



Third Annual Project Community “National Black Family Cancer Awareness Week”

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

WHEN: June 15, 2023 through June 21, 2023.

WHAT: The purpose is to increase cancer awareness in one of the most vulnerable segments of the US population. While formal national organization involvement is welcome, 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 women.

HOW: #OCEProjectCommunity is the hub of the social media campaign for the National Black Family Cancer Awareness Week via **#BlackFamCan**. Project Community’s intent is to enlist and encourage a wide array of public and private, community-focused engagement entities, organizations and families throughout the US (and beyond US boundaries if participants so choose) 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 National Black Family Cancer Awareness Week. In conjunction with White House Cancer Moonshot goals, Project Community urges 2023 participants to coordinate activities and messaging around the following:

Thursday, June 15 - Register for the OCE Conversation on Cancer public panel discussion on this day and emphasize efforts to close the cancer screening gap

Friday, June 16 - Understand and address cancer-related environmental exposure

Saturday, June 17 - Support “Engaging the Generations” for Juneteenth Holiday Weekend and Father’s Day

Sunday, June 18 - Support “Engaging the Generations” for Juneteenth Holiday Weekend and Father’s Day

Monday, June 19 - Decrease the impact of preventable cancers (Juneteenth federal holiday)



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, during formal or informal educational functions, etc. Share your ideas about creating family-friendly cancer-related activities and social media during June 15 – 21, 2023 also known as National Black Family Cancer Awareness Week!

CONTACT: OCEEngagement@fda.hhs.gov
#OCEProjectCommunity
#BlackFamCan