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"Stop breast cancer. It's in our power!"
POWERFUL
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“POWERFUL VOICES”

National Breast Cancer Coaliton & National Breast Cancer Coaliton Fund



“Research. Access. Influence.” This is the National Breast Cancer Coalition’s mantra. We have proclaimed it and acted on it since the beginning.

NBCC was founded in 1991 by a small group of people who witnessed the indifference surrounding breast cancer: indifference to a disease that killed tens of thousands of women each year and affected millions of others; indifference to the chronic under-funding of breast cancer research; indifference to the barriers that prevented women from getting quality health care. In response — with determination, hope and **vision** — NBCC was born.

Where once decisions about breast cancer research and policy were made without us, now advocates’ voices ring out. And the most powerful voice of all is the National Breast Cancer Coalition.

We know that to end breast cancer, we must **educate** the public, activate the policy-makers and attack this disease from all sides. This is why we have two organizational arms:

- *The National Breast Cancer Coalition Fund*, a 501(c)(3) organization that conducts research, education and outreach activities; and
- *The National Breast Cancer Coalition*, a 501(c)(4) organization that lobbies Congress, the administration and the states for improved public policies.

Together, these arms create an unstoppable force for progress in the **fight** to end breast cancer



“Breast cancer is a political issue.”

NBCC's nationwide network of grassroots advocates is larger and more effective than ever. With more than 600 member organizations and 70,000 individuals, our network includes a Field Coordinator system with volunteers in every state and a National Action Network that alerts breast cancer activists across the country about urgent policy issues.

The Lancet, a prestigious international medical journal, in June 2001 described NBCC as “**perhaps the world's most influential medical consumer lobby group.**” This is an impressive accolade from a renowned publication. Of course, it does not mean NBCC has achieved our goal—ending breast cancer. It does mean that we have thrown open the doors to decision-making venues, and let breast cancer advocates stream inside.

During 2002 the National Breast Cancer Coalition used the power of our collective voice to get heard and get results. Here, we share with you some highlights of our grassroots advocacy in action.

Unstoppable Momentum

In October 2000—after four years of tireless advocacy on the part of NBCC activists—the Breast and Cervical Cancer Treatment Act (PL. 106-354) was signed into law. This groundbreaking federal legislation guarantees medical treatment to low-income, uninsured women who have been screened and diagnosed with breast or cervical cancer through a national program operated by the Centers for Disease Control and Prevention (CDC).



Before the bill was passed, low-income women could be screened for free through the CDC program, but once diagnosed with **cancer** they were on their own to secure treatment—no easy task for women with no insurance and little money. Our nationwide community of activists refused to accept this half-way measure.

We researched various policy approaches to the problem. Through our advocacy arm, NBCC members worked with a Senate sponsor to outline and design legislation, then planned and implemented strategies to get it enacted into law. Our advocates

called, faxed, e-mailed and wrote letters to their elected representatives, published opinion articles, spoke out to local media, visited Congress, rallied and testified before relevant Congressional committees. We made sure policymakers understood our demands—and **responded**.

One member of Congress told us, “My office was besieged with calls and faxes from women and men in my state trying to get this bill voted on and passed.”

Another member of Congress said, “In my years of service in the House, NBCC emerges as the most effective partner I have ever had. The Breast and Cervical Cancer Treatment Act is law today because of NBCC’s leadership and their members’ superb advocacy.”

The Breast and Cervical Cancer Treatment Act creates a life-saving link between diagnosis and **treatment**. Each state must pass its own legislation in order to “opt in” or participate in the program.



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Arm-in-Arm

HOLD THE
LINE
AT 1 IN 9
STOP
BREAST

46,000
will die of breast cancer
will it be YOUR
WIFE MOTHER Daughter?

2.6 million
women
living with
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Kentucky
Women
want a
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Why
must we
Bear?

46,000
WOMEN WILL DIE OF
BREAST CANCER THIS YEAR!



WOMEN'S HEALTH
A National Health & Medical Authority
The Top Source Since 1972

The Power of United Voices

Thanks to the powerful voices of NBCC's grassroots activists, just two years since we successfully **fought** for the enactment of the Breast and Cervical Cancer Treatment Act, 48 states and the District of Columbia have opted in. Massachusetts and Oklahoma are the two states that have not yet implemented the program. (For the current status of each state, visit our Web site at www.stopbreastcancer.org)

A technical error in the bill's language caused an inadvertent exclusion of some American Indian and Native Alaskan women from guaranteed coverage of cancer treatment due to the unique relationship between sovereign tribes and the U.S. government. In January 2002, after steady urging from NBCC, Congress passed the *Native American Breast and Cervical Cancer Treatment Technical Amendment Act* to correct this error.



In 2002, NBCC **lobbied** the House and Senate Defense Appropriations Subcommittees for funding of \$175 for the *Department of Defense Peer-Reviewed Breast Cancer Research Program*. This program, which NBCC helped create in 1992, is forging new directions for breast cancer research and science.

While NBCC activists got a record number of senators and representatives to publicly **support** this level of funding, in Fiscal Year 2002 all Defense Health Programs suffered an across-the-board cut. The Breast Cancer Research Program ultimately received \$150 million. NBCC is fighting for

increased funding for next year, and continues to play a leadership role in this important initiative, which has won total cumulative funding of more than \$1 billion for breast cancer research and has been an important model that other research programs have sought to replicate.

Fresh Thinking, Fresh Voices

Everyone wants quality care, and most health providers strive to offer it. Yet, shockingly, there is no national consensus as to what constitutes “quality health care” for breast cancer. NBCCF launched our breast cancer *Quality Care Initiative* to establish this vital information. Over the past two years, the initiative has continually brought together activists, scientists, policy experts, insurers and health care providers to define quality health care. Participants’ conclusions included that **quality care** must

or by calling 866/624-5307 (toll free). We are grateful to the friends who helped support publication of the Guide, including the Avon Products Foundation, through the Avon Breast Cancer Crusade, and the Joyce and Irving Goldman Family Foundation.

An important element of the *Quality Care Initiative* is to **educate** policymakers and work with them to develop strategies for bridging the gaps between our vision of quality

“Quality health care is the goal, yet it is not well-defined.”

be based on sound scientific evidence and delivered in a respectful and timely manner. NBCCF identified six core values that are the essential components of quality breast cancer care: *Access, Information, Choice, Respect, Accountability and Improvement*.

In 2002, NBCCF **published** a revised, expanded edition of the *Guide to Quality Breast Cancer Care*, which provides patients with the information and tools they need to increase their chances of getting the highest quality of care available. The guide is available at no charge through our Web site (www.stopbreast-cancer.org)

health care and the reality. NBCCF recently held a lively *roundtable discussion for members of Congress* and their staff to explore “evidence-based medicine”—its meaning, value and limitations. 2002 brought a number of additional victories and firsts:

- In recognition of NBCC’s critical role in breast cancer public policy, we are often invited by Congress, the administration and states to testify on our position on various breast cancer issues. Our highly informed advocates testified before many decision-making bodies that included several committees and caucuses

Growing Power and Participation

Even as we sparked new initiatives and achieved policy breakthroughs, we conducted our ongoing activities with the same **energy** and commitment that has always propelled our movement. We know that the power of our raised voices derives not only from passion but from the rigorous preparation of our activists.

In 2002, springtime brought hundreds of breast cancer activists to Washington, DC for NBCCF's *Annual Advocacy Training Conference*. Participants sharpened their advocacy skills and learned about current and emerging issues in breast cancer treatment, research and policy.

"I've learned more about breast cancer advocacy in three days than I ever could have imagined," one participant raved. *"The sense of empowerment and possibility were awesome."* Another participant wrote, *"This conference gave [us] the opportunity to see the big picture and feel part of the movement and connected to all of the advocacy actions we see on paper."*

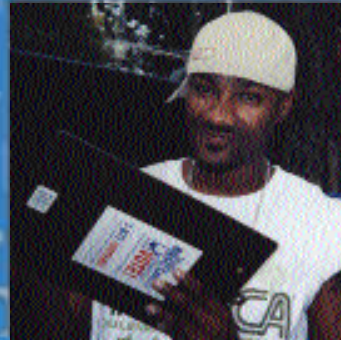
Following the conference, activists rallied on Capitol Hill and crowded into legislative offices to educate members of Congress and their staffs about breast cancer concerns and to seek commitments for **action**. As a result of this *Lobby Day*, hundreds of members of Congress have officially signed on to NBCC's legislative priorities.

The National Breast Cancer Coalition Fund continued to educate advocates on the science of breast cancer and enhance their **leadership** skills through *Project LEAD®* (Leadership Education, and Advocacy Development). *Project LEAD®* is an intensive four-day program that trains breast cancer activists for participation in every level of scientific research. Prominent science educators work with small groups of students to ensure that difficult, but important science concepts are explained and understood. This acclaimed science-training course was held four times this year in locations across the country including San Francisco, Birmingham, Chicago and Washington, DC.

Since 1995, more than 900 participants have mastered scientific concepts and learned how the research process works, equipping themselves to speak out as knowledgeable consumer advocates on peer-review panels and other scientific bodies that make decisions about breast cancer research. *Project LEAD®* has become so well known and respected that breast cancer advocates from as far away as Britain, Cameroon, Germany, Israel, Nigeria, the Philippines and Sweden have traveled to the United States to participate in the program.

NBCCF continued to link graduates to one another through the graduate newsletter, *Project LEAD® Update*, and The Journal Club, through which graduates critically appraise scientific research articles and continually hone their skills.

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Raising Our Voices at Home and Worldwide

The National Breast Cancer Coalition has become a primary resource for advocates, policymakers and the media when they want knowledgeable, uncompromising information and perspectives about breast cancer issues.

In 2002, NBCCF introduced "Beyond the Headlines," a program that probes more deeply into the controversial scientific and research issues appearing in the daily media and press. This ongoing series of position papers and fact sheets analyze the pros and cons of each issue, bringing the patient/advocate's perspective and an evidence-based standard to bear. Through resources such as these position papers and fact sheets, our Web site and grassroots network, we continue to translate complex scientific concepts into layman's language so advocates can educate themselves and their communities about scientific developments and the issues involved. When controversies arise—such as the recent debate over the usefulness of mammograms—the Coalition moves quickly to make sure our members and the public have access to the facts beyond the headlines.

In 2002, *The New York Times*, *Time*, *The Washington Post* and numerous other major publications sought out NBCC's advice in their coverage of the breast self-exam, mammography and hormone-therapy debates. Over the past year, NBCC was quoted or featured in additional publications that ranged from *The Boston Globe* to *The Palo Alto Daily News* to *The Chicago Tribune* newspapers. Our issues and advocates appeared in numerous magazines, including: *The New Republic*, *In Style*, *Newsweek*, *Rosie*, *Self* and *MAMM*. The Coalition's voice was also loud and clear around the world. In October, NBCC President Fran Visco

made a presentation about the role of advocates in research and quality care at the European Society of Medical Oncology (ESMO) in Nice, France.

In 2002, NBCC also **launched** an extensive national publicity campaign entitled “Not Just Ribbons.” The first public service campaign in NBCC’s 11-year history, it is designed to attract new advocates to the cause; and it serves as a reminder that pink ribbons and postage stamps alone will not end breast cancer. The publicity campaign resulted from a national poll commissioned by NBCC. The poll found that while 96 percent of Americans agreed that breast cancer is a critical health problem

and 50 percent believed that wearing a pink ribbon is an effective tool to fight breast cancer, only six percent had contacted their elected officials on issues concerning breast cancer.

The campaign includes three print ads, and two on-air PSAs featuring well-known celebrities. The print campaign uses various symbols of power and strength, including a bulldozer, tool belt and hardhat to communicate NBCC’s message that “pushing in the right direction,” “using all the tools at our disposal” and “working relentlessly” are the most effective means to stopping breast cancer. In 2002, the bulldozer ad appeared in *The Atlantic Monthly*, *Redbook* and *Ms.*

The Power of Our Vision

The National Breast Cancer Coalition and The National Breast Cancer Coalition Fund continued in 2002 to educate and energize diverse constituencies of the breast cancer advocacy world, from activists to legislators to researchers to visionaries, whose voices may lead to fresh approaches to policy and research. Here are some highlights:

- Our *Team Leader Initiative* gave grassroots activists intensive training on advocacy techniques, the federal legislative process and NBCC’s legislative agenda. Graduates serve as Team Leaders to **guide** our advocacy efforts.

- NBCCF conducted Congressional Forums for members of Congress and their staff to learn from experts about breast cancer science and policy. We created a new Capitol Hill newsletter designed to help congressional members and staff better represent their constituents. And in conjunction with the California Breast Cancer Organizations (CABCO), NBCCF held the California State Forum and Lobby Day in Sacramento where we **educated** state legislators about treatment and policy issues. This resulted in the passage of the Breast and Cervical Cancer Treatment Act and clinical trial legislation on the state level.

- Through our *Clinical Trials Initiative*, NBCCF **collaborated** with the scientific community to conduct research, design protocols and set research priorities. NBCCF participates only in trials that raise new and important questions about breast cancer, meet criteria adopted by our board of directors, and where we can play a substantial role. During 2002, these involved trials of a vaccine to treat breast cancer and trials to test the effectiveness of two drugs.
- Launched at the Aspen Institute, the *Aspen Project* is NBCCF's think tank, where we convene visionaries from inside and outside the breast cancer world to break through the limitations of "what is" and to imagine "what could be." During the past two years, participants have **envisioned** a new pilot model for funding and conducting breast cancer research, called "The Research Greenhouse."

Reaching In, Reaching Out

During 2002, friends of the National Breast Cancer Coalition and Fund reached out with extraordinary support for our activists. Here are just a few examples:

- NBCCF's President's Council members continued their long track record of incredible generosity as they rose to the call to provide financial support to the Coalition's fight to end breast cancer. President's Council members are **leaders** in their communities, professional fields and the philanthropic world who are willing to make a significant financial commitment and reach into their own communities and networks to build support for the Coalition's work.
- At our New York Gala, *Revlon* and *VH1* joined The National Breast Cancer Coalition at a star-studded evening which included a dinner with a special auction, that was followed by a concert in Manhattan Center's Hammerstein Ballroom. Sheryl Crow and Stevie Nicks performed at this special tribute.
- The fourth annual *San Francisco Gala* was chaired by Arthur D. Levinson, President & CEO of Genentech, Inc. U.S. Representatives Anna Eshoo and Nancy Pelosi served as this year's Honorary Co-Chairs.
- "*Les Girls 2,*" NBCCF's 2nd Annual Cabaret was bigger and better than its first year. The exciting evening of entertainment included musical performances by the talented Peri Gilpin, Jean Smart, Cady Huffman, Allison Janney, Jane Krakowski, Jane Leeves, David Hyde Pierce, Eric McCormack and many more. We were fortunate to

have the talented Scott Wittman and Marc Shaiman direct and choreograph our show

- The Joyce and Irving Goldman Family Foundation and the Vance Wall Foundation continued their **generosity** to the Coalition in word and deed. There was rarely an event where representatives from both foundations could not be found actively participating.

- The Avon Products Foundation, through the Avon Breast Cancer Crusade, made a generous two-year grant to NBCCF to support and expand Project LEAD®.

Some well-known voices joined in the fight to end breast cancer in 2002. Lifetime Television, one of NBCCF's leading allies, produced its third annual television special, "Women Rock! Girls and Guitars,"

“3 million women in the United States are living with breast cancer.”

- Each year the *Celebrity Golf Classic* plays a significant role in raising our **visibility** and supporting our work in the Los Angeles area. In 2002, we were honored that former President William Jefferson Clinton was Honorary Co-Chair of the annual tournament. And once again, Roger Birnbaum, Co-Chairman and Co-CEO of Spyglass Entertainment Group and his wife Pamela West Birnbaum co-chaired this event. Joining them this year were Steven Levitan, Creator and Executive Producer of NBC's hit show "Just Shoot Me" and his wife, Krista. In addition, NBCCF hosted its first *Advocacy in Action Golf Classic* at the Tournament Players Club at Avenel, Potomac. Sponsored by Barr Laboratories, the tournament was a huge success which drew members of Congress and influential others from the DC area.

featuring some of the top names in music. Lifetime also distributed millions of post cards, pledge cards and other informative materials. NBCC worked hard to reach out to breast cancer survivors and activists. We redesigned our Web site and changed the address to a phrase every advocate can remember easily:

www.stopbreastcancer.org

We increased the national press coverage of NBCC's work and reorganized our volunteer Field Coordinator system. We sent our newsletters to a growing national readership and kept our nation-wide network of activists instantly apprised of policy changes and calls to action.



The Power of Commitment

Women with breast cancer have led a revolution in research, access to medical care and consumer influence. This is a fight we are determined to finish. We will not pass it on to our daughters and to their daughters.

At NBCC we say it loudly, and we say it often: We must put an end to breast cancer. We must know what causes it, how to **cure** it, how to treat it and how to prevent it. We will not rest— and we won't let anyone else rest— until we find the answers.

Through our public events, educational programs, relentless lobbying and knowledgeable network of advocates, NBCC is recognized as an authoritative voice on breast cancer issues. In fact, during a public hearing on breast cancer funding, one leading U.S. senator said, *"The National Breast Cancer Coalition is one of the most powerful—if not the most powerful—coalitions in our society."*

But the most powerful voice belongs to you, our members, friends and supporters.

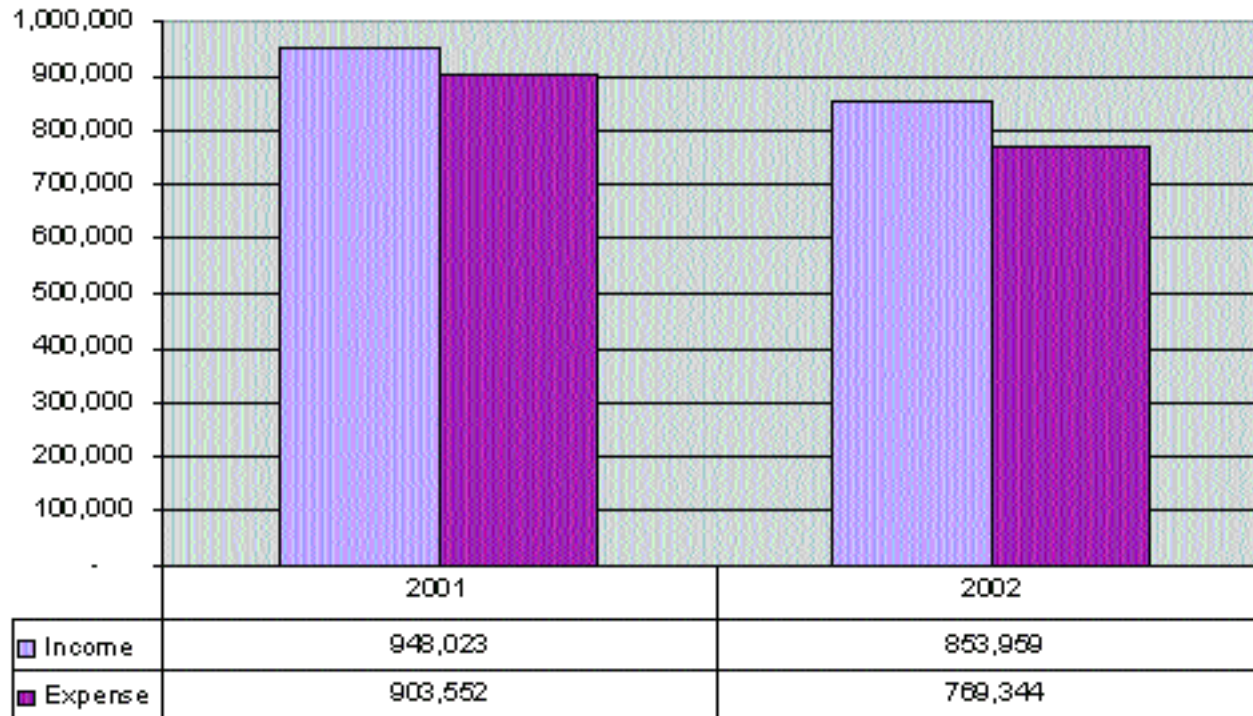


As one activist said, *"The Coalition has educated me. It has made me understand which issues are important and how to lobby for what I believe in...I now feel like I am not alone in this fight."* She is not alone because our advocates and supporters dared to speak out, to raise a banner, to write a check.

As you were reading this report, another woman received the news that she has been diagnosed with breast cancer. That woman is not alone either, thanks to the generous support of our funders and our vast grassroots advocacy network.

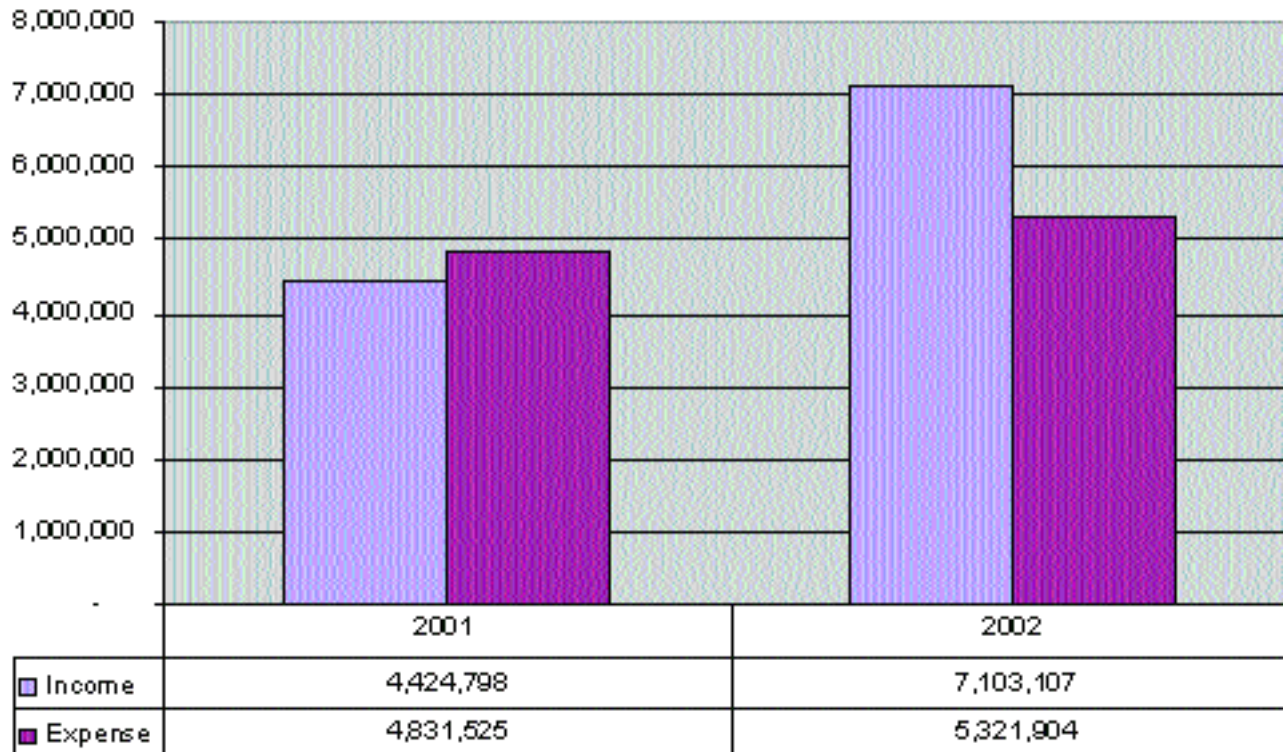
This is the **vision** behind the powerful voices of the National Breast Cancer Coalition: breast cancer survivors and advocates fighting together to end this epidemic. With our clasped hands and our united voices, we say: Stop breast cancer. It's in our power!

The National Breast Cancer Coalition (c)(4)



Management and general expenses are less than 13% of total expenses

The National Breast Cancer Coalition Fund (c)(3)



Management and general expenses are less than 13% of total expenses

National Breast Cancer Coalition Board of Directors 2002

Gerri Barrish
I in 9: The Long Island Breast Cancer Action Coalition

Geri Blair
Minority Women with Breast Cancer Uniting, Inc.

Christine Brunswick, *Vice-President*
Metropolitan Washington D.C. Chapter of NBCC

Bonnie Dimun
Hadassah, the Women's Zionist Organization of America

Arlyne Draper
CABCO

Donna Duncan
Linda Creed Breast Cancer Foundation

Harriet Chalfant
Kentucky Cancer Program

Mary Clark
JRI Health/ Justice Resource Institute

Dale Eastman
Alamo Breast Cancer Foundation

Ruth Eldredge
Georgia Breast Cancer Coalition

Bettye Green, *Secretary*
African-American Women in Touch

Roberta Hantgan
National Education Association

Carolina Hinestrosa
Nueva Vida

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Massachusetts Breast Cancer Coalition

Margaret Kirk
Y-Me National Breast Cancer Organization

Susan Love
Susan Love M.D. Breast Cancer Foundation

Jean M. Lynn
Oncology Nursing Society

Marlene McCarthy
Rhode Island Breast Cancer Coalition

Kate McQueen
The Mautner Project for Lesbians with Cancer

Christine Norton
Minnesota Breast Cancer Coalition

Karin Noss
Virginia Breast Cancer Foundation

Cindy Pearson, *Treasurer*
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Marcia Presky
Share

Joy Simha
Young Survival Coalition

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Revlon Breast Center, UCLA Oncology Services

Frances M. Visco, *President*
National Breast Cancer Coalition

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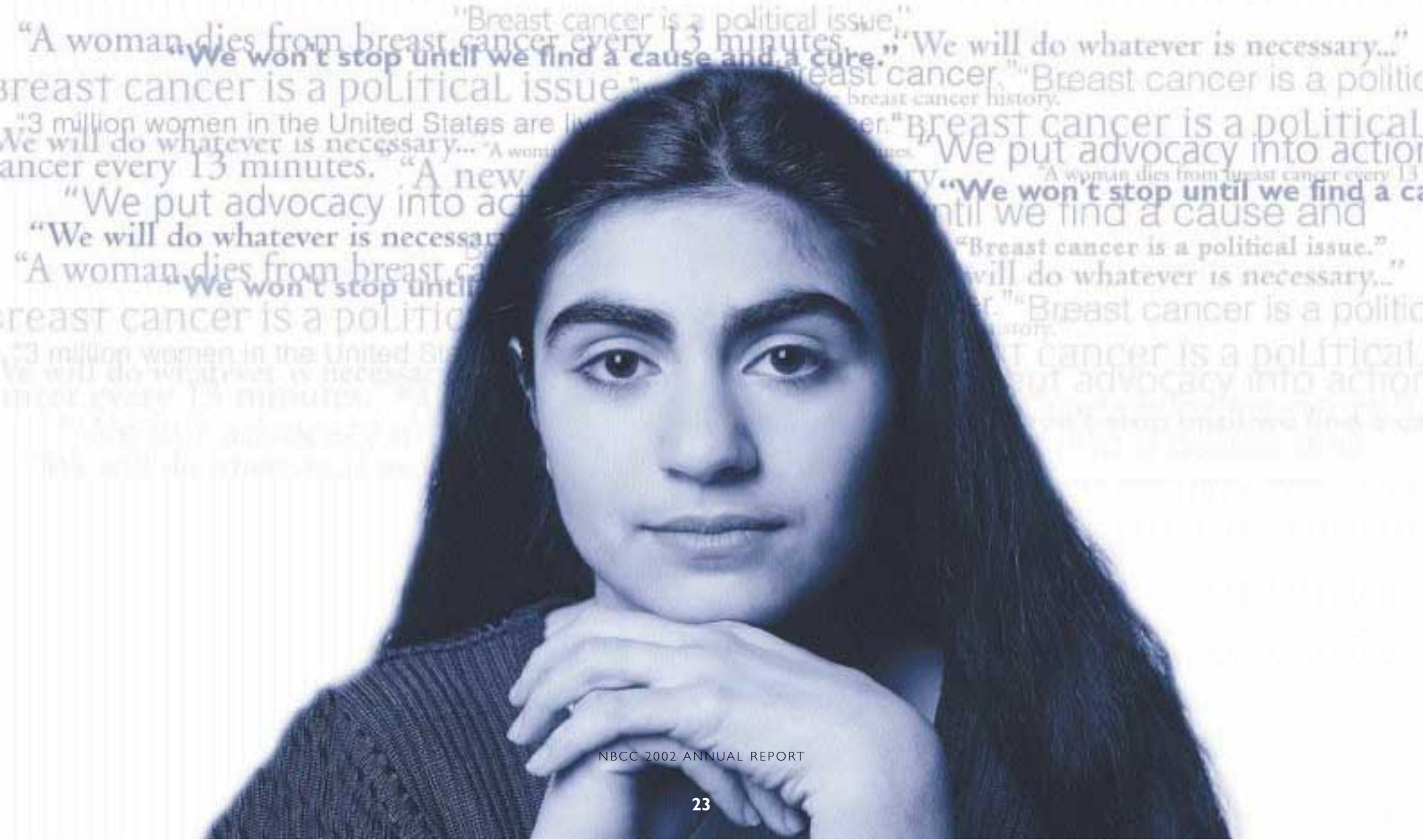
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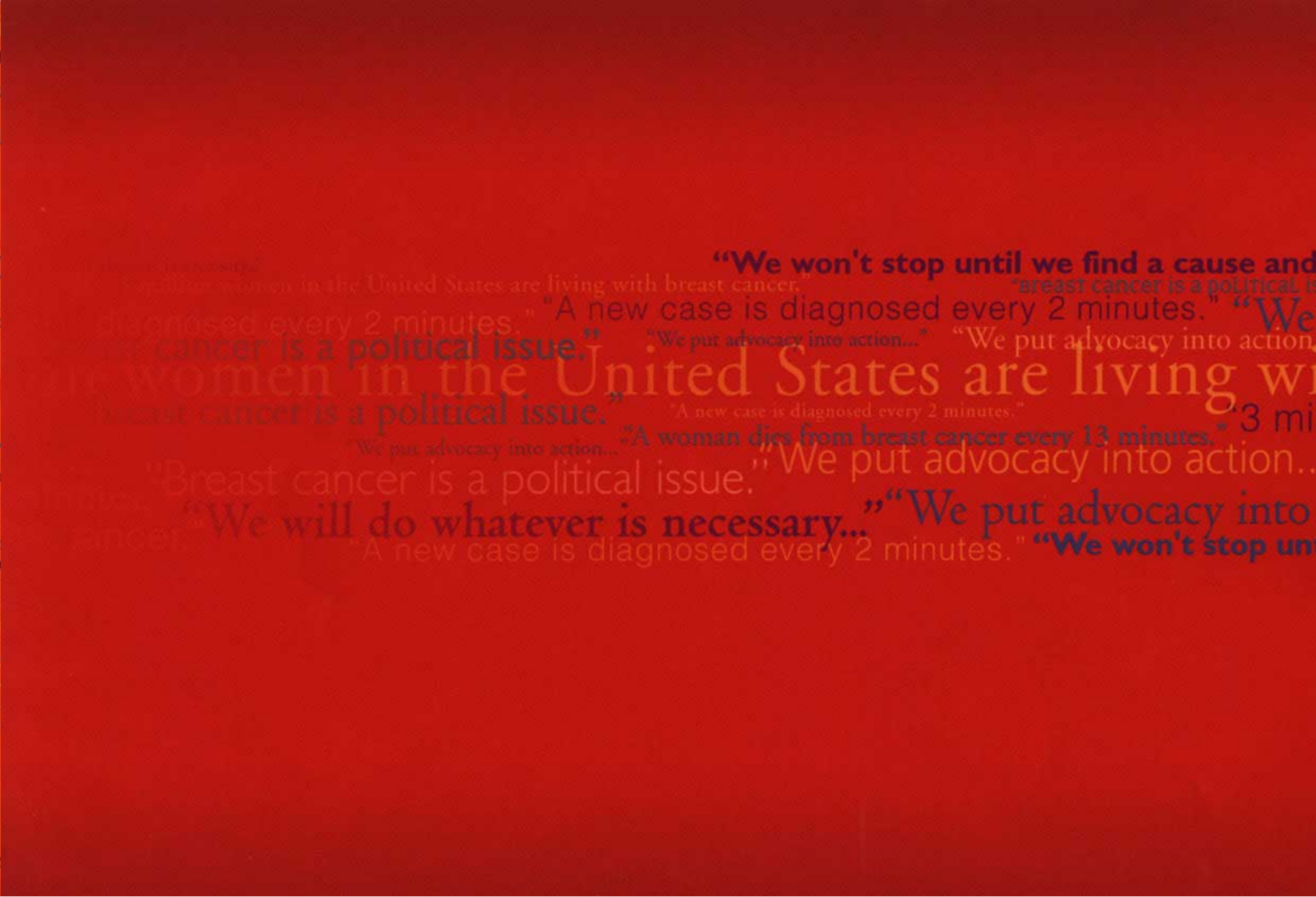
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Virginia Breast Cancer Foundation

Y-Me National Breast Cancer Organization

“Powerful voices today, will save the lives of tomorrow.”





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