

United Health Foundation and Mary Bird Perkins Cancer Center: *Addressing Prostate and Colorectal Cancer Disparities*

Mary Bird Perkins Cancer Center (MBPCC) is a regional cancer care organization with multiple hospital and physician partnerships and a presence across Louisiana and southwest Mississippi. For more than 50 years, MBPCC has focused on improving survivorship and lessening the burden of cancer, including through efforts such as the Early Detection and Education program, which provides no-cost cancer screenings and education.

According to *America's Health Rankings®*, the state of Louisiana has one of the highest rates of cancer among residents (currently ranked 43 out of 50 states). In 2023, the United Health Foundation, the philanthropic arm of UnitedHealth Group, and MBPCC announced a multiyear, \$2.3 million grant partnership to address disparities in prostate and colorectal cancer by developing and scaling its cancer education, prevention and detection program as well as enhancing treatment and social supports for historically underserved individuals. Recognizing the disproportionately high rates of new cases of prostate and colon cancer among African American men, the grant also expands MBPCC's well-known Barbershop Bash community events that offer cancer education and screenings, including no-cost prostate cancer screenings.



COMMUNITY IMPACT*

1,168

community members educated about colorectal cancer risk

352

community members educated about prostate cancer risk

54%

of Fit Kits — an annual at-home screening test for colorectal cancer — returned by individuals

347

prostate cancer screenings provided to individuals who are at average risk of prostate cancer

86%

of all men who received prostate cancer screenings as part of the Barbershop Bash program are African American

54

screening participants provided with patient navigation to help guide them to resolution of an abnormal finding

*as of 3/31/24

WHY IS THIS WORK CRITICAL?



My dad had prostate cancer in 1997. I come regularly because of my dad... This is a benefit that can prolong your life, it's free, and it's important."

Travis Ray
Barbershop Bash attendee for 10 years

