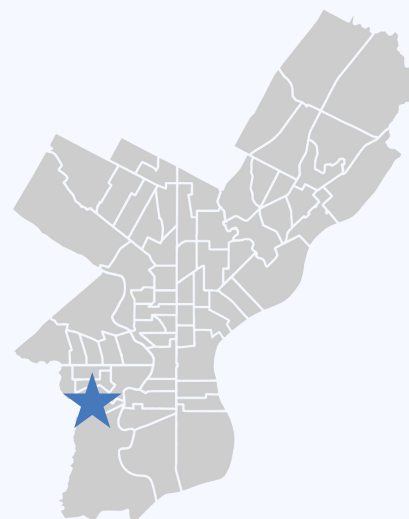


African American Community Bethany Baptist Church

This listening session was conducted in West Philadelphia at Bethany Baptist Church. (n=19)

Participants were...

- Average Age: 72.7.
- 84% were older than 65.
- 18 females , 1 male
- 100% Black / African American
- 100% were born in the United States
- Average time living in Philadelphia: 40+ years
- 100% had at least a HS degree/GED



When hearing the word 'cancer'

- Cancer is closely associated with death and fear
- Many participants shared their personal stories that were impacted by cancer, and how religion helped guide them during the cancer journey
- While the group showed consensus that early detection saves lives, they also expressed concerns about the lack of awareness of cancer screening among the black community, and barriers such as work, distrust, and fear of finding cancer

When asked about cancer research

- Participants have mixed views, both positive and negative. One participant shared her personal experience with clinical trials:

“don't be so quick to say I don't want to be guinea pig, because some stuff really will work for your body if you trust your doctor and they know your symptoms and know that this is going to help you in the long run.”

- Participants think of research as looking for a cure
- Many participants are not aware of other types of cancer research concerning aspects like prevention

When asked about how to talk about cancer and cancer research

- Participants believe that cancer and cancer research should be explained in more simple terms so the general public can better understand it
- Participants emphasized the need for transparency about the risks and benefits of cancer research

“Be up upfront, be honest. Put the word out there that let you know the pros and the cons of it. To me, the most thing, don't lie to me”

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.

