



3rd Annual Awards for Eliminating Health Disparities

POWER LUNCHEON AND AWARDS CEREMONY

SEPTEMBER 21, 2007

NEW YORK UNIVERSITY

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PROGRAM

HEALTHY CHOICES

MUSICAL SELECTIONS

Paul Morin

Pianist

New York University Music Department

WELCOME

Clifton Leaf

Award-Winning Journalist, Author and Cancer Advocate

Master of Ceremonies

INVOCATION



Rev. Alfonso Wyatt

Vice President – Fund for the City of New York

Associate Pastor – The Greater Allen A.M.E. Cathedral

GREETINGS

Allen McFarlane

Assistant Vice President

Diversity & Student Community Development

New York University

REMARKS

Diane Johnson

Editorial Director

The Prostate Net

MISSION

Virgil H. Simons

Founder & President

The Prostate Net

The Knowledge Net

PROGRAM

AWARD PRESENTATIONS

Local Government

Stanley Weiss, M.D., Ph.D.

New Jersey Office of Cancer Control and Prevention

Clinician

Richard Watson, M.D.

Hackensack University Medical Center

Barber of the Year

Kut-a-Way Barbershop

Earl Scott, Sr. & Calvin Gunther

Broadcast Media

NY1

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Steve Adubato, Ph.D.

Caucus: New Jersey

Local Community Service

Lynne Holden, M.D.

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Clinical Research Excellence

T. Ming Chu, Ph.D.

Roswell Park Cancer Institute

Epidemiological Research Excellence

New York Physicians Against Cancer (NYPAC)

Sherri Sheinfeld Gorin, Ph.D.

Medical Center

Lovell Jones, Ph.D.

Center for Research on Minority Health

M.D. Anderson Cancer Center

Lifetime Achievement

Donald S. Coffey, Ph.D.

Johns Hopkins University School of Medicine

PROGRAM



Kyra D. Gaunt, Ph.D.

Vocals

Associate Professor of Music & Anthropology
Baruch College – City University of New York

REMARKS & ACKNOWLEDGEMENTS

Virgil H. Simons

SPECIAL THANKS

One in Three

By Adam Wishart

Compliments of Grove Atlantic Press

Kyra D. Gaunt, Ph.D.

Vocals

Associate Professor of Music & Anthropology
Baruch College – City University of New York

Tomas Doncker

Accompanist

Paul Morin

Pianist

New York University Music Department

OUR HISTORY

Virgil H. Simons founded The Prostate Net in 1996 as a result of his own experience in surviving prostate cancer. He envisioned the need for a system of information that would enable patients and survivors of prostate cancer, their families and caregivers to make informed choices as to therapeutic options.

Our patient website (www.TheProstateNet.com) currently serves over 50 countries worldwide, handles in excess of 80,000 "visits" per month and provides a source of credible information for over 400 organizations that link to it. Additionally we provide educational materials to more than 2,000 consumer and/or patient service organizations to aid in local information distribution.

In 2004, we launched "Going to the Barbershop to Fight Cancer," a national health awareness campaign urging men to get checked for prostate cancer. Taking advantage of the unique status barbershops have as trusted resources for news and information, the program includes an extensive network of barbers (over 800) who serve as "lay health motivators" trained at nearly 90 medical centers throughout the country. That same year, more than 10,000 men elected to be screened for the disease. In 2005, we saw an increase to 12,751 men who made the informed decision to get tested for prostate cancer. The program is continuing with more medical centers and barbers at an increasing rate.

Also in 2006, realizing the emerging importance of technology throughout society, the program expanded to include Knowledge Nets (www.TheKnowledgeNet.info), computers featuring interactive kiosks with educational videos and information plus a voluntary survey to help health professionals better understand communities at risk. The pilot of this effort has 25 locations in 10 markets around the U.S. and has already provided significant research data that will improve service to the medically underserved.

Two years ago we inaugurated the "In the Know" Awards to honor those individuals and organizations that, through their demonstrated leadership, implementation of novel strategies and/or commitment in time, energy and resources, have made positive contributions to improving the quality of life of those they serve by reducing health disparities impacting their communities. The awards also serve as a guide to others in the fight against cancer, which has so negatively impacted much of our global society.

OUR MISSION

Recognizing that prostate cancer was only one of the conditions that negatively impact medically underserved communities, we expanded our mission to help change health disparities of all kinds within these communities so our Action Statement will have even more meaning—"Until There is a Cure, We Will Help You Cope."

VIRGIL'S MESSAGE

When we inaugurated the "In The Know Awards" in 2005, we envisioned the fight against health disparities in high-risk, minority and medically underserved communities. However, changes in the spectrum of health care in America have caused us to begin to re-think the impact of disparity.

The U.S. spent over \$1.6 trillion on healthcare, roughly 15% of our total Gross Domestic Product, yet we have over 47 million Americans without insurance coverage. We spend 40% more per capita than other developed nations, yet we are the only one that doesn't offer a basic health benefits package to its citizens. We spent 1/7 of our nation's productivity and we see corporations reducing retiree health benefits, increasing the active employee's share of health care costs, yet we still are non-competitive in the global marketplace due to the cost of domestic healthcare. Despite the amount being spent on healthcare, the World Health Organization ranks the U.S. at 37th place in health system performance versus France and Italy who ranked #1 and #2 respectively.

The future doesn't hold a great deal of promise either because our "Baby Boom" generation is moving into the age range wherein most critical and chronic diseases are diagnosed. Exacerbating this situation is the fact that fewer doctors are choosing to go into primary care medicine, we are projecting a continuing shortage of nurses all the while we're moving into the time frame when health care costs are their highest. The W.H.O. again projects that by 2020 we will still be 10% lower than the global average per 100,000 for health service professionals.

Today we spend more than \$37 Billion annually to provide healthcare to the uninsured through governmental and private indigent care programs - a safety net that is rapidly evaporating with medical establishment guidelines based on pay-for-performance. The reality of life in America is that our healthcare costs will rise as we age; but that fact is further impacted based on the anticipated increase in the number of years we will have to work - by 2014 more than 20% of our labor force will be actively employed past the age of 55.

Since 1944 our Presidents have promised a reform in healthcare, the promise of an unbridled future for our children, the right to adequate medical care and the opportunity to achieve and enjoy good health. The Status Quo is not working for the masses of consumers, nor is it economically sustainable even if it were. It is the best of times and the worst of times; but, for our present and our future, it must become changing times.

Virgil H. Simons
Founder & President
The Prostate Net, Inc.



MASTER OF CEREMONIES

Clifton Leaf

Award-Winning Journalist, Author and Cancer Advocate

Clifton Leaf, an award-winning journalist and member of the board of directors for Susan G. Komen For the Cure, is currently writing a book on the war on cancer for Alfred A. Knopf, which is due to be published in late 2008.

Previously, he was Executive Editor at Fortune, where he edited a number of the magazine's major features and, for several years, directed its Wall Street and investing coverage. In addition, Cliff has written a number of articles for Fortune, including his 2004 cover story, entitled "Why We're Losing the War on Cancer (And How to Win It)," which won the Gerald Loeb Award for Distinguished Business Journalism, the Henry R. Luce Award for public service, and the NIHCM's 2005 Health Care Journalism Award. In May 2006, Cliff received the Andrew Heiskell Award, Time Warner's highest recognition for community service. The Fortune story, which has been cited in dozens of articles in prominent scientific journals, continues to spark a vigorous global debate about whether efforts against this disease are properly focused.

Cliff, a two-time nominee for the National Magazine Award, has presented testimony to the President's Cancer Panel, and delivered the prestigious "Grand Rounds" at the National Cancer Institute. He has given the plenary address at the annual meeting of the American Association for Cancer Research as well as invited lectures at the M.D. Anderson and Dana-Farber/Harvard Cancer Centers. A keynote or featured speaker at more than a dozen major medical and scientific conferences, Cliff has served as moderator or panelist in three Capitol Hill "Town Halls" for members of the U.S. Congress and as a scientific reviewer for the Congressionally Directed Medical Research Program at the Department of Defense.

Honored by the National Coalition for Cancer Survivorship with its 2005 Ribbon of Hope award, Cliff has received leadership awards from Friends of Cancer Research and The Prostate Net and was named a Highly Commended Journalist last year by the European School of Oncology. He has written for *The New York Times* and many other national publications, and has been a guest on *Charlie Rose*, the *Today Show*, *CNN*, other television news programs, and National Public Radio. A graduate of Williams College (1985), Cliff later received a Master of Fine Arts in writing from Sarah Lawrence College (1993).



CLINICAL RESEARCH EXCELLENCE

T. Ming Chu, Ph.D.

Roswell Park Cancer Institute

T. Ming Chu, Ph.D., is an early pioneer in using tumor cell products for the diagnosis and therapy of cancer. He played a leading role in the discovery of prostate specific antigen (PSA) and the development of the PSA test. Dr. Chu is Chair of Diagnostic Immunology Research at Roswell Park Cancer Institute. A native of Taiwan, he received a Ph.D. in Biochemistry from Pennsylvania State University in 1967.



Shortly after joining Roswell Park, Dr. Chu embarked upon a major prostate cancer research project with a team of able colleagues. His goal was to identify prostate tumor-specific or associated antigens, and to develop a blood test for early detection of prostate cancer.

Dr. Chu's work, in collaboration with Ming C. Wang, eventually resulted in the discovery and purification of PSA from the prostate. With PSA and antiPSA in hand, he turned his attention to the development of the PSA test. Working with Lawrence D. Papsidero, he was able to demonstrate the presence of PSA in the sera of prostate cancer patients.

Together with Manabu Kuriyama, Dr. Chu then developed an enzyme linked immunosorbent assay for PSA. The results revealed the potential diagnostic value of PSA. Working together with the National Prostatic Cancer Project urologists, he and Gerald P. Murphy evaluated the additional clinical value of PSA. PSA was of prognostic value in patients with advanced disease. Serial PSAs were also of value in monitoring prostate cancer patients undergoing treatment. Significantly, patients with localized prostate cancer, who underwent curative therapy and later developed metastasis, were found to exhibit increasingly elevated PSA before disease recurrence was detected clinically. Furthermore, Dr. Chu and his laboratory colleagues showed that PSA is expressed in vitro and in vivo by prostate tumors and is a marker for prostate epithelial cells. Hence, the basis for the use of PSA in the diagnosis of prostate cancer was established firmly.

Dr. Chu also reported the first experiments characterizing fundamental properties of PSA. Together with Drs. Wang and Rueyming Loo, he showed that PSA biochemically is a glycoprotein in isomeric forms. He then tried to discern what its biological function is, if any. Together with Yoshihito Ban, he presented the answer in a ground-breaking paper, which is the first report that PSA biologically is a unique protease. This finding also provided the genesis of today's "PSA-protease inhibitor" complexes.

A simplified purification procedure for PSA and the preparation of antiPSA monoclonal antibody further facilitated the widespread use of the PSA test. Dr. Chu is also responsible for the transfer of PSA technology to the biomedical industry, which subsequently has made PSA reagents readily available. Consequently, expanded basic research and clinical application of PSA was extensively conducted by investigators all around the world. One measure of the profound impact of Dr. Chu's pioneering PSA work can be quantified from the exponential increase in the number of papers published on PSA from only one in 1979 to the rate of more than one day at present. The tremendous number of investigations on PSA eventually led to the approval of the PSA test by the Food and Drug Administration for the purpose of monitoring in 1986 and for diagnosis of prostate cancer in 1994.

PATIENT ADVOCACY

Everett Dodson

Howard University Prostate Cancer Program

Everett Dodson has worked at Howard University Cancer for more than a decade in the capacity of patient advocate for prostate cancer. As a result of his advocacy work in prostate cancer he has just been selected and named to the National Cancer Institute Directors Consumer Liaison Group, which is a prestigious honor at the national level.

Mr. Dodson works closely with The Prostate Net's "Going to the Barbershop to Fight Cancer" initiative to raise awareness about prostate cancer; he is actively engaged with Washington area barbershops to promote prostate cancer awareness. Further, Mr. Dodson works with The Prostate Health Education Network (PHEN), a national advocacy group looking to educate and raise awareness about prostate cancer in men who are at the highest risk for this disease in the United States, African Americans. PHEN utilizes a national network of prostate cancer support groups to assist their efforts. And, he also works with PHEN to establish prostate cancer survivor groups in churches in the Washington, D.C. area.

In September 2005 and 2006 PHEN hosted the African American Prostate Cancer Disparity Summit on Capitol Hill Washington, D.C. As a member of the National Advisory Board for the summit, Mr. Dodson was selected to speak as a community advocate for prostate cancer survivors and families. Mr. Dodson also advocates for legislation that will serve as a vehicle for national health agencies to provide the necessary funding and research to properly address prostate cancer disparities among African-American men.

As the Chairperson for the Washington, D.C. Metropolitan Area chapter of the National Black Leadership Initiative on Cancer (NBLIC), Mr. Dodson is regularly consulted by the national office for input regarding national prostate cancer initiatives. In 2006 the national office began a program to educate African American ministers about cancer clinical trials. Once again he was invited as a featured speaker, to help ministers better understand the process of participating in clinical trials.

Mr. Dodson is a member of the DC United Minority Based Community Clinical Oncology Program (MBCCOP) and serves as the head Clinical Research Associate for the national prostate cancer prevention trial entitled 'SELECT (Selenium and Vitamin E Cancer Prevention Trial)' at Howard University Cancer Center. In this role Mr. Dodson has advocated and reached out to African-American men to get them involved in the SELECT trial. The idea that African-American men are excluded too often did not happen at Howard University as a result of Mr. Dodson's advocacy and leadership role. We are very pleased that the SELECT study is a trial that has not only been made available to men of color but the men are actively engaged in the study and have been for several years as a direct result of his efforts.

Mr. Dodson also serves as the director of the prostate cancer screening program. He has worked very diligently to build a coalition that involves the Howard University Cancer Center, the Howard University Hospital, and community support to make this effort sustainable. He has advocated for treatment and diagnostics for all and as a result all men who are screened for prostate cancer at Howard University Cancer Center is provided this service for free as well as the necessary follow up when needed. Men are



LOCAL COMMUNITY SERVICE

Lynne Holden, M.D.

Dining with Doctors Program

Part of the umbrella "Mentoring in Medicine" program, "Dining with Doctors" finds and nurtures socioeconomically disadvantaged students in urban schools from third grade on to help them develop the tools necessary to successfully achieve their goal of becoming health care professionals. Mentoring in Medicine exposes students to a variety of health care professionals of color to serve as role models and to ignite an interest in health careers. Mentoring in Medicine strives to obtain measurable increases in health care literacy for students and caregivers through multiple vehicles including professional seminars, student project presentations, health fairs, health screenings and literature dissemination.



The programs are dedicated to reducing health care disparities in socio-economically disadvantaged populations through education, research, advocacy and leadership development by working collaboratively with educational systems, community based organizations and churches. Teaching healthy living, encouraging the desire to be a health professional and empowering the child to reach their goal while supporting them along the educational path is the aim of Mentoring in Medicine.

Featured in a November 17, 2006 New York Times feature story, Dr. Holden founded the program as a way to find bright kids interested in medical school careers, then guide them through each phase of their academic and future career path. An emergency medicine physician at Montefiore Medical Center in the Bronx, she and her team of committed volunteers continue to be amazed at how many ethnic youth have not been exposed to Black or Latino doctors as health care providers—or community role models.

"If students hear the stories of some of us who, quote unquote 'made it' ... it may inspire them," said Dr. Holden. According to the Times story, "Our hope is to flip the switch about the definition of success. Success for most of these young people is having a lot of money because you're a rap star – things that are fleeting if they're there at all." Dr. Holden's wish is to let young people know that white coats and stethoscopes can also be cool!

The group is particularly working to interest young African American men in health care professions. Noting that young men of Caribbean and African descent are well represented in Mentoring in Medicine, the program showcases a wide range of specialties, including psychiatry, so young people can see the wide range of career options available.

BROADCAST MEDIA

NY1

Local Broadcast

NY1 News is Time Warner's 24-hour news channel in New York City. Available exclusively on Time Warner Cable, NY1 covers the city's five boroughs with more than 25 full-time reporters. NY1 signed on in the fall of 1992 from its newsroom on Manhattan's West 42nd Street. As it approached its tenth anniversary, the station moved into a new state-of-the-art facility in the historic Chelsea Market building in January of 2002. With an integrated, all-digital production system and more than 600 hours of computer-based video storage, the facility represents one of the most advanced newsgathering operations in the world.

NY1 expanded into New York City's Latino community by launching the city's first 24-hour Spanish-language news channel, NY1 Noticias in June 2003. The channel is available on Time Warner Cable's DTV channel 801.

The idea for NY1 was born in the spring of 1991, when Time Warner decided to establish a local cable news channel for its New York City cable system. From the start, the idea behind NY1 was to combine advanced news-delivery technologies with a reporter-driven format in which reporters write and shoot their own stories.

Richard Aurelio, then the president of Time Warner's New York City Cable Group, who ultimately became NY1's first president, founded the channel. Aurelio hired Paul Sagan as Vice President of News and Programming in September 1991, after which Sagan hired Steve Paulus as News Director, Harlan Neugeboren as Director of Technical Operations and Steven Georges as Director of Finance. This team created the channel's format, equipped the news facility, and began hiring the news staff in the spring of 1992.

NY1's first home was 460 West 42nd Street, the former home of Univisa, a Spanish language television network. In the early days, reporters attended a video journalism "boot camp" in the Time and Life building. While some reporters had used their own cameras in other markets, most had had no exposure to the technical side of journalism. Following their training, the reporters and the rest of the staff took part in an additional two-month training period that included four weeks of real-time rehearsal. A watershed event came in the final weeks of training, with the collapse of a former post office building on Manhattan's West Side. Although not on the air, NY1 covered the story as if the channel was fully operational, interviewing survivors and witnesses and reporting the story more fully than competing television outlets.

Since then, NY1 has won universal acclaim for its comprehensive coverage of the five boroughs, from its extensive coverage of the 1995 visit of Pope John Paul II, to its unsurpassed coverage of the 2001 World Trade Center attacks and their aftermath. In 1996, NY1 expanded its reach with the launch of NY1.com, which in 2003 was named Best News Website in the region of New York, New Jersey and Connecticut, by the Radio-Television News Directors Association. Today, NY1 News is one of the most-watched cable channels in New York City. Steve Paulus is now the Senior Vice President and General Manager of News and Programming, and Bernie Han is NY1's News Director.

By the station's eighth anniversary, it moved to the historic Chelsea Market Building. Harlan Neugeboren, who by then was Time Warner Cable's Senior Director of New Technology, worked with then-NY1 Director of Operations Jeff Polikoff to design and oversee the construction of the high-tech newsroom. NY1's digital facility is a virtually tapeless operation in which reporters shoot their stories on digital videotape, and then return to the newsroom where the material is ingested into a powerful computer server system. This makes the footage immediately available to the entire staff so that material can be quickly edited and programmed. Graphics and other elements are also available through the system for immediate use.

NY1 News' primary format is the half-hour news wheel. The standard wheel begins with a NY1 Minute, followed by a brief weather forecast and the first group of news reports. "Weather On The 1s" is repeated at the 11th minute of each wheel, and is followed by the second grouping of news reports and another weather report at the 21st minute of the wheel. The last group of reports at the bottom of the half-hour contains feature stories that comprise the "NY1 Living" rotation. NY1's round-the-clock coverage is supplemented throughout the day with a slate of live news, sports and public affairs programs. NY1 News has become an indispensable community asset and is now the model for cable news channels nationwide. By combining innovative technology with a strong commitment to reporting, NY1 presents viewers with the most comprehensive New York City news, sports, weather, business and features. For New Yorkers, NY1 is the only local news worth watching.

ELECTRONIC MEDIA

Steve Adubato, Ph.D.

Caucus: New Jersey

Steve Adubato, Ph.D., has enjoyed a distinguished career as a broadcaster, author and motivational speaker. A university lecturer, Emmy Award-winning television anchor, and Star-Ledger columnist, Dr. Adubato also served in the mid 1980s as New Jersey's youngest state legislator at 26.

He currently anchors two Channel Thirteen/WNET (PBS) broadcasts – Caucus, an Emmy Award-winning public affairs television, series, which is also broadcast on NJN-Public Television, and Inside Trenton, a news program which covers political issues on a weekly basis. He is also the executive

producer and host of One-on-One with Steve Adubato, an in-depth interview program broadcast from Maine to Maryland on CN8-the Comcast Network and Cablevision.

Steve received four prestigious Emmy Awards for his work on public television. In 1995, 2000 and again in 2001, the Mid-Atlantic Chapter of the National Academy of Television Arts and Sciences presented Steve with Emmy Awards in the category of "Best Host."

In addition to his work on public television, Steve is an expert media analyst for MSNBC and a columnist for MSNBC.com, and has also appeared on the "TODAY" show as an expert commentator. He previously appeared on the FOX News Channel as an expert commentator and has also provided media commentary on CNN, Court TV and C-Span. Steve currently provides political commentary on 77-WABC, the #1 talk radio station in the country and has hosted on the network.

In 1999, Steve Adubato, Ph.D. founded Stand & Deliver: Communication Tools for Tomorrow's Leaders. The Stand & Deliver Program addresses the challenge facing many youth today, which is the ability to communicate effectively. The various topics covered in the program include leadership and team building, presentation skills, interviewing techniques, conflict resolution, listening skills and overall communication effectiveness. Annually, the Stand & Deliver program provides over 250 Newark area young adults with the tools they need to become better citizens and to more effectively compete for and succeed in future employment. Additionally, he is president of Stand & Deliver: Make the Connection, a dynamic, hands-on professional development and executive coaching program created to help professionals reach their potential as leaders. Clients include Wachovia, Prudential, USB PaineWebber and Merrill Lynch.

Dr. Adubato writes a weekly column for The Star-Ledger focusing on communication and leadership, which reaches over 1 million readers. Also a syndicated columnist, he contributes to New Jersey Monthly, the Atlantic City Press and NJBIZ. In addition to his career as a broadcast journalist, Dr. Adubato is a Rutgers University visiting lecturer with a Ph.D. from Rutgers in the field of mass communication and a Masters from the Eagleton Institute of Politics at Rutgers. A "distinguished visiting professor" at Montclair State University in the field of broadcast journalism, his research and writing has focused on the role of the media in American society and the current state of journalism.

Involved in a variety of charity and community-oriented initiatives, Dr. Adubato currently serves on the following boards: Saint Barnabas Burn Foundation, North Ward Center, American Heart Association and Columbus Hospital Foundation. Most recently, New Jersey Monthly magazine named him one of the top five most powerful media figures in the state. New Jersey Monthly has also selected him as one of the "50 Most Interesting People" in the state as well as one of the "25 Most Influential People in New Jersey." He is the author of two books, *Speak from the Heart: Be Yourself and Get Results* and *Make the Connection: Improve Your Communication at Work and at Home*. His third book, "What Were They Thinking" will examine highly publicized and often controversial public relations and media mishaps.



BARBER OF THE YEAR

Kut-A-Way Barbershop

Earl Scott, Sr. & Calvin Gunther

According to the Mercer County Cancer Coalition and the Brava/NJCEED Program, Kut-A-Way Barbershop principals Earl Scott, Sr. (owner) and Calvin Gunther (manager) have made a significant impact on the health of Trenton men in a short period of time—encouraging them to get screened for prostate cancer and take better care of their overall health.



Their leadership roles are exemplified through their commitment in time, energy and personal resources to help to bring health services to a medically underserved community, primarily African American males. These efforts resulted in a Trenton Times Health & Fitness section feature article, bringing further attention, awareness and recognition to these important issues.

Both barbers received certificates as “Community Health Motivators,” after participating in The Prostate Net’s “Going to the Barber-shop to Fight Cancer” program. Not only have they stocked Kut-A-Way Barbershop with pamphlets, they have plans to participate in the “Wired Barbershop” program, installing a computer where clients can sign up for testing.

As part of their grand re-opening in June, Mr. Scott provided refreshments for barbershop patrons and partnered with the Mercer County Cancer Coalition, Trenton Health Impact Van and the Brava/NJCEED Program to perform onsite screenings at his shop. An area physician, who is a Mercer County Coalition member, came to the shop and presented an educational talk to more than 25 men on good prostate health and screening, followed by a question and answer session to address specific questions and concerns. Afterwards, the Trenton Health Impact Van did the prostate cancer screening which included the PSA blood test and digital rectal examinations (DRE). Eleven men were screened that day, many for the first time and each left, with the knowledge that they had taken a giant step in doing something positive for their health care. All of the men’s results were negative. Mr. Scott, who is also a barber in the Trenton State Prison, intends to carry the message to the men there about prostate cancer screening and early detection.

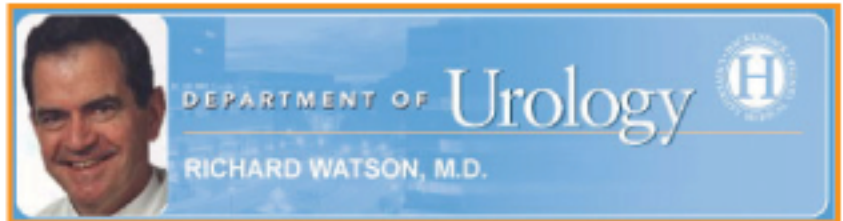
The barbershop has been the historic community place of socialization and sometimes medical care for men and a hub for the flow of community information. The barber is perceived historically as a leader in the community whose traditional role is an opinion shaper from his community. Therefore, barbers can embrace the new role as lay health motivator and liaison for the New Jersey Barbershop Initiative. This initiative has proven to be an effective community-based outreach, awareness, education, referral and support program model to reach and assist low income and medically underserved men who need NJCEED prostate cancer screening services. The partnership between the Prostate Net, the NJCEED Program and the Mercer County Cancer Coalition has enabled many men to be screened for prostate cancer and to ultimately “save lives.”

The fully licensed and certified Kut-A-Way Barbershop uses culturally appropriate health education materials and video presentations, to increase a client’s knowledge about risk factors, health lifestyles and the preventive health maintenance schedule. In particular, while a client receives a hair-cut, they can easily view the “Making Healthy Choices” video—right from the barber chair. Statistics indicate that African American men are very reluctant to seek preventative health care services or follow-up health care for diagnosed conditions. The goal of the shop is to provide outreach, health education, and referrals for screenings. And, they also seek to foster a relationship between men and their primary care providers, providing further health and long-range treatment opportunities. Expanding their influence, plans are in the works for a June 2008 Kut-A-Way Barbershop special event to share their experiences with other barbers— allowing them to also have a positive impact on community health.

CLINICIAN

Richard Watson, M.D.

*Hackensack University Medical Center
Prostate Cancer in Native American Men*



Richard Watson, M.D. is Chief of Ambulatory Urology, Department of Urology, Hackensack University Medical Center (HUMC), Hackensack, NJ and Professor of Surgery Cotermious (Urology), Division of Urology, UMDNJ New Jersey School of Medicine, Newark, NJ. He also serves as Urology Residency Program Director, UMDNJ and Site Director for this program at HUMC. For more than 40 years, he has served as a distinguished clinician in the armed services and teacher/mentor of medical students at leading institutions throughout the U.S.

Dr. Watson received the "Golden Apple Award" for excellence in teaching on numerous occasions from students at UMDNJ. As a testament to his teaching and mentoring skills, Dr. Watson is asked to provide the keynote address to incoming medical students and deliver the Hippocratic Oath to graduating medical students.

At UMDNJ he serves in numerous capacities, including attending physician, urology; director of ambulatory urology and resident education and professor of surgery (urology). He received his M.D. degree from Georgetown University School of Medicine and completed his internship at Walter Reed Army Medical Center in Washington, D.C. Further, he completed his urological residency at Tripler Army Medical Center in Honolulu, Hawaii. His subspecialty interests include voiding problems, urinary Infections, prostatitis, cystitis, kidney/bladder stone disease, geriatric urology, prostate Cancer and Native American health issues.

Dr. Watson's experience includes a distinguished medical urology career, including service from 1967-1993 as Colonel, Medical Corps, U.S. Army (Retired), where he received the Army Legion of Merit and Department of Defense Superior Service Medal, as well as the Expert Field Medical Badge. He was assistant chief, urology service and clinical investigative service, Letterman Army Medical Center - San Francisco, CA; director, directorate of clinical services and graduate medical education, headquarters, Joint Military Medical Command, Randolph Air Force Base, TX; adjunct associate professor, Department of Emergency and Military Medicine, Uniformed Services University of Health Sciences, Bethesda, MD.

He has published 62 articles; most recently, collaborative authorship of:

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Award Recipient Biographies

LOCAL GOVERNMENT

Stanley Weiss, M.D.

University of Medicine and Dentistry-New Jersey (UMDNJ)
New Jersey Office of Cancer Control and Prevention

Stanley H. Weiss, M.D., receives the "In The Know" award for his epidemiologic accomplishments, which continue to make major impacts on public health. In 2004, UMDNJ profiled him as one of our nation's best doctors. His work spans oncology, public health practice, public health policy, asthma, infectious diseases, and HIV/AIDS.



During fiscal 2007 alone, he was an author of 28 publications; to date Dr. Weiss has authored over 350 published book chapters, abstracts and articles in highly regarded peer reviewed journals and regularly presented at national and international scientific meetings. His review articles, such as chapters on Laboratory Diagnosis and on Occupational Issues in a textbook on AIDS, have been highlighted for praise in scientific journal book reviews. He played an integral role in making multiple key discoveries in the field of human retroviruses and is regarded as an international expert in the epidemiology of infectious diseases and of retroviruses. Over the last several years, he has made critical contributions concerning comprehensive cancer control and asthma in New Jersey, with major leadership roles. In May 2007, UMDNJ's School of Public Health awarded Dr. Weiss its Faculty Community Service Award in recognition of his accomplishments.

Dr. Weiss was a major contributor to the process of developing the New Jersey Comprehensive Cancer Control Plan (NJ-CCCP) by the Governor's Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey. The Task Force has appointed Dr. Weiss as the Chair of its standing Evaluation Committee. He also works closely with the Office of Cancer Control and Prevention of the New Jersey Department of Health and Senior Services on matters of implementation of the NJ-CCCP, supported by funding to Dr. Weiss as Principal Investigator. Dr. Weiss' recent research includes studies of a cluster of a rare breast tumor in New Jersey.

As noted, Dr. Weiss is active in the study of asthma, both as a member of the Coordinating (Leadership) Committee of the Pediatric/Adult Asthma Coalition of New Jersey, as co-chair of its Evaluation Task Force, and as the principal investigator of multi-pronged studies of asthma funded by the Agency for Toxic Substances and Disease Registry of the Centers for Disease Control and Prevention and the first research SEP funded by the New Jersey Department of Environmental Protection. The membership of the PACNJ, as well as its staff, deeply appreciate the many, many hours he has spent assessing the impact of our asthma programs, which he has done largely on his own time.

Dr. Weiss graduated from Yale College in 1974 summa cum laude and Phi Beta Kappa, where he majored in Molecular Biophysics and Biochemistry. In 1978 he graduated from Harvard Medical School with a Concentration in Infectious Diseases. In 1981 he completed his residency in Internal Medicine at Montefiore Hospital and Medical Center in the Bronx, including some epidemiology research at the Centers for Disease Control in Atlanta. He then completed Medical Oncology and Epidemiology fellowships at the National Cancer Institute, part of the National Institutes of Health (NIH). From 1986 to 1988, Dr. Weiss was an Adjunct Assistant Professor in the Department of Preventive Medicine/Biometrics, F. Edward Herbert School of Medicine, Uniformed Services University of the Health Sciences, Bethesda, MD. In 1987, he joined the full-time faculty of the New Jersey Medical School as an Assistant Professor, in 1993 was promoted to Associate Professor with tenure, and in 2004 to full Professor with tenure. Dr. Weiss also has a secondary appointment as Professor of Quantitative Methods in the UMDNJ School of Public Health.

Dr. Weiss is Board Certified in Internal Medicine and in Medical Oncology, and is a Fellow of the American College of Epidemiology, a Fellow of the Infectious Diseases Society of America, and a Fellow of the American College of Physicians. He is a member of the American Society for Clinical Oncology, as well as many other professional organizations. He has been continuously listed in "How to Find the Best Doctors: New York Metro Area" published by Castle, Connolly Medical Ltd beginning with its first edition in 1997. In September 2003, New Jersey Monthly listed Dr. Weiss as one of the "New Jersey's Top Doctors," with Dr. Weiss as the first physician to be listed in the newly initiated category "Preventive Medicine." Dr. Weiss is also listed in the Castle, Connolly Medical Ltd. national edition, "America's Top Doctors," 2003 (3rd edition). Internationally, he has provided expert consultation to multiple agencies, including the World Health Organization and the NIH.

EPIDEMIOLOGICAL RESEARCH EXCELLENCE

Sherri Sheinfeld Gorin, Ph.D.

New York Physicians Against Cancer (NYPAC)

All professional guidelines recommend health care provider discussion of the risks and benefits of the PSA and DRE with each age-eligible man. Physician recommendation is the single most important predictor of prostate cancer screening. Yet, there are no systematic guides for the physician to counsel patients on the risks and benefits of screening, treatment options for positive screens, and to clarify the patient's own preferences.

For more than seven years, *The New York Physicians Against Cancer* has studied the dissemination of cancer screening to primary care physicians who are practicing in communities with high cancer burdens. The approach to disseminating cancer screening has been academic detailing, a brief, evidence-based, and physician-tailored educational program. *The New York Physicians Against Cancer (NYPAC)* has demonstrated the effectiveness of academic detailing in changing physician behavior relative to Continuing Medical Education, and reducing clinical inertia. As leaders in the development, implementation, and dissemination of this effective approach to physician practice change in communities of high cancer burden, NYPAC seeks to decrease prostate cancer-related morbidity and mortality among African American men, among whom the disease burden is greatest.

While NYPAC did not invent academic detailing, they have been international leaders in its use for cancer screening among primary care providers. In our ongoing study, NYPAC applies digital detailing to the dissemination of prostate cancer screening guidelines to primary care physicians in communities including the South Bronx, Harlem, Newark, New Jersey, and West Philadelphia. Through focus groups with African American men living in these communities, we have uncovered unique barriers to understanding prostate cancer screening. Very few of these men recognize the PSA, or know that it is a blood test. Colorectal cancer and colonoscopy are confused with prostate cancer and prostate cancer screening in nearly every group discussion. Focus group members report their major perceived barriers to prostate cancer screening as: perceived pain (from the internal exam), fear, threat to manhood, dislike of physician visits, and no symptoms.

While more than half of study physicians discuss the impact of early detection of prostate cancer on patient quality of life, they explore relatively few of the other components of informed decision making for prostate cancer screening before administering the test to patients, suggesting the importance of our intervention approach.

Sherri Sheinfeld Gorin, Ph.D., is Director of NYPAC. An Associate Professor of Health and Behavior Studies, Columbia University and senior member of the Herbert Irving Comprehensive Cancer Center, Dr. Sheinfeld Gorin is trained in the study of organizational behavior, health services research, and cancer epidemiology, most recently, from Columbia University. She serves as a permanent member of an NIH study section, as well as on American Cancer Society and Department of Defense review groups, and is Convener of Feedback for the international Cochrane Collaboration. She is a leader in the Society for Behavioral Medicine, the American Society for Preventive Oncology, and the American Association for Cancer Research. Her most recent book with co-author, Joan Arnold, *Health Promotion in Practice*, has received a 5-star review by Doody's Book Reviews,TM the most comprehensive database of books and software in the health sciences.



MEDICAL CENTER

Lovell Jones, Ph.D.

*Center for Research on Minority Health
M.D. Anderson Cancer Center*

A pioneer in the field of minority health research, Lovell Jones, Ph.D. has been at M.D. Anderson Cancer Center since 1980, directing research critical to the wellness of African Americans, children of migrant farm workers, Asian Americans and other at-risk communities. He received his Ph.D. in zoology, with an emphasis in endocrinology and tumor biology from the University of California at Berkeley.



Between 1980 and 2001, he received more than \$8 million in direct cost research funding for studies from the National Institute of Health (NIH), the Rockwell Foundation, Walton Foundation, Kellogg Company, American Health Foundation and Exxon-Mobil Foundation. Current research project include: Women's Healthy Eating and Living (WHEL) Study, investigating diet in preventing tumor recurrence in breast cancer survivors; African American Women's Nutrition for Life Project, investigating the role of diet and exercise on reducing breast cancer in premenopausal women; Export Grant, investigating the relationship between the environment and genes in disease development among migrant farm worker children and educational programs for Asian Americans and other medically underserved populations.

Dr. Jones is the founding co-chair of the Intercultural Cancer Council (ICC), the nation's largest multicultural health policy group focused on minorities, the medically underserved and cancer. He has edited "Minorities & Cancer," one of the few comprehensive textbooks on this subject. He is a founding chair of "Minorities, the Medically Underserved and Cancer," the nation's largest multicultural conference which provides a forum for exchanging the latest scientific treatment information. This biennial conference brings together people from all ethnic communities and social strata to share strategies for reducing the incidence of cancer among these populations. Dr. Jones also has spearheaded regional hearings on cancer and the poor for the American Cancer Society.

From 1989 to 1995, Dr. Jones was co-principal investigator of the National Black Leadership Initiative on Cancer, the first major minority outreach project sponsored by the National Cancer Institute. He served on the board of directors of the National Coalition for Cancer Survivorship, the National Advisory Environmental Health Sciences Council of the National Institutes of Health (NIH) and the Prostate Health Council of the American Foundation for Urologic Diseases.

In 1991, Dr. Jones chaired the Training Session of the Strategic Fact-Finding Meetings on Minority Health and Training in Biomedical Sciences for the Office of the Associate Director of Research on Minority Health (now the Center for Minority Health & Health Disparities) at the NIH. He also participated in a 1994 review of the activities of the Office of Research on Minority Health at NIH. A co-author of the congressional resolution that designated the third week in April as "National Minority Cancer Awareness Week," Dr. Jones was honored in May 2000 on the floor of the U.S. House of Representatives for his work addressing health disparities and the underserved.

Dr. Jones currently serves on the Institute of Medicine's Roundtable for Environmental Sciences, Research and Medicine and on the Environmental Protection Agency's Scientific Advisory Panel. He has served on the Breast Cancer Integration Panel for the Department of Defense and has published over 100 scientific articles on subjects ranging from hormonal carcinogenesis to health policy. His work with estrogen has led to major findings, including discovery that compounds labeled as weak environmental estrogens may cause adverse effects when exposure occurs during a critical time of development. Because of these results, researchers have begun to rethink when they define environmental estrogens as weak. He is a member of the American Association for Cancer Research, Endocrine Society and other distinguished medical organizations.

LIFETIME ACHIEVEMENT

Donald S. Coffey, Ph.D.

*Professor of Urology, Oncology, Pathology and
Pharmacology and Molecular Sciences
Johns Hopkins University School of Medicine*

Donald S. Coffey, Ph.D. has been the premiere research scientist in prostate cancer for several decades. He has trained or influenced most of those who discovered advances in the understanding and treatment of the disease.

Don Coffey was born in Bristol, Virginia, on October 10, 1932. The town of Bristol straddles the border of Virginia and Tennessee, and in 1951 when he entered King College it was in Bristol, Tennessee. His first two years at King gave no indication of the academic direction he would follow later but were good preparation for the business of living. Aside from basketball and track, he read philosophy, wondered about religion and war, participated in political action, and met his future wife, Eula Cosby. In 1953, after a separation from King College, he married Eula and entered the University of East Tennessee.

His desire was to do research in cancer at Hopkins. However, his academic credits were not sufficient to get into graduate school (he had already been rejected by 23 schools) but he was able to attend evening classes at McCoy College, the Hopkins night school. While there, he found out about an opening in the medical school at the Brady Research Laboratory and was hired to work at night.

Coffey began his graduate studies in physiological chemistry under Dr. Leslie Hellerman in 1960. He received his Ph.D. in 1964 and continued his association with Hellerman for several years. In 1969, Coffey became director of that laboratory, holding that position until 1974, when it merged with the Brady Research Laboratory and Coffey was made director of the merged laboratories.

Coffey's versatility had attracted notice in other Hopkins departments and he was appointed assistant professor in the Department of Pharmacology and Experimental Therapeutics in 1966. Coffey was promoted to Associate Professor in 1970 and became Acting Chairman of the Department in 1973-1974 while the chairman. The Department of Oncology made Coffey an associate professor in 1973 and he was promoted to full professor in the Department of Pharmacology and Experimental Therapeutics and the Oncology Center in 1974. In 1975, he was made professor in urology. He served as Director of the Research Laboratories in the Department of Urology for 32 years from 1972-2004. A prominent urological scientist, Dr. Coffey was appointed as The Catherine Iola and J. Smith Michael Distinguished Professor of Urology at the Johns Hopkins University School of Medicine. Dr. Coffey is also a member of the Principal Professional Staff at The Johns Hopkins University Applied Physics Laboratory.

He is Past-President of the American Association for Cancer Research and also The Society for Basic Urologic Research. He has served or is serving on the editorial boards of the Journal of Urology, Advances in Sex Hormone Research, International Union Against Cancer, Prostate, and the World Journal of Urology. He has also been active in the American Cancer Society, Maryland Division; the American Society of Pharmacology and Experimental Therapeutics; the Batelle Human Affairs Research Center Medical Advisory Committee; and the Pasadena Research Foundation. For 19 years Dr. Coffey served as a member of the National Prostatic Cancer Program of the National Cancer Institute and served as National chairperson from 1984-1988.



He has received the Robert Edwards Award from The Tenovus Institute, both the Fuller Award and Lifetime Achievement Award from the American Urological Association, the Society of International Urology-Yamanouchi Research Award, and a 2001 American Cancer Society Distinguished Service Award. He is an Honorary Member of the AOA. Dr. Coffey is also the recipient of two Merit Awards from the National Institutes of Health. He has published more than 250 research publications.

Coffey now speculates that cancer may be caused by a defect in the nuclear matrix during the reproduction of the DNA and not in the strands themselves. The nuclear matrix is complex, and the fact that it is being studied in many laboratories is Coffey's major achievement. Coffey believes his main accomplishment may be in attracting young students and basic scientists to join the efforts of the Brady laboratories. Mixing the thoughts and efforts of these young scientists with the urology residents in the laboratory year is synergistic for both groups. These young basic scientists are now populating the urological and research field.

Donald S. Coffey, as director of the Brady Urological Research Laboratory, has continued in the "heritage of excellence." In a tribute to him Dr. William W. Scott said:

Donald Coffey is one of the most gifted and finest human beings I have had the pleasure of knowing in my entire experience in academic medicine. He has the unusual capacity of being able to get at the heart of the matter whether it involves basic researches on the nuclear matrix or better ways of predicting the biological potential of human prostatic cancer.

He gives freely of his time to students, residents, fellow investigators and clinicians and is indefatigable. Combine this with his delightful sense of humor, his genuine love of people and his sense of fairness and you have a wonderful person, which is what he is.

A Year of Progress....

Since our event last year much has happened with our organization and it's only fitting that we take time during this celebration of achievement versus adversity to talk about some of the positives that we've achieved as well:

The Barbershop Initiative™ that launched in 2004 continues to gain momentum with now more than 100 medical centers/health care providers participating. Our association with the National Association of Barber Boards of America has lead to a joint venture to form Barbers International, a grass-roots effort that delivers need-to-know information to barbers enabling them to improve their businesses. A result for us has been that now 4,137 barbers have chosen to become Lay Health Educators™ for their communities by providing health information in their shops.

The Knowledge Net™ is our expansion into the totality of men's health that started with the installation of computer kiosks in selected barbershops and Gilda's Club facilities around the country. The information delivered served to address the problem of communicating messages of risk awareness to medically underserved, minority and high-risk populations.

More importantly, it set the stage for our next iteration into formalized **Research Collaborations** wherein we could be part of the process of developing data that will enable us to better serve our constituencies. Currently we have research partnerships in place or in formation with:

- Connecticut Cancer Partnership – prostate cancer screening
- University of Alabama Birmingham – prostate and colorectal screening
- State of New Jersey CEED program – education and screening
- Howard University – SELECT program
- Duke University – post-therapy effects coping intervention
- Columbia University – prostate cancer screening
- Florida Cancer Coalition – prostate cancer education and intervention

Building our capacity to communicate, we have seen our **"In The Know" newsletter** grow to a hard copy circulation in excess of 22,000 per issue and the online version reaching more than 100,000. Supporting the major information in the newsletter is a **PodCast** featuring a major clinician or cancer researcher detailing the key information points for the individual and his doctor. Realizing the mechanisms of communication will become even more varied, we have a test program in place that will utilize a Cell Cast Network, accessible through 1.877.2CHECKNOW, which will allow us to broadcast text messages to the cell phones of those who've opted into our network and direct the receiver to an URL or toll-free number for more complete information.

Our faith-based initiative directed towards women – The Crowns Project – will continue in selected markets to engage women in heir religious communities to motivate their men to participate in health awareness and screening efforts.

Our service matrices continue in place with one-to-one **Peer Counseling** via our toll-free phone line – 1.888.477.6763 – and email access – support@prostatenet.org

Most exciting is our soon-to-be launched update of our Web sites into a single portal at: www.theprostatenet.org that will provide information to consumers, patients and caregivers, as well as health professionals and community service workers.

Lastly, as part of an advocate lead initiative, The Prostate Net, as a charter member, has joined with other patient groups to become the Worldwide Prostate Cancer Coalition in order that we can act on a global basis to address issues that we all face locally. We plan to be part of the first prostate cancer track at the upcoming World Cancer Congress in Geneva in 2008.

In summary, our mission continues "To Inform To Fight"; providing the actionable information to empower individuals and communities to fight all of the diseases of negative impact. We need your involvement: become a volunteer or donate to help fund our efforts.

-VHS



www.theprostatenet.com

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