The Right Time Case Study:
Patient Advocacy-Led Genetic Testing Model

Be Ready Program – Community Outreach for Genetic Testing in Prostate Cancer Touch4Life

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This case study focuses on ensuring men learn about genetic testing services at the right time.

Challenge

- Black men in the U.S. face a 1 in 6 lifetime risk of prostate cancer and higher mortality rates.
- Deep-rooted stigma, lack of awareness, and limited conversations with providers meant most men had never been offered genetic testing.
- Social and emotional barriers created significant access gaps.

Solution

- Developed *Be Ready Program*, delivered through trusted community institutions to ensure credibility and engagement.
- Reached men where they already gather, outside the clinic, before diagnosis; churches and barbershops served as safe, trusted hubs.
- Community leaders, physicians, and advocates collaborated to create credibility and trust.
- Built programming in partnership with local churches to ensure cultural sensitivity and relevance.
- Curated all-male panels of oncologists, radiologists, and men with lived experience.
- Workshops designed to be interactive and responsive to community feedback.

Outcomes

- Initial pilot reached 300 men; 80% had never discussed genetic testing with a doctor.
- 44% survey completion rate, far exceeding expectations for community programs.
- 70% of attendees expressed interest in genetic counseling, clinical trials, or ongoing follow-up.

Key Learnings

- Trusted messengers and familiar spaces are critical for engagement.
- Honoring and elevating community partners sustains trust and long-term relationships.
- Iterative program design and feedback loops refine programming for cultural resonance.

Replication Tip

- Identify trusted community partners and co-design programs that are culturally relevant to the target population to sustain engagement and maximize impact.

> “Meeting people where they are means getting testing done before the window closes — if we wait, the chance to act on results is often lost.”