



**Project LEAD**<sup>®</sup>  
INSTITUTE

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## An Innovative Science Training Program For Breast Cancer Advocates



“Project LEAD is unique. It has enabled us to create a powerful change agent: A network of women and men who have the skills and the courage to advance the vision of ending breast cancer in every forum where breast cancer is addressed.”

–FRAN VISCO, NBCC PRESIDENT

The **Project LEAD Institute**, part of the National Breast Cancer Coalition’s **Center for Advocacy Training**, is a six-day intensive science course designed for the lay public. The course helps participants learn the language, concepts, and process of science, so they can become better research advocates and activists. Taught by renowned research faculty, the Institute gives breast cancer advocates the education and training they need to understand complex concepts related to the science of breast cancer, important aspects of research methodology, and the unique role advocates play in influencing the research agenda.

Graduates of Project LEAD are respected and recognized as the best-educated and most effective advocates in the field. They are passionate, committed, and intellectually curious about science as well as willing to challenge business as usual. They seek out and participate in breast cancer research and decision-making opportunities, including:

- Serving on scientific peer review panels and IRBs
- Conducting scientific literature reviews and analysis
- Presenting at conferences and meetings on behalf of NBCC
- Sharing information about cancer science literacy to their communities and network

### CORE CURRICULUM

- Basic science and biology of cancer
- Principles of genetics
- Evidence-based health care
- Cancer immunology
- Epidemiology
- Research design
- Advocacy

The Project LEAD Institute involves a competitive application process. To learn more about the program, the curriculum, and to submit an application, visit: <https://www.stopbreastcancer.org/what-we-do/education/project-lead/>

For questions contact:  
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