

FREE HEALTH SCREENINGS, PRIZES, BREAKFAST & LUNCH

BHM BLACK HEALTH
MATTERS.COM
PRESENTS

HARLEM WEEK HEALTH SUMMIT & EXPO

WHERE HEALTH MEETS HERITAGE

A HYBRID EVENT

AUGUST 17, 2023
9AM – 3PM EST



THE ALHAMBRA BALLROOM
2116 ADAM CLAYTON POWELL, JR. BOULEVARD
GRAND BALLROOM

www.blackhealthmatters.com

DO YOU KNOW YOUR ASTHMA RISK?

Compared with White Americans:



Black Americans are **more likely to be diagnosed** with asthma^{1,2}



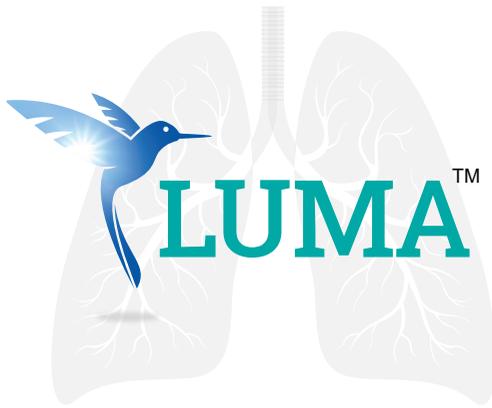
Black Americans are **~5X** as likely to be **hospitalized** due to asthma³



Black Americans are **~3X** more likely to **die** from asthma, with the highest death rates in Black women^{2,4}



Black Americans are **~6X** as likely to **visit the emergency department** due to asthma⁵



Learn that asthma is a chronic disease of airway inflammation

Understand that the immune system can be an underlying cause of asthma

Manage the role you play in your asthma care



For additional information, please visit luma-edu.com



CLINICAL TRIALS HAVE LACKED DIVERSITY FOR DECADES⁶

7%

Black/African Americans make up over 13% of the US population, but only **7%** of clinical trial participants^{8,9}

11%

Hispanics/Latinos represent over 18% of the US population, but only **11%** of clinical trial participants^{8,10}

1.7%

Asian Americans make up 6% of the US population, but make up only **1.7%** of participants for drugs for which at least 70% of trials were conducted in the US¹¹

~40%

Nearly 40% of Americans belong to a racial or ethnic minority,⁷

78%

but individuals who participate in clinical trials for new drugs skew heavily White—in some cases, 80 to 90%⁷

RISE (Representation in Clinical Research) is a team at Amgen that is dedicated to improving the diversity and representation of participants in the company's clinical trials

Native Americans and Alaska Natives are rarely included in clinical trials and, if they do participate, typically make up less than 1% of all participants, a disproportionately low level^{12,13}



To learn more, visit www.amgen.com/RISE



1. Centers for Disease Control and Prevention. <https://www.cdc.gov/asthma/nhis/2020/table4-1.htm>. Accessed July 24, 2023. 2. Asthma and Allergy Foundation of America. <https://community.aafa.org/blog/asthma-and-black-americans-a-closer-look-at-disparities-and-solutions-for-change>. Accessed July 24, 2023. 3. Centers for Disease Control and Prevention. https://www.cdc.gov/asthma/healthcare-use/2020/table_b.html. Accessed July 24, 2023. 4. Centers for Disease Control and Prevention. https://www.cdc.gov/asthma/most_recent_national_asthma_data.htm. Accessed July 24, 2023. 5. Centers for Disease Control and Prevention. https://www.cdc.gov/asthma/healthcare-use/2020/table_a.html. Accessed July 24, 2023. 6. Loree JM, et al. *JAMA Oncol*. 2019;5(10):e191870. 7. Board of Editors. Clinical trials need more diversity. *Scientific American*. Sept. 1, 2018. Available at: <https://www.scientificamerican.com/article/clinical-trials-have-far-too-little-racial-and-ethnic-diversity/>. 8. United States Census Bureau. QuickFacts: United States, Population estimates V2019. Available at: <https://www.census.gov/quickfacts/facttable/US/PST045219>. 9. U.S. Food and Drug Administration. 2015-2019 Drug trials snapshots report: Five-year summary and analysis of clinical trial participation and demographics. Available at: <https://www.fda.gov/media/143592/download>. 10. Coakley, M, et al. *J Womens Health (Larchmt)*. 2012;21(7):713-716. 11. Chen C, Wong W. Black patients miss out on promising cancer drugs. *ProPublica*. Published September. 19, 2018. Available at: <https://www.propublica.org/article/black-patients-miss-out-on-promising-cancer-drugs#:~:text=A%20ProPublica%20analysis%20found%20that,cancer%20that,cancer%20that%20disproportionately%20affects%20them>. 12. Terry M. Pushing for more ethnic and racial diversity in clinical trials. *BioSpace.com*. Published June 12, 2020. Available at: <https://www.biospace.com/article/pushing-for-more-ethnic-and-racial-diversity-in-clinical-trials>. 13. Vigil D, et al. *Ethics Hum Res*. 2021. 43(3):2-9.

WELCOME TO BLACK HEALTH MATTERS 2023 HARLEM WEEK HEALTH SUMMIT & EXPO

Dear Attendee,

Our culture is obsessed with doctors. We watch them on TV (Grey's Anatomy, Married to Medicine, etc.), we make their books bestsellers and we follow them on social media but have we ever asked ourselves why we're so drawn to them? Our guess is that we like to think that when there is something wrong with us, someone in a white coat or scrubs is going to swoop in and make it all better. The unfortunate reality is that by the time you are seen by a doctor, it might be too late. Maybe not too late to save your life, but too late to avoid a life of chronic pain and medication side effects as well as a lifetime of health worries and financial debt.

Black Health Matters is committed to raising awareness of chronic diseases that plague our community and we want you to know, and understand, the risk factors and treatment options so you can feel empowered on your health journey.

We do this by bringing educational programs like our **BHM HARLEM WEEK Health Summit & Expo** directly to you because the truth is, information is power and the more knowledgeable you are, the better equipped you are to take control of your health. But we cannot do this alone. We want to thank our sponsors, media and community partners for their vision and commitment in taking this journey with us.

We also want to send a special "Thank You" to our program partners, **The Greater Harlem Chamber of Commerce** and **HARLEM WEEK 2023**, and the many local organizations that tirelessly work in their communities to support patients and caregivers in truly meaningful ways.

We all do this, they do this, and you do this because **#blackhealthmatters**

In purpose and power,

Roslyn, Leslie, Dedra and Linette



Roslyn Young-Daniels
President &
Founder



Leslie Garcia-Fontenot
VP Managing Director



Dedra N. Tate
Director of
Special Events



Linette Roach
External Relations
Director

HARLEM WEEK SUMMIT & EXPO

AGENDA & EVENT PROGRAM

Black Health Matters is a leading communications company that provides inclusive health and wellness information that is rooted in medical expertise to the Black community. How do we do it? We partner and collaborate directly with top physicians, community advocates and health companies to host free virtual events and share articles to help raise awareness on risk factors and chronic diseases that disproportionately impact Black Americans. Our ultimate goal is to help Black Americans cut through the confusion and feel empowered on their health journey.

Now more than ever, it's important to bring topics of Black healthcare, that have been historically disregarded, to the forefront. That's why we're so excited to invite you to our groundbreaking Harlem Week Health Summit & Expo (it's both virtual and in-person!) with the aim of helping you take better care of yourself, your loved ones, and your community.

SUMMIT OBJECTIVES

1. Feature informative yet dynamic presentations and conversations on relevant health conditions and diseases with world class healthcare professionals that focus specifically on the medical disparities that affect Black Americans.
2. Provide a safe space for medically-underserved individuals to voice their opinions, concerns, experiences and act as a catalyst for radical change within health focused spaces.
3. Empower patients, advocates and caregivers by providing them with the most up-to-date information on various chronic conditions—including treatment options and clinical trials—so they will better understand how to identify risk factors that directly impact them and their community.
4. Amplify the reach of this rich educational information by providing access to the content (videos, articles, etc.) on all platforms post-Summit.

AGENDA KEY

 IN-PERSON

 VIRTUAL V-FAIRS

9:00AM -
9:45AM

REGISTRATION / CHECK-IN / BREAKFAST DISTRIBUTION

SPONSORED BY BHM / GHCC

9:45AM -
10:00AM

WELCOME MESSAGES

Meet Roslyn Young-Daniels, President & Founder, Black Health Matters and Winston Majette, Executive Director, The Greater Harlem Chamber of Commerce & Harlem Week, Inc.



Roslyn Young-Daniels



Winston Majette

10:00AM -
10:15AM

WORKOUT WITH THE GURU OF ABS

Let's move with the Guru of Abs. Exercise offers phenomenal health benefits.



DaShaun Johnson
-aka- The Guru of Abs

10:20AM -
10:50AM

GYN HEALTH & WELLNESS: WHAT BLACK WOMEN SHOULD KNOW

SPONSORED BY EISAI

Endometrial cancer is the most common type of GYN cancer in the US. Learn what Black women can do to thwart this disease.



Wendy Wilcox, MD, MPH,
MBA, FACOG



Onyinye Balogun, MD,
MSc



Tiffany Drummond



Angélica L. Thomas, Esq.

10:55AM -
11:25AM

DID YOU KNOW THAT BLACK AMERICANS ARE 5 TIMES MORE LIKELY TO BE HOSPITALIZED FOR ASTHMA BUT ARE UNDERREPRESENTED IN CLINICAL TRIALS?

SPONSORED BY AMGEN/ASTRAZENECA

Blacks have a 35% higher rate of asthma than whites and that disparity is evident across all age groups. The call-to-action for treatment is REAL!



Bill Lester, PhD



Nataly ShayanSmith,
MPH

11:30AM -
12:00PM

SHINGLES IN AFRICAN AMERICANS 50+
SPONSORED BY GSK

People who have had Shingles will tell you that you do not want this disease.



Sheri Prentiss, MD, MPH, CSP®



Michele Simek
(Moderator)

12:00PM -
12:15PM

LUNCH & EXHIBITORS

12:15PM -
1:00PM

MENTAL HEALTH: YOUTH, RESILIENCE AND COMMUNITY

SPONSORED BY GHCC

Gain new insights on managing your mental health with a dynamic panel discussion.



Brett A. Scudder



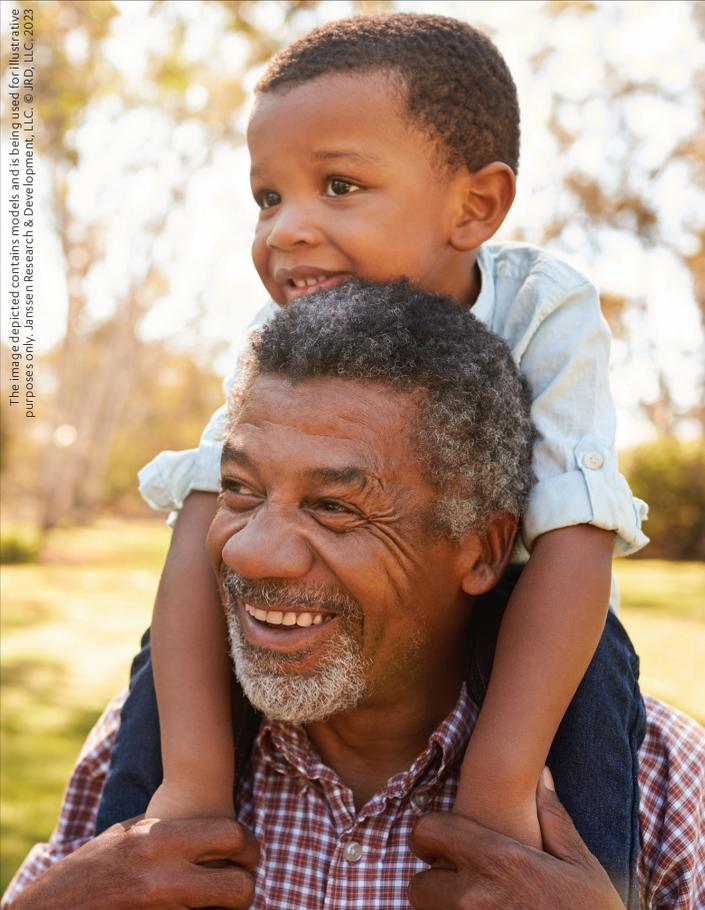
Linda Mathew, DSW,
MSW, LCSW-R



Eri Noguchi, MSW, MPA,
PhD



Padmore John
(Moderator)



The image depicted contains models and is being used for illustrative purposes only. Janssen Research & Development, LLC. © JRD, LLC, 2023

Supporting communities and addressing challenges in cancer care.

We're focused on pioneering innovative treatments and medical technologies, and partnering with the public and private sectors to ensure everyone, regardless of race, ethnicity, sex, gender, age, ability, location or socioeconomic status, has access to quality care.

As a proud sponsor of the The Black Health Matters Harlem Week Health Summit & Expo, we support their mission to reduce disparities in cancer care. Because we know that impactful initiatives to promote cancer care equity require the skills and experiences of individuals from all sectors of society.

1:10PM -
1:55PM

HEALTH AND HIP-HOP: 50 YEARS OF POWER

SPONSORED BY GHCC

Hip Hop turns 50 this year. Meet the founder of Hip Hop Health and his illustrious panel as they discuss vascular health and more.



Maurice D. Hinson, MD



Fiyinfolu Balogun, MD,
PhD



Oladjide Williams, MD, MS
(Moderator)

2:00PM -
2:30PM

WHO, WHAT, WHY, HOW: MULTIPLE MYELOMA IN THE BLACK COMMUNITY & DIVERSITY IN CLINICAL RESEARCH

SPONSORED BY JANSSEN

Early detection and prompt treatment hold the key to improved outcomes for multiple myeloma. Let science do the work for you as we discuss the importance of participation in research studies.



Lisa Lewis, MPH



Staci Hargraves, MBA



Robyn M. Dennis, MD,
FAAP



Jennifer Orozco,
PharmD

2:35PM -
2:55PM

THE CONNECTION BETWEEN SLEEP AND YOUR OVERALL HEALTH

A good night's sleep offers key health benefits. Why does the quality of sleep change as we age? Learn more with our illustrious panel.



Oliver Cesar



Elijah Westbrook
(Moderator)

2:55PM -
3:00PM

LEADERBOARD WINNERS, RAFFLE WINNERS & CLOSING REMARKS

Today is a good day to win some great prizes! Make sure that you have entered to win.



Roslyn Young-Daniels



CREATING HOPE THROUGH INNOVATION

At Eisai, everything we do is guided by a simple principle: patients and their families come first. We spend time with them. We listen and we learn about their lives, their desires and their greatest needs. *We call this human health care or hhc*, giving first thoughts to patients and their families and helping increase the benefits health care provides.

Our hhc mission is what drives us to discover innovative solutions and therapies that help address unmet needs within the communities that we seek to serve.

Eisai is proud to support Black Health Matters.

hhc
human health care

TO LEARN MORE, PLEASE VISIT WWW.EISAI.COM/US

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COMMUNITY PARTNERS



BLACK HEALTH MATTERS TEAM

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Andrea Cosgrove, Corporate Finance
Joyce Kent, Corporate Administration

EVENTS/PRODUCTION

Dedra N. Tate, Executive Producer & Director of Special Events
Terrian Freeman, Associate Producer
Nikia Davis-Green, Event Specialist
Taj Aaron, Project Manager
AB Harris, Production Manager

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Monica Harris, Community Relations Manager
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Colin Rock, Partnership Development
Asten Morgan, Partnership Development
Anne O'Brien, Partnership Development

HARLEM WEEK HEALTH SUMMIT & EXPO SUPPORT TEAM

Shantelle Hodges, Lacey Freeman, Esther Effiong, Jeanine E. Tate, Jian Rice, Amari Harris, Averii Harris, Orville Bernard, Sherrie DeAnda & Asiah Quattlebaum

Why are clinical trials so slow?

85% White?



Ask bigger questions.

Genentech

A Member of the Roche Group

gene.com/askbiggerquestions

SHINGLES

THE RASH CAN FEEL LIKE

*PULSING, ELECTRIC SHOCKS**

FACT: 1 in 3 people will get shingles in their lifetime.
This painful, blistering rash could interrupt your life for weeks.

**IF YOU'VE HAD CHICKENPOX, THE VIRUS THAT CAUSES
SHINGLES IS ALREADY INSIDE OF YOU.**



SCAN THE QR CODE
AND LEARN MORE
ABOUT **SHINGLES**

*Dramatization. Individual experiences may vary.

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HZXPSTR220009 September 2022
Produced in USA.

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