



OCE Project Community initiates National Black Family Cancer Awareness Week

[#BlackFamCan](#) [#OCEProjectCommunity](#)

WHO: The US Food and Drug Administration, Oncology Center of Excellence, Project Community is announcing a new community-based initiative entitled **National Black Family Cancer Awareness Week**.

WHAT: The purpose is to increase cancer awareness in one of the most vulnerable segments of the US population. **National Black Family Cancer Awareness Week** aims to marshal community-based stakeholders to increase cancer awareness and to build knowledge surrounding cancer clinical trial participation as well as minority population specimen donations to national genetic databases for cancer research.

WHY: African Americans have the highest mortality rate of any racial and ethnic group for all cancers combined and for most major cancers. Death rates for all major causes of death are higher for African Americans than for non-Hispanic whites, contributing in part to a lower life expectancy for both African American men and African American women.

WHEN: June 17, 2021 through June 23, 2021.

HOW: Join OCE's Project Community for **National Black Family Cancer Awareness Week** [#BlackFamCan](#). Project Community's intent is to enlist and encourage a wide array of public and private, community-focused engagement entities, organizations and families to support efforts to increase cancer clinical trial awareness. With a common and concerted mission, organizers are urged to focus their supportive endeavors and activities to occur during the week of June 17-23, 2021.

WHERE: **National Black Family Cancer Awareness Week** activities should occur everywhere there are caring Americans interested in increasing cancer awareness efforts. In homes, backyards, picnic sites, public parks, walking trails, socially-distanced venues where people can safely gather to talk about their family's cancer history or create educational projects and programs or inform health and wellness ministries. The key is making these crucial conversations community-based, meaningful, informative and enjoyable. Cancer awareness conversations may result in a decreased cancer mortality rate among all racial and ethnic groups for all cancers combined and increase life expectancy, including among Black Americans.

WHAT'S NEXT: OCE's Project Community is sharing this vision with its external stakeholders (cancer advocacy groups, patients, Cancer Center engagement leads, physicians, community organizers, social and religious organizations, families and friends). All **National Black Family Cancer Awareness Week** participants are voluntary and self-selected. Some enthusiastic stakeholders are already discussing plans for introducing **National Black Family Cancer Awareness Week** at family reunions, as a unifying discussion factor during formal or informal educational functions.

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