

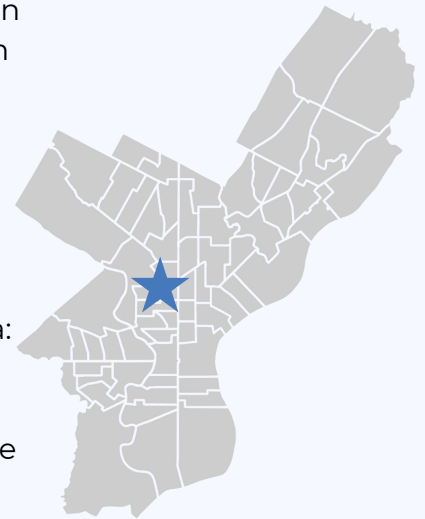
African American Community

Black Doctors Consortium

This listening session was conducted in North Philadelphia in partnership with the Black Doctors Consortium. (n=15)

Participants were...

- Average Age: ~ 57.4 years old
- 13 females, 2 males participated
- 93% Black/African American
- 100% born in the United States
- Average time living in Philadelphia: 48 years
- All participants had at least a HS degree/GED; 86% had at least some college



When hearing the word 'cancer'

- Cancer is associated with uncertainty
- Participants equate cancer to needing a lot of treatments, like chemotherapy, and growing ill
- Participants think about the chances of survival when hearing the word 'cancer'
- Participants think about the importance of having a good healthcare provider and strong support groups

"All cancers are under detected in our community here in North Philadelphia."

When asked about cancer research

- Participants think about searching for a cure
- Participants think about the cost of research
- Participants were receptive to hearing about the different types of cancer research, especially research on cancer prevention and reducing side effects for cancer treatment
- Participants want cancer research to be addressed toward more minority patients

When asked about how to talk about cancer and cancer research

"A good doctor listens to you, they answer your questions, they provide you with resources. They encourage you to get a second opinion"

- Participants believe that healthcare providers should make them feel welcomed and respected
- Participants express the need to explain the risks and benefits of cancer research, as well as the process and logistics, such as the length of the research, waiting period, transportation assistance, etc.

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.

