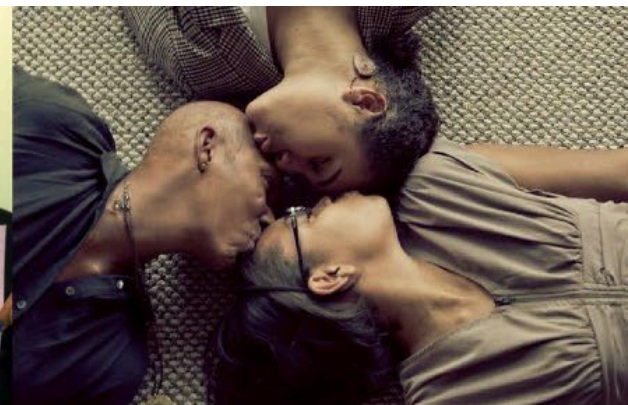




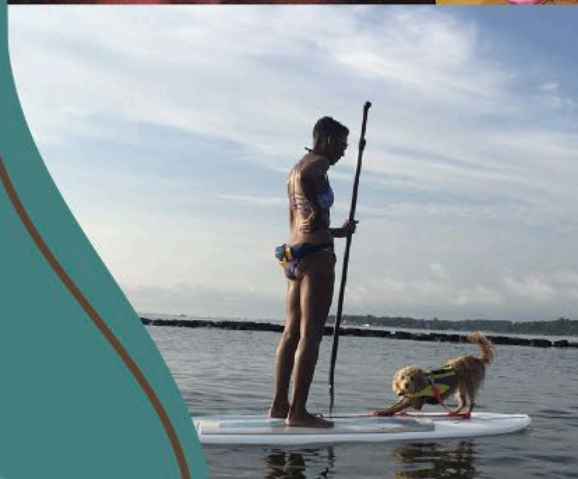
The Patient Voice: Driving Iconic Research Innovation



MY STORY...



WALKING IN BLESSINGS!







Black Breast Cancer Is Different!

- Black women are more likely than White women to die of breast cancer at any age across any subtype
- Black women have the lowest 5-year relative breast cancer survival rate compared to all other racial/ethnic groups for every stage of diagnosis and every breast cancer subtype

The State of Black Breast Cancer

Breast cancer is the most fatal health issue for Black women

- 41%** higher mortality rate compared to white women.
- 39%** higher risk of breast cancer recurrence.
- 71%** higher relative risk of death compared to white women.



THE STATE OF BLACK BREAST CANCER

Black women under 35 get breast cancer at twice the rate and die at three times the rate.

Black women under 50 are twice as likely to die from breast cancer.

Black women are nearly twice as likely as White women to receive a breast cancer diagnosis at an advanced stage of the disease.

Black women are 3 times more likely to have triple negative breast cancer. 40% of TNBC patients are under 40. 81% of Black women actually have quadruple negative breast cancer.



The State of Black Breast Cancer

Black women with private insurance are **60%** more likely to die of breast cancer than White women with private insurance

Black women residing in high socioeconomic neighborhoods are **126%** more likely to die than white counterparts residing in similar neighborhoods



Dr. Sheeba Irshad, PhD, MRCP, MBBS, BSc

Breast Cancer Medical Oncologist

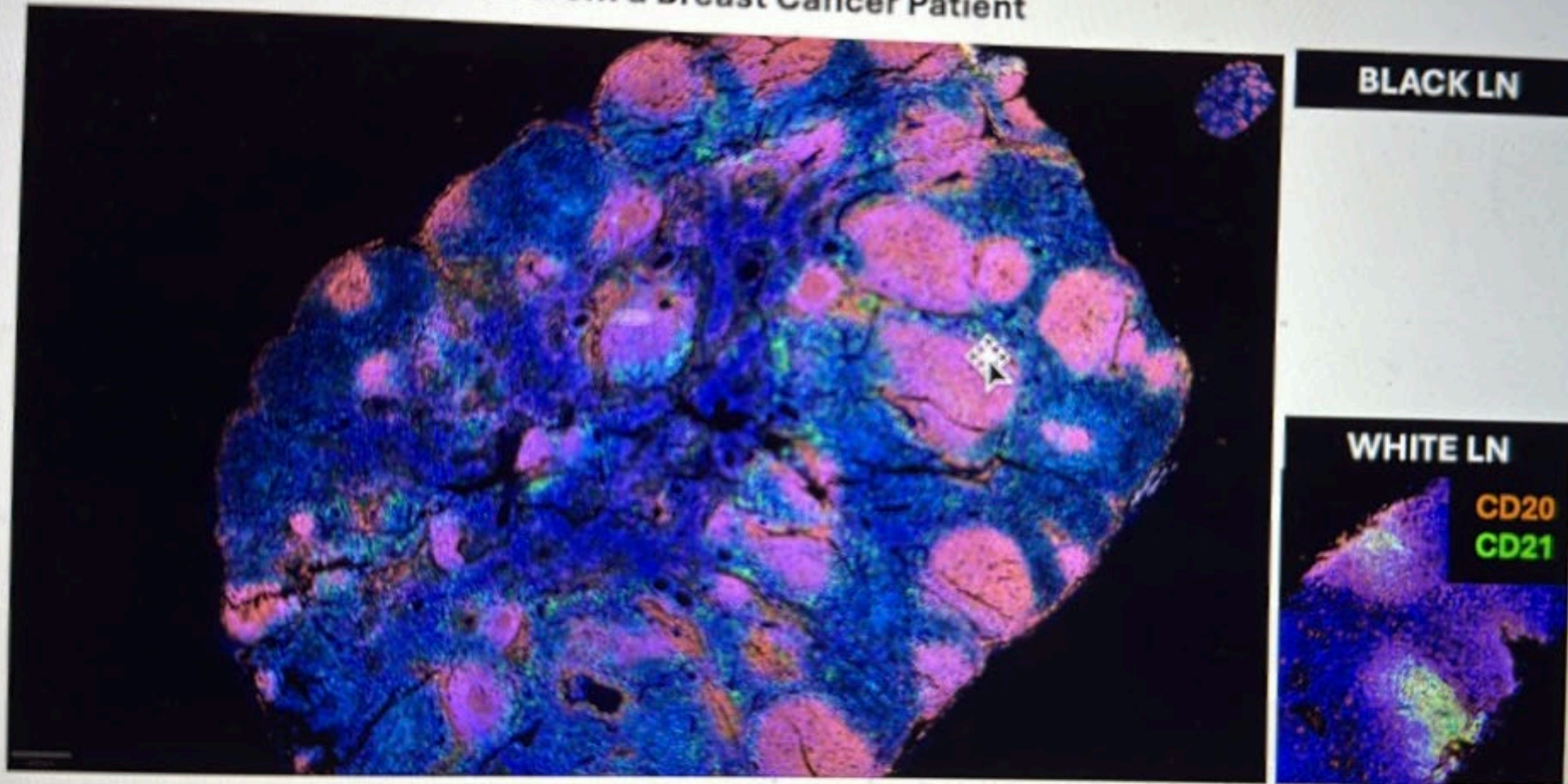
Clinician Scientist

Guy Cancer Center

King's College Hospital

London, UK

Lymph Node from a Breast Cancer Patient



Dr. Sheeba Irshad's Lab

Guy Cancer Center
King's College Hospital
London, UK

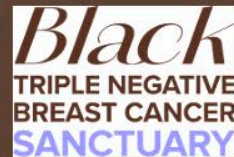
A photograph of five Black women sitting in a row against a plain white wall. They are all looking in different directions, some towards the camera and others away. They are dressed in simple, light-colored tops. The lighting is soft, creating a calm but serious atmosphere.

The Physiology of Black Women has NOT been a Consideration in Clinical Trial Research.

**Biomarker Testing and Clinical Trial Participation are
NOT Commensurate with the Burden of Disease!**



To And Through Black Breast Cancer



PINK TABLE TALK

BELONG



SAMBAI



#GSD

#DIS

#NOIsNeverTheAnswer

Why Don't **BLACK WOMEN** Participate in Clinical Trials?



Doctors don't invite Black women to clinical trials.



When the patient brings up the conversation, they still walk away not sufficiently informed.



Since we have negative history, and minimal awareness/understanding of clinical trials and research, Black women fear the unknown.



*"Don't do a clinical trial! You
will get the sugar pill and die."*
Metastatic Patient








touch Care Works

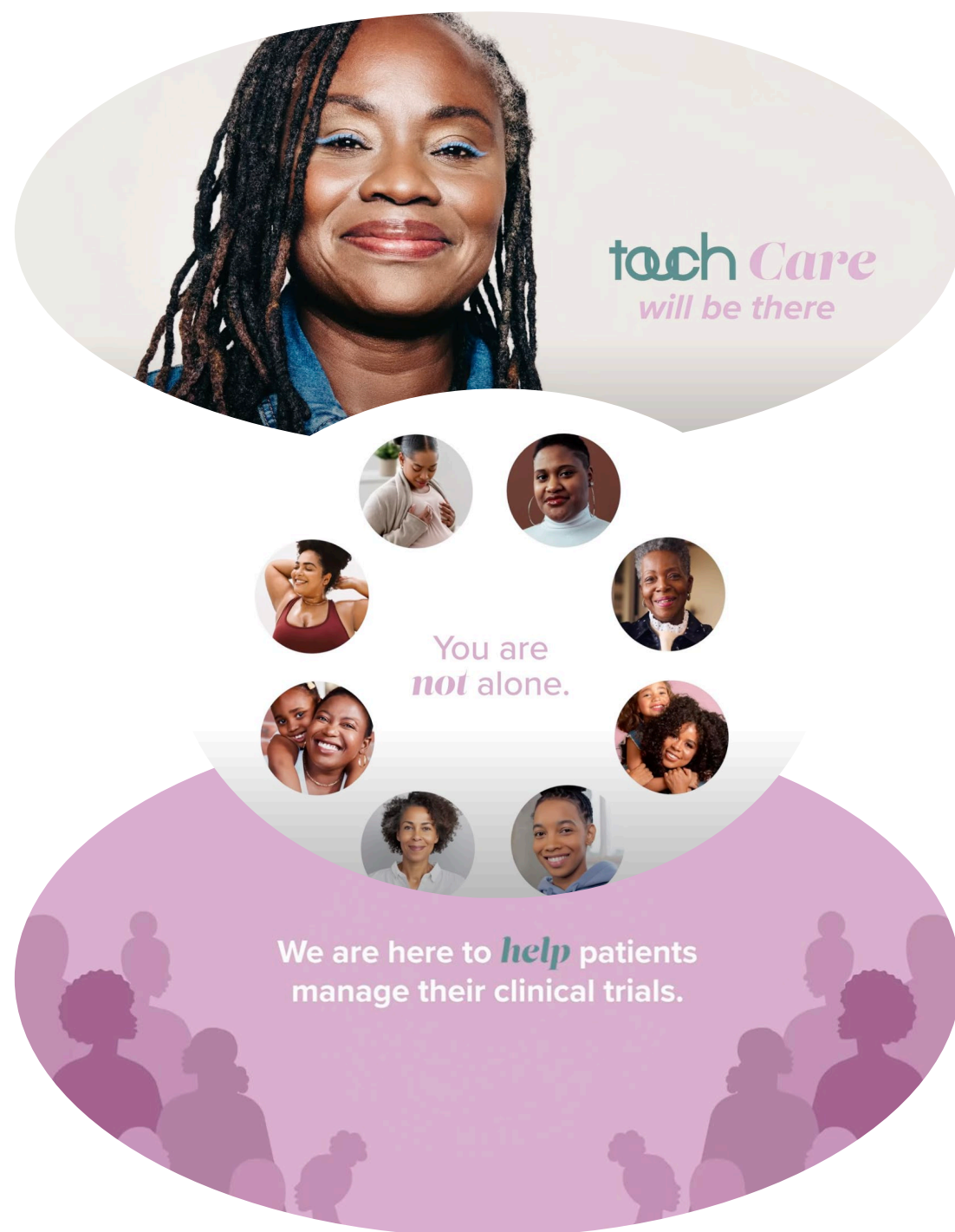
- 24/7 Nurse Navigation
- Black Navigators
- All Breast Cancer Survivors

Navigation Increases Clinical Trial Participation

	Before Navigation*		After Navigation*
Rural	19%		40%
Black	13%		41%
Hispanic	5%		33%

* Participation (% of patients)

AACR Cancer Disparities Progress Report 2024



PARTNER ORGANIZATIONS

WASHINGTON, OREGON, IDAHO, MONTANA, NORTH DAKOTA, MINNESOTA, WISCONSIN, ILLINOIS, KANSAS, MISSOURI, ARKANSAS, LOUISIANA, MISSISSIPPI, ALABAMA, GEORGIA, SOUTH CAROLINA, NORTH CAROLINA, VIRGINIA, WEST VIRGINIA, OHIO, INDIANA, KENTUCKY, TENNESSEE, ARIZONA, NEVADA, UTAH, NEW MEXICO, OKLAHOMA, TEXAS, CALIFORNIA, COLORADO, NEBRASKA, WYOMING, SOUTH DAKOTA, ILLINOIS, INDIANA, OHIO, PENNSYLVANIA, NEW YORK, NEW HAMPSHIRE, VERMONT, MAINE, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT, NEW JERSEY, DELAWARE, MARYLAND, WASHINGTON, D.C., ALASKA, HAWAII.





Impact

29,127

Black Women Seeking Clinical Trials!





CANCER GRAND CHALLENGES

Societal, Ancestry and Molecular Biology Analyses of Inequities

SAMBAI



MOREHOUSE
SCHOOL OF MEDICINE

Patient engagement INVOLVEMENT

More than mere engagement,
genuine partnership!

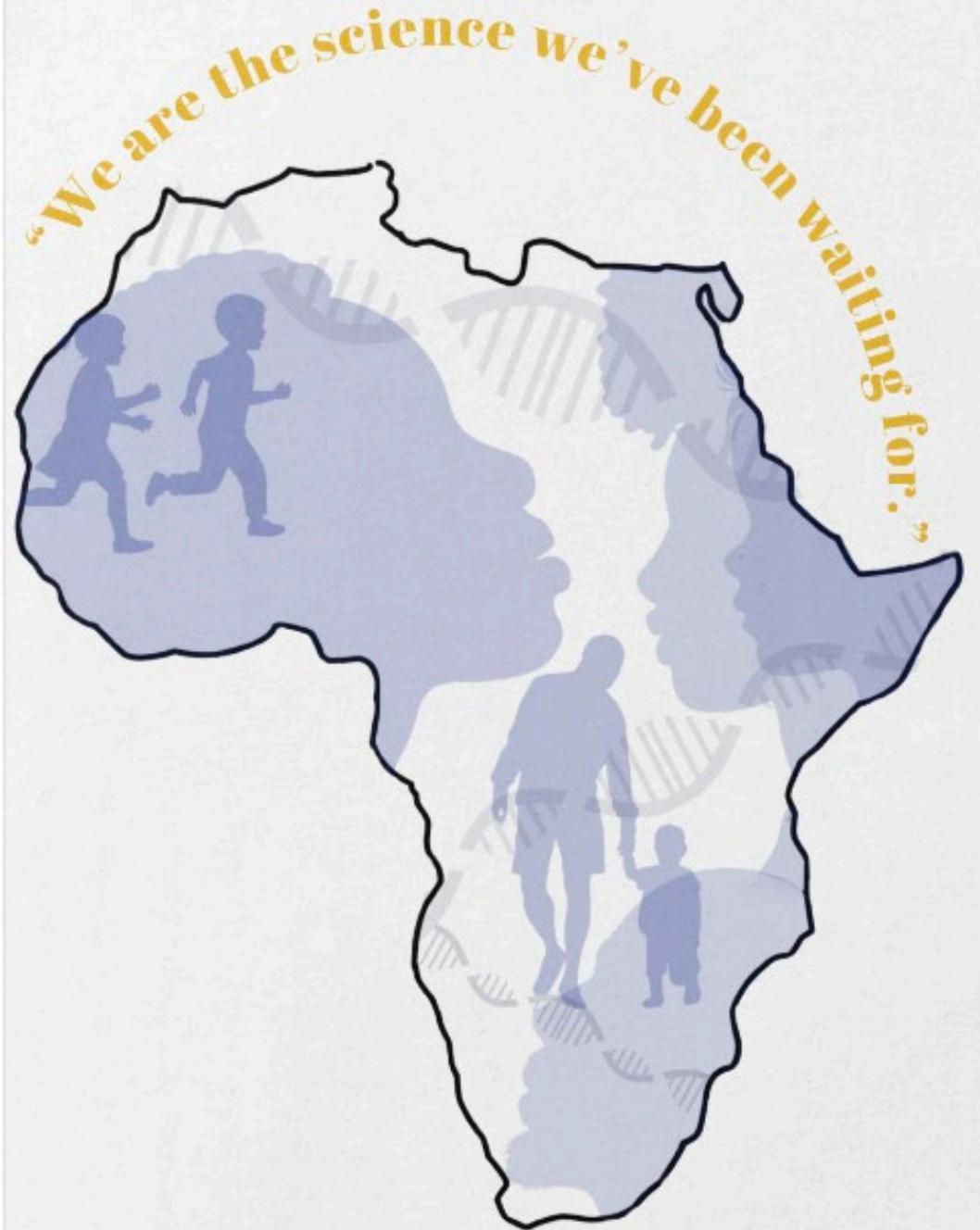
Genetic
Ancestry

SAMBAI

Patient
Partnership &
Advocacy



A people-centered science.





Ricki's Ideal Clinical Research Scenario



"We put a hug around the science."

How We Support Patients

4 Websites

Touchbbca.org

Whenwetrials.org

Loveofmygurls.org

Blacktnbcsanctuary.org

3 Web Series

Facebook.com/BlackDoctor.org

The Doctor Is In Wed 6pm ET

Pink Table Talk Last Sun Monthly 3pm ET

SAMBAI Speaks 1st/3rd Fridays 1pm ET

2 Virtual Support Groups

Via Zoom

TOUCH Talk 1st Sat 11am ET

TNBC Talk 1st Tues 8pm ET



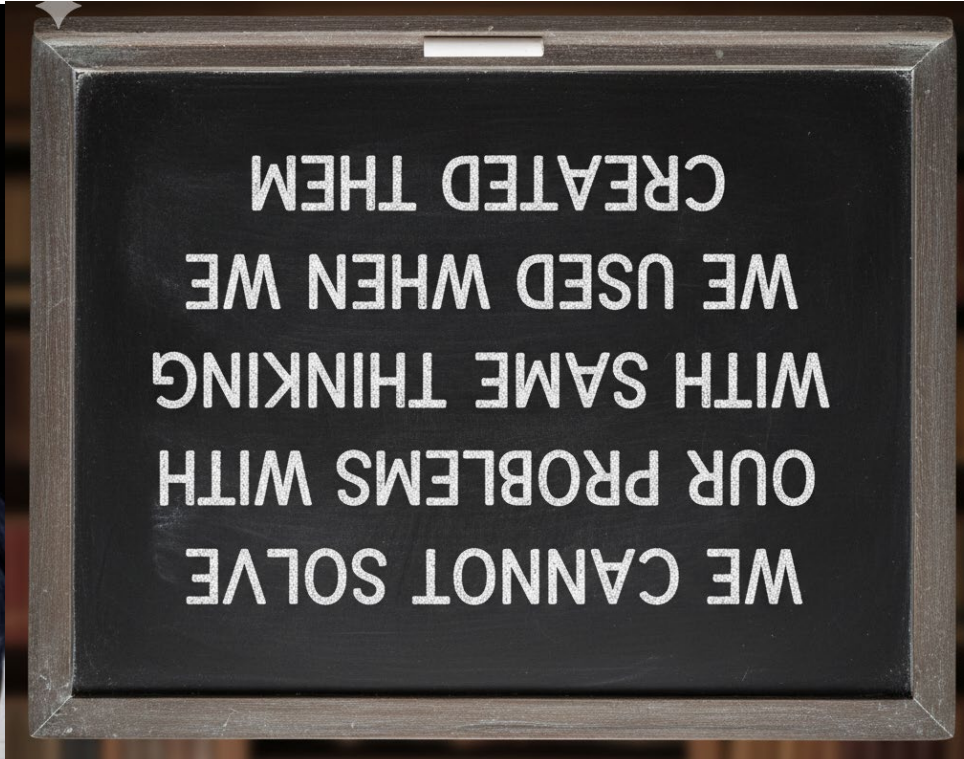
ricki@touchbbca.org



Your Challenge...
Step Beyond Innovation!
Be Iconic!

Be ICONIC!

- Don't just look for a new solution to a problem, **GET RID OF THE PROBLEM**
- Don't just re-imagine processes, **DISRUPT** them
- Don't just brainstorm improvements to something that already exists, use **CULTURAL HUMILITY** to build connections to **UNRELATED** things



The Golden Rule

Treat others the way YOU want to be treated.



