



**Get In TOUCH!**



# My Story



WALKING IN BLESSINGS!



# Black Women Are Dying Young

- Black women under 30 get breast cancer at **four** times the rate
- Black women under 35 get breast cancer at **twice the rate** and die at **three times the rate**
- About 30% of all newly diagnosed Black breast cancer patients are younger than 50 years old
- Black women under 50 die at double the rate of white women

# **The State** of Black Breast Cancer

**The physiology of Black women has not been a consideration in clinical trial research.**


- The clinical trials for the current standard of care drugs have had little to no inclusion of Black women.
- The average Black women participation rate for current breast cancer clinical trials is less than 3%.
- Despite sincere interest and efforts, the status quo outreach does not address the barriers to research participation and the marketing materials for recruiting





# Black Breast Cancer: Our Definition

Black Breast Cancer is the constellation of exposures, experiences, and lack of science for Black women diagnosed with breast cancer that causes Black women to face disproportionately worse breast cancer outcomes.



# Strategic Pillars

## CLINICAL TRIALS

Clinical Trial Research  
Education, Recruitment  
and Education

## YOUNG WOMEN

Empowering, educating,  
equipping towards  
awareness, action, and early  
detection, prevention

## HEALTH LITERACY AND STORYTELLING

## SURVIVING & THRIVING RESOURCES

## ALLYSHIP

Strategic  
Partnerships

## BLESSTIE LOVE

Support Groups

# Our Mission

**TOUCH, The Black Breast Cancer Alliance was founded to educate, equip, and empower Black women to engage in robust and meaningful breast health conversations and activities that could save lives.**

Our strategic imperatives:

- Disrupt the status quo by bringing both awareness and committed action to our disease
- Provide much needed education and resources to our Breastie community
- Work within the ecosystem to change the game on advancing the science
- Nurture alliances to amplify our voice and actions

# In 2023, we...

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- Talked to over **750,000 Black women** across all of our web series— **The Doctor Is In, Pink Table Talk, & Love Your Bones** that air live on the **BlackDoctor.org Facebook page** reaching **2.7 million**.
- Hit the road with more than **55 curated events across the U.S.** to with meaningful interventions in the lives of to be where Black women where they live, work, play, pray & slay.
- Published our research manuscript ***Increasing Clinical Trial Participation of Black Women Diagnosed with Breast Cancer*** in the Journal of Racial and Ethnic Health Disparities.
- Launched **TOUCH Care**, the first ever advocacy led nurse navigator outreach program for pharmaceutical company clinical trials to elevate the inclusion and participation of Black women.
- Presented an abstract entitled ***“When We Tri(al): Reaching, Motivating, & Effectively Engaging Black Women In Breast Cancer Clinical Trial Research”*** during the San Antonio Breast Cancer Symposium poster session
- Were awarded the **Unite for HER Community Partner of the year, the Warrior Award at the Pink Awards, the Sister to Sister Alliance Appreciation Award, and more.**
- Were included in the September White House Cancer Moonshot Fact Sheet.



# So far this year, we have already lived into our mission to eradicate Black Breast Cancer...

- ... we have made over 13 million impressions.
- ... we have established programmatic partnerships with dozens of organizations across the breast cancer ecosystem and key partnerships with over 80 breast cancer nonprofits.
- ... we spearheaded the first ever summit for Black-led breast cancer organizations, by Black-led breast cancer organizations.
- ... we have hosted & actively supported over 150 live events in local communities.
- ...we have escalated our clinical trial searches to nearly 19,000



# THE DOCTOR IS IN

RELIABLE, RELATABLE,  
REAL TALK ABOUT BREAST CANCER

## THRIVING ON PURPOSE



**RICKI FAIRLEY**  
CEO & Co-Founder  
TOUCH,  
The Black Breast  
Cancer Alliance



**DR. MONIQUE GARY**  
Breast Surgical  
Oncologist  
DO, MSC, FACS

FEAT

YOUR HOSTS

*"A hard zoom to watch & listen to, but I've learned and benefited greatly from listening to you all. Thanks ladies- we move forward together."*

Weekly web series that airs live on the BlackDoctor.org Facebook page  
(Wednesdays at 6pm ET)

Reached over 4 million people (unique people who saw our content) and consistently secured 5k-15k viewers each and every week.





**With over 159K website visits and over 19K individuals sent into the clinical trial portals, When We Tri(al) has shown proven success in addressing earned medical mistrust and changing ingrained attitudes and beliefs about clinical trials.**



# When We Tri(al): Reaching, Motivating, & Effectively Engaging Black Women In Breast Cancer Clinical Trial Research



Authors: Ricki Fairley, MBA; Emily Powers; Hayley Brown; TOUCH, The Black Breast Cancer Alliance

SAN ANTONIO BREAST CANCER SYMPOSIUM® - DECEMBER 5-9, 2023 | For more information: 610-883-1177 | [whenwetrial.org](http://whenwetrial.org) | Contact: Ricki Fairley, CEO: [ricki@touchbbca.org](mailto:ricki@touchbbca.org)

## BACKGROUND

According to the American Cancer Society, Black women in the United States are 41% more likely to die from breast cancer than non-Hispanic white women<sup>1</sup>. A systematic review of participation in clinical trials found that Black patients comprised less than 4% of all patients enrolled in clinical trials for emerging immune-based cancer treatments<sup>2</sup>. **The physiology of Black women has not been a significant consideration in clinical trial research. Clinical trial education, recruiting, and participation are not commensurate with the burden of disease.**

TOUCH, The Black Breast Cancer Alliance (TOUCHBBCA) launched the When We Tri(al) Movement (WWT) in January 2022 with robust multi-media support and nationwide community event activations to educate and empower Black women with culturally-agile messaging from the trusted voices of Black Breast Cancer survivor/thrivers. WWT provides an innovative and engaging learning platform that clearly depicts how clinical trials work, explains standard of care, dispels historical myths, establishes trust, and empowers self-advocacy. **As of October 27, 2023, [whenwetrial.org](http://whenwetrial.org) has garnered over 126,000 visits and sent over 14,000 Black women to clinical trial portals. Over one-third of unique website visitors have gone into clinical trial search portals.**

This quantitative analysis sought to better understand changes in knowledge, attitude, and behavior among participants following exposure to WWT. In addition, the analysis explored methods of delivery of WWT messaging and participants' opinions regarding the most convincing delivery methods.

## OBJECTIVE

To assess the impact of the When We Tri(al) Movement on Black women diagnosed with breast cancer.

## METHODS

Over a sixteen day period in late June and early July of 2023, TOUCHBBCA conducted research among Black women who joined the When We Tri(al) movement using a pre-experimental, retrospective pre-then-post test (RPTP) survey design to assess growth in knowledge and behavior change among Black women exposed to the Movement. This survey received 113 respondents who self-identified as Black and assigned female at birth.

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## SURVEY FINDINGS

### FOLLOWING EXPOSURE TO WWT >>>



**34.5%**

of respondents reported an increase in their understanding of how breast cancer clinical trials work



**31.9%**

reported an increase in their understanding of standard of care in breast cancer clinical trials



**40.7%**

reported an increased understanding of why clinical trials are important for Black women



After interacting with the movement, 31% of respondents took active steps to participate in a clinical trial—specified as searching for clinical trials in a portal, asking about clinical trial options, talking to a doctor about clinical trials, etc. Another 17.7% of respondents reported supporting a loved one in taking steps to participate in a clinical trial only after interacting with WWT.

The majority of respondents reported first hearing about WWT through social media (**59.2%**), followed by “Other” (the majority of write-in responses named Google or a friend) (**19.5%**). Respondents reported that the most convincing WWT messages were delivered via social media (**26.6%**) and in-person conversations (**20.4%**).

## CONCLUSIONS & IMPLICATIONS:

Not only is When We Tri(al) **educating and equipping Black women** with critical clinical trial knowledge, the movement is **driving significant behavior change by Black women around clinical trial participation**. Moreover, social media messaging was **the most commonly reported initial exposure** and was also reported to be **the most convincing delivery method**.

1. Cancer Facts and Figures for African American/Black People 2022-2024. American Cancer Society. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/cancer-facts-and-figures-for-african-americans/2022-2024-cff-aa.pdf> Published 2022. Accessed October 21, 2023.  
2. Alkhrifati CM, Niemierko A, Van Allen E, Willers H, Kamran SC. Racial and Ethnic Disparities Among Participants in Precision Oncology Clinical Studies. JAMA Netw Open. 2021;4(11):e2133205.


# TOUCH Care

To facilitate the clinical trial process for Black women, TOUCH is providing a Nurse Navigator Service to assist patients with securing trials, the application process, managing the informed consent process and providing coaching and counseling throughout the trial.



## PATIENT NAVIGATION

**A navigation program** that addressed insurance, food, housing, transportation, language, health literacy, social and clinical needs **increased participation in clinical research:**

	Before Navigation*		After Navigation*
<b>Rural</b>	19%		40%
<b>Black</b>	13%		41%
<b>Hispanic</b>	5%		33%

\* Participation (% of patients)

# THE WHITE HOUSE



SEPTEMBER 13, 2023

## FACT SHEET: As Part of President Biden's Unity Agenda, White House Cancer Moonshot Announces New Actions and Commitments to End Cancer as We Know It

- **TOUCH, the Black Breast Cancer Alliance, will bolster Black women's breast cancer clinical trial participation by 2025 committing to reaching 350,000 Black women and motivating 25,000 into trial portals.** Additionally, TOUCH Care, the first program to provide a nurse navigator service to assist Black breast cancer patients in clinical trials by developing culturally-agile recruiting materials, training trial staff, and coaching patients, is being piloted with Genentech, a member of the Roche Group, and will add five trials annually. Less than three percent of breast cancer clinical trial participants are Black.



**Black women under 35 get breast cancer at two times the rate of white women and die at three times the rate.**

**According to an Ad Council study, 92% of Black women agree breast health is important, 25% of women have recently discussed it, but only 17% have taken steps to understand their risk.**





Three Black women with voluminous, curly hair are wearing bright pink heart-shaped glasses. They are holding a large, wavy green banner across the middle of the frame. The banner contains the text "BLACK WOMEN UNDER 35" in a white, outlined, sans-serif font. The women are wearing light purple button-down shirts. The background is a solid light purple color.

BLACK WOMEN UNDER 35

# For the love of my gurls...

- reached over 850K people
- *touched* nearly 85K people
- of those who came in NOT knowing or NOT intending to take action:
  - 70% of participants educated and informed about Black Breast Health
  - 84% of participants empowered to perform monthly breast self-exams
  - 76% of participants empowered to talk to loved ones about family health history
- partnered with the WNBA, Know Your Lemons, FORCE, My Density Matters, YSC's #TitCheck, Protect Our Breasts, The Wisdom Study, & more!



# TOUCH HBCU INTERNSHIP



**Arianna Apodaca**  
Univ of Texas



**Simone Tezzo**  
North Carolina A&T



**Sydney Pero**  
Howard



**Kayla Dixon**  
Norfolk State



**DeJah Fleurancios**  
Howard

92 Interns

# Black Breast Health on Marth's Vineyard

FOR YOUNG BLACK WOMEN, WITH YOUNG  
BLACK WOMEN, ABOUT YOUNG BLACK WOMEN

**8/14**

6 PM EST

**JOIN US THIS  
WEEK**

**FACEBOOK.COM/BLACKDOCTOR.ORG**



**DR CANDICE  
THOMPSON, MD**

Clinical Assist. Prof. of  
Surgery, Breast Surgical  
Oncology, Stanford  
Medicine



**HAYLEY BROWN  
BUXTON-PUNCH**

TOUCH BBCA  
Director of Programs  
and Partnerships

## Pink Table Talk

**PTT has reached over  
225,000 viewers.**

# BELONG

Blessties Empowering Leadership,  
Opportunity, & Nurturing Growth





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Empower your journey and find support within our Triple Negative Breast Cancer Sanctuary.



Find TNBC resources for your journey

#### Question 1

- I have been diagnosed with triple negative breast cancer (TNBC).
- A loved one has been diagnosed with triple negative breast cancer (TNBC).
- I am seeking information on screening and testing for TNBC
- I'm waiting on a diagnosis.
- I want to learn more about triple negative breast cancer in the Black community.



[Next Question](#) →



CANCER  
GRAND  
CHALLENGES

Societal, Ancestry and Molecular Biology Analyses of Inequities

# SAMBAI



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**FRIDAY AUG 16TH**  
**1PM ET / 6PM GMT**

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**YOUR HOST**



**RICKI FAIRLEY**  
CEO & Co-Founder of  
TOUCH BBCA  
Patient Advocacy Lead



**DR. MELISSA DAVIS**  
Primary Investigator &  
Team Lead



**UZO OSAMEKA**  
Patient Advocacy Team,  
Project Manager



**TIAH TOMLIN-HARRIS**  
Patient Advocacy  
Ambassador, WP1



**IFY NWABUKWU**  
Patient Advocacy  
Ambassador, WP1



**ALFRED SAMUELS**  
Patient Advocacy  
Ambassador, WP 4



**DANIELLE DOUCETTE**  
Patient Advocacy  
Ambassador, WP2

**INTRODUCING SAMBAI: A Global Cancer Research Project**  
**Integrating Patient Advocacy Into the Science**

5100 Views



# The Golden Rule

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**Treat others the way YOU want to be treated.**



THANK YOU!



*To And Through Black Breast Cancer*

