

Multiple Myeloma Research Foundation (MMRF) and Acclinate's NOWINCLUDED Join Forces to Educate and Empower the Black Community

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WHY IT MATTERS

Multiple myeloma is twice as common and twice as deadly in Black patients compared to White, and systemic factors may delay diagnosis and treatment for the Black community.^{1,2} Both Acclinate's NOWINCLUDED and MMRF teams understand the importance of the Black community being educated about the disease and included in the search for impactful treatments and a potential cure.

THE SOLUTION

To increase education and awareness of multiple myeloma, Acclinate's NOWINCLUDED and MMRF engaged the Black community by hosting "Community Connect" forums at local venues in Atlanta, GA and Philadelphia, PA in May and June, 2024 (respectively). Additional "Community Connects" will occur in Birmingham, AL and Detroit, MI in Fall 2024.

➤ The main-stage agenda featured local community members, patients, and health professionals speaking on key aspects of multiple myeloma. The event was live-streamed to expand reach.

➤ Local community partners and healthcare institutions were provided complimentary vendor space to share additional educational resources to attendees.

➤ "Community Connect" effectiveness was measured by pre and post event surveys.



“
I had never known anyone healthy with this condition before today... now I know I'm not alone fighting this...”

- Alicia, Multiple Myeloma Thriver



IMPACT

To date, Acclinate's NOWINCLUDED and MMRF's "Community Connects" have reached **1,425** people via marketing materials and educated **210** event attendees in Atlanta and Philadelphia. Across both cities so far:



Of those who took both the pre and post surveys, **70.53% (n=95)** had improved their confidence in recognizing the symptoms of multiple myeloma



After the events, **95.9%** of people agreed that awareness of multiple myeloma should be increased in their community.

KEY LEARNINGS

Partnerships with local community-based groups have been key to the success of "Community Connect." Acclinate's NOWINCLUDED and MMRF identified and built relationships with senior service organizations when coordinating logistics, marketing, and execution. This ensured the events could truly meet Black community members where they are.

1. 'Multiple Myeloma in Underserved Populations.' MMRF website. 2024.

2. 'Disparities in African Americans.' International Myeloma Foundation website. 2024.