

National Breast Cancer Coalition Fund

Annual Advocacy Training Conference

Washington DC | April 26-29, 2008 | www.StopBreastCancer.org



**When you invite
people to think, you
are inviting revolution.**

- Ivone Gebara

**Learn.
Reconnect.
Make a Difference.**

NEW! NBCCF's Framework for Health Care Reform



BREAST CANCER HITS HARD. And fighting breast cancer is not easy. But the work of the National Breast Cancer Coalition brings together our special brand of determination, passion and commitment that is unstoppable. And this conference brings us together, a force for change, seasoned advocates and women and men who have joined us more recently, for several days of training, networking and rededication. Working for the day when there will be an end to breast cancer — we come together pushing for the highest standards, insisting on excellence and innovation, not satisfied with anything less.

There is no conference like ours. There are sessions on the latest scientific research, training in the most effective advocacy techniques and communications strategies, thought-provoking speakers, and above all, the opportunity to share solutions to the tough challenges we all face and hear stories that teach us so much. Together as new and old friends, we reinvigorate and reenergize our activism and prepare for the next set of issues ahead. And together we laugh and we dance. Intense in all that we do, we inspire each other to reach the goal of ending breast cancer.

This year, as every year, we meet in Washington for a reason. This year, as every four years, we meet in Washington for an additional reason. Breast cancer is a political issue and the federal government and our elected leaders are responsible for the vast majority of breast cancer research funding in this country. But research and quality breast cancer care have always been seen by NBCCF in the context of the bigger picture — assuring access to quality care for all. This year we roll out our framework for a reformed health care system and charge our current and future leaders to create the change needed to ensure that everyone has access to quality health care.

The NBCCF Annual Advocacy Training Conference brings us together — advocates, scientists, policymakers — the current and future health care leaders in America for some of the most stimulating, demanding, and satisfying sessions available to consumers today. **You will be excited, inspired — and exhausted — but will leave the conference armed with new enthusiasm for our mission.**

Sincerely,

A handwritten signature in black ink that reads "Fran Visco". The signature is fluid and cursive, with a large initial "F" and "V".

Fran Visco
President

REGISTRATION FORM

Online registration and scholarship forms are available on our website at www.StopBreastCancer.org.

PLEASE COMPLETE STEPS 1-5.

STEP 1. TYPE OF REGISTRATION AND CONTACT INFORMATION: *Please check all that apply*

Type of Registration: Individual Member Non-Member International Attendee
 First-Time Attendee Corporate/Foundation Representative

NBCC/F Affiliations: NBCC/F Board Member Field Coordinator
 President's Council Member Conference Sponsor/Underwriter
 Project LEAD[®] Graduate

Contact Information: (Please print clearly. This information will be used for your name badge. Each registrant must complete a registration form.)

Mail Code: 2008-PCB

Mailing List ID _____

Constituent ID / Member # _____

Constituent ID/Member #: (Please list your assigned Member Number as indicated on your address label) Questions? Please contact NBCC Membership Dept. at (800) 622-2838 x 654.

First Name Middle Initial Last Name

Title or Profession Organizational Affiliation

Street Address

City State ZIP Code Country

Daytime Phone Evening Phone

Fax Number E-mail Address

STEP 2. GENERAL INFORMATION: *Please check all that apply*

- I want to become an NBCC member today. Please send me information.
- I am an individual NBCC member and plan to attend the Annual Membership Meeting Luncheon on **Sunday, April 27, 2008**.
- I plan to attend NBCC's Annual Lobby Day on Capitol Hill on **Tuesday, April 29, 2008**. (All Lobby Day participants must attend their state delegation meeting on Monday, April 28, 2008, and Lobby Day briefings on either Saturday, April 26 or Tuesday, April 29, 2008.)
- I plan to attend the Congressional Awards Reception on **Tuesday, April 29, 2008**, at 4:30 p.m. on Capitol Hill.
- I require special accommodations due to a disability. Please explain:
-
- I have special dietary restrictions. NBCCF will provide a vegetarian option at all meal functions. Please indicate if you have *other* dietary needs. NBCCF will make every effort to accommodate your request; however, we cannot guarantee that all dietary restrictions will be met. Please explain:
-

STEP 3. REGISTRATION FEE: The registration fee entitles you to conference materials, continuing education units (as applicable), continental breakfast on Sunday and Monday; the Annual Conference Luncheon and Conference Reception on Monday; and the Congressional Awards Reception and Lobby Day transportation to and from Capitol Hill on Tuesday.

Pre-Conference registration will close on April 12, 2008. After April 12, you must register on-site at the Conference. We are unable to accept registration forms postmarked or faxed after April 12. On-site registration will be available each day of the Conference. Also, please note that the registration fee is non-refundable. If you are unable to attend, we invite you to send another colleague from your organization.

Pre-Conference Registration Fees: (before April 12, 2008)

- \$ 115 Member Registration Fee (with CEU, \$ 200) (A member is an individual who has paid \$35.00 in membership dues for this current year. All memberships will be verified.)
- \$ 165 Non-Member Registration Fee (with CEU, \$ 250)
- \$ 250 Corporate Registration Rate
- \$ 0 I am applying for an **NBCCF scholarship**. The scholarship deadline is **5:00 p.m. EST on March 4, 2008**. I understand the registration fee will be determined after scholarship decisions have been made.

On-site Registration Fees: (after April 12, 2008)

- \$ 130 On-site Member Registration Fee (with CEU, \$ 215) (A Member is an individual who has paid \$35.00 in membership dues for this current year. All memberships will be verified.)
 - \$ 180 On-site Non-Member Registration Fee (with CEU, \$ 265)
 - \$ 265 On-site Corporate Registration Fee
- Continuing Education Units: \$ 85 (registration plus fee denoted in parentheses)

Total payable to NBCCF \$ _____ Check Enclosed (**Make check payable to NBCCF**)
 Money Order MasterCard Visa American Express Discover
Credit Card Number _____ Expiration Date _____
Signature: _____

Note: If you're paying by credit card you may fax or mail your form. If you're paying by check, please mail your form. To avoid duplicate registration, please do not mail and fax your registration. See Step 5 for more details.

STEP 4. WORKSHOP REGISTRATION: For every workshop session you would like to attend, please mark your first choice with a "1" and your second choice with a "2". Every effort will be made to assign you to your first choice, but that may not be possible. Payment must be received before workshops are assigned.

SESSION 1:

SUNDAY 10:30 A.M. – 12:00 P.M.

- Breast Cancer Treatment: New and Emerging Therapies
- Expanding Your Breast Cancer Advocacy Network
- NBCCF's Legislative Priorities and the Legislative Process
- When Seconds Count in your Television and Radio Interview

New Workshops

- Breast Cancer, Facebook and Social Networking Sites
- Quality Care: Assessing Patient Experience and Choice
- Updates on the Medicaid Breast and Cervical Cancer Treatment Program

Project LEAD® Grads

- Comparative Effectiveness and Cost Effectiveness: What's the Difference?
- Breast Density as a Risk Factor in Breast Cancer

First-Time Attendees

- Nuts and Bolts of Congress
- Project LEAD®: Which One is for You?

SESSION 2:

SUNDAY 2:00 P.M. – 3:30 P.M.

- Breast Cancer Treatment: New and Emerging Therapies
- Evidence-Based Complementary and Alternative Medicine
- Health Care Reform 101

New Workshops

- False Hope: Learning from the Past and Current Issues Around Clinical Trials
- Introduction to Epidemiology
- Rating the Media: How Well is Breast Cancer Reported?
- Stem Cell Research in Breast Cancer

Project LEAD® Grads

- Comparative Effectiveness and Cost Effectiveness: What's the Difference?
- Breast Cancer Density as a Risk Factor in Breast Cancer

First-Time Attendees

- Nuts and Bolts of Congress
- Starting Breast Cancer Advocacy in Your Community

SESSION 3:

MONDAY 2:30 P.M. – 4:00 P.M.

- Can Non-Profit Organizations Advocate? Yes!
- Evidence-Based Complementary and Alternative Medicine
- Health Information Technology

New Workshops

- Guaranteed Access to Quality Health Care for All: The Release of NBCCF's Framework
- How to Get Breast Cancer on the Political Radar Screen
- Measuring What Matters: A Report on the NBCCF Focused Workshop
- Understanding Genomics and Proteomics

Project LEAD® Grads

- Using Mathematical Models to Understand Breast Cancer

First-Time Attendees

- Advocacy in State Government
- Strategies for Effective Lobbying

STEP 5. RETURNING YOUR FORM: Mail or fax your registration form to:

NBCCF Conference 2008, C/O The Event Professionals, 2330 Scenic Highway, Suite 304, Snellville, GA 30078
Phone: (678) 502-1455 | Toll-Free: (866) 640-0969 | Fax: (678) 502-1456 | E-mail: nbccinfo@theeventpros.net

GENERAL INFO

When: Saturday, April 26, 2008 – Tuesday, April 29, 2008

Where: Renaissance Hotel

999 9th Street, NW
Washington, DC 20001
(800) 468-3571 or (202) 898-9000
Fax: (202) 289-0947 (reservations)

Located three blocks from the Gallery Place/Chinatown Metro stop on the Red Line (9th Street and New York Avenue NW).

How: To make hotel reservations by phone, please call the Renaissance Hotel directly. To receive the discounted rate, tell the reservation agent that you are participating in the National Breast Cancer Coalition Fund's Advocacy Training Conference.

To make hotel reservations online: go to www.renaissance.com. To the right of the web page you will see "check rates & availability." Follow the instructions and enter your hotel reservation dates. Under optional information, enter NBCCF's group discount code: NBCNBCA. This will display the discounted rates for the conference. Continue to follow the instructions to complete your hotel reservation.

Hotel Reservations: \$229 Single/\$249 Double (14.5% tax). **The deadline to receive the discounted rate is Tuesday, April 1, 2008.** After April 1, rates and availability are not guaranteed and are based on the hotel's availability.

Costs: Pre-Conference Registration Rates (Before April 12, 2008)

Member Rate	\$ 115
Non-Member Rate	\$ 165
Corporate Rate	\$ 250

Registration Rate with Continuing Education Units (CEU):

Member Rate:	\$ 200
Non-Member Rate	\$ 250

On-Site Registration Fee

(After April 12, 2008, participants must register on-site at the hotel.)

Member Rate:	\$ 130
Non-Member Rate:	\$ 180
Corporate Rate:	\$ 265

Registration Rate with Continuing Education Units (CEU)

Member Rate:	\$ 215
Non-Member Rate:	\$ 265

Continuing Education Credit: Application has been made for approximately 12.5 contact hours to the ONS Approver Unit. ONS is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Please call Meredith Nevin at (800) 622-2838 x 577 for more information.

Questions: If you have any questions or would like additional information, please contact The Event Professionals at (678) 502-1454 or toll-free at (800) 622-0969.

Online Information: Conference information, downloadable registration forms and online registration are all available on NBCCF's website at www.StopBreastCancer.org.

For more brochures, please contact Meredith Nevin at mnevin@stopbreastcancer.org or (800) 622-2838 x 577.

(Confirmed as of 1/18/08, partial list)

Debra Barton, R.N., Ph.D., AOCN
Mayo Clinic

Shannon Brownlee, M.A.
New America Foundation

Christine Carpenter
Iowa Breast Cancer Edu-Action

Carolyn Clancy, M.D.
*Agency for Healthcare Research
and Quality*

E. Dale Collins, M.D.
Dartmouth Hitchcock Medical Center

Kay Dickersin, Ph.D.
*Johns Hopkins University
Bloomberg School of Public Health*

Ann Fonfa, B.P.S.
The Annie Appleseed Project

Stephenie Foster, J.D.
American Legacy Foundation

Lisa Ginther
*M*B*I GluckShaw*

Janlori Goldman, J.D.
*Health Privacy Project
Columbia University College of
Physicians and Surgeons*

Kathleen Harris
Wisconsin Breast Cancer Coalition

Pat Haugen
*NBCC/F South Dakota
Field Coordinator*

Jessica Henderson, Ph.D.
Western Oregon University

M. Carolina Hinstrosa, M.A., M.P.H.
National Breast Cancer Coalition/Fund

Judi Hirschfield-Bartek, R.N., M.S.,
O.C.N.
*Beth Israel Deaconess Breast Care
Center*

Joanne Howes
DDB Issues and Advocacy

Paul F. Levy, M.A.
Beth Israel Deaconess Medical Center

Carol Matyka
*C.A.R.E. Tufts-New England
Medical Center*

Robert Millikan, D.V.M, Ph.D.
*University of North Carolina,
Chapel Hill*

Christine Norton, M.A.
Minnesota Breast Cancer Coalition

Diane Palmieri, Ph.D.
National Cancer Institute

Michael Panetta
*Shadow U.S. Representative and
Grassroots Enterprises*

Karen Pollitz, M.P.P.
*Georgetown University
Health Policy Institute*

Richard Rettig, Ph.D.
RAND Corporation

Nancy Ryan
*New Hampshire Breast Cancer
Coalition*

Gary Schwitzer
*University of Minnesota School of
Journalism & Mass Communications*

Dale Shaller, M.P.A.
*The National CAHPS Benchmarking
Database*

Ann Stone
Republicans for Choice

Nan Tolbert
The Communications Center

Frances M. Visco, J.D.
National Breast Cancer Coalition/Fund

Sandy Walsh
*California Breast Cancer
Organizations*

Claudia Wayne, J.D.
SRA Touchstone Consulting Group

Liz Wohl
Young Survival Coalition

Kathleen Zeitz, J.D.
Bosom Buddies, Inc.



First-Time Attendee Orientation

Saturday, April 26 12:45 p.m. – 1:45 p.m.

Led by NBCCF board members and veteran advocates, this session will help first-time attendees navigate the conference program and get the very most out of the many opportunities presented at the conference. Special attention will be given to key plenary sessions, must-attend workshops and special events. ***Special welcome to our International attendees.***

Annual Conference Reception

Monday, April 28 7:00 p.m. – 9:30 p.m.

Come ready to party and dance it up with old friends and new friends. Music, cocktails and hors d'oeuvres provide a great setting to relax, enjoy and prepare for the following day on Capitol Hill.

Best Practices in Breast Cancer Advocacy Awards Poster Session & Reception

Sunday, April 27 5:30 p.m. – 6:30 p.m.

The results are in, the awards have been granted and the work is astonishing. Come and listen to 2007 awardees share the exciting, high-impact breast cancer programs they are conducting in quality care, access and research within their communities.

2007 Award-Winning Organizations:

- Nueva Vida, Washington, DC
- SHARE, New York, NY
- The Catherine Peachey Fund, Warsaw, IN
- Young Survival Coalition, New York, NY

Best Practices in Breast Cancer Advocacy Awards: Special Skills-Building Workshop

Saturday, April 26 1:45 p.m. – 3:15 p.m.

Learn about systems change, proposal writing and the essentials to make your organization eligible for our 2008 Best Practices in Breast Cancer Advocacy Awards.

The Best Practices in Breast Cancer Advocacy Awards are made possible by a generous grant from the Breast Cancer Fund of the National Philanthropic Trust.



WOMEN WITH BALLS: STRIKE! BREAST CANCER

3rd Annual Advocate Challenge

Join us for an evening of food, fun and friendly competition. Help support programs that train advocates to speak up and out about the scientific and health care issues that affect their lives.

EXCITING PRIZES!

CHALLENGE YOUR FRIENDS!

CHALLENGE OTHER ADVOCATES!

PUT A TEAM TOGETHER!

HOW: Ask friends and family to make contributions and sponsor pins, frames and games to raise your entry fee.

WHEN: Saturday, April 26, 2008, 6 p.m. to 9 p.m.

ENTRY FEE(S):

- Bowlers - Show us what you've got! Raise a minimum of \$500. All you can bowl, eat and drink; Women with Balls T-shirt provided; exciting prizes awarded.
- Cheerleaders - Not a bowler? Not a problem! Raise a minimum of \$250. We'll spare you the bowling. Eat, drink and compete for the Best Cheerleader prize.

WHERE: Lucky Strike Lanes, 701 7th Street NW, Washington, DC (within walking distance of the conference hotel)

Visit the Events section at www.StopBreastCancer.org for a sponsorship form or to donate online. You can ask people to sponsor you at various levels—a pin, a frame, a game or create your own categories!

SCHEDULE



Saturday, April 26, 2008 – Day One

- 10:00 a.m. to 6:00 p.m. Registration
 - 11:00 a.m. to 12:30 p.m. Lobby Day Briefing
 - 12:45 p.m. to 1:45 p.m. First-Time Attendee Orientation
 - 1:45 p.m. to 3:15 p.m. Best Practices in Breast Cancer Advocacy Awards:
Special Skills Building Workshop
 - 3:30 p.m. to 5:15 p.m. **PLENARY SESSION:** So What's New in Breast Cancer?
 - 6:00 p.m. to 9:00 p.m. *STRIKE!* Breast Cancer Advocate Challenge
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Sunday, April 27, 2008 – Day Two

- 7:00 a.m. to 6:00 p.m. Registration
Poster Session Open
 - 7:00 a.m. to 8:00 a.m. Continental Breakfast
 - 8:15 a.m. to 8:45 a.m. **PLENARY SESSION:** Being a Breast Cancer Advocate:
Not So Easy!
 - 8:45 a.m. to 10:15 a.m. **PLENARY SESSION:** Breast Cancer Research:
Expectations Versus Reality
 - 10:15 a.m. to 10:30 a.m. Break
 - 10:30 a.m. to 12:00 p.m. WORKSHOP SESSION #1
 - 12:30 p.m. to 1:45 p.m. Annual Membership Meeting Luncheon
 - 2:00 p.m. to 3:30 p.m. WORKSHOP SESSION #2
 - 3:30 p.m. to 3:45 p.m. Break
 - 3:45 p.m. to 5:15 p.m. **PLENARY SESSION:** Quality Health Care: Delivering on
the Promise
 - 5:30 p.m. to 6:30 p.m. Best Practices in Breast Cancer Advocacy Poster Session
and Reception
-

Monday, April 28, 2008 – Day Three

- 7:30 a.m. to 6:00 p.m. Registration
Poster Session Open
 - 7:30 a.m. to 9:00 a.m. Continental Breakfast
 - 9:00 a.m. to 9:45 a.m. **PLENARY SESSION:** NBCCF's Framework for Health
Care Reform
 - 10:00 a.m. to 11:30 a.m. **PLENARY SESSION:** Presidential Politics and Health Care
 - 12:15 p.m. to 2:15 p.m. Annual Advocacy Conference Luncheon
 - 2:30 p.m. to 4:00 p.m. WORKSHOP SESSION #3
 - 4:00 p.m. to 4:15 p.m. Break
 - 4:15 p.m. to 6:00 p.m. Lobby Day State Delegation Meetings
 - 7:00 p.m. to 9:30 p.m. Annual Conference Reception
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Tuesday, April 29, 2008 – Day Four

- 7:00 a.m. to 7:30 p.m. NBCC Annual Lobby Day
- 7:30 a.m. to 8:30 a.m. Lobby Day Briefing
- 9:00 a.m. to 4:30 p.m. Congressional Visits
- 4:30 p.m. to 6:00 p.m. Congressional Awards Reception

PLENARY SESSIONS

Saturday, April 26, 2008

So What's New in Breast Cancer?

3:30 p.m. to 5:15 p.m.

An armchair discussion on what was new in 2007 in the world of breast cancer, what new trends emerged — what's in, what's out, and what's worth watching in prevention, diagnosis and treatment.

Sunday, April 27, 2008

Being a Breast Cancer Advocate: Not So Easy!

8:15 a.m. to 8:45 a.m.

Being effective, pushing a dynamic vision and breaking down barriers are not easy tasks — but advocates continue to do them every day.

Breast Cancer Research: Expectations Versus Reality

8:45 a.m. to 10:15 a.m.

Time and again the promise of real breakthroughs in breast cancer care creates great expectations — targeted therapies, earlier detection methods, faster drug approval — have all raised our hopes. But in reality, we end up settling for such small gains. Recent studies have raised anew concerns about the efficacy and safety of once promising therapies. How do we set realistic expectations and how high do we set the bar for success?

Quality Health Care: Delivering on the Promise

3:45 p.m. to 5:15 p.m.

Increasingly, the nation's energy, time and funds are going towards such efforts as health information technology, comparative effectiveness, and quality care measures. What does all of this mean for people? And can these efforts really deliver on the promise of quality health care?

Monday, April 28, 2008

NBCCF's Framework for Health Care Reform

9:00 a.m. to 9:45 a.m.

Be the first to hear NBCCF President Fran Visco unveil our framework for ensuring guaranteed access to quality health care for all. You know our principles; come hear what a health care system that meets these principles will look like.

Presidential Politics and Health Care

10:00 a.m. to 11:30 a.m.

Hear from the presidential campaigns on their approaches to ending breast cancer within the context of NBCCF's framework for health care reform.

WORKSHOPS

Advocacy in State Government

Session 3, Monday 2:30 p.m.

In today's political atmosphere, many breast cancer policy decisions may be made within state legislatures. Learn to identify key supporters and discover the differences between lobbying members of Congress and working with state legislators. **Recommended for first-time attendees.**

Breast Cancer Treatment: New and Emerging Therapies

Session 1, Sunday 10:30 a.m.

and Session 2, Sunday 2 p.m.

Learn how to navigate your way through the ever-growing maze of new and emerging breast cancer therapies. Understand the biologic mechanisms and the evidence substantiating the effectiveness of hormonal therapies, anti-angiogenic agents, targeted therapies, taxanes, aromatase inhibitors and many others.

NEW! Breast Cancer, Facebook and Social Networking Sites

Session 1, Sunday 10:30 a.m.

NBCC is now harnessing the Internet and the new and emerging tools that social networking sites provide to reach new audiences. These sites are changing the way that many people get their information. For example, the largest social networking site, Facebook, has 250,000 new users a day where people spend an average of 20 minutes on the site daily. This workshop will focus on how we can use the power of these sites to reach new audiences in the fight to end breast cancer.

NEW! Breast Density as a Risk Factor in Breast Cancer

Session 1, Sunday 10:30 a.m.

and Session 2, Sunday 2:00 p.m.

Breast density as measured on mammography has been cited as a strong independent risk factor for breast cancer. Scientists are investigating a number of critical unanswered questions about whether cancers tend to arise in mammographically dense tissue or

whether they are simply a marker of risk. Hear more about this risk factor, how it applies to women of various racial and ethnic backgrounds and what the evidence shows.

Can Nonprofit Organizations Advocate? YES! *Session 3, Monday 2:30 p.m.*

Learn exactly how tax-exempt organizations should engage in the public policy process. Experts provide an in-depth overview of options for nonprofit advocacy that will teach you how to advocate for NBCC's legislative agenda and still maintain your tax-exempt status.

NEW! Comparative Effectiveness and Cost Effectiveness: What's the Difference?

Session 1, Sunday 10:30 a.m.
and Session 2, Sunday 2:00 p.m.

New approaches aim to provide a better way of comparing the clinical effectiveness of medical treatments, so that payers, providers and consumers can make more informed coverage, payment, and patient-care decisions. Can these approaches be in conflict, and what role do patient values play in these analyses?

LEAD Graduates ONLY

Evidence-Based Complementary and Alternative Medicine

Session 2, Sunday 2:00 p.m.
and Session 3, Monday 2:30 p.m.

Learn about the complex issues surrounding scientifically rigorous research in complementary and alternative medicine, and which interventions are being explored in breast cancer. Learn about opportunities to get involved in shaping the quality of research in this field.

Expanding Your Breast Cancer Advocacy Network

Session 1, Sunday 10:30 a.m.

Join a discussion with people who have built effective local advocacy groups. Share your current challenges, hear others' successful strategies, and develop your own network expansion plan.

NEW! False Hope: Learning from the Past and Current Issues Around Clinical Trials

Session 2, Sunday 2:00 p.m.

An in-depth analysis of the circumstances, players and false hope engendered by high dose chemotherapy and bone marrow transplantation that became standard practice in the 1980s and the implications and the lessons learned for clinical trials today.

NEW! Guaranteed Access to Quality Health Care for All: The Release of NBCCF's Framework

Session 3, Monday 2:30 p.m.

NBCCF has long recognized that it will be impossible to eradicate breast cancer until everyone has guaranteed access to quality health care. In 2003, NBCCF led the way and released its principles for comprehensive health care reform. NBCCF leads the patient

advocacy community again with the release of its long-awaited framework. Join us to discuss NBCCF's framework in detail.

Health Care Reform 101

Session 2, Sunday 2:00 p.m.

NBCCF's #1 priority is to guarantee access to quality health care for all. In preparation for the official release of NBCCF's framework for comprehensive health care reform, learn more about the complexities of the current U.S. health care system, the vocabulary of the health care reform debate, and what needs to be changed. You can develop the necessary tools to be the best possible advocate for achieving guaranteed access to quality health care for all.

Health Information Technology

Session 3, Monday 2:30 p.m.

Learn about best practices being developed for policy issues and technical feasibility around a national network for electronic Personal Health Records, and the implications for consumers, their privacy and significant improvement in quality care.

NEW! How to Get Breast Cancer on the Political Radar Screen

Session 3, Monday 2:30 p.m.

Learn how you can play an important role in NBCC's presidential campaign, Breast Cancer Caucus, and keep breast cancer on the political radar screen. We will focus on how to get candidates for political office — at any level — to embrace breast cancer as a political and winning issue. Learn how to build on existing advocacy to help the issue of breast cancer break through competing political and health causes and issues.

NEW! Introduction to Epidemiology

Session 2, Sunday, 2:00 p.m.

Learn about the purpose and the ins and outs of clinical research: how studies are designed; what is done to assure that results are not biased; what levels of evidence they can produce; the basic statistics; and how to interpret the numbers. Develop skills so that you can evaluate the quality of studies you read and hear about in the literature and in the media.

NEW! Measuring What Matters: A Report on the NBCCF Focused Workshop

Session 3, Monday 2:30 p.m.

Hear about the latest development in NBCCF's Quality Care Initiative, the research effort and workshop results of this multi stakeholder meeting to advance the quality care vision around NBCCF's core values.

NBCC's Legislative Priorities and the Legislative Process

Session 1, Sunday 10:30 a.m.

You've learned the legislative process; now it's time to learn about NBCC's legislative priorities, and how to put that legislative process to work! This workshop will use some

of NBCC's past legislative victories as well as focus on its current legislative agenda to illustrate how the legislative process works in practice — not just in theory. **Recommended for first-time Lobby Day advocates. Take the "Nuts and Bolts of Congress" workshop prior.**

Nuts and Bolts of Congress

*Session 1, Sunday 10:30 a.m.
and Session 2, Sunday 2:00 p.m.*

Learn the basics of how a bill moves through Congress; how the appropriations and budget processes work and how Congressional committees, subcommittees and staff offices are structured. **Recommended for first-time attendees.**

Project LEAD®: Which One is for You?

Session 1, Sunday 10:30 a.m.

NBCCF has developed several different trainings based on the model of its groundbreaking Project LEAD® science course for advocates. Hear about Project LEAD®, Clinical Trials Project LEAD® and Quality Care Project LEAD®, and see which might be for you. **Recommended for first-time attendees.**

NEW! Quality Care: Assessing Patient Experience and Choice

Session 1, Sunday 10:30 a.m.

Hear how patient experience is being measured around the country using the CAHPS survey and learn about research on how consumers use information to make health care choices.

NEW! Rating the Media: How Well Is Breast Cancer Reported?

Session 2, Sunday 2:00 p.m.

The public is bombarded with media reports on breast cancer on a daily basis. Reports of research findings, purported breakthroughs, as well as human-interest stories paint a sometimes hopeful and often conflicting story. Is this information evidenced-based? Does it provide the public with the necessary context? HealthNewsReview.org, a project funded by the Foundation for Informed Medical Decision-Making, has been grading health reporting on accuracy, balance and completeness. Find out how breast cancer-reporting rates.

Starting Breast Cancer Advocacy in Your Community

Session 2, Sunday 2:00 p.m.

Breast cancer advocates who have started local groups will share what it takes to unite local breast cancer activists into an organized group to achieve common goals. This workshop will focus on how to get started and what you'll need for success. **Recommended for first-time attendees.**

NEW! Stem Cell Research in Breast Cancer

Session 2, Sunday 2:00 p.m.

Research suggests we may be targeting the wrong cells with the wrong treatments for breast cancer. The role of tumor stem cells may lead to the development of new drugs to target these key malignancy-producing cells.

Strategies for Effective Lobbying on the Hill

Session 3, Monday 2:30 p.m.

Get advice from congressional staff, professional lobbyists and experienced activists on how to "get your foot in the door," handle difficult situations and effectively achieve goals. **Recommended for first-time attendees.**

NEW! Understanding Genomics and Proteomics

Session 3, Monday 2:30 p.m.

Learn about the "omics revolution". New technologies allow scientists to analyze the variability of thousands of genes and proteins. What are they finding and what are the implications for the prevention and treatment of breast cancer?

NEW! Updates on the Medicaid Breast and Cervical Cancer Treatment Program

Session 1, Sunday 10:30 a.m.

An article in the *Wall Street Journal* about the Breast and Cervical Cancer Treatment Program (BCCTP) has brought significant attention to the Program that NBCC conceived of and lobbied for in 2000. Recently, advocates have been successful in several states in achieving expansions in eligibility for the Program. Join us to learn how the BCCTP is supposed to be working and what you can do to improve things in your state.

NEW! Using Mathematical Models to Understand Breast Cancer

Session 3, Monday 2:30 p.m.

The use of mathematical models to describe and predict cell behavior in breast cancer research is an increasingly important and groundbreaking methodology. Learn more about this cutting edge research tool. **LEAD Graduates ONLY**

When Seconds Count in your Television and Radio Interview

Session 1, Sunday 10:30 a.m.

Television and radio news stories are shrinking. Topics that used to be covered in four minute segments are now being reported in 90 seconds or less. Learn how to get your breast cancer stories across in this shorter news format.





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www.StopBreastCancer.org

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