

DECEMBER 2005

Greetings from the Chair



This is an exciting time for the Institute for the Advancement of Multicultural & Minority Medicine.

Our motto—elimination through collaboration—is being put into action through a variety of educational programs and public awareness campaigns. In 2004 and 2005, IAMMM and a diverse group of partners from universities, colleges, public service organizations, and the private sector convened health summits in five

cities around the country. Sponsored by GlaxoSmithKline, the summits provided opportunities for local organizations in each city to work together toward common goals: to provide information to communities of color that will empower them to eliminate health disparities and to share their respective education models. Consumers who attended the summits went home armed with useful information as well as answers to questions about their individual health concerns.

We also hosted two highly successful annual Awards Benefit Galas honoring survivors of chronic diseases who have courageously shared their private battles with the public. Proceeds from each event are used to fund national and community-based projects developed by IAMMM's three centers.

Like the rest of the nation, we watched with horror and sadness as hurricanes Katrina and Rita wreaked havoc on the Gulf Coast states. In addition to not knowing what would become of them after losing the place they called home, many evacuees were forced to go without the health services and the medicines they rely on to manage their conditions. Their plight magnified the need for organizations such as IAMMM to combat disparities and develop solutions.

Although the overall health of the nation has improved, statistics show that certain communities and ethnic groups continue to suffer disproportionately from health-related issues. Our commitment to the IAMMM mission remains resolute as we work even harder during the next 12 months toward the goal of eliminating racial and ethnic health disparities. But we cannot do this without each of you—the individuals, elected officials, community activists, consumer and professional organizations and many others with whom we will continue to develop and strengthen valuable partnerships. Our collaborative efforts will help us enhance and reach our individual and collective goals more quickly.

Thank you for your support,
L. Natalie Carroll, M.D., Chair

IAMMM Gala Salutes Courageous Survivors

The Institute for the Advancement of Multicultural & Minority Medicine proudly hosted its second Annual Awards Benefit Gala in September. The event honors distinguished individuals who have overcome severe medical challenges and make extraordinary contributions through service and educating communities nationwide.

As their stories illustrated, disease does not always discriminate based on race, ethnicity or socio-economic status. Illness is an intensely private challenge, but the men and women who received the IAMMM Eagle Fly Free Award considered it their honor to go public with their struggles in the hope that it would help save lives.



"I was honored by IAMMM a year ago as a breast cancer survivor. I cannot thank the Institute enough for bringing national attention to survivors of chronic diseases and the important role we can serve to educate and save the lives of others," said former U.S. Senator Edward W. Brooke (R-Mass.), 2005 Honorary Gala Chair. "Take care of your health and those for whom you are responsible. Volunteer to help educate those with fewer means and resources than you have. Support IAMMM and the great work it does to address health care disparities."

Retired business executive, Dennis F. Hightower, was honored for his struggle with prostate cancer.

continued on page 4

Mini Health Summits Broaden Awareness and Educate Communities

We've all heard the African proverb that it takes a village to raise a child. That sentiment also can be applied to the task of narrowing the gap in the quality of health of underserved populations and their access to medical treatment. No one organization



can achieve these monumental goals alone, however. Innovative collaborations that motivate and empower communities to take charge of their health and improve communication between health professionals and patients are big steps toward eliminating disparities.

IAMMM health summits held around the nation in 2004 and 2005 provided unique opportunities to bring together health care providers and everyday consumers to discuss the health disparities that exist in their respective communities. They are cooperative efforts that help everyone become actively engaged in the issues that are most important to them. Participating panelists included professionals from diverse medical specialties, community activists and representatives from public service organizations and the private sector. Town hall meetings provided a forum for local residents.

In May 2005, a summit was held at the New York Academy of Medicine, which was a co-sponsor of the event along with Steinway Child and Family Services and other community and civic groups. The Hon. Louis W. Sullivan, M.D., former U.S. Health and Human Services Secretary and President *Emeritus* of the Morehouse School of Medicine, was a keynote speaker. Beny Primm, M.D., moderated dialogue circles on chronic diseases and behavior modification. John Skae, Regional Sales Director for the HIV Division of GlaxoSmithKline's New York region, gave a speech on how corporations can help organizations address health disparities.

It was important to reach out and connect with younger members of the New York community, to broaden their awareness and help them begin to develop healthy lifestyles. Young artists from Safe Space Players and IMPACT Repertory Theater conducted skits and spoken word performances about healthy eating and weight, and safe sex practices

continued on page 6

Message from the Executive Vice President

The Institute for the Advancement of Multicultural & Minority Medicine is pleased to present the first issue of *IAMMM News*. This quarterly newsletter will create greater



awareness of our mandate to address health care disparities among underserved populations and keep you informed of our research, education and advocacy programs.

There is much to look forward to in the upcoming months.

The IAMMM Center for Health Policy will launch a Scholars-in-Residence program, a series of seminars on a range of issues—from Medicare to youth obesity—and provide opportunities for groups and individuals to share strategies that impact public policy. In addition, the Center for Community Outreach and Education will present monthly symposia on chronic diseases for health professionals and consumers.

IAMMM will mobilize communities around the nation at health summits and town hall meetings, like the ones featured in this issue, and continue to support education and training programs for health professionals through our Center for Community Outreach and Education.

Throughout the year, the 2004 and 2005 recipients of our Eagle Fly Free Award will serve as Ambassadors for Good Health to help educate communities of color about the prevention and management of chronic diseases. Their willingness to share their stories provides immeasurable hope and inspiration to others struggling with chronic diseases and other medical conditions.

We want to hear from you, too. Share your successes and let us know how we can be more responsive to the needs of the communities we serve.

Madeline Y. Lawson
Executive Vice President

Top: New York Summit participants exchange information and concerns

Bottom: Hon. Louis W. Sullivan, M.D., Speaker

IAMMM Welcomes New Board Members

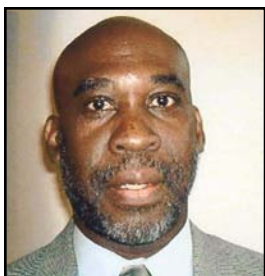
IAMMM is pleased to announce the recent addition of three new board members. They are each distinguished members of their fields whose commitment and expertise will both enhance and lend credence to the organization's pursuits. A nonprofit organization's success depends on the leadership and wisdom of professionals from both the private and public sectors to assist with creating long- and short-term goals, forging partnerships, developing resources and strategizing for the future. We are truly honored that they have agreed to become valued members of our organization.



Stan Hull

Stan Hull is a senior vice president at GlaxoSmithKline, a leading pharmaceutical company that is committed to discovering, developing and making available medicines that will go a long way toward eliminating health disparities.

"I'm excited about serving on the board as a representative of GlaxoSmithKline because we share a very important common mission: the elimination of disparities across all different populations of different diseases," says Hull. "We all have the obligation to do what we can to help improve the outlook for all citizens. A lot of times the help that people need is actually going to come from nonprofit organizations. If we can take the learning we have from our businesses and apply it to these organizations, I think we can have a bigger impact."



Ludlow B. McKay

Ludlow B. McKay recently retired from the U.S. Public Health Service and spent several years as a hospital and health administrator at the National Institutes of Health and with the Health Resources

Services Administration. He has a broad range of experience and looks forward to helping IAMMM partner with government entities to promote health policies that will impact communities of color and influence other organizations to join IAMMM in its mission to reduce health disparities. McKay sees his participation on the board as a natural extension of the work he has done over the years.

"I have a lot to offer in terms of my commitment to the health issues that affect minorities. In my government career I initiated and funded programs that addressed diabetes, kidney disease and HIV/AIDS, which truly impact minority populations. I worked to increase minority participation in medical research careers and clinical trials. It is out of a spirit of giving that I am pleased to serve on the board. I am honored to lend my skills and influence



Henry Lucas, D.D.S.

and often take for granted. Their burden compelled **Henry Lucas, D.D.S.**, to serve on the IAMMM board. "I think it's important for people like me, who have had the advantages of society, to give back," he explains. Lucas believes it is incumbent upon board members to represent not just their respective fields, but to also give a voice to those who are disproportionately affected by disparities in health care. "This organization can be a leading force in sensitizing this country—government, corporations, other organizations and individuals—to this issue. People don't want to think about anything that makes them uncomfortable, such as disparities in health care based on color or race. They need to be made uncomfortable so they will do something. If we can accomplish that, we will have done a tremendous service to society," he says.

In 2004, IAMMM also welcomed to the board the following members. They will be highlighted in future issues of the IAMMM newsletter.

W. Michael Byrd, MD, MPH, Sr. Research Scientist, Harvard School of Public Health

Linda A. Clayton, MD, MPH, Sr. Research Scientist, Harvard School of Public Health

Hon. Donna M. Christensen, M.D., U.S. House of Representatives, U.S. Virgin Islands Delegate

Mary D. Redd, LMSW, ACSW, President and CEO, Steinway Child & Family Services

Barbara Young, Ed.D., President and CEO, Young Enterprises (IAMMM Secretary)



W. Michael Byrd, MD, MPH



Linda A. Clayton, MD, MPH



Hon. Donna M. Christensen, MD



Mary D. Redd, LMSW, ACSW



Barbara Young, Ed.D.

IAMMM Gala Salutes Courageous Survivors

"Each one of us has had a moment of truth when we've come face to face with our own mortality," mused Hightower in his remarks. He had assumed that his own moment had passed during a stint in the Army, but 27 years later, that hypothesis was challenged to the core when his father was diagnosed with prostate cancer. Despite the best of care, he did not survive. Hightower had been undergoing regular screenings, and began getting them every six months following his father's diagnosis. Until February 2000, his results were barely

recordable, but within six months, they were alarming enough to require an aggressive course of action. Still, Hightower recalls, he allowed other things to take greater precedence. "I had a business to run, investors to satisfy, employees counting on my leadership. My doctor said, 'This is your life but if you want to be here six months later, you need to make some critical decisions in the next 30 days.'" He did. Now, Hightower says, he is a "poster boy" for screening, encouraging anyone who will listen to take the test.

As a physician and founder and executive director of the New York-based Addiction Research and Treatment Center, Beny Primm decreed that every employee in his organization must undergo an annual physical or their salaries would be withheld. In 1983, after his own compensation had been withheld for six months, Primm finally scheduled a physical and was diagnosed with lung cancer. "I smoked a pipe, and at that moment, after trying to quit for many years, I put the pipe down in an



The 2005 Eagle Fly Free award honorees and presenters

In Their Own Words

We as a nation must [work to] improve research, increase sensitivity to minorities among health care providers, and increase access to the right information. African American men owe it to themselves and their loved ones to understand the preventive measures we can take and pursue treatment options as needed. Prostate cancer can be treated if it's caught early. The bottom line is we need to take action, get tested and keep getting tested every year. I didn't want to get prostate cancer; no one does. But if I can help even one person take action to prevent this disease or to detect it earlier, this experience is a worthwhile one.

—Earl G. Graves, Chairman and CEO of Earl G. Graves Ltd., and publisher of *Black Enterprise* magazine (Prostate Cancer)

In February I will be a 5-year survivor of breast cancer. In 2016, I will be a 10-year survivor of breast cancer, and in 2036, a 20-year survivor. I visualize my healing, I claim complete healing, and God is my protector. The words of this beautiful [award] say strength, courage and freedom. I carry the strength from my family, my community,

and my mother, who taught me to be strong. She told me there would be good days and there would be bad days, but there are more good than bad. Courage is how I walk; everyday the Lord allows me to wake up is a blessing for me. And freedom is the wing that lifts my spirit and my soul. I will cherish this [award] for as long as I live, which will be a long, long time.

—Maxine B. Baker, President and CEO, Freddie Mac Foundation (Breast Cancer)

We believe it's important to support health care programs and initiatives that address the needs of our nation's underserved individuals. Through the combined efforts of public and private sectors, we can ensure that every American has access to quality, affordable health care.

—Hon. John and Mrs. Cindy McCain (Melanoma and Stroke)

As public officials we have an obligation to the public, to those we know are the most vulnerable. When I saw the prostate cancer statistics for the minority community, it was clear I needed, along with my colleagues, to do whatever we could to

ashtray and never picked it up again,” he recalls. “The key is that you almost have to force prevention, even to a doctor who knows you should have an exam every year.”

Sadly, after a three-year struggle with breast cancer, Primm’s wife, who had kept her illness private, died. “She was very secretive, but I decided to go public so everyone who can pray for me will, and I’ll stay alive. And I decided that for every moment left for me, I’m going to sing every song I know how to sing; I don’t want my music to die with me. I think the Lord heard me and as a consequence has allowed me to live,” says Primm. He believes it is his obligation, as a physician and a human being who has been spared for 22 years, to share his knowledge with the community in any way he can. “In the last 22 years, I’ve done more than in all of the 55 years that I lived before [the diagnosis],” says Primm, who is still singing songs of early detection, determination, seeking the right medical treatment—and celebrating life.

save one life. The Talmud says if you save one life, you save a generation.

—Hon. Michael L. Subin, Council Member, Montgomery County, Maryland (Prostate Cancer)

I am a 10-year survivor of prostate cancer. I facilitate a prostate cancer support group in Harlem, so I know firsthand what it means to those folks who are underserved and not served by an organization such as IAMMM in the battlefield for them. All of us need to get into the fight so we can help end disparities, especially among people of color.

—Calvin Martin, Most Worshipful Grand Master, Prince Hall Masons, State of New York

My own battle against cancer is something I had intended to keep private; but upon realizing how important getting the word out is, that’s when I decided to go public. And that’s why IAMMM’s efforts are so important. They’re out there in communities that may not be getting the word or that don’t have the sort of health care they should. It is so easy to save lives in this regard in many cases, because early detection is so important.

—Dan Abrams, Host of MSNBC’s The Abrams Report

Board of Directors

L. Natalie Carroll, MD
Chair

Richard Allen Williams, MD
Vice Chair

Yvonnecris S. Veal, MD
NMA Past President
Treasurer

Barbara Young, Ed.D
President & CEO
Young Enterprises
Secretary

W. Michael Byrd, MD, MPH
Senior Research Scientist
Harvard School of Public Health

The Honorable Donna M. Christensen
U.S. House of Representatives
U.S. Virgin Islands-Delegate

Linda Clayton, MD, MPH
Senior Research Scientist
Harvard School of Public Health

Pamela Freeman Fobbs, JD
Past President, Auxiliary to the
National Medical Association

Dennis F. Hightower
Corporate Executive
(Formerly Walt Disney Company)

Stan Hull
Senior Vice President
GlaxoSmithKline, Inc.

Henry Lucas, DDS, FAGD
Trustee, Charles R. Drew University of
Medicine and Science

Ludlow B. McKay
Commander, U.S. Public Health
Service (Retired)

Mary D. Redd, LMSW, ACSW
President & CEO
Steinway Child & Family Services

Hon. Louis W. Stokes
U.S. Congressman (ret’d)

Hon. Diane E. Watson
U.S. Representative
33rd Congressional District, California

Madeline Y. Lawson
Executive Vice President

NEWS BRIEFS

“Set the Date” Campaign Encourages Prostate Cancer Screenings

In 2004, IAMMM partnered with Anheuser-Busch, the National Council of Negro Women, and 100 Black Men of America to raise the awareness of African-American men and women about prostate cancer. “Set the Date,” a national media campaign, was designed to encourage African-American men, who have the highest incidence of the disease, to get facts, be informed and get tested. The campaign’s primary target was African-American women of all ages, however, because they are the ones with the greatest ability to significantly influence the health behaviors of husbands and other male loved ones by encouraging them to get tested or actually scheduling this potentially life-saving exam. They are the true “screening ambassadors,” and can often have the greatest influence about the importance of prostate cancer screening.

continued on page 8

Mini Health Summits Broaden Awareness and Educate Communities

during a Youth Forum and Town Hall Meeting.

Panelists provided much food for thought to summit attendees, giving voice to their concerns and offering strategies to address health disparities in their respective communities. "I feel empowered and will share the information [provided] with my co-workers," said one participant. Another commented that the summit helped her gain a broader understanding of the issues that individuals in disadvantaged communities face. "Such an awareness allows

a greater effort to improve and increase my willingness to beat the odds and help clients advocate for services," she added.

Emory University was the site of the Atlanta summit held in June 2005. Entitled "Good Health: Your Right! Your Choice!", the event brought together medical experts and advocates committed to IAMMM's missions and goals. There were representatives from the U.S. Department of Health and Human Services; GlaxoSmithKline; the American Cancer Society; Emory University; Morehouse School of Medicine; Spelman College; local chapters of Delta Sigma Theta Sorority, the National Black Nurses Association, the National Kidney Foundation; the Student National Medical Association; and others. Governor Sonny Purdue issued a special commendation to IAMMM

for promoting healthy lifestyles and providing crucial information.

"The summit will help me focus on my personal health and that of my family," a participant noted. "I will be able to share the information and data with others in my organization and community. Giving up my Saturday was worth it!"

The Los Angeles and Houston summits took place in April 2004 and were followed by a June summit in Washington, D.C. Co-hosted by the Charles R. Drew University of Medicine, the Charles R. Drew Medical Society and other national health and consumer organizations, the Los Angeles event

included a keynote speech by activist and comedian Dick Gregory, who provided advice on how consumers can empower themselves to ensure they receive good health care. Keith Norris, M.D., Associate Dean for research at Charles R. Drew University of Medicine, facilitated a health care panel that included representatives from Alpha Kappa Alpha Sorority, Inc.; the National Medical Association; Delta Sigma Theta Sorority, Inc.; The Links, Inc.; Community Health Council; and Omega Psi Phi Fraternity, Inc.

The Houston summit was produced in collaboration with the Texas Southern University School of Pharmacy and Health Sciences and other national health and consumer organizations. Dick Gregory and Virginia Caine, then-president of the American Public Health Association, were the keynote speakers. Panelists included health care specialists from the M. D. Anderson Cancer Center and the Houston Medical Forum.

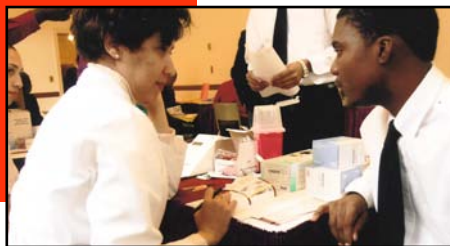
The summit also included a panel of national leaders from the National Council of Negro Women, Inc.; Shell Oil Company; the National Black Nurses Association; Delta Sigma Theta Sorority, Inc.; Alpha Phi Alpha Fraternity, Inc.; Alpha Kappa Alpha Sorority, Inc.; and the National Congress of Black Women.

The Washington, D.C. summit was co-hosted by Howard University's Colleges of Medicine and Dentistry in collaboration with the D.C. Chirurgical Medical Society and other national health and consumer organizations. J.L. King, author of *On the Down Low: A Journey into the Lives of Straight Black Men Who Sleep with Men*, was one of the keynote speakers.

Michael Painter, M.D., then representing the Senator Bill Frist (R-Tenn.), presented a detailed overview of legislation introduced in the U.S. Senate to address health disparities. Pat Lawson Muse, an anchor at WRC-TV, Channel 4, facilitated a panel of experts and advocates from Howard University Hospital, Eastern Virginia Medical School, the Washington Hospital Center, the Women's Collective, and the House of Imagene.

IAMMM is grateful to all of the organizations, planning committees, and panelists whose participation helped make these events so successful. Each summit provided insights into the health care needs of its community and demonstrated ways in which local organizations are addressing them.

A summit attendee gets a health screening



HEALTH SUMMIT GOALS

- Design a model on healthcare provider and consumer empowerment partnerships for improved health among African Americans and other racial and ethnic groups
- Develop a partnership model and manual to be shared with national organizations
- Define and prepare the model to implement at a national summit
- Prepare options for action monographs that will be disseminated in print and on electronic media and Web sites
- Develop a sign-on campaign to market use of the model among health professionals and civic and community organizations

“Do You Have a Discount Card?”

IAMMM campaign helps introduce the Medicare Drug Discount Card

The Pharmaceutical Research Manufacturers Association (PhRMA) contributed \$860,000 to IAMMM in May 2004 to launch a national campaign to educate minority seniors about the benefits of the Medicare-Approved Prescription Drug Discount Cards and to enroll them into a program.

That same month the Centers for Medicare & Medicaid Services introduced a temporary Medicare-Approved Prescription Drug Discount Card. It was made available to beneficiaries who do not receive Medicaid benefits or have coverage under another health insurance plan. The card provided savings of 29 to 77 percent on brand-name drugs, and up to 92 percent on generic drugs for a period of seven months. Medicare beneficiaries whose incomes are below 135 percent of the federal poverty limit (\$12,569 for singles and \$16,862 for married couples) were eligible for a \$600 credit.

IAMMM partnered with the National Black Nurses Association, Alpha Phi Alpha Fraternity, Inc., and state and local organizations to implement this project. Members of IAMMM staff traveled all over the country to spread the word about the initiative.



A Word about our Funders

GlaxoSmithKline recently presented IAMMM with the final installment of a \$1.5 million grant the corporation has generously contributed to fund general operations and health summits. Pictured right is Stan Hull, GSK vice president, who was recently appointed to the IAMMM board. Hull has been a driving force behind the generous funding IAMMM has received from the GSK U.S. Pharmaceuticals Division.



Current IAMMM Funders:

Abbott Laboratories
Altria
Anheuser-Busch, Inc.
DaimlerChrysler Corporation
Guidant
GlaxoSmithKline
NitroMed
PhRMA
Joint Center for Political and Economic Studies, Health Policy Institute

IAMMM Physician Panels

IAMMM is committed to developing and implementing education and training programs that help physicians improve health care delivery and their interactions with patients. These panels enrich the quality of health care by increasing awareness among physicians about health disparities and teaching them to become more culturally competent so they can better serve their patients.

In the past year, IAMMM sponsored several presentations at state medical meetings to achieve this crucial objective. At the Arkansas State Medical Meeting, Juanita Archer, M.D., gave a presentation entitled "Diabetes and Disparities-What's Happening in Your Neighborhood." Robert Williams, M.D., and Glenda Hodges, PhD, J.D., M. Div, led a panel on "End of Life Care Certification Training for African American Physicians" for the Arkansas Medical Dental and Pharmaceutical Association (AMDPA), Louisiana Medical Association, and the Georgia State Medical Association. Psychiatrist Rahn Bailey, M.D., gave a presentation entitled "Diabetes and Mental Health" at the Old North State Medical Society meeting.

EVENTS

Upcoming IAMMM Events

February 2006

“Men in White”
Documentary-Prelaunch
with GlaxoSmithKline,
Washington, DC

April 2006

Training and Seminar
for Opinion Makers,
Emerging Leaders and
Health Care
Professionals to
Address Health
Disparities, Atlanta, GA

September 5, 2006

Third Annual Awards
Benefit Gala “Saluting
Survivors...Promoting
Life,” Washington, DC

IAMMM Resources

Resource Centers

As part of the Institute for the Advancement of Multicultural & Minority Medicine’s long-term growth strategy, it has created three centers that will provide valuable information, resources and support for health care professionals and advocates who work to eliminate disparities. IAMMM will also produce programs and campaigns that further its mission.

The **Center for Health Policy** aims to positively influence federal, state and local public policies that address and prevent health care disparities among racial and ethnic underserved populations. The center will promote policies, programs, and legislation that provide access and resources to individuals affected by disparities.

The **Center for Research and Clinical Trials** will create, conduct, and promote research on health disparities found in minority racial and ethnic populations and other issues regarding the prevalence and epidemic of health disparities and their impact on public health. In addition, it will serve as a resource for health professionals of color who serve communities of color.

The **Center for Education & Outreach** will create, endorse, and link partnerships with national and local health programs for effective grassroots prevention efforts. It also will disseminate information regarding health disparities and disparity-related diseases to the general public.

NEWS BRIEFS

continued from page 5

IAMMM, the American Heart Association, and AMERIGROUP Co-Host Educational Dinner for Health Care Providers

Last March, IAMMM partnered with the American Heart Association and AMERIGROUP-District of Columbia to host a dinner and symposium as part of the AHA’s Go Red for Women campaign, which focuses on women and heart disease.

Richard Allen Williams, M.D., Vice Chair of IAMMM board, and founder of the Association of Black Cardiologists; Patricia Davidson, M.D., FACP, Medical Internist and Cardiologist; and Sandra Nichols, M.D., Medical Director of AMERIGROUP-District of Columbia, each spoke about heart disease, which is the number one killer among women. Dr. Williams presented a historical perspective of the disease, while Dr. Davidson spoke about current trends. Dr. Nichols provided statistics specific to Washington, D.C.



The Institute for the Advancement of Multicultural & Minority Medicine can only continue to do great work with your help. Please make a tax-deductible contribution to IAMMM today!

Yes, I am pleased to make the following gift.

- \$500
 \$250
 \$100
 \$75
 \$35
 Other \$_____

- I am using my credit card to make this gift.
 Visa Master Card American Express

Card Number _____

Exp. Date _____

Signature _____

- Enclosed is a check for _____.
- Please send information on how to include IAMMM in my estate plans.
- Enclosed is a corporate matching gift form.

Please mail to: Institute for the Advancement of Multicultural & Minority Medicine
1701 Q Street, NW, Washington, DC 20009

Happy Holidays from IAMMM

**Institute for the Advancement of
Multicultural & Minority Medicine**
1701 Q Street, NW
Washington, DC 20009