

PHEN

Prostate Health Education Network, Inc.

PHEN RALLY AGAINST PROSTATE CANCER ACCOMPLISHMENTS

PHEN was founded in 2003 with a primary mission to increase education and awareness among African American men who suffer a prostate cancer incidence rate 60% higher and a mortality rate 140% higher than for any other racial or ethnic group. PHEN implements programs and initiatives aimed at reducing this racial disparity, and to support the overall fight against prostate cancer for the benefit of all men.

PHEN's Rally Against Prostate Cancer (RAP Cancer) initiatives include:

- The **"PHEN Survivor Network"** mobilizes prostate cancer survivors across the country for mutual support and to help implement PHEN education initiatives within their communities. This effort began in 2003 and the network continues to expand.
- **"Monthly Support Group Meetings"** have been held in Boston, Massachusetts at the Dana-Farber Cancer Institute since 2003. Each meeting features an educational presentation by a leading medical specialist. Each presentation is videotaped and included within the PHEN TV online educational resources and made available to the broader public.
- **PHEN "Annual African American Prostate Cancer Disparity Summit."** This two day event was initially convened in 2005. It is held in the nation's capital where it assembles medical and research specialists, congressional leaders, survivors and community leaders. One day of the summit is held at the U. S. Capitol Building and the other at the Washington Convention Center as a session of the Congressional Black Caucus' Annual Legislative Conference.
- **"PHEN Internet and Radio Outreach"** activities began in 2004 as resources for public education and awareness and to maintain and enhance communications within the PHEN family of survivors and partners.
- **"PHEN Television"** was launched in 2007 to provide educational programs online and broadcast over community television stations within selected cities. Program content is developed from the annual summits and from the monthly education and support group meetings held at the Dana-Farber Cancer Institute in Boston.
- The **"Annual Father's Day Rally"** was initially held in 2009 as a Massachusetts grassroots education and awareness effort in partnership with local churches to reach men and their loved ones. In 2010 the Rally was taken nationally. Hundreds of churches now participate each year.
- **"Live Monthly webcasts"** of the meetings held in Boston at Dana-Farber began in January 2011. These broadcasts allow for online participants to view and join in the meetings via email and twitter. PHEN now reaches around the world each month with its education and awareness programs. Each webcast is also recorded and included as part of the PHEN TV programming.

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- **PHEN's Monthly Treatments and Clinical Trials e-newsletter** was launched in January 2012 to provide ongoing information and updates to educate patients about their treatment options including available clinical trials.
- **Congressional Resolutions Recognizing Prostate Cancer as an Epidemic among African American Men** was an effort mobilized and led by PHEN. In 2006 at PHEN's annual summit, Senator John Kerry (MA) and Representative Gregory Meeks (NY) announced their introduction of resolutions in the U.S. Senate and U.S. House of Representatives. In July 2012, the senate resolution was passed.