-pays, coinsurance and deductibles	1-Jan-25
9. Virginia	Enacted	Updates existing mandated coverage based on ACS guidelines	Men aged 50+; high-risk men aged 40+	Aims to reduce out-of-pocket costs	1-Jan-24
10. Washington, DC	Enacted	Ensures coverage without co-pays or cost-sharing	Men aged 40+	Eliminates co-pays, coinsurance and deductibles	17-Dec-24





# Prostate Cancer Incidence & Deaths in Suffolk County



For every 100,000\* **Black Men in Suffolk County**

**180.2** cases (White: 100.9)

➤ **79%** higher

**37.4** deaths (White: 18.2)

➤ **106%** higher

\*Age adjusted

The Prostate Cancer racial disparity is the **“largest racial disparity”** in Massachusetts and in the US for men and women.

*National Cancer Institute State Cancer Profile; statecancerprofiles.cancer.gov; The Surveillance, Epidemiology, and End Results (SEER) Program*



# PHEN Resources

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[RAPCancer.org](http://RAPCancer.org)

[PHENSummit.com](http://PHENSummit.com)

[PHENPSA.com](http://PHENPSA.com)

[PHENTV.com](http://PHENTV.com)

[PHENPath.com](http://PHENPath.com)

[PHENChurch.org](http://PHENChurch.org)

[PHENTrials.com](http://PHENTrials.com)

[Bonerisk.com](http://Bonerisk.com)

[PHENPM.com](http://PHENPM.com)

