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In 1991, the National Breast Cancer Coalition launched a revolution. We quickly made breast cancer a priority for our government and for our nation. NBCC has again launched a revolution in the battle to end breast cancer with a new weapon—a deadline—Breast Cancer Deadline 2020®. The end of breast cancer by January 1, 2020.

As a network of hundreds of groups and tens of thousands of individuals, NBCC speaks for women. We’re not afraid to rock the boat. We believe scientists must get the funding they need for meaningful breast cancer research. We believe everyone must have access to quality care. We believe trained, educated advocates must have a voice everywhere breast cancer decisions are made.

Our activism has generated nearly 2.8 billion new dollars for breast cancer research. Our research initiatives and advocacy helped bring about new models of research, including a significant breakthrough in breast cancer research and care—the first targeted therapy for a particularly aggressive form of breast cancer.

Our vision and advocacy led to the first-ever system of access to care for thousands of low-income women with breast and cervical cancer. And we’ve trained more than 10,000 advocates who challenge the status quo and demand more wherever breast cancer decisions are made—from hospital boardrooms to Capitol Hill.

There was a time when breast cancer was virtually ignored by those with the power to do something about it. Today we are holding these key stakeholders—and ourselves—accountable to Breast Cancer Deadline 2020®, January 1, 2020: the end of breast cancer.
When the National Breast Cancer Coalition called for an end to breast cancer by January 1, 2020—Breast Cancer Deadline 2020®—it challenged everyone to change the conversation. Advocates were eager to lead scientists, researchers, the media and policy makers into meaningful discussions about what it will take to end breast cancer by the end of the decade.

Not surprisingly, many stakeholders were initially reluctant to look at breast cancer this way. You cannot change decades of behavior with a few words. But NBCC is not just about slogans, we are about action. So when we convened a number of stakeholders at various summits and workshops throughout the year, participants began looking at the major issues differently. They began to discuss how to do their work with a focus on the deadline. They began to ask the question: How can we achieve Breast Cancer Deadline 2020®?

A cornerstone of Breast Cancer Deadline 2020® is learning how to prevent breast cancer from ever developing. At the April Artemis Project™ meeting, members of the Steering Committee, Advisory Committee and Meeting Team Leaders gathered to develop initial research plans, an outline of objectives, a basic work plan and a timeline for the development of a preventive breast cancer vaccine. Working groups, consisting of scientists from academia and industry, along with regulators, providers, clinicians and advocates, focused on key areas. (See Page 6 to read more about the Artemis Project™.)

During the Summit on Primary Prevention of Breast Cancer held in October, a multi-disciplinary group of visionaries including breast cancer advocates, scientists, clinicians and others identified the major questions that need to be addressed to understand how to prevent breast cancer by the end of the decade. (See Page 8 to read more about the Summit on Primary Prevention of Breast Cancer.)

Learning how to prevent the spread of breast cancer to other parts of the body is also a goal of Breast Cancer Deadline 2020®. The Summit on Prevention of Metastatic Breast Cancer in August represented a key step toward a plan for the research necessary to understand the process of breast cancer metastasis. The 35 participants at this Summit divided into multi-disciplinary groups to discuss what we know, what we need to know, creative approaches for prevention, and finally, what we need to do to move forward and achieve progress for women. (See Page 7 to read more about the Summit on Prevention of Metastatic Breast Cancer.)

Changing the conversation about long-held beliefs and messages is not easy. We knew that when we launched Breast Cancer Deadline 2020® a year ago. And yet it is happening. Many who participated at NBCC’s summits and the Artemis Project™ meeting went back to their work with a changed perspective and a new approach. Today, many are asking themselves if their research will actually help us reach our goal to end breast cancer by January 1, 2020. Policy makers on Capitol Hill are moving our legislation forward and now the Accelerating the End of Breast Cancer Act (HR 3067) has been introduced. It is virtually impossible to make this type of progress if you try to go it alone. But we are a coalition, a collaboration, a movement, and anything is possible.

Reaching the deadline will take much more difficult, complex, challenging and controversial work. We are up to it.

Sincerely,

Fran Visco
NBCC President
Breast Cancer and the Media

As it does every year, much of the media in 2011 focused on breast cancer awareness and early detection in its coverage. At the same time, NBCC took every opportunity to direct the conversation toward a discussion that focused on ending breast cancer by 2020 and the truth about breast cancer. While we are making progress, changing the conversation in the media continues to be an uphill battle.

As NBCC President Fran Visco points out in her November blog on the Huffington Post, “The irony of Breast Cancer Awareness Month is that by the end of the month there was significantly more misunderstanding in the public about the disease.” She went on to say, “It would come as no surprise that women who listened to or read ‘news’ reports throughout the month would believe they have a much higher risk of the disease than they actually do, and that as long as they take care of themselves and get regular mammograms, the disease could be found early and there would be a 98 percent chance of a cure. And if women want to avoid the disease altogether they simply need to be vigilant about avoiding certain things in their lives, such as eating white rice or using certain cosmetics or cleaning products. None of it is true.”

“The irony of Breast Cancer Awareness Month is that by the end of the month there was significantly more misunderstanding in the public about the disease.”

Too often, some in the media gravitate toward stories that are extremely hopeful, or extremely fearful. However, the truth often falls within the middle ground and in the small details. Too often, some in the media gravitate toward stories that

Sign Up!

We make staying on top of the latest news, information and progress about Breast Cancer Deadline 2020 as easy as possible. Sign up for our email and get the news from NBCC as it happens.

Go to BreastCancerDeadline2020.org/EmailSignUp.

31 Truths About Breast Cancer Shared Throughout October

There are many facts about breast cancer that are misunderstood by or misrepresented to the general public. Throughout October, NBCC delivered 31 Truths About Breast Cancer—truths that are sometimes hard to accept, like the statistics that nearly 40,000 women and 410 men will die from breast cancer in the US. Worldwide that number will be nearly 500,000 and without truly significant breakthroughs it is predicted to rise to nearly 750,000 by 2030. The truths explained that early detection is not the key to ending breast cancer and that we don’t know how to prevent the spread of breast cancer to other parts of the body (metastasis). In order to make real progress toward saving lives and ending breast cancer—which is the goal of NBCC—we need to better understand the reality of this disease at all levels. We need to know the enemy as it truly is, not as we like to believe.

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NBCC’s 31 Truths were promoted daily on the Web, distributed through email, and posted and tweeted in social media. Advocates were encouraged to share the truth with friends and family, post the truth on their Facebook pages, tweet the truth to their followers on Twitter and talk about the truth with their doctors and support groups. If you missed the truths, visit BreastCancerDeadline2020.org/All31Truths. Also available in Spanish.

NBCC in the News

BreastCancerDeadline2020.org/NBBC in the News

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31 Verdades Sobre El Cancer De Seno
La verdad sobre el cancer de seno no les hace daño a las mujeres, en cambio, la informacion equivocada sí.

La verdad sobre el cancer de seno no les hace daño a las mujeres, en cambio, la informacion equivocada sí.
For less than a cup of coffee a day...
Become a monthly donor!
Visit BreastCancerDeadline2020.org/Monthly to join today!

"I want this fight to be over for good. That's why I've put myself on the clock with the National Breast Cancer Coalition (NBCC). And you can too."

-Dana Delany

To get on the clock today, visit BreastCancerDeadline2020.org/OnTheClock

Participants at Summit on Prevention of Metastatic Breast Cancer Propose Next Steps

NBCC gathered a diverse group of breast cancer advocates, scientists, and clinicians from across the United States, Canada and Europe to begin to outline a research plan of action at the Summit on Prevention of Metastatic Breast Cancer, August 26-28, 2011, in Aspen, CO.

Investigators currently looking at the biology of breast cancer metastasis—the genetics, the cellular mechanisms, and the role of the immune system—were brought together with investigators who have different perspectives, such as those who have created mathematical models of metastasis, or who

have been applying evolutionary theory to cancer progression, along with those who work outside of the field, such as physicists.

During the meeting, participants divided into three breakout groups to discuss the breast cancer metastatic process—what we know, what we need to know, creative approaches for prevention, how different approaches can complement one another, and finally, what we need to do to move forward to achieve progress for women.

Each breakout group took a slightly different approach. Breakout Group One proposed a consortium of institutes aimed at developing a multi-faceted approach to prevention of metastasis for those at highest risk, based on the idea that multiple interventions will work better and prevent resistance. The consortium would focus on three areas: multidisciplinary research projects to develop interventions reflecting a variety of approaches, such as targeting dormancy, the immune system, lifestyle factors, and the tumor microenvironment; biomarker development focused on identifying which patients are likely to benefit most; and multiple, small, "secondary prevention" clinical trials with adaptive designs to look for large effects and to collect tissue at regular intervals for information to be fed back into intervention and biomarker development.

Breakout Group Two focused on understanding what occurs between primary diagnosis and breast cancer spread or metastasis. The group identified several key research questions about the role of breast cancer cells and the tumor in tumor dormancy and metastasis, and important areas for clinical translation, including developing the technologies to detect the first signs of metastasis.

Breakout Group Three focused on looking for early stages of metastasis through improved imaging, exploration of biomarkers, tissue collection, and whole-genome sampling to identify host factors; a large, prospective, longitudinal cohort study, to follow women from the time of diagnosis, comparing those who develop distant metastases with those who do not; and exploring the repurposing of approved drugs, investigational drugs, and other interventions to develop less toxic treatments.

Achieving Breast Cancer Deadline 2020® requires shifting resources and efforts into two key areas: learning how to prevent breast cancer metastasis and learning how to prevent the disease from developing. This summit represented our first step in focusing efforts on understanding how to prevent breast cancer metastasis. Though it is the spread of breast cancer that ultimately takes the lives of women who die from the disease, insufficient research is aimed at a greater understanding of this process, and ultimately, in understanding how to intervene and prevent breast cancer metastasis.

NBCC is currently analyzing the outcomes and proposals from the summit in the context of current scientific literature to outline and prioritize the next steps to be taken in 2012 to further the goals of Breast Cancer Deadline 2020®.
Summit on Primary Prevention of Breast Cancer

Just one month after the Summit on Prevention of Metastatic Breast Cancer, NBCC convened another diverse group of scientists and advocates to focus on the second key area for achieving Breast Cancer Deadline 2020—understanding how to prevent the development of breast cancer in the first place. The Summit on Primary Prevention of Breast Cancer was held October 1-3, 2011, in Aspen, CO.

A diverse group of 36 breast cancer advocates, scientists, and clinicians, with a variety of perspectives on cancer prevention, attended the Summit. Participants included long-time advocates in women’s health, a biomedical engineer, epidemiologists, biochemists, evolutionary biologists and endocrinologists, along with breast cancer clinicians and surgeons. The group included a director of a center for the study of breast cancer and the environment, as well as principal investigators from several major studies in prevention, including studies of chemoprevention, exercise and diet and breast cancer risk, and a large study of cancer and diet in China.

During the meeting, participants divided into four multidisciplinary breakout groups to debate and discuss strategies for breast cancer prevention. Strategies discussed included:

• Targeted prevention—broaden the concept and change the conversation around chemoprevention by developing validated and more precise risk tools, mechanisms to target, and agents.
• Transformative lifestyle change (TLC)—modifying lifestyle factors, such as diet, exercise, and stress, particularly in combination, would provide some prevention benefit with no harm.
• Pseudo-pregnancy to mimic hormonal changes that occur; study normal human processes, then compare that or simulate caloric restriction.
• Caloric restriction—developing drugs or lifestyle that lead to or simulate caloric restriction.

Windows of vulnerability, to determine common changes that occur; study normal human processes, then compare that information with tissue from diseased individuals.
• Develop delivery systems, using nanotechnology to directly target breast epithelium.
• Breast cancer vaccine.

NBCC is currently analyzing the outcomes from both Summits in the context of current scientific literature to outline and prioritize the next steps to be taken to further the goals of Breast Cancer Deadline 2020.

Changing the System One Researcher at a Time

Shortly after the Era of Hope conference, Junghee Suh, Assistant Professor at Rice University’s Department of Bioengineering in Houston, sent the following note to NBCC President Fran Visco about her experience.

Dear Ms. Fran Visco,

I attended the Era of Hope conference last week as a scientific participant, and I feel compelled to write you and thank you for the great advocacy work you are doing on behalf of breast cancer patients/survivors.

My mother is a breast cancer survivor of 1 year. I went with her to all of her treatments at MD Anderson Cancer Center here in Houston, so I saw firsthand what “fighting” breast cancer means today.

Being at the conference, surrounded by so many breast cancer advocates, I often felt speechless and emotional at the sight of such determination to fight, to make this disease obsolete.

I am very grateful for having had the opportunity to get a glimpse of the advocates in action, pushing for real solutions from the scientific and medical communities. I am starting to learn to ask myself if my research is actually going to help reach the Breast Cancer Deadline 2020 goal.

Sincerely,

Jung

Era of Hope Offers Advocates, Researchers, Clinicians and Government Opportunity to Collaborate on Steps Forward Toward the End of Breast Cancer

By Joy Simha,
NBCC Advocate & Board Member

It is with tremendous pride that I joined my advocate and scientific colleagues in Orlando this August at the Era of Hope Conference. NBCC spearheaded the Department of Defense Breast Cancer Research Program (DOD BCRP) and continues to lobby for funding to enable researchers, clinicians and advocates to collaborate to end breast cancer. The Era of Hope Meeting is the place where researchers who have been funded by the program in the previous three years come together to report their findings and discuss appropriate steps forward to accomplish the goal of ending breast cancer.

Advocates are involved in the DOD BCRP at all decision-making levels. Some advocates partner with researchers to apply for funding to help them design the best research to answer important questions. These advocates become members of the research team once the study is funded.

Host a Community Event

Show your support of Breast Cancer Deadline 2020® and host a fundraising event in your own community. Past events include fun runs, walks, restaurant nights, bake sales and auctions. The possibilities are endless!

Visit BreastCancerDeadline2020.org/Fundraise to learn more or contact Heather Kennedy at 202.973.0569 or HKennedy@BreastCancerDeadline2020.org.

Others sit at the table as full voting members for Scientific Peer Review, when research proposals are evaluated for merit. Some do the same for Programmatic Review, when all of the eligible research proposals are compared and ranked in importance and relevance. A few advocates, like me, sit on the Integration Panel, which is the group of people who determine the program vision and investment strategy each year. All of these advocates, researchers and clinicians who have sat on review boards, as well as the researchers who have been awarded funding, are invited to collaborate at the Era of Hope Conference. Every plenary and symposium at the conference includes presentations from researchers, clinicians and advocates.

Poster sessions, symposia and plenary discussions are designed to provide recipients of DOD BCRP research funding an opportunity to report what they have learned, but more importantly, to engage in discussions with others that help forward their work. Nowhere else can you find the Army, advocates, researchers and clinicians focused synergistically and enthusiastically to accomplish the mission of ending breast cancer.

The plenary discussions at Era of Hope told a story about where we are, how we got here and where we need to go to move forward to end the disease.

Every one of the plenary discussions was eye opening and I was especially proud of the advocates who spoke on each of these panels. They outlined the true cost of treatment for women diagnosed and at risk for breast cancer, and questioned how we truly measure success. They hold researchers accountable in a polite yet memorable way. I was honored to be a part of the panel entitled The Controversy Session—Setting the Bar. My fellow panelists and I debated whether publication of researchers should be their measure of success. We debated informative endpoints in the design of effective clinical trials. We engaged in discussions about the current status quo and whether it is acceptable to continue the same old, same old or if we need to raise the bar in measuring our success.

This year’s conference was dedicated to Carolina Hinestrosa, NBCC’s Executive Vice President and it is with extraordinary pride that everyone attended to honor her passion, courage and dedication to breast cancer advocacy and research.
The National Breast Cancer Coalition advocates are counting down the days, hours, minutes and seconds to understanding how we can end breast cancer by January 1, 2020. Join us in Washington, May 5-8, 2012 to get on the clock and make every second count. IT’S TIME!

GO BACK TO YOUR COMMUNITIES WITH ANSWERS TO THESE QUESTIONS:

What kind of progress is being made in developing a preventive vaccine?

What’s happening in the world of prevention of metastasis?

How can you make the biggest impact locally for Breast Cancer Deadline 2020®?

Register for
NBCC’S ANNUAL ADVOCATE SUMMIT
MAY 5–8, 2012
(formerly the Annual Advocacy Training Conference)

HIGHLIGHTS FOR THE 2012 NBCC ANNUAL ADVOCATE SUMMIT:

KICK-OFF ADVOCATE RALLY (NEW)
Grab your state signs, don your state hat or shirt, and join your state delegation at our special Kick-Off Advocate Rally. Hear NBCC: President Fran Visco report on the momentum of year one and charge us to go even further in year two. Be inspired by your fellow advocates at the Rally and through messages from advocates around the country as we champion the work behind Breast Cancer Deadline 2020®!

STATE ACTION WORKSHOPS (NEW)
Attend this special workshop session organized on a statewide or regional basis to network, pool resources, and solidify your next steps for 2012 Breast Cancer Deadline 2020® work.

HANDS-ON WORKSHOPS
• Get the inside track on the science of preventing metastasis and preventing breast cancer
• Learn about the latest controversies
• Get an “inside the beltway” take on the political climate and NBCC’s legislation in this election year
• Find out how you can help get the media on the clock

INCREDIBLE PLENARY SESSIONS
• President Fran Visco’s Rally Address
• Breast Cancer Deadline 2020®, Research Updates from Year One
• Activists, Organizers and Rebels: Are Past Lessons Still Relevant?
• Overcoming Barriers to Change: Problems in the System
• Making an End to Breast Cancer a National Priority

AND BE SURE TO JOIN NBCC’S LOBBY DAY ON CAPITOL HILL!

COMPLETE YOUR REGISTRATION ONLINE TODAY AT BREASTCANCERDEADLINE2020.ORG/2012SUMMIT
Additional details about exciting new speakers, workshops, program, hotel reservations, CEUs, rates and scholarships are available online.
The Accelerating the End of Breast Cancer Act Introduced in the House

The Accelerating the End of Breast Cancer Act was introduced by Reps. Karen Bass (D-CA-33) and Charlie Bass (R-NH-02), along with Reps. Hanabusa (D-HI-01), Scalise (R-LA-01), Moore (D-WI-04), Capito (R-WV-02) and DeLauro (D-CT-03) at the end of September 2011. A vital component of Breast Cancer Deadline 2020®, this legislation complements and enhances the efforts NBCC is taking to end breast cancer by January 1, 2020. Like Breast Cancer Deadline 2020®, the Accelerating the End of Breast Cancer Act focuses on identifying strategies for the primary prevention of breast cancer and identifying methods to prevent breast cancer metastasis, which is responsible for more than 90 percent of breast cancer deaths. The legislation would create the Commission to Accelerate the End of Breast Cancer comprised of representatives of biomedical research, business, breast cancer advocacy and other related and unrelated disciplines. The Commission would be tasked with identifying promising opportunities and ideas in fundamental, translational and applied research and other related and unrelated disciplines. The two specific areas of focus for the Accelerating the End of Breast Cancer Act would not duplicate effort of other government agencies and programs, but instead it would help ensure the nation’s research dollars are invested in these areas. The Accelerating the End of Breast Cancer Act would not duplicate effort of other government agencies and programs, but instead it would help ensure the nation’s research dollars are invested in these areas.

Why do we need another breast cancer program?

While each of these entities is working in the area of breast cancer research, each has different areas of focus and priorities. The DOD BCRP does not direct research. It is a funding agency. NIH does not focus primarily on breast cancer. The two specific areas of focus for the Accelerating the End of Breast Cancer Act are on the primary prevention of breast cancer and the prevention of metastasis. These two areas were chosen for the Act because they are not priorities elsewhere, yet they offer great promise in ending suffering and deaths from the disease. The Accelerating the End of Breast Cancer Commission, which would be created by the Act, would not fund specific research projects, but instead be tasked with identifying potential transformational scientific advances that are not priorities elsewhere within the Federal government and the private sector, and in areas that the private sector is not likely to undertake due to technical and financial uncertainty. It would, however, leverage its authority to build on previous investments and create a pipeline for projects it has identified as particularly promising to be funded by existing Federal and private funding sources.

FAQ on the Accelerating the End of Breast Cancer Act (HR 3067)

Why is the Accelerating the End of Breast Cancer Act necessary?

For decades, the government, private and charitable sectors have invested billions of dollars toward breast cancer. These investments have given us new understanding of the basic biological processes and risk factors important in knowing how to end the disease. However, despite these investments and discoveries, we still do not know how to prevent breast cancer, and more importantly, how to prevent deaths from breast cancer. Unfortunately, breast cancer incidence, morbidity and mortality rates have not changed in the past 40 years. In 1991, 119 women died of breast cancer every day. In 2010 that number was estimated to be 110, adding up to nearly 40,000 lives every year. It is estimated that in the US in 2012, more than 290,000 new cases of invasive and in situ breast cancer will be diagnosed in women, and an additional 2,190 cases will be diagnosed in men. If we continue making progress at the current rate, it could take hundreds of years to end breast cancer. That is unacceptable. We must leverage our past investments now and enhance the knowledge we do have about the disease.

But aren’t the National Institutes of Health (NIH) and the Department of Defense (DOD) Breast Cancer Research Program (BCRP) already doing this?

While introduction of the legislation in the House is a great victory, our work is far from done. We still need more members of Congress to co-sponsor this legislation to ensure it passes. Currently we have more than 100 co-sponsors. But we need every Representative’s name on this list. If your Representative has co-sponsored the legislation already, please take a moment to thank him or her. If she or he has not, contact them now to make it happen.

Take Action, Visit the NBCC Action Center at BreastCancerDeadline2020.org/ActionCenter.

Join NBCC

For so many of us, the fight to end breast cancer is personal. It’s about our lives, and the lives of our mothers, daughters, brothers and friends. For that very reason, we urge you to join or renew your support of NBCC and Breast Cancer Deadline 2020®. To join NBCC, go to BreastCancerDeadline2020.org/join or contact the Development Department at 202.973.0571 or Donations@BreastCancerDeadline2020.org.
Breast Cancer Deadline 2020® Action Networks Build Support for an End to Breast Cancer by 2020

To achieve the goal of Breast Cancer Deadline 2020®, we must change the conversation everywhere. NBCC advocates are joining Breast Cancer Deadline 2020® Action Networks in local communities around the country to organize and work collectively to maximize the important work being done to build support, energy and momentum for Breast Cancer Deadline 2020®. Massachusetts, Illinois and Washington are leading the way for Breast Cancer Deadline 2020® Action Network development. These three states are developing and implementing action plans to engage and mobilize new advocates to broaden the reach for Breast Cancer Deadline 2020® within their states, expanding local outreach efforts and broadening the base of supporters willing to push the envelope and demand actions to end breast cancer by the end of the decade.

Action Networks are assisted and coordinated by a staff liaison in the national office, and are powered by the local knowledge and work of area activists. NBCC provides technical assistance and materials including Breast Cancer Deadline 2020® toolkits, localized information to promote outreach and engagement opportunities, regular updates on Breast Cancer Deadline 2020® advances, NBCC legislative and public policy priorities, as well as email action alerts that identify specific actions advocates can take.

NBCC will establish Breast Cancer Deadline 2020® Action Networks where there is interest expressed and an opportunity to further promote Breast Cancer Deadline 2020® in new regions. NBCC will provide assistance to these networks with:

- Accessible liaison(s) from the national office to work with network members;
- A national legislative and public policy agenda, background information and action alerts;
- Training and educational opportunities provided by the Center for NBCC Advocacy Training; and

To start a Breast Cancer Deadline 2020® Action Network, call (800) 622-2838 ext. 579 or send an email to Kathryn Johnson at KJohnson@BreastCancerDeadline2020.org.

Breast Cancer Caucus 2012 Kicks Off

With less than a year until the 2012 presidential election and only weeks into the first primaries, NBCC kicked off its Breast Cancer Caucus 2012.

Breast cancer is a political issue and NBCC is proud to have pushed the issue of demanding meaningful public policy to end the disease to the forefront of the national political agenda. In previous presidential campaigns since NBCC’s inception in 1991, our advocates have educated the candidates as well as the public about the importance of a political approach to ending breast cancer. The Coalition looks beyond general statements of support from candidates and public officials. We hold policy makers accountable for how they vote and govern with regard to our substantive legislative and public policy priorities. Visit BreastCancerDeadline2020.org/LegislativePriorities to learn more about NBCC’s current legislative and public policy priorities.

Now we are urging the 2012 presidential candidates to see breast cancer not only as a health issue, but as a political one as well. We have contacted each candidate and asked for his or her position on NBCC’s legislative and public policy priorities. We also have asked each candidate to submit a short video answering the question, “Do you support Breast Cancer Deadline 2020®? And if so, as President, what would you do to achieve the goal of ending breast cancer by January 1, 2020?” Responses and videos will be posted as they are received at BreastCancerCaucus.org.

Emerging Leaders Show Their Commitment to Ending Breast Cancer Everywhere it is Discussed

NBCC Emerging Leader, Shira Sternberg, left no doubt about her commitment to end breast cancer as she told her own story at the White House Champions of Change event she organized on September 27, 2011.

The fight against breast cancer is a personal issue for me. I learned the importance of this issue from my late mother Pat Barr, who first brought me along organizing with her when I was 10 years old. Back in the early 90’s, I trekked all over my little town of Bennington, VT collecting petitions for the National Breast Cancer Coalition’s 300 Million More campaign supporting more breast cancer research funding.

(Continued on Page 16)
My mother was diagnosed with breast cancer when I was 4 and my younger sister was just 9 months old. Her breast cancer first metastasized when I was 6 and when I was 13, it spread to the lining of her lung. From that point on, she had regular recurrences in her bones, brain, eye, again in her lung, and finally in her liver. She passed away from liver failure when I was 20.

My grandmother, who was one of the women who helped play the role of mother for me and my sister when my mom was too sick to do so, also died this past August of metastatic breast cancer. It is likely only a matter of time before my sister or I suffer from that along with it.

Emerging Leaders are NBCC advocates in their 20’s and 30’s who are powered by a fierce passion for ending the disease of breast cancer and access to quality health care for all. Emerging Leaders are NBCC advocates in their 20’s and 30’s who are powered by a fierce passion for ending the disease of breast cancer and access to quality health care for all. NBCC’s Emerging Leaders initiative is focused on bringing the collective energy of young leaders, like Shira, to Breast Cancer Deadline 2020®. Whether headed into careers in public health and public policy, or spurred by other motivators, NBCC’s Emerging Leaders join all NBCC advocates in working for systems change that will lead to an end to breast cancer and access to quality health care for all.

Emerging Leaders are NBCC advocates in their 20’s and 30’s who are powered by a fierce passion for ending the disease of breast cancer. Their fervor is often precipitated by a personal connection with someone diagnosed with the disease.

The vitality of the Emerging Leaders initiative has permeated the NBCC movement in big and small. From the “Meet Up” at the NBCC Annual Advocate Summit to Internet-based “Virtual Summits”, young adult leaders have come together to plan strategies for using social media, networking, educating and organizing to engage more young people in the action and advocacy of Breast Cancer Deadline 2020®. Guided by a geographically diverse Steering Committee of six young adult advocates working closely with NBCC staff, the Emerging Leaders initiative continues to help advance the goals of Breast Cancer Deadline 2020®. Learn more by visiting BreastCancerDeadline2020.org/EmergingLeaders.

Renew your support of NBCC for 2012 go to BreastCancerDeadline2020.org/Join.

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By NBCC Advocate, Amy Bonoff, for the White House Champions of Change Blog

Amy is actively involved in NBCC’s Breast Cancer Deadline 2020®, with the goal of ending breast cancer by that date. She is a Team Leader for the Artemis Project™, a five-year strategic plan to develop a preventive breast cancer vaccine, and participated in NBCC’s Summit on Primary Prevention of Breast Cancer in October.

"Passion is not enough. All this requires educated consumers. One of the signature programs at NBCC is Project LEAD, where promising advocates learn the biology and epidemiology of breast cancer in an intensive five-day course, so that we are prepared to take a seat at any table, including evaluation of grant proposals and sitting on the local community hospital IRL to name two of the many roles that advocates can play. Educated consumers also are needed to disseminate information in order to ensure that all Americans, including the underserved, have access to the best possible care.

“...as a patient with advanced or metastatic breast cancer, I know that we will only end deaths from breast cancer if we target our resources strategically to research what is unknown about breast cancer. That is, we must demand research that figures out what causes metastasis or the spread of cancer cells outside the breast to bone, lung, liver and brain. Because we do not know what causes metastasis, we do not know how to keep it from occurring in those with early breast cancer who think they have been successfully treated for their cancer. Among early stage breast cancer patients, 20 to 30 percent will go on to develop invasive or metastatic breast cancer 5 to 10 years later. My early breast cancer metastasized 12 years later.

"I urge those who care about ending breast cancer to join with those of the National Breast Cancer Coalition. There you will see how we at NBCC have set a deadline to end breast cancer by the end of the decade. You may think a deadline can’t stop a terrible disease, but a deadline creates a common, clear focus of strategic resources among a group of committed individuals who lobby scientists, researchers, clinicians and policy makers to change the conversation and find out what causes metastasis. We can do this and together our efforts will make a difference.

...We will not step back from our goal to end breast cancer with the efforts of the National Breast Cancer Coalition. There you will see how we at NBCC have set a deadline to end breast cancer by the end of the decade. You may think a deadline can’t stop a terrible disease, but a deadline creates a common, clear focus of strategic resources among a group of committed individuals who lobby scientists, researchers, clinicians and policy makers to change the conversation and find out what causes metastasis. We can do this and together our efforts will make a difference.

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The Center for NBCC Advocacy Training’s Project LEAD Institute®

The 2012 Project LEAD Institute is scheduled to take place this summer in San Diego, CA. Based on the record number of applications to the 2011 LEAD Institute, with more than 100 applying for the course’s 50 participant spots, NBCC expects the 2012 course to be in as much demand as last year. Course graduates leave the Institute prepared to collaborate with leading breast cancer scientists on research projects, review breast cancer research proposals, serve on local, state and national panels, committees, and institutional review boards and help make important decisions in breast cancer research, policy and systems change.

The Institute Class of 2011 attended a field trip to The Scripps Research Institute, led by LEAD faculty member, Dr. Brunhilde Felding-Haberman, whose research group discussed their efforts to define the molecular mechanisms that control tumor metastasis for the purpose of stopping metastasis in cancer cells. Additional LEAD faculty included researchers and clinicians from Roswell Park Cancer Center, Jonsson Comprehensive Cancer Center, UCLA, University of Buffalo, the National Cancer Institute, and Fred Hutchinson Cancer Research Center.

The Project LEAD Institute offers participants a week long intensive study of cancer biology, genetics, epidemiology, research design, and advocacy. Participants also experience advanced breast cancer topic sessions and research seminars.

2010:
The Year We Gave Up Hope

2020:
The End of Breast Cancer

Download NBCC’s 2010 Annual Report Today!

Send an Advocate to Washington, DC!

Breast cancer advocates from around the country—and across the globe—gather each year in Washington, DC for the NBCC Annual Advocate Summit, to demonstrate their support for Breast Cancer Deadline 2020®.

Many advocates who wish to attend the NBCC Annual Advocate Summit are able to participate only through the assistance they receive from the Advocate Summit Scholarship Fund.

Won’t you help support this important cause?

Yes! I want to support the Advocate Scholarship Fund and help end breast cancer by January 1, 2020.

Your gift will go into a pool of funds to increase scholarships for advocates. Make your contribution at BreastCancerDeadline2020.org/2012ScholarshipFund.

Our 20th Annual Advocacy Training Conference will reflect the high stakes of Breast Cancer Deadline 2020® and the central role of advocates—so we have taken a new name—the NBCC Annual Advocate Summit.

NBCC has declared a deadline for the end of breast cancer—Breast Cancer Deadline 2020®. Advocates from around the country and the world will gather in Washington, DC, to demonstrate how we are bringing a renewed sense of urgency to the conversation on breast cancer research, public policy and care. Join us at the NBCC Annual Advocate Summit to rally behind Breast Cancer Deadline 2020® and learn the most effective approaches for implementing our strategic plan to end breast cancer by January 1, 2020.

The 2012 NBCC Annual Advocate Summit will open this year with an exuberant rally featuring state delegation reports on Breast Cancer Deadline 2020® progress, video clips from around the world in support of Breast Cancer Deadline 2020®, and unveiling of the 2012 Breast Cancer Deadline 2020® Progress Report. We’ll learn how far we’ve come in shifting the conversation from complacency to an urgency toward ending breast cancer. Sessions will give advocates the skills, knowledge and tools they need for both local and national action.

The 2012 program will provide advocates access to:

• Experts in innovation with proven track records for leading successful change initiatives;
• Leading scientists in key areas of prevention and metastasis;
• Front-line policy-makers discussing how to change government to help achieve the Breast Cancer Deadline 2020® goal;
• Hands-on training in the most effective advocate strategies to end breast cancer.

Join advocates at the 2012 NBCC Annual Advocate Summit and be part of the movement that ends breast cancer by 2020.

Early Bird Registration and Scholarship Application Deadlines:
February 10, 2012

Please visit BreastCancerDeadline2020.org/2012Summit today to register!

The Center for NBCC Advocacy Training is scheduled to offer a robust selection of training programs for advocates throughout 2012. We look forward to seeing you at our programs and courses!

For more information, visit BreastCancerDeadline2020.org/Learn.
2011 New York Gala Honors Alan T. Ennis

NBCC’s 16th Annual New York Gala took place on November 8 at Cipriani 42nd Street. Our grassroots advocates, Amy Bonoff, Mary Jackson and Kathy Zeitz (pictured above, right), embody the spirit of NBCC: passionate, relentless and mission-driven, and each received a 2011 Grassroots Advocacy Award. We were delighted to recognize them for their leadership and the extraordinary work they have done. NBCC also honored Alan T. Ennis of Revlon, Inc., (pictured above, right) with the NBCC Leadership Award for his commitment to ending breast cancer.

Award-winning musical artist Joan Osborne (pictured above, left) was the evening’s performer.

Les Girls 11 Honors Pamela Morton

On October 17, 2011 NBCC welcomed more than 300 guests to Les Girls 11 cabaret at the Avalon Hollywood. Once again, it was a fantastic show with an incredible lineup of talent including Julie Bowen and Jason Alexander (pictured right). We honored Pamela Morton (pictured above with Linda Evangelista) and were successful in exceeding our fundraising goal. The event and NBCC received a great deal of media coverage on the web, in print magazines and on television.

Thanks to Our Cause Marketing Partners

On behalf of all of us at the National Breast Cancer Coalition, and the 3 million women and men living with breast cancer in the United States today, thank you to our partners and those of you who support them. With your help, we can do this. We can bring an end to breast cancer by 2020.

If you would like to partner with NBCC on a cause related marketing promotion, contact Maria Marranca at MMarranca@BreastCancerDeadline2020.org or 202.973.0589.

Join the On the Clock Challenge!


Commit to getting On the Clock for the next three months to show the world you stand behind Breast Cancer Deadline 2020®.

Now go and challenge five of your family members and friends to commit to getting On the Clock for the next three months with you. See how it works? Pretty easy.

There’s not a moment to spare.

Learn more about NBCC, connect with other advocates, and share ideas and stories on our discussion board.

Go to Facebook.com/StopBreastCancer to become a fan!

Get up-to-date information about NBCC news and events as they happen!

Follow us at Twitter.com/Deadline2020