

March 2017

# COMMUNITY BENEFIT BULLETIN

A quarterly update from the Department of Community Benefit

## EDITOR'S NOTE

In this issue: Learn about efforts to address prostate cancer disparities in the African-American community, impact community cancer knowledge through a coordinated speaker's bureau and make plans to attend the Nutrition Science and Food Policy Summit in May!

## PROMOTING PROSTATE CANCER AWARENESS IN LOCAL AFRICAN-AMERICAN CHURCHES

African-American men have nearly a 60 percent higher chance of getting prostate cancer as compared to other men. They also die from prostate cancer at a two to three times higher rate than Caucasians. Recent studies suggest black men have a genetic connection to prostate cancer that increases risk for developing prostate cancer. Additionally, they present higher prostate-specific antigen (PSA) values than compared to white men. This type of cancer develops at a faster rate and becomes more serious and life-threatening than in Caucasians. Yet, black men are not getting the simple screening test they need to help them learn what their risks are so that their health care provider can track their PSA values and give them the care they need to avoid a potentially preventable death. The reasons behind this are pretty complicated and lie within the realms of social stigma, shame and trust. In an effort to dispel many of these deep rooted issues and provide facts, rather than myths, City of Hope's Department of Community Benefit, in collaboration with the incredible multi-ethnic marketing team, have embarked upon a journey to reverse these statistics in the San Gabriel Valley.

On a rainy January 12, local clergy, lay church leaders, community leaders and a representative from the Connecting People of African Descent, a diversity resource group, joined in a day of



learning regarding the risks of prostate cancer in African-Americans. The agenda included training on how to be a community resource person, how to connect prostate cancer screening and awareness with scripture and, finally, presentations by our own prostate cancer experts **Zijie Sun, M.D., Ph.D., Clayton Lau, M.D., and Przemyslaw Twardowski, M.D.** This day was an outgrowth of the Prostate Cancer Awareness campaign, conducted in September, by multiethnic marketing. The purpose was to raise awareness of the risks that men of African-American descent have in regard to prostate

cancer. Moving forward, City of Hope will work with the local faith community to uncover culturally appropriate pathways to inform their congregants of these risks and support them with the information and resources necessary to get a PSA test, and more if needed. On Feb. 26, we will be at the First African American Methodist (FAME) Church in Pasadena to help share the prevention message during two sermons. In March, we will co-host a second training with FAME to provide more information to clergy and lay church leaders. If you happen to attend church and see us there, please stop by and say, "Hi."

## LOOKING FOR A FEW GREAT SPEAKERS

In December 2016, PALS for Health, a Los Angeles-based health interpreter nonprofit, found that they needed to train their health interpreters in the area of lung cancer. They turned to City of Hope's Department of Community Benefit to help locate a lung expert who could fill this need, at no cost to their organization. Thank you to **Loretta Erhunmwunsee, M.D.**, for answering the call and providing an amazing program to this special group of interpreters. This is just one example of an incredible opportunity we have to make our community healthier while breaking down barriers to care for the most vulnerable in our service area.

Throughout the year, many of us receive requests for speakers and scramble to find the right person to fulfill that request. Sometimes this leads to calling the same person and resulting in double booking or speaker fatigue. In an effort to streamline the requests, the Department of Community Benefit is in the process of creating a centralized system for filling these requests. But to get it going, we need to create a list of incredible people who want to participate. If you want to give back to our local community by sharing your knowledge, then send us a note at **CommunityBenefit@coh.org**. Tell us a little about yourself, what your area of expertise is, and what your availability might look like. Do not feel shy if you are not a clinician or a scientist. We receive a lot of requests for topics from nutrition to advance directives. The most important thing is that you let us know.



Loretta Erhunmwunsee, M.D.

## QUARTERLY COMMUNITY BENEFIT HUB

Once a quarter, a wonderful group of City of Hope employees, from over 15 different departments, get together to learn more about community benefit and also discover opportunities to collaborate in meeting the needs of our local service area. If you want to learn more about community benefit and want to see how your department can help us do more for the vulnerable who live in the San Gabriel Valley and beyond, you are welcome to join our meetings. The food is great, but the conversations and connections made are even better. Send a note to Nancy Clifton-Hawkins at **nchawkins@coh.org** if you want to come to our next meeting.

## NUTRITION SCIENCE AND FOOD POLICY SUMMIT – MAY 19 TO 21

Eating has become a food fight. Doctors and nutrition researchers are making recommendations to eat one way and nutritionists are telling their patients to eat a different way. It is no wonder why the common people are confused – the food professionals are not always providing a shared message. Join the Nutrition Summit to explore the controversy surrounding food - from the scientific conflict to the economic impact of poor nutrition policy to the accompany health consequences. Together, we will explore solutions that will bring together all parties involved in this food fight to create lasting change.

If you research food and nutrition, you should come.

If you grow, make or sell food, you should come.

If you are policy maker or agent for food change, you should come.

If you eat food, you should come.

To deepen understanding about community benefit activities here at City of Hope, send us a note: **CommunityBenefit@coh.org**. We would love to hear from you!

City of Hope, 1500 E. Duarte Road, Duarte, CA 91010 • **CityofHope.org**

