



**National Black Family Cancer Awareness Week: Engaging the Generations  
June 17 – 23, 2021**

**Frequently Asked Questions (FAQs) and Talking Points**

Updated March 3, 2021

**1) *What's the name of the project?***

National Black Family Cancer Awareness Week: Engaging the Generations #BlackFamCan

The full official project title is US Food and Drug Administration (FDA), Oncology Center of Excellence (OCE), [Project Community](#) initiative, National Black Family Cancer Awareness Week: Engaging the Generations #BlackFamCan

**2) *What's the mission of National Black Family Cancer Awareness Week?***

The purpose of National Black Family Cancer Awareness Week is to increase cancer awareness in underserved segments of the US population and to build positive knowledge about cancer clinical trial participation as well as increase minority engagement and voluntary donation to national genetic databases for cancer research.

**3) *Who should participate in National Black Family Cancer Awareness Week?***

All interested parties are invited to participate in National Black Family Cancer Awareness Week: Engaging the Generations #BlackFamCan. This is an inclusive and diverse Oncology Center of Excellence (OCE), [Project Community](#) initiative. Cancer awareness conversations 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. If you or your community group require assistance, contact: [OCE-Engagement@fda.hhs.gov](mailto:OCE-Engagement@fda.hhs.gov) .

We strongly encourage Historically Black Colleges and Universities (HBCUs), Divine Nine National Pan-Hellenic Council Members, organizations focusing on cancer in Black communities to participate. Informal yet socially-distanced gatherings among households, where people can safely discuss their family's cancer history or create educational projects and programs or inform health/wellness ministries are also key contributors. Contact: [OCE-Engagement@fda.hhs.gov](mailto:OCE-Engagement@fda.hhs.gov) for assistance.

OCE [Project Community](#) is happy to include notifications of formal organization meetings and the promotion of academic research advancing cancer equity as part of the National Black

Family Cancer Awareness Week campaign. Contact: [OCE-Engagement@fda.hhs.gov](mailto:OCE-Engagement@fda.hhs.gov) for assistance.

**4) When does National Black Family Cancer Awareness Week take place in 2021?**

The official inaugural event takes place Thursday, June 17 – Wednesday, June 23, 2021. However, all public and private entities participating in National Black Family Cancer Awareness Week are encouraged to begin coordinating their meetings, events, and activities as soon as possible. These community and organization meetings, events and activities will be showcased during the official National Black Family Cancer Awareness Week June 17 – 23, 2021.

**5) Why is National Black Family Cancer Awareness Week scheduled to occur during the month of June?**

The 2021 inaugural national observance of National Black Family Cancer Awareness Week is conducted in association with “Juneteenth” – an annual historic and cultural celebration or holiday in the US and recognized in some global communities where people of African heritage reside.

National Black Family Cancer Awareness Week is purposefully planned to commence on the Thursday prior to June 19th (Juneteenth) annually through the next 6 calendar days. Participants are encouraged to dovetail National Black Family Cancer Awareness Week and the #BlackFamCan social media campaign with their local educational opportunities for exchanging family history information, cancer awareness and culture.

The month of June is also recognized as National Cancer Survivorship Month and as Men’s Health Month.

**6) Where does National Black Family Cancer Awareness Week take place?**

The FDA Oncology Center of Excellence (OCE) is conducting a free public panel discussion Thursday, June 17, 2021 at 2pm (ET) to 3:30 pm (ET) as the inaugural activity for National Black Family Cancer Awareness Week. **Registration is required. Zoom details will be shared with each registrant.**

In addition, community-based National Black Family Cancer Awareness Week activities should occur throughout the US (and globally if individual participating entities desire). Venues might include 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. Of course, posting evidence of your National Black Family Cancer Awareness Week activities to #BlackFamCan is strongly encouraged to continue community dialogue and inspire others.

**7) What can I do to get involved?**

The OCE’s [Project Community](#) is actively recruiting National Black Family Cancer Awareness Week volunteers. We request you get involved by sharing our National Black Family Cancer Awareness Week social media toolkit with anyone you believe might be interested. We also

want you and your organization to participate by sharing evidence of appropriate community-based meetings, events and activities at #BlackFamCan during the week of June 17 – 23, 2021. Contact: [OCE-Engagement@fda.hhs.gov](mailto:OCE-Engagement@fda.hhs.gov) for assistance.

**8) Does the National Black Family Cancer Awareness Week support a greater Federal Government Executive Order?**

The timing of the initiation of National Black Family Cancer Awareness Week is in accordance with the January 20, 2021 Presidential Executive Order “Advancing Racial Equity and Support for Underserved Communities Through the Federal Government, Section 8”, and in recognition of the 50th anniversary of the National Cancer Act.

Section 8 of the Presidential Executive Order Executive Order “Advancing Racial Equity and Support for Underserved Communities Through the Federal Government” states:

*Engagement with Members of Underserved Communities. In carrying out this order, agencies shall consult with members of communities that have been historically underrepresented in the Federal Government and underserved by, or subject to discrimination in, Federal policies and programs. The head of each agency shall evaluate opportunities, consistent with applicable law, to increase coordination, communication, and engagement with community-based organizations and civil rights organizations.*

The 50th anniversary of the signing of the National Cancer Act is December 23, 2021. OCE Project Community’s National Black Family Cancer Awareness Week initiative will continue to upload, update and share additional #BlackFamCan contributions through 2021.

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