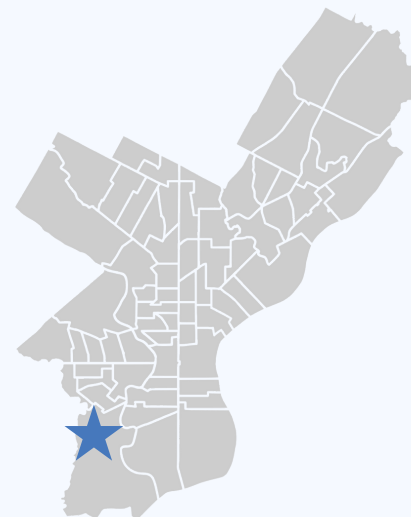


Veteran Community American Legion Post 21

This listening session was conducted in Southwest Philadelphia in partnership with American Legion Post 21. (n=11)

Participants were...

- Average Age: 51 years
- 3 females, 8 males
- 91% Black / African American; 9% Puerto Rican
- One participant was not born in the United States
- Average time living in Philadelphia: ~46 years
- 45% have at least attended some college



When hearing the word 'cancer'

- Participants associated the word 'cancer' with death, fear, and regret, and thought of loved ones who had cancer
- Participants felt the lack of knowledge about cancer and the challenges in describing cancer to others
- Participants wondered why no cure for cancer had been found

"They get afraid because they think something's going to really happen if they don't catch things early and things like that, so it's a big thing when it's a word, 'Cancer.'"

When asked about cancer research

- Participants believed that cancer research is very optimistic, but they are unsure about how practical it is when it comes to whether they have time to participate or the costs
- Participants were skeptical in regard to the amount of money spent on cancer research without finding a cure
- Participants thought all types of cancer research were important, including cancer prevention, treatment, clinical trials, cancer pain management, quality of life, and so on

When asked about how to talk about cancer and cancer research

- Participants emphasized the importance of communicating the purpose of the research with full transparency
- Participants believed group discussions could be a good approach to talking about cancer research
- Participants suggested leveraging the people who already have connections with the community to lead the conversations, such as community relationship officers and block captains

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.

