



# 2024 ACCOMPLISHMENTS

*In 2024, we reached and TOUCHED our community making over 15 million impressions!*

## TOUCH ON BLACKDOCTOR.ORG

Talked to nearly **550,000 individuals** across all of our web series—*The Doctor Is In*, *Pink Table Talk*, and *Love Your Bones* that air live on the BlackDoctor.org Facebook page reaching 2.7 million. These 76 episodes made in 2024 are accessible on Facebook and our YouTube Channel @TOUCHBBCA.

## How we enacted our mission to eradicate Black Breast Cancer...

- Amplified & scaled our **When We Tri(al) Movement**, which has informed and empowered **over 22,000 individuals** to search in clinical trial portals and trained a dozen organizations. Our Video Gallery will give you a snapshot of stories that are making a difference in influencing and changing the behavior of Black Blessties.
- Hit the road with more than **110 curated events** across the U.S. with meaningful interventions in the lives of to be where Black women where they live, work, play, pray & slay.
- Increased our reach for our **For The Love Of My Gurls** initiative to reach **over 1.11 million people**. The campaign touched nearly **100K people**, gathered **over 350 survey responses**, partnered with the WNBA, Know Your Lemons, FORCE, My Density Matters, Young Survival Coalition’s #TitCheck, Protect Our Breasts, The Wisdom Study, The BEXA Alliance, and more!
- **Partnered with the Bexa Alliance** to provide screening for XX Back women of which many were under the age of 40 (the recommended age for a first mammogram) to address the fact that Black women under the age of 35 get breast cancer at twice the rate of Black women and die at 3 times the rate.
- Escalated our HBCU Internship roster to 105 interns and hosted events on campuses including...
- Expanded our presence on Martha’s Vineyard with our Sisters On The Vineyard event, and **55 Bexa scans identifying 3 breast cancers**
- Brought our message to life in Essence, Oprah Daily, ABC News, CBS News, Good Morning Washington, Fierce Pharma, BlackDoctor.org, The Atlantic, Rolling Out and myriad of local newspapers and radio and television stations.
- We were blessed to become a part of **SAMBAl (Social, Ancestry, Molecular and Biological Analysis of Inequalities)**, a Cancer Grand Challenge Research Initiative led by Dr. Melissa Davis, Director, Institute of Translational Genomic Medicine Georgia Research Alliance Distinguished Investigator Morehouse School of Medicine. This 5 year global study tackling cancer inequities is striving to decode the factors that cause and influence disparate cancer outcomes in unsupported populations of African descent. We are part of a multidisciplinary group of researchers at institutions across the UK, US and Africa bringing together experts in computational biology, epidemiology, exposomics, genomics and immunology. We are the first US Black-led breast cancer advocacy group to be an integral partner in an international Grand Cancer Challenge study.

## 2024 LAUNCHES



Launched **BELONG (Blessties Empowering Leadership and Opportunity and Nurturing Growth)**, for Black-led grass-roots breast cancer organizations, support groups, church ministries and community advocacy leaders. For our partners in 40 states, we nurture advocacy Leaders by providing monthly educational webinars, sharing timely information, and providing support, Blesstie love and encouragement. So far we have reached over 21,000 people



Launched **Care for HER in partnership with Unite For Her**, expanding our TOUCH Care, the first ever advocacy led nurse navigator outreach program beyond clinical trials to all Black women in treatment.



Launched **SAMBIspeaks, our fourth web series on the BlackDoctor.org Facebook page**. It airs monthly showcasing the iconic work of SAMBAI. We began in September and our first 4 episodes have garnered over 40,000 views, reaching the countries where the research is being conducted: the US, Canada, the UK, Ghana, Nigeria, South Africa, Kenya and Ethiopia.



Launched **BlackTNBCSanctuary.org** in collaboration with the Triple Negative Breast Cancer Foundation, the American Association for Cancer Research (AACR) and Nueva Vida. The sanctuary provides a comprehensive support system to Black and Afro-Latina patients—as well as their loved ones and caregivers—as they navigate a triple-negative breast cancer diagnosis and treatment. Our work was informed by the input of more than 50 Black TNBC patients and survivors, and all of the offerings were reviewed and overseen by a scientific advisory board of doctors and the AACR’s own experts.