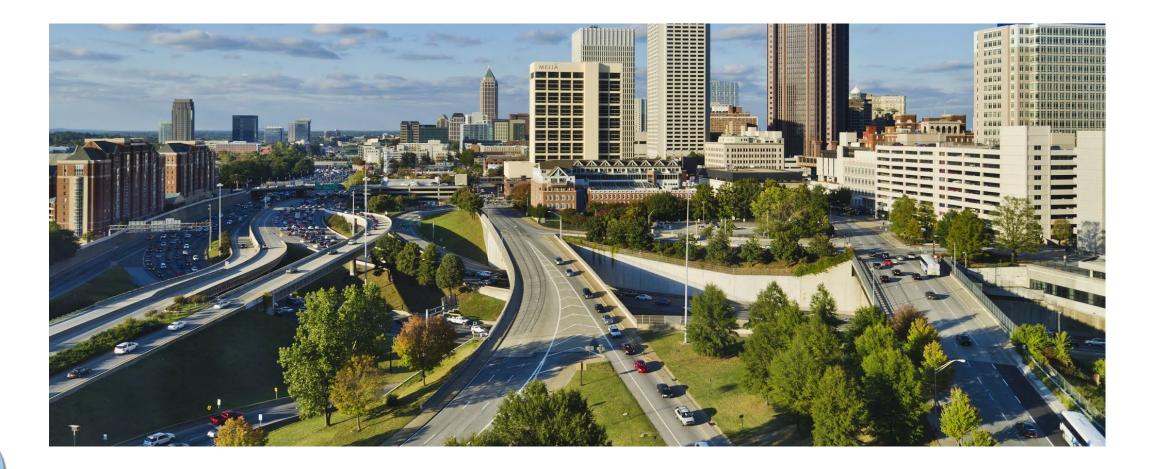
Dallas Prostate Cancer Community Rally



Dallas Prostate Cancer Community Rally

WELCOME AND REMARKS

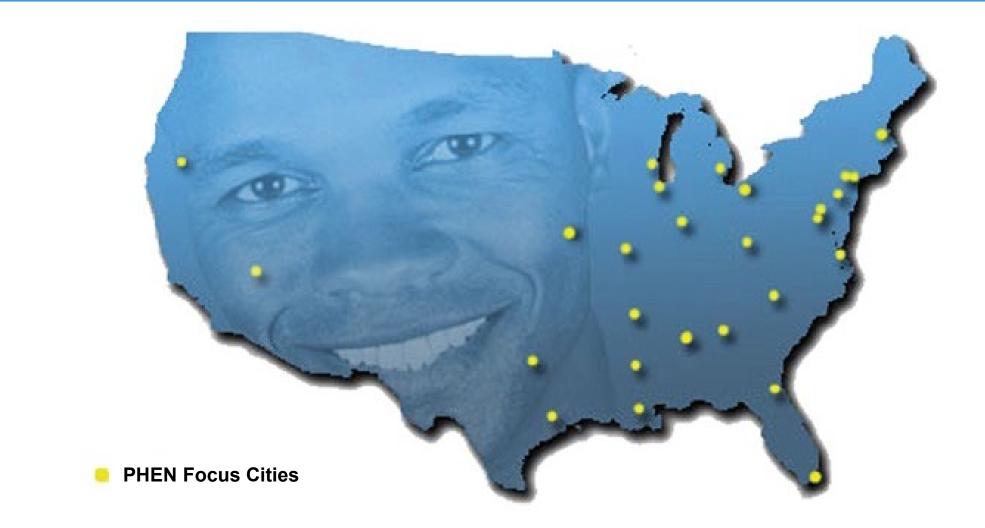
PHEN Prostate Health Education Network, Inc.



- 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.
- **PHEN** was founded in 2003 by **Thomas A. Farrington**, a prostate cancer survivor. PHEN is the nation's leading prostate cancer patient education and advocacy organization focused on the needs of African Americans.



Prostate Health Education Network (PHEN)



Message From PHEN's Founder and President, Mr. Thomas A. Farrington

"We are facing an unprecedented prostate cancer crisis in this country and Black men will be hit the hardest. PHEN is raising prostate cancer awareness throughout Black America and providing educational resources to address disparities in early detection, treatments, and clinical trials."



Programs Overview

Black men have a prostate cancer incidence rate 70% greater than all other men and a death rate 120% higher. *This is the largest racial disparity for any major cancer.*

- 20th 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 Resources

RAPCancer.org

PHENPSA.com

PHENPath.com

PHENTrials.com

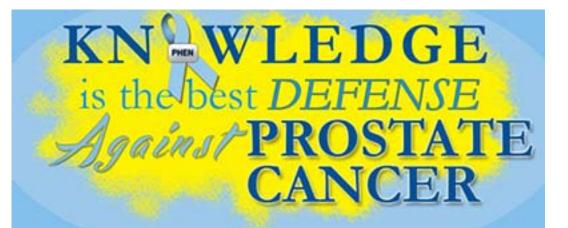
PHENPM.com

PHENSummit.com

PHENTV.com

PHENChurch.org

Bonerisk.com





How the Prostate Cancer Community Rally Is Conducted

- 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

- 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 initiated by the disparity rally





Accomplishments

- Participants: 196
- Cities: 29
- Radio Stations: 57
- Radio Spots: 4,804
- Radio Reach: 14,329,116
- Social Reach: 6,876,894
- TOTAL REACH: 20,203,333

PHEN Highlights in Texas

- 2014 and 2015: Friendship West Baptist Church, Dallas, TX
- **2015**: The Lighthouse Church in Houston, TX
- 2018: Bethel A.M.E. Church, 6th Annual Prostate Health Symposium, San Antonio, TX
- **2019**: St. Luke United Methodist Church, Dallas, TX

Fair Classic at the Cotton Bowl in Dallas, TX.

 2023: The Houston Prostate Cancer Community Rally and Virtual Town Hall reached more than 3.5 million people. The rally supported the State



PHEN Prostate Cancer Radio and Social Media Campaign



Congresswoman Jasmine Crockett

Texas' 30th District



Mr. Llewellyn Fambles Prostate Cancer Survivor



Rev. Dr. Frederick D. Haynes Senior Pastor Friendship-West Baptist Church

PHEN



Rev. Jonathan Morrison Ministering Evangelist Cedar Crest Church of Christ



Senator Royce West Texas' 23rd District

PHEN Prostate Cancer Radio and Social Media Campaign

- KRNB K104 FM
- KZMJ Majik 94.5
- KGGR 1040AM/106.9 FM GOSPEL
- 361 radio spots



Church Partnership Educational Outreach Initiative





Background

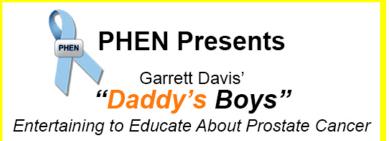
PHEN has partnered with more than **1000 Black churches** for community education and awareness outreach activities. The 2024 church partnership initiative will use technology to expand educational outreach and connect churches nationwide via **PHENChurch.org.**



PHEN's Prostate Cancer Disparity Rally Symposium

PHEN

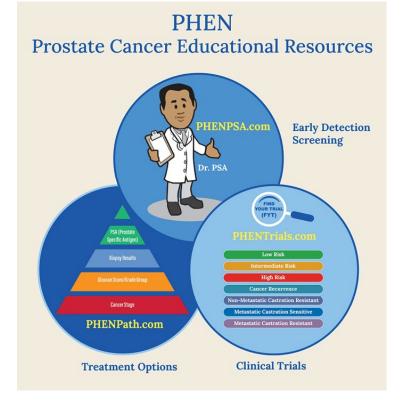
PROSTATE HEALTH





Goals and Objectives

- To establish an *"Ever-Present"* partnership with churches to provide PHEN educational resources to support their members and communities.
- Use PHENChurch.org to provide a custom **online portal for each church partner** with a video message from the pastor, or church leader, advocating for prostate cancer awareness.
- Utilize the church portal for "*Ever-Present*" access to prostate cancer resources for communications, to order PHEN materials, and to support other activities and events.





PHENChurch.org



Thomas A. Farrington, President & Founder, PHEN



Prostate Cancer Educational Resources and Support

PHEN church partners and their members can access these free resources online or order materials for distribution.

CLICK TO VISIT OUR CHURCH PARTNERS



Adrian Backus, JD, MDiv

PHEN Director of Community Outreach and Partnerships

YOU ARE INVITED TO BECOME A PARTNER - CLICK FOR MORE INFORMATION AND REGISTRATION



Patient Education and Empowerment Initiative (PEEI)





Dallas Prostate Cancer Community Rally

EARLY DETECTION AND POLICY INITIATIVES

PHEN Prostate Health Education Network, Inc.

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

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

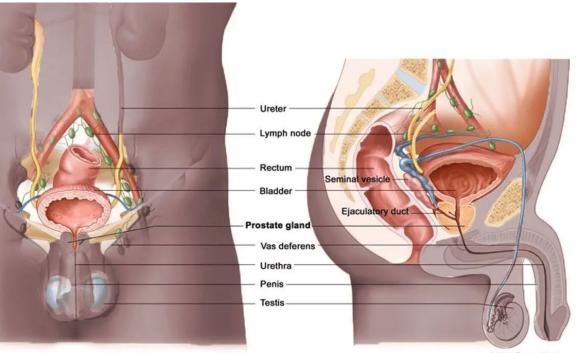
"The American Cancer Society revealed what it called 'ALARMING' news about prostate cancer. After two decades of decline, the number of men diagnosed with the disease in the United States rose by 15% from 2014 to 2019."



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.



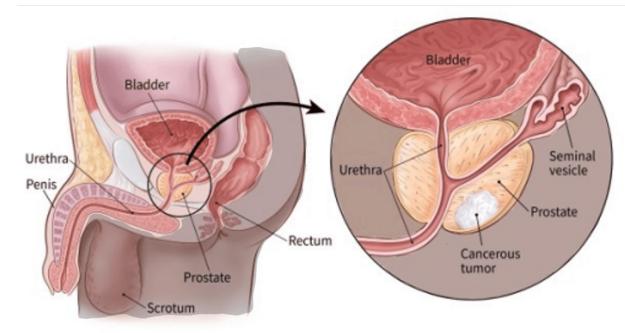
© 2005 Terese Winslow U.S. Govt. has certain rights



What Is Prostate Cancer?

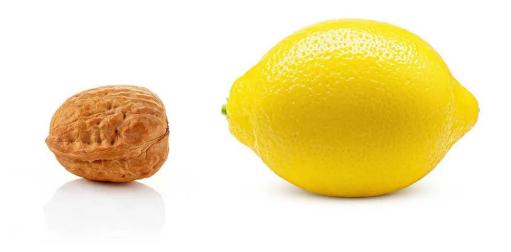
Prostate cancer is the leading cause of cancer in African American men and is second to skin cancer in Caucasian men.

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



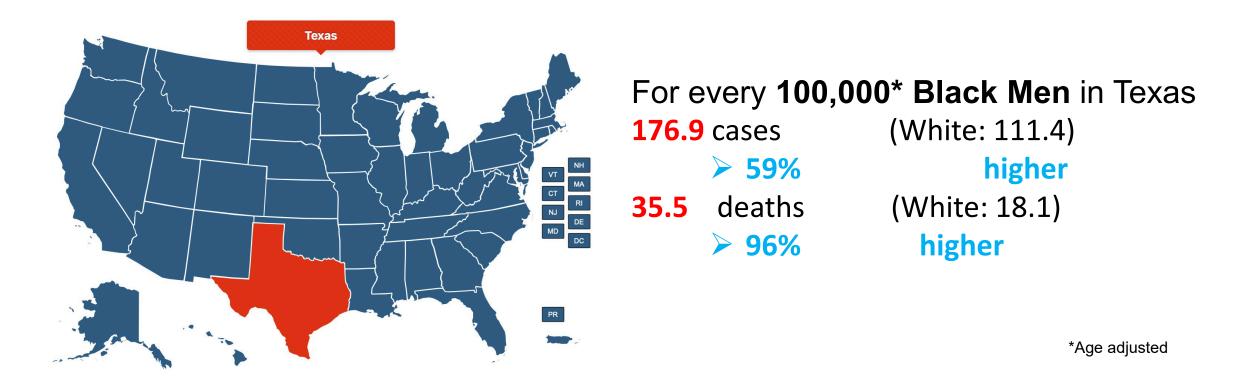
How Big Is the Prostate?

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





Prostate Cancer Incidence & Deaths in Texas





The Prostate Cancer racial disparity is the "largest racial disparity" in Texas 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

Why Do We Need Early Detection Screening in the County?

Dallas County by Race	Prostate Cancer Disparity					
Total Population: 2,606,358		Dallas County Per 100k				
Black: 24%		All	Black	White	Disparity	
White: 26%						
Hispanic: 41% Asian: 7.4%	Incidence	110	167	109	53%	
	<50 y/o	3	8	3.1	158%	
	Late Stage	26	43	24.6	74%	
	-					
	Death	18.9	36.3	17.4	109%	

- Black men in Dallas County have a 53% 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



Cancer Diagnosis Trends in Texas



Texas Prostate Cancer Crisis

- American Cancer Society (ACS) states that one in six Black men will develop prostate cancer.
- The ACS ranks Texas as a state with the 3rd highest rate of prostate cancer deaths.
- "Black men" have an overall 59% higher incidence rate and die at a 96% higher rate than other Texans.
- The prostate cancer racial disparity is the "largest racial disparity" in Texas and in the US for men and women.
- The US population estimates report 4.8 million people live in Dallas and the Fort Worth area of which 22.1% are Black and 60.7% are White.
- Dallas and Tarrant Counties combined have an estimated 1,049,441 Black people of which 50% are men and 16.7% (87,628) will go on to develop prostate cancer.

Texas Prostate Cancer Crisis

Decline in Cancer Diagnoses Post-Pandemic

- Prostate cancer diagnoses have decreased significantly post-pandemic.
- Texas showed a sharper decline in both early and metastatic diagnoses compared to the national average.

Estimated patient reduction post-pandemic:

- ~4.6K fewer patients diagnosed with prostate cancer.
- ~950 fewer patients diagnosed with metastatic prostate cancer.

Why does this matter?

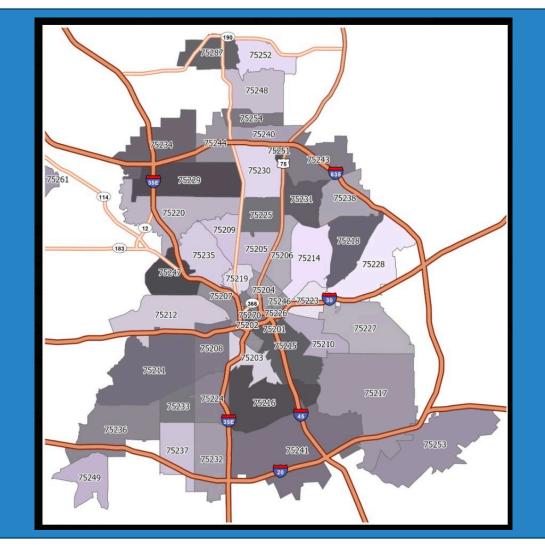
PHEN

 The drop in diagnosis means many high-risk individuals are not receiving timely care, leading to potential increases in late-stage or metastatic cancer cases.

Why Do These ZIP Codes Matter?



Dallas Zip Codes With Large Black Populations



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75237: 79.2% 75241: 65.9% 75215: 63.7% 75210: 52.0% 75216: 50.3% 75232: 50.1% 75249: 49.6% 75243: 45.4% 75247:44.0% 75251: 42.6%

Why These ZIP Codes Matter

- 75241, 75216, and 75232 have high Black and Hispanic populations.
- 75216 and 75232 have major healthcare centers (VA Medical Center, Methodist Charlton) that could be leveraged for screening programs.
- 75217 and 75212 have large uninsured and low-income populations, meaning patients may not return to care due to financial barriers.



ZIP Code	Population	% Black	% Hispanic	Low-Income Rate	Uninsured Rate	Healthcare Facilities
75241*	31K	72%	22%	High	High	Limited facilities
75216*	54K	57%	40%	High	High	Dallas VA Medical Center
75232*	33K	56%	35%	High	High	Texas Oncology Methodist Charlton
75212	28K	28%	62%	High	High	Texas Breast Specialists
75243	68K	36%	21%	Moderate	High	Texas Oncology PA
75231	41K	24%	34%	Moderate	High	Texas Oncology Presbyterian Cancer Center
75217	87K	23%	71%	High	High	Parkland Southeast Dallas Health Center

PROSTATE HEALTH EDUCATION NETWORK (PHEN)

What Are the Solutions?



Early Detection Screening



Why Should You Receive Screening for 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)

PHEN

- 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?

- 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.



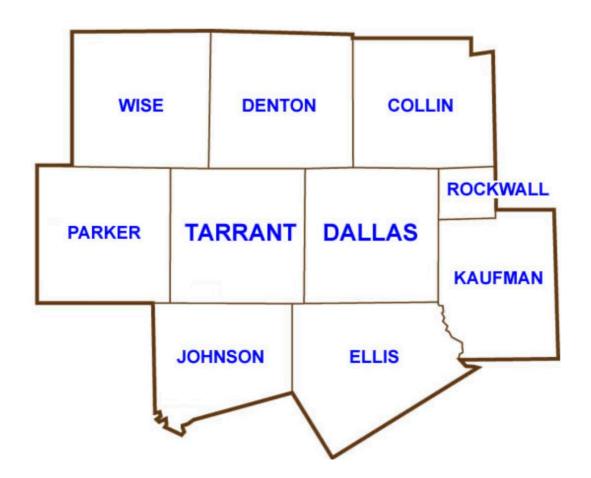


PHEN's Health Policy Agenda



Dallas-Ft. Worth (DFW) Area Counties

- DFW is the most populous metropolitan statistical area in the U.S., the state of Texas, and the Southern United States.
- There are 4.7 million people in Dallas and Tarrant Counties.



PHEN's State Legislation Goal



Our goal is to reduce or eliminate out-of-pocket costs for prostate cancer screening so that all men have access to <u>free</u> screening.



State Legislation That Supports Prostate Cancer Screening

New York: In 2018, New York became the 1st state in the country to to pass a law that supports full insurance coverage of the PSA blood test.

Maryland: In 2021, a law went into effect in Maryland that will remove prostate cancer cost-sharing for men ages 40-75 in the state.

Rhode Island: In 2021, Rhode Island Governor signed legislation that would eliminate cost-sharing for prostate cancer screening.

Illinois: In 2022, Illinois Governor Pritzker signed into law HB 5318. HB 5318 will eliminate cost sharing for prostate cancer screening and follow-up diagnostic testing, including imaging.



State Legislation That Supports Prostate Cancer Screening

Oregon: In 2024, Oregon Health Authority's Health Evidence Review Commission passed a recommendation to eliminate costsharing for PSA screening for all men in Oregon. Because of this decision, men in Oregon will not have to pay out-of-pocket costs for PSA screening, regardless of their prostate cancer risk.

Kentucky: In 2024, Governor Beshear signed HB 52 into law. HB 52 requires coverage of cancer screenings, including prostate cancer screenings, without any out-of-pocket costs for those at high risk.

Tennessee: In 2024, Governor Lee signed into law HB 2954. HB 2954 provides coverage of prostate cancer screenings without any out-of-pocket costs for high-risk patients to save Tennessean lives through early detection



The Prostate-Specific Antigen Screening for **High-Risk Insured Men** (HIM) Act (2023-2024)

PHEN Prostate Health Education Network, Inc.

What Is the HIM Act?

 The PSA Screening for HIM Act would require health insurance providers to offer PSA screenings without any cost-sharing requirements (co-pays, deductibles, or co-insurance) for high-risk men (i.e., African-American men or men with a family history) who are 40 years old and older.

Library of Congress H.R.1826 - PSA Screening for HIM Act 118th Congress (2023-2024)

Why Is the HIM Act Important?



The financial burden associated with prostate cancer screening and diagnosis remains a substantial obstacle for many men.



The HIM Act would require insurance providers to cover PSA tests for the highest-risk patients at no cost.



Senate & House Sponsors of the HIM Act

Senate (S. 2821)

Senator Cory Booker (D-NJ)

Senator John Boozman (R-AR)

PHEN

House (H.R. 1826)

(87 co-sponsors)

Rep. Larry Buschon (R-IN)

Rep. Yvette Clarke (D-NY)

Rep. Alma S. Adams (D-NC-12)

Rep. Colin Z Allred (D-TX-32)

And more...

What We Want This Legislation to Look Like

Model Legislation

Illinois HB5318

Zero Cost for Prostate Cancer Screening Act Health and Human Services (HHS) Committee

Mandates that Illinois health insurance policies provide coverage without cost-sharing for annual Pap smears, prostate cancer screenings, and ovarian cancer surveillance tests for at-risk individuals.

NBCSL Member Sponsors

Rep. LaShawn Ford

PHEN

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What Can You Do?

Contact US Congress

Congresswoman Jasmine Crockett 30th District of Texas Phone: (202) 225-8885 Fax: (704) 344-9971

PHEN

Contact Your State Legislators

Senator Royce West 23rd Senatorial District Texas Legislature Phone: (214) 467-0123 Fax: (214) 467-0050

Go to: https://www.txdirectory.com/online/txhouse/







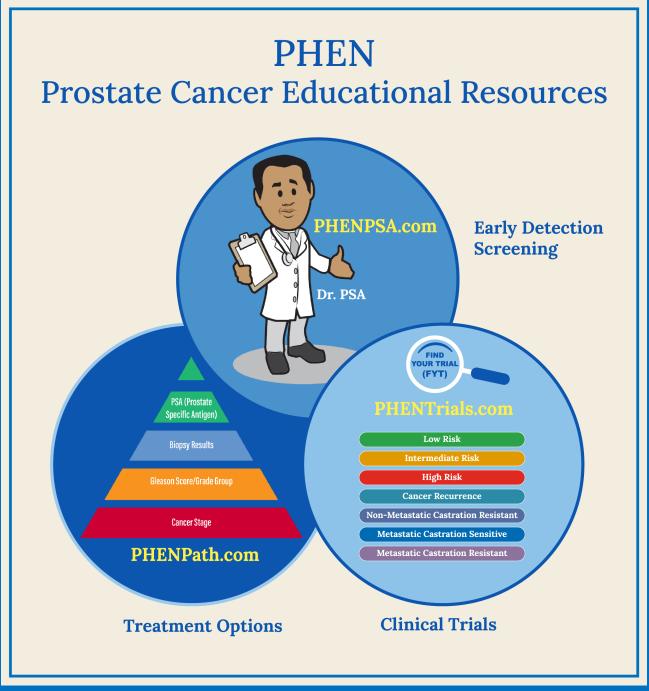




Contact Your Networks



PROSTATE HEALTH EDUCATION NETWORK (PHEN)



Dallas Prostate Cancer Community Rally

UNDERSTANDING YOUR TREATMENT OPTIONS

PHEN Prostate Health Education Network, Inc.

If You Have Been Diagnosed With Prostate Cancer...



You Are Probably...





What Should You Do?



Visit PHENPath.com

INITIAL PROSTATE CANCER DIAGNOSIS

For patients initially diagnosed with prostate cancer before treatment.

PHENPath.com

PHEN

Treatment Pathways for Prostate Cancer Patients



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.

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

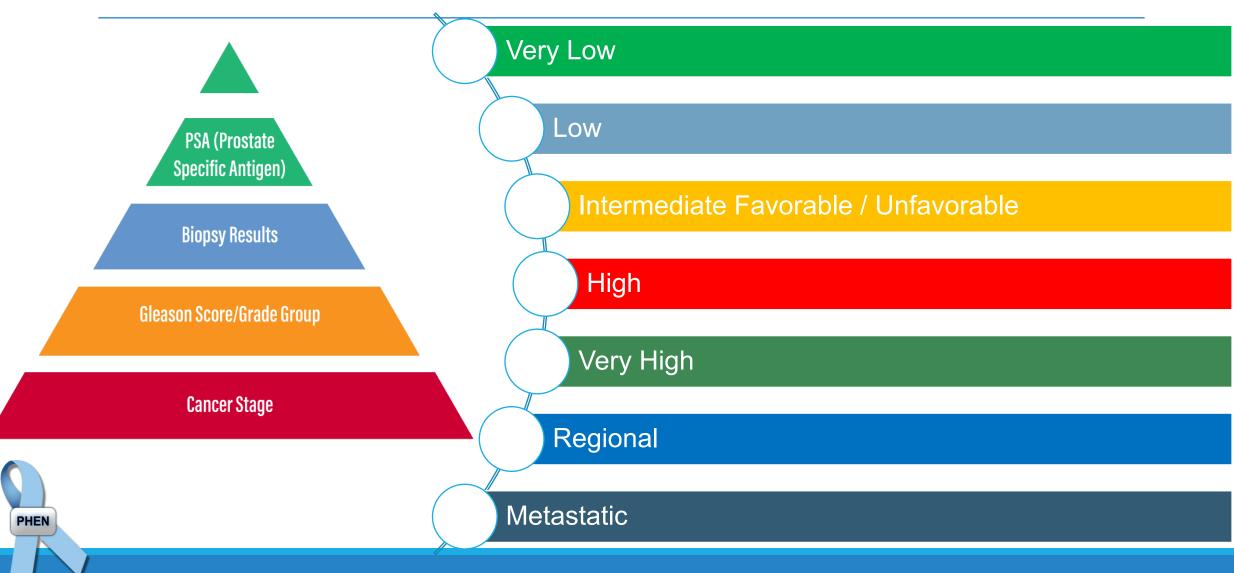
For patients with advanced prostate cancer that still responds to hormone (androgen deprivation) treatment.

CASTRATION-RESISTANT CANCER

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

PROSTATE HEALTH EDUCATION NETWORK (PHEN)

Understanding Your Risk Level



Life Expectancy Table

Determine Your Life Expectance

The information provided in the table is from the Social Security Actuarial Life Table and the data is from the 2020 period life table for the Social Security area population.

Period Life Table for Males - 2020

Exact Age	Death Probability	No. of Lives	Life Expectancy
0	0.005837	100,000	74.12
1	0.00041	99,416	73.55
59	0.012497	83,777	21.21
60	0.013485	82,730	20.47
61	0.014595	81,614	19.74
62	0.015702	80,423	19.03
63	0.016836	79,160	18.32
64	0.017908	77,828	17.63
65	0.018943	76,434	16.94
66	0.020103	74,986	16.26
67	0.021345	73,479	15.58
68	0.02275	71,910	14.91
69	0.024325	70,274	14.24
70	0.026137	68,565	13.59

Treatment Options *for* Intermediate Risk (Unfavorable)

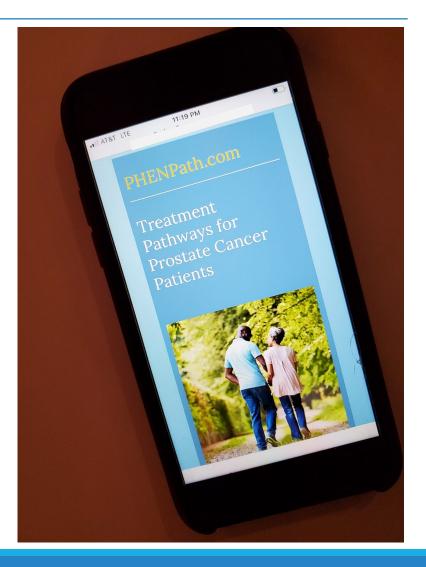
Patients with an initial diagnosis of Gleason 7/Grade Group 3 or that includes 2 or 3 of the following: Gleason 7/Grade Group 2, PSA 10-20, cancer involves more than onehalf of one side of the prostate or involves both sides of the prostate

 Observation: History and physical exam every 12 months or as needed, or EBRT + Androgen Deprivation Therapy (4 - 6 months) EBRT + brachytherapy EBRT + brachytherapy and Androgen Deprivation Therapy (4 - 6 months)
 EBRT + Androgen Deprivation Therapy (4 - 6 months), or EBRT + brachytherapy, EBRT + brachytherapy and Androgen Deprivation Therapy (4 - months), or Radical Prostatectomy (surgery), with Pelvic Lymph Node Dissection (PLND) With no adverse features or lymph node metastases: Monitoring with PSA every 6-12 months for 5 years, then every year. DRE if suspicion of recurrence. With adverse features detected but no lymph metastasis: EBRT, or

- Monitoring with consideration of early radiation therapy (RT) for a detectable and rising PSA or PSA >0.1 ng/ml
- · With lymph node metastasis:
- ADT, or
- ADT with EBRT, or
- Or monitoring with consideration of early radiation therapy
 - (RT) for a detectable and rising PSA or PSA >0.1 ng/ml

Available on Computers and Mobile Devices

Visit PHENPath.com



Dallas Prostate Cancer Community Rally

INCREASING CLINICAL TRIAL PARTICIPATION

PHEN Prostate Health Education Network, Inc.

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.

PHEN 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."





PHEN



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 HEALTH EDUCATION NETWORK (PHEN)

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

Your Search Results

	Your Search Results (Please Browse)	23 Trials
Your Search Criteria	Prostate Cancer IMAGing IN Early Detection (IMAGINED Trial)	Patient Summaries
Diagnosis: Low Risk State: Texas	E RECRUITING All Ages Summary: The researchers hope to learn if specific types of MRI software and to can help improve early prostate cancer detection at time of a MRI-guide	techniques
Modify Your Search (Optional)	PROSTATE-IQ: Parallel RandOmized STudy of Personalized Apalu Treatment and Evaluation to Impro	utamide
Your Diagnoses • Your State •	 ★ ≥ 18 Years Summary: 1. Personalize treatment for prostate cancer based on how aggressiv disease is and 2. Learn if apalutamide-based treatment can help to reduce fat 	The primary objective of this clinical trial is to assess the efficacy of combining the study medicine
<u>Clear All Filters</u> Go to Homepage	Lifestyle Behavior Influences Among African American Patients W 0-III Prostate Cancer Survi	With Stage metastatic castration-resistant prostate cancer (mCRPC), which will be compared to standard treatments alone (either enzalutamide or
	Æ RECRUITING	docetaxel).

Clinical Trial Information

← Back to search

Lifestyle Behavior Influences Among African American Patients With Stage 0-III Prostate Cancer Survivors and Their Partners





Conditions

Cancer Survivor, Partner, Spouse, Stage I Prostate Cancer AJCC v8, Stage II Prostate Cancer AJCC v8, Stage IIA Prostate Cancer AJCC v8, Stage IIB Prostate Cancer AJCC v8, Stage IIC Prostate Cancer AJCC v8, Stage III Prostate Cancer AJCC v8, Stage IIIA Prostate Cancer AJCC v8, Stage IIIB Prostate Cancer AJCC v8, Stage IIIB Prostate Cancer AJCC v8, Stage IIIB Prostate Cancer AJCC v8, Stage IIIC Prostate Cancer AJCC v8, Stage

PHEN

Summary

This trial studies the dav-to-dav stress. social support, and health lifestvle behaviors (such as physical activity and

Timeline Last Updated August 15, 2024 Start Date December 6, 2019 Today March 11, 2025 Completion Date (Estimated) February 28, 2026

Sponsors of this trial

Lead Sponsor

M.D. Anderson Cancer Center

Provides Locations in Your State

Locations

PHEN

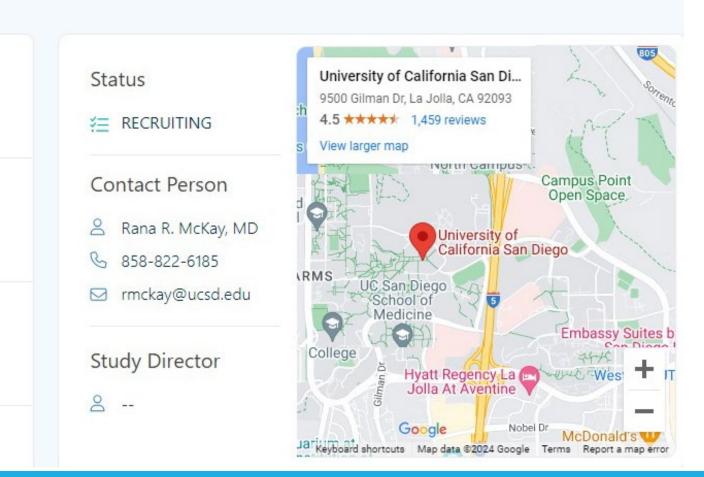
3 locations Found (only in US)

University of California San Diego

La Jolla, California, 92093, United States

University of Texas Southwestern Medical Center Dallas, Texas, 75390, United States

University of Wisconsin Madison, Wisconsin, 53705, United States



Patient Summaries

Lorikeet Patient Summary - Metastatic Castration Resistant

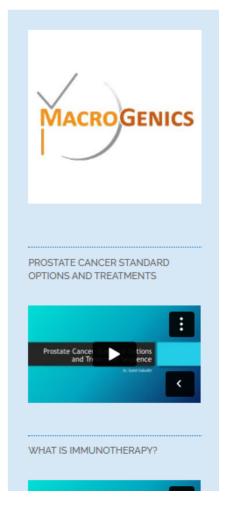
MacroGenics Patient Summaries, Patient Summaries

Background Information:

Our immune system protects us from disease by killing bacteria and viruses. It also helps fight cancer. A T-cell is one type of immune cell that does this. T-cells have proteins on them that turn on the immune system when it needs to fight infection and other proteins that turn off the immune system when it is no longer needed. These proteins are called checkpoints. Cancer cells can trick the immune system by turning off the T-cells, stopping them from recognizing the cancer cells. Drugs called "checkpoint inhibitors" turn back on the T-cells so they can recognize and attack the cancer cells.

Lorigerlimab is an investigational drug being tested in clinical trials. It is designed to block two checkpoints, telling the immune system cells to wake up and start killing cancer cells. Checkpoint inhibitors, including lorigerlimab, may cause side effects.

Understanding the LORIKEET Clinical Trial for Advanced (Metastatic Castration-Resistant) Prostate Cancer





• • • •



- 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.





- When choosing a treatment option, it is important to consider clinical trials because one gets better care in clinical trials.
- It is important for Black men to get genetically tested. Go to PHENPM.com and learn more about genetics and precision medicine.
 - Pancreatic cancer, prostate cancer, ovarian cancer, and breast cancer are genetically linked.
 - The future of cancer care is understanding one's genetic make-up.

