

Mammogram Video Gains Attention, Additional Platform to Promote Breast Screenings for Males

By Kathryn Rodenmeyer, APR

Cancer has touched CHCAMS CEO Terrence M. Shirley's life through friends, colleagues, and a close family member. While serving as the administrator at the University of Miss. Medical Center (UMMC) Cancer Center and Research Institute for more than a decade, he saw how this disease takes its toll on patients and their families.



Terrence M. Shirley about to have a mammogram for breast cancer screening. (University of Mississippi Medical Center, 2017)

He also learned, although rare, some men develop breast cancer. Many do not know the risk factors or the warning signs. As the Center leader, Terrence decided to promote breast health and breast cancer screenings for men by getting a mammogram while being filmed. He says he did this to raise awareness, dispel myths, and allay fears that men who are at elevated risk for the disease, may have.

The video of Mr. Shirley's mammogram and the interview was uploaded to the UMMC YouTube channel. To date, the video has more than 80 comments and over 72,000 views. One of those viewers happened to be Mathew Knowles, a successful businessman, entrepreneur, author, and college professor. But his contribution for managing and producing *Destiny's Child*, where his daughter Beyoncé got her start. Dr. Knowles is also a highly sought-out speaker and podcast host. He took particular interest in the video featuring Terrence's mammogram, because Dr. Knowles is a breast cancer survivor.

The Delta Research and Educational Foundation through its All of Us initiative collaborated with Dr. Knowles and other guests on virtual presentations during the first year of the global pandemic (2020) with the goal of raising awareness of male breast cancer and breast cancer screenings. Dr. Knowles reached out to Terrence

THE DELTA RESEARCH AND EDUCATIONAL FOUNDATION BREAST RESEARCH MATTERS FOR ALL OF US INITIATIVE
IN COLLABORATION WITH THE CHARLES L. FRANKLIN ASSOCIATES CLINIC OF THE NATIONAL COUNSEL OF NEGRO WOMEN INCORPORATED
PRESENTS

**MY POINT OF VIEW:
BREAST CANCER FROM A UNIQUE PERSPECTIVE**
A NECESSARY CONVERSATION
BECAUSE MEN ARE NOT IMMUNE
TUESDAY, OCTOBER 20, 2020
8:00 PM EST

FEATURING **MATHEW KNOWLES**
RECORD EXECUTIVE
TALENT MANAGER, BUSINESSMAN,
BREAST CANCER SURVIVOR

HARRY JOHNSON
CLFA CO-CHAIR

JAMES D. STATTON, JR.
CLFA CO-CHAIR

TERRENCE SHIRLEY
CANCER CENTER RESEARCH
INSTITUTE AT UMMC

LIVE ON FACEBOOK, YOUTUBE AND VIMEO

All of Us
RESEARCH THROUGH
DELTA

ncnw

Event Name - My Point of View: Breast Cancer from a Unique Perspective featuring Mathew Knowles

BROTHER 2 BROTHER
Let's Talk Men's Health
via zoom

Mathew Knowles
Panelist

Topics

- Genetics Testing
- Early Detection
- Regular Check Ups
- Diagnosis & Treatment
- Stress & Depression
- Suicide

Dr. Keith Rigby, MD
Panelist

Dr. Kevin Rigby, Pharm D
Panelist

Terrance Shirley
Panelist

Coach Rolando Lamb
Panelist

DJ Bink Turner
Moderator



and invited him to be a panelist for two virtual events to talk about getting a mammogram and to answer questions about breast cancer screenings for males.

This opportunity provided Terrence with another platform to spread his message about breast cancer screenings, especially for males. Even though the video was posted on YouTube 6 years ago and the panel discussions with Dr. Knowles were 3 years ago, the message still resonates. Back in June 2023, someone sent a question through the comments section of the YouTube mammogram video seeking advice about an upcoming scheduled mammogram. What they got from Terrence's reply was reassurance.

“Anything I can do to help promote men and women taking care of their health, I will do,” said Terrence, who is now CEO of the Community Health Center Association of Mississippi. “I still monitor the YouTube comments to make sure I can respond to those who may be uncertain or have some fear about getting a screening done. If I can provide encouragement to someone to get a screening that could save someone's life, I am happy to do so.”