



NATIONAL BREAST CANCER COALITION

Project **LEAD**<sup>®</sup>

**PUBLIC POLICY**

**National Breast Cancer Coalition  
Public Policy LEAD**

**\*\*This agenda is subject to change, check back regularly for updates\*\***

Public Policy LEAD is a three-day course designed to help breast cancer advocates deepen their understanding of the complex world of public policy. The course covers the major theoretical frameworks of policy analysis and the unique challenges of federal health policymaking. Participants will critique current breast cancer policies and engage in policy-making exercises to strengthen their advocacy skills and build their confidence.

#### Learning Objectives

Participants will:

1. Learn the basic theoretical underpinnings of policymaking
2. Better understand when - and why - certain public policy tools are not useful
3. Practice identifying and addressing the problem of unintended consequences of public policy
4. Explore the implementation, accountability, evaluation, and longevity aspects of public policy
5. Practice critiquing existing public policies and developing new policy ones

**Thursday, October 14**

**3:00 PM Registration Opens**

**5:00 pm Program Begins**

**Introductions and Overview of Program**

*Sara Collina*

Review the program agenda and get to know each other.

### **Breast Cancer is Political**

*Fran Visco*

Learn the history of NBCC's breast cancer in healthcare advocacy and how NBCC develops policy priorities. What are the breast cancer issues currently being discussed by policymakers? Why does NBCC embrace some breast cancer issues but not others? Hear why we launched Policy LEAD, what we hope you will learn, and how it will help you in your advocacy efforts.

**7:00 pm Welcome Dinner (Hosted by NBCC)**

*Bistro Bis, Hotel George*

**Friday, October 15**

**8:00 am Breakfast (Provided)**

**9:00 am Setting the Stage**

*Sara Collina*

Commonly used and rarely defined, the concept of public policy is broader than most people think. We start with a range of definitions of public policy and discuss why it matters.

**9:20 am Philosophies and Models of Applied Policy Analysis**

*Chuck Herrick*

Review basic concepts and major frameworks for the analysis of public policy. What is a public policy process? When should a given issue be addressed through public policy? We will also explore alternative policy tools and how multiple policies can interact in the form of a policy regime.

9:20-9:40 am **Lecture Part One: Introduction to Public Policy**

9:40-10:00 am **Small-Group Activity #1**

10:00-10:15 am Large group report out/short discussion

10:15-10:40 am **Lecture Part Two: Policy Regimes**

10:40- 10:50 am Large Group Activity

10:50-11:05 am **Small-Group Activity #2**

11:05-11:15 am Large group report out/short discussion

11:15 am Break

11:15-11:30 am **Lecture Part Three: Models of Public Policy**

11:30-11:45 am **Small-Group Activity #3**

11:45-Noon am      Large Group Debrief and Q and A

**Noon – 1:00 pm      Lunch (Provided)**

**1:00-2:45 pm      Stories of Federal Health Policymaking Part One**  
*Jeff Levi*  
[Small-Group Activity](#)

2:45 pm              Break

**3:00-4:45 pm      Stories of Federal Health Policymaking Part Two**  
*Judy Feder*  
[Small-Group Activity #5](#)

**4:45-5:30 pm      Designing Breast Cancer Public Policy**  
[Small-Group Activity #6](#)

**5:30 pm              Wrap Up/Dinner on your own**

## **Saturday, October 16**

**8:00 am              Breakfast (Provided)**

**9:00 am              NBCC and Public Policy: Lessons Learned**  
After almost three decades of advocating for public policies to end breast cancer, what lessons have been learned, and how can we use that knowledge to craft more effective public policies?

**10:00 am              [Creating and presenting breast cancer policy](#)**

**12:15pm              Wrap Up and Lunch (Provided)**