

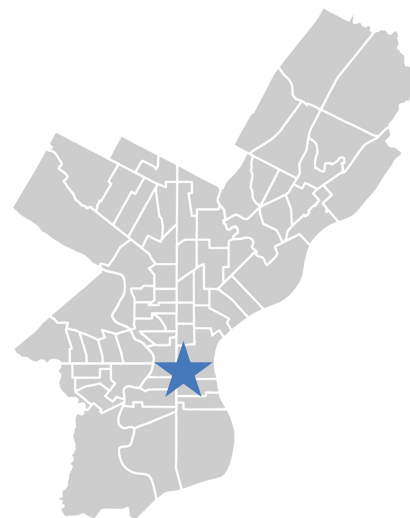
Community Listening Sessions

LGBTQ+ Community Philadelphia FIGHT

This listening session was conducted in Center City at FIGHT, a health services organization for the LGBTQ+ community. (n=6)

Participants were...

- Average Age: 57 years
- 1 female, 5 males
- 100% Black/African American
- 83% have lived in Philadelphia 10+ years
- Average time living in Philadelphia: ~31 years
- 83% have attended at least some college



When hearing the word 'cancer'

Participants associated cancer with:

- Death
- Medical treatments for cancer and the related expenses
- Side effects from treatment, like hair loss and wasting

"I would say cancer is like the second stage of AIDS...go through the hair loss, through the wasting when your body starts deteriorating"

When asked about cancer research

"We can't have the cure if people cannot volunteer to participate in the research"

- People said cancer research represents the hope, that one day the cure will be found.
- Others believe that cancer research can feel non-transparent to the general public
- Some listening session participants expressed having no knowledge about cancer research.

When asked about how to talk about cancer and cancer research

- People recommended showing pictures of cancer as a way for people to understand, similar to photos used to raise awareness about sexually transmitted infections
- Preventive messaging - teaching people what they can do to help themselves

"The preventative message for us with HIV was to practice safer sex... I would love to see what's happening in HIV be the same replica in cancer and cancer research..."

Philadelphia Communities Conquering Cancer (PC3) is a newly formed coalition. Mission: To listen to and engage and empower communities, organizations, and individuals to reduce cancer disparities by aligning resources, sharing information, inspiring research, and reducing barriers to the prevention, early detection, and treatment of cancer for all Philadelphians.

