

PHEN

Prostate Health Education Network, Inc.

PHEN ACCOMPLISHMENTS

PHEN was founded in 2003 by Thomas A. Farrington a prostate cancer survivor who had witnessed the deaths of his father and both grandfathers from this same disease. He knew first hand the devastation that prostate cancer was causing across Black America. His goal in founding PHEN was to bring focus, leadership and action to address the African American prostate cancer epidemic and to the overall prostate cancer crisis.

LEADERSHIP - In 2005 PHEN organized and hosted the first ever “African American Prostate Cancer Disparity Summit.” This historic event was held in collaboration with U. S. Senator John Kerry (MA) and U. S. Congressman Gregory Meeks (NY), and hosted in the Rayburn House Office Building on Capitol Hill. This summit is now an annual two day event which assembles members of congress, medical and research leaders, prostate cancer survivors and advocates to collectively address the prostate cancer epidemic. In 2009, for the second consecutive year, the summit was an official session of the United States Congressional Black Caucus’ “Annual Legislative Conference.” One day of the summit is now hosted in the Washington, DC Convention Center.

ADVOCACY – PHEN now recognized nationally as a leading prostate cancer advocate. PHEN was the catalyst for legislation introduced in the U. S. Congress by Senator Kerry and Representative Meeks for the federal government to recognize this crisis and provide additional resources to eliminate it. PHEN was also the leading voice advocating for congressional hearings on prostate cancer to bring clarity to government efforts addressing the disease. The US House of Representatives Oversight Committee, chaired by Representative Ed Towns (NY), has scheduled a hearing where Thomas Farrington is one of six persons invited to testify before the committee.

SURVIVORSHIP - PHEN mobilizes prostate cancer survivors nationwide to reach out and help other men successfully face the disease. This survivor network is the foundation for much of PHEN’s education and awareness outreach. Through a highly successful partnership with the Dana-Farber Cancer Institute in Boston, PHEN has created a support group that actively outreaches within the community; a model that will be implemented with cancer centers across the country to support the ongoing needs of survivors and newly diagnosed men. The PHEN survivor network now includes men throughout the country.

EDUCATION AND AWARENESS OUTREACH - In 2008 PHEN launched its national “Rally Against Prostate Cancer” (RAP Cancer). This initiative utilizes the PHEN survivor network; PHEN produced television programs available online, on DVD’s and broadcast nationally over community television stations. PHEN also broadcast regular radio programs in Boston and nationwide over the internet. These PHEN resources and others are used in partnership with churches and other organizations to reach and educate men in their homes, places of worship and in other venues as never before accomplished. Knowledge is key to beating prostate cancer and RAP Cancer provides innovative approaches for reaching the men most in need.

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FATHER'S DAY RALLY AGAINST PROSTATE CANCER - On Father's Day 2009, PHEN implemented its inaugural "Father's Day Rally Against Prostate Cancer" in partnership with 33 churches in Massachusetts. This groundbreaking and highly successful effort is the model for a national rally on Father's Day 2010 where more than one thousand churches are expected to join in. The rally, which takes place within each church, will receive a high level of visibility through the media; radio, television, internet and print with a theme of "***Joining Hands to Save Lives.***" PHEN's goal is to establish an ongoing working relationship with partnering churches following the Father's Day rally. Under this relationship PHEN will provide prostate health support to the church members through PHEN RAP cancer education and awareness activities and resources.

PHEN has succeeded in raising the visibility of the African American prostate cancer crisis to its highest level ever. PHEN has also developed extensive education and awareness resources. With its survivor network and partners efforts are now focused on mobilizing broad based initiatives to lead in solving this crisis.