

## **Georgia Prostate Cancer Disparity Rally Report**

**June 13, 2022**

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## *Prostate Health Education Network, Inc.*

### **Georgia Prostate Cancer Disparity Rally Report**

#### **1.0 Background and Objective**

According to American Cancer Society estimates, Georgia will have 9,150 new prostate cancer cases in 2022 which is the 9th highest incidence of the disease of all states. Black men in Georgia have an overall 77% higher incidence rate and 2.5 times greater death rate than all other men. PHEN's Georgia Prostate Cancer Disparity Rally (GA PCDR) focused on the cities of Atlanta, Augusta and Savannah with respective incidence rate disparities of 64%, 90% and 100%. Nationwide, the American Cancer Society estimated a 30% increase in new prostate cancer cases in 2021, and an additional 8% increase for 2022 for a total of 268,490 new cases for 2022. This is the largest increase of new cases for any of the four major cancers (prostate, breast, lung and colorectal). Prostate cancer is the leading cause of cancer, and the second leading cause of cancer deaths for Black men in the U.S. The African American prostate cancer disparity is defined by an incidence rate approaching 1.8 times higher than men of all other racial and ethnic groups in the United States, and a mortality rate that is 2.2 times higher.

As a part of its national efforts towards eliminating the African American prostate cancer disparity, PHEN in partnership with Georgia leaders and patients carried out the Georgia Prostate Cancer Disparity Rally (PCDR) during May 2022. Prior to the PCDR PHEN has been active in Georgia with its programs and initiatives for more than a decade.

The objectives of the GA PCDR included:

- a) Mobilizing GA leaders and patients to join in efforts with PHEN.
- b) Raising prostate cancer awareness within the state.
- c) Identifying collective efforts that can be undertaken on an ongoing basis in Georgia.

See the [Disparity Rally Announcement](#)

#### **2.0 GA PCDR Approach**

The GA PCDR approach consisted of using radio and social media outreach to raise public awareness about the prostate cancer racial disparity, and the importance of early detection screening and understanding treatment options. PHEN hosted a virtual town hall meeting with the PCDR participants to facilitate identifying potential ongoing collective efforts.

There was an enthusiastic response from political leaders, clergy, medical doctors, and patients to PHEN's requests that they participate in the Rally by recording messages for broadcast over radio and social media; and participate in the Town Hall Meeting. Some clergy stated that they had personally experienced the ravages of prostate cancer within their congregational family and personally in their own families.

All messages were recorded as video messages with the audio being used for radio and the video for social media. Each message concluded by guiding the listener to one of PHEN's educational portals for early detection screening ([www.phenpsa.com](http://www.phenpsa.com)), or for information on treatment options ([www.phenpath.com](http://www.phenpath.com)).

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### GA PCDR Participants

Participants either recorded a message for broadcast (*RM*), participated in the town hall meeting (*TH*), or both (*RM/TH*). The participants were:

Bishop Thomas L. Brown Sr. (*RM/TH*)  
Presiding Prelate,  
Christian Methodist Episcopal Church 6<sup>th</sup> Dist.  
Atlanta

Dr. Millard Collier (*RM/TH*)  
Family Medicine Specialist  
Atlanta West Primary Care Associates  
Lithia Spring

Rev. Dr. Gregory V. Eason (*RM*)  
Pastor, Flipper Temple A.M.E. Church  
Atlanta

Dr. Ashanda R. Esdaille (*TH*)  
Urologic Oncology Fellow  
University of Wisconsin  
Wisconsin

Mr. Thomas A. Farrington (*RM/TH*)  
PHEN President, Boston, MA

Rev. Augusta H. Hall Jr. (*RM*)  
Bethel A.M.E. Church  
Augusta

Grant Hill (*RM*)  
Atlanta Hawks Executive  
NBA Hall of Fame Player  
Atlanta

Mr. Milton J. Little, Jr. (*RM/TH*)  
President and CEO  
United Way of Atlanta  
Atlanta

Mr. Bill Lyght (*RM*)  
PHEN Network Member  
Savannah

Mr. Keith Millner (*RM/TH*)  
Chairman, 100 Black Men of Atlanta  
Atlanta

Representative, Billy Mitchell (*RM*)  
President, National Black Caucus of State  
Legislators  
Atlanta

Rev. Dr. Kevin Murriel (*RM*)  
Pastor, Cascade United Method Church  
Atlanta

Mr. Harold Oglesby (*RM/TH*)  
President, 100 Black Men of Savannah  
Savannah

Mr. Glen Pate (*RM*)  
PHEN Network Member  
Augusta

Dr. Martin G. Sanda (*RM/*)  
Chair of the Department of Urology,  
Emory University  
Atlanta

Dr. Thomas E. Shook (*RM/TH*)  
Urological Association of Savannah  
Savannah

Dr. D. Ronald Spearman (*RM/TH*)  
Primary Care Physician (Retired)  
Augusta

Dr. Martha K. Terris (*RM/TH*)  
Chair in Urology, Augusta University, Medical  
College of Georgia  
Augusta

The recorded messages are available at: <https://phentv.com/phen-rally/>

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### 3.0 Radio and Social Media Outreach

PHEN purchased a total of 552+ radio spots for a combination of 60, 30 and 15 second messages to be broadcast to the public over these stations:

Atlanta:

- WCLK - 91.9
- WAMJ - 102.9
- WPZE - 102.5
- WVEE - 103.3

Savannah:

- WTYB - 104.9
- WEAS - 104.9

Augusta:

- WKSP - 96.3
- WBBQ - 104.3

**\*Reports from these radio stations showed that the paid messages reached a total of 742,625 people. \***

In addition, the messages were broadcast as unpaid public service announcements (PSAs) over these same stations. While the stations do not provide information on people reached with public service announcements it can be assumed that more than 742,625 people were reached.

Radio interviews included:

- May 17<sup>th</sup> - WEAS/WTYB with PHEN President Thomas Farrington and host DJ Rax.
- May 17<sup>th</sup> - WAOK with PHEN President Thomas Farrington and host Derrick Boazman.
- June 4<sup>th</sup> - WEAS Family Reunion 10<sup>th</sup> annual event at Daffin Park in Savannah. PHEN representative Ray Fuller and a member of a Savannah A.M.E., Church Sons of Allen representative were present; however, the event was canceled due to inclement weather. Even though the Family Reunion event did not happen as planned, WTYB/WEAS supported the PHEN Georgia Disparity Rally communications campaign by increasing the number of radio spots to be aired. This bonus schedule will run June 13-18 for an additional 30 spots. WEAS also interviewed Ray Fuller.

A news release was distributed to various media outlets.

The **social media** outreach has consisted of PHEN promoting the video recorded messages over Facebook to a GA focused audience which has reached more than **360,056**. This effort is ongoing, and the recorded messages will be used to support ongoing efforts in Georgia.

#### Summary of people reached with the awareness campaign:

Radio Stations Paid Messages Reach	742,625
Social Media Paid Reach	360,056
<b>Total Reach</b>	<b>1,102,681</b>

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### **5.0 Town Hall Meeting**

The virtual town hall meeting was hosted on May 26<sup>th</sup> beginning at 6 pm ET. The participant panelists came together to discuss key factors contributing to the prostate cancer racial disparity, and to explore collaborative actions that can be undertaken in Georgia towards eliminating the disparity. (See [Town Hall Meeting Announcement](#))

The town hall meeting was hosted as a Zoom webinar and attracted a live audience of 66 people. An energized audience joined via their questions. See the audience poll results attached.

#### **Key areas of discussion focused on:**

- A need for Increased prostate cancer literacy: there is a need for prostate cancer educational awareness and educational tools to help people with literacy to improve self-ownership of the disease
- A need for more educational awareness efforts to help break the cultural silence/cycle on the prostate cancer disease within the Georgia African American community. An emphasis was placed on how African American men must share stories
- A need for intergenerational conversations on prostate health to educate young children and women
- A need for early detection screenings and more information which emphasize the benefits of early detection and importance of having regular prostate cancer medical exams.
- A need for more information to help African American patients understand treatments and managing survivorship issues
- Form partnerships between the medical community and local churches
- The church must be more aggressive on prostate cancer information gathering and sharing
- A need for more access to prostate health care costs. Costs prevent people from getting screened as well as, seek follow up visits once diagnosed with prostate cancer recurrence. There is a lack of financial resources for indigent care. At the University of Augusta, Medical College, one may qualify for Medicare or Medicaid retroactively. Their hospital has a payment plan and social worker(s).
- More prostate cancer community outreach programs are needed.

#### **[The Recorded Town Hall Meeting](#)**

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### **6.0 Summary and Follow-Up**

PHEN's Georgia Prostate Cancer Disparity Rally was a broad effort that succeeded in mobilizing, and forming a coalition of clergy, elected officials, medical specialists, and patients around efforts towards eliminating the disparity. This is a significant accomplishment and a foundation that can be expanded for ongoing efforts.

Prostate cancer awareness outreach to the public through the voices of known and trusted local leaders was highly successful in reaching more than **1,102,681** people. Feedback received indicated that people were excited to hear from their leaders on this subject. This outreach approach is proven effective for future efforts.

The town hall meeting was effective in bringing together the PCDR participants in a format to share perspectives on efforts needed to eliminate the disparity. These discussions and thoughts represent a solid basis to formulate specific initiatives within Georgia towards eliminating the prostate cancer racial disparity within the state.

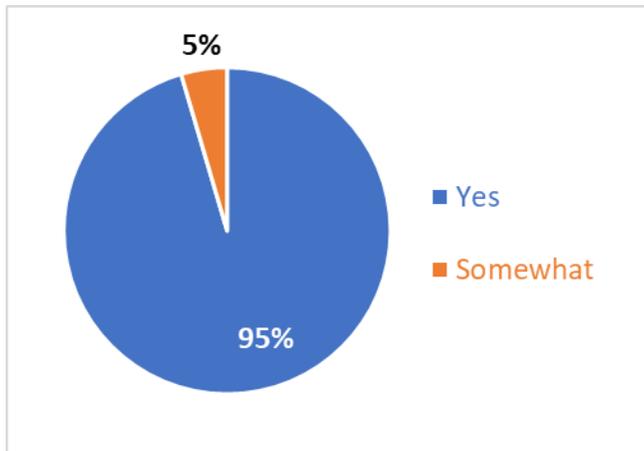
As a follow up to the GA PCDR, and at the request of Bishop Thomas Brown Sr., who committed during the discussion to sending the PHEN 2022 Father's Day Rally flyer to all C.M. E Churches of the Sixth Episcopal District, PHEN included the C.M. E Church logo and Juneteenth banner on its PHEN Father's Day Rally 2022 flyer in support of this effort.

Moreover, PHEN, the C.M.E. Church, and the United Way of Central Georgia, partnered to participate in the United Way of Central Georgia's Fatherhood Initiative webinar held on June 13, 2022. A program flyer for the event was also created for distribution with the logos of PHEN, the C.M.E. Church, and the United Way of Central Georgia.

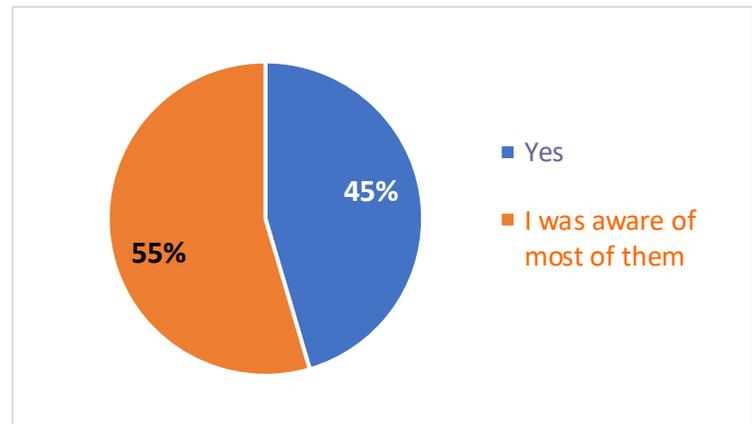
PHEN will continue to work with survivors and leaders in the Georgia focused cities to mobilize prostate cancer awareness efforts with an objective of forming survivor support groups.

### Town Hall Meeting Audience Poll Responses May 26, 2022

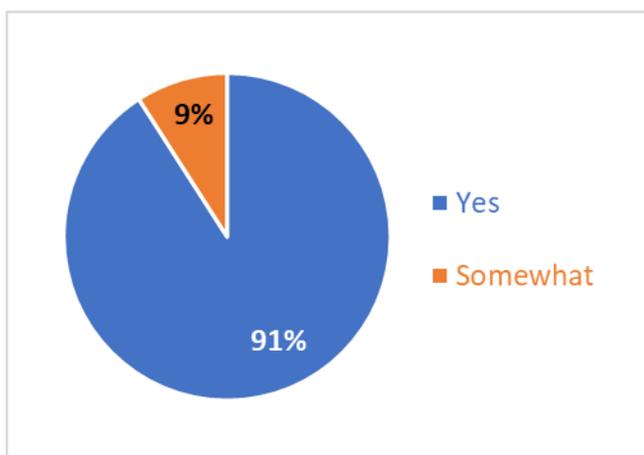
1. Did you enjoy the town hall meeting?



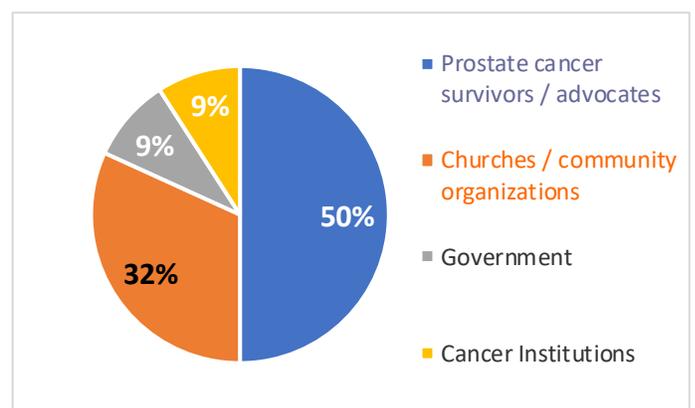
2. Were the factors presented as contributing to the racial disparity revealing to you?



3. Were you pleased with the approaches discussed to help eliminate the disparity?



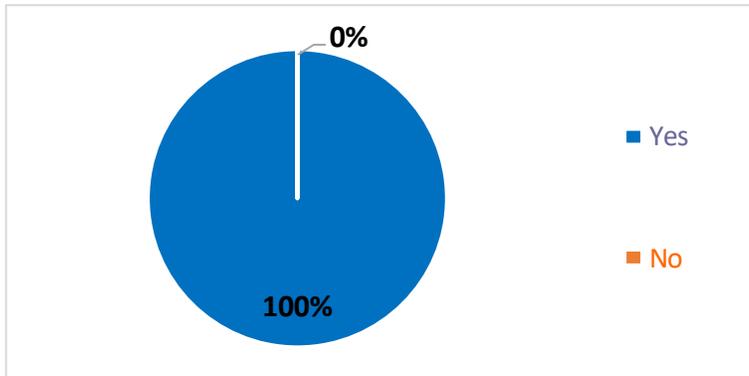
4. Who do you think is the most critical in leading efforts towards eliminating the disparity?



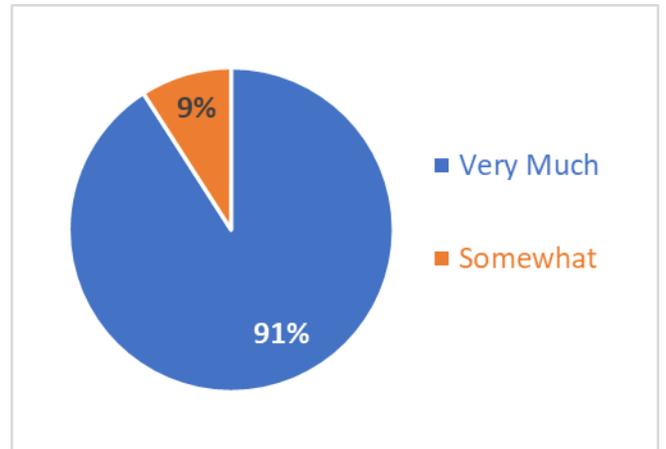
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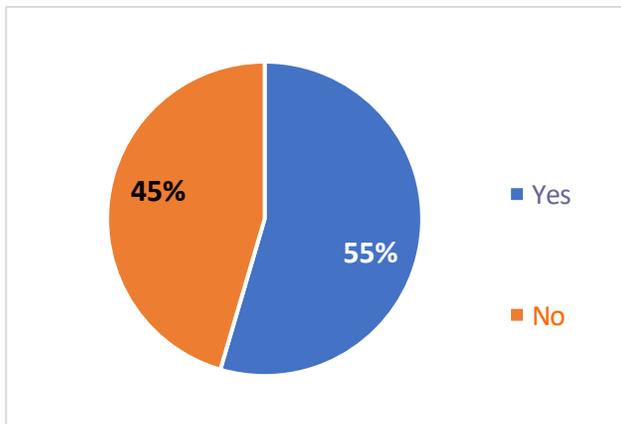
5. Were you satisfied with the town hall meeting program and agenda?



6. Were you satisfied with the town hall meeting participants?



7. Do you feel that the audience participation was adequate?



8. Do you believe that PHEN's Prostate Cancer Disparity Rally will impact efforts in Georgia towards eliminating the disparity?

