

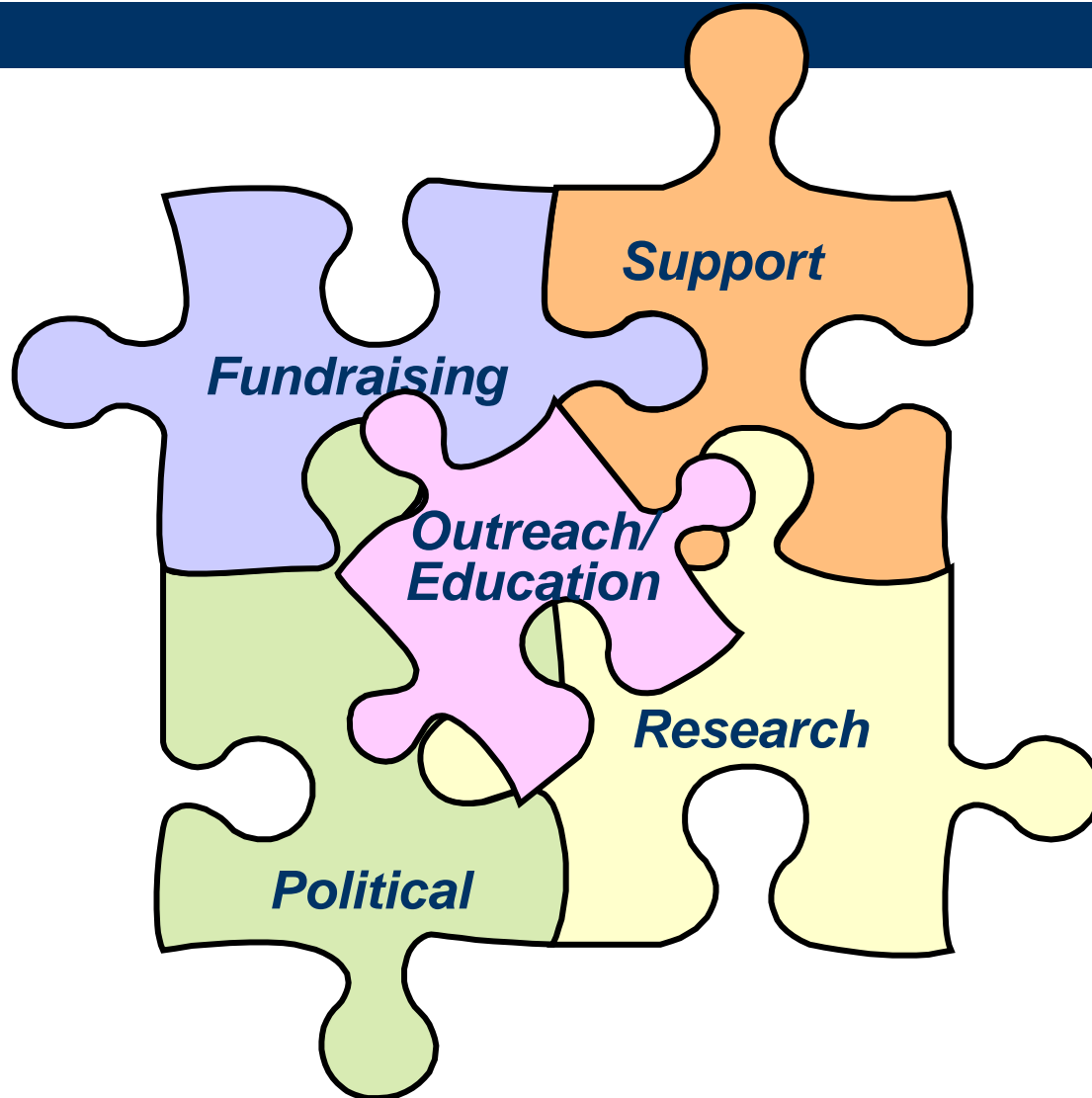
# A Roadmap through Cancer Advocacy

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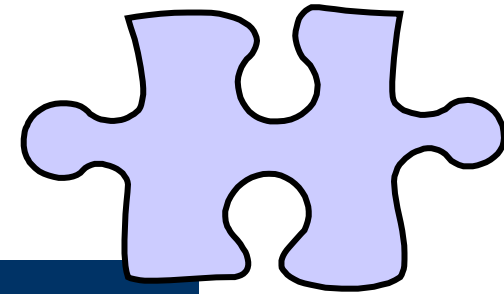
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# Five Types of Cancer Advocacy

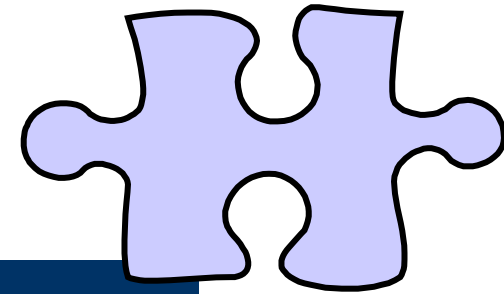


# Fundraising Advocacy



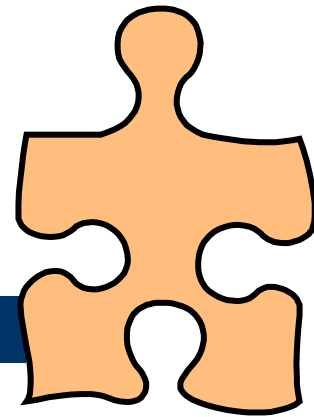
- **Goal:** Raise and distribute money worthy organizations involved in patient support, research and public outreach/education
- **Example Approaches:**
  - Events—races, golf tournaments, luncheons
  - Co-marketing
  - One-on-one solicitation

# Primarily Fundraising Organizations



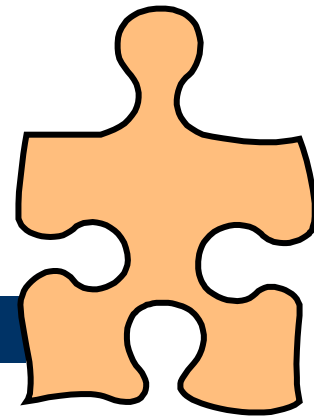
- Susan G. Komen Breast Cancer Foundation  
<http://www.komen.org>
- Breast Cancer Research Foundation  
<http://www.bcrfcure.org>
- Lance Armstrong Foundation  
<http://www.livestrong.org>

# Support Advocacy



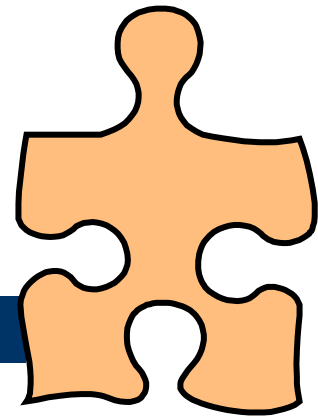
- **Goal:** Help people who are facing cancer
- **Example Activities:**
  - Hotlines
  - Support groups
  - Patient navigators

# Getting Started in Support Advocacy



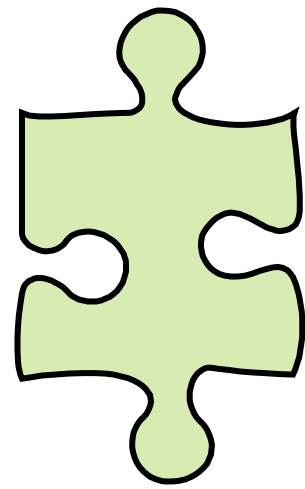
- Contact local hospital support groups, volunteer, or outreach office
- Become a certified Y-ME hotline counselor
- Become a local Reach-to-Recovery Volunteer

# Primarily Support Organizations



- Y-ME National Breast Cancer Organization  
<http://www.y-me.org>
- Reach to Recovery program of American Cancer Association  
<http://www.cancer.org>

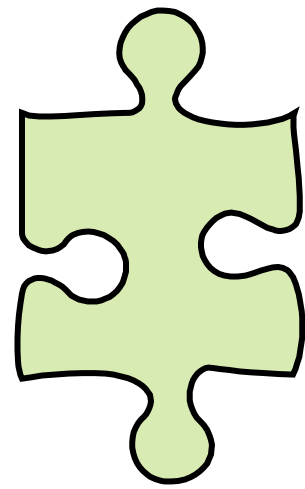
# Political Advocacy



- **Goals:** Impact public policy through lobbying
- **Example Issues:**
  - Research funding
  - Health care policy
  - FDA authority
  - Environmental issues

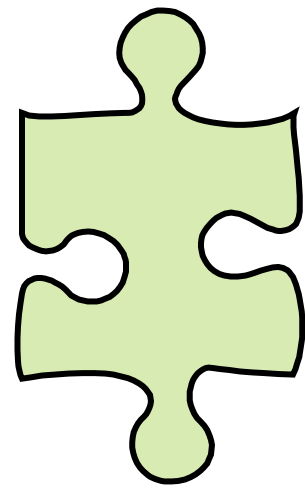


# Getting Started in Political Advocacy



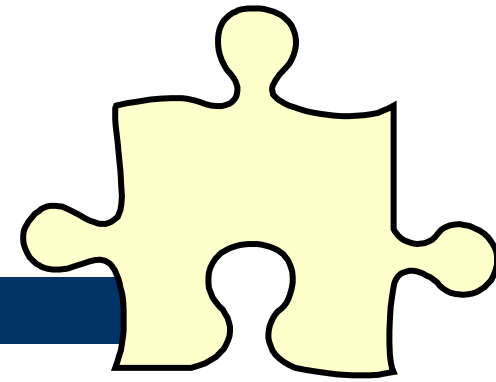
- Become a member of NBCC and attend Quality of Care LEAD
- Attend NBCC's annual meeting and lobby day
- Contact the local ACS organization and ask about lobbying activities
- Find an issue that you are passionate about and discuss with you local congressional representatives (state and local)

# Primarily Political Organizations



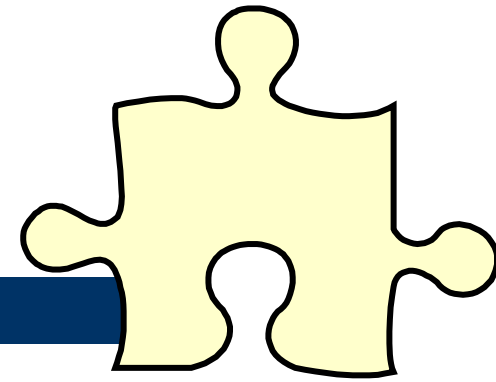
- National Breast Cancer Coalition  
<http://www.natlbcc.org>

# Research Advocacy



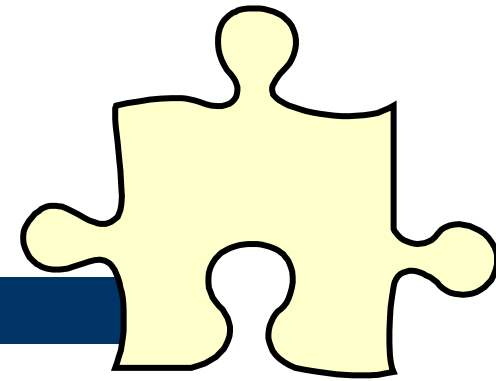
- Goals: Ensure high quality research that is sensitive to the priorities of patients is
- Example Activities:
  - Sitting on grant review panels, Institutional Review Boards (IRBs), and Data and Safety Monitoring Boards (DSMBs)
  - Working with researchers to develop grant proposals and implement funded projects
  - Reviewing clinical trial protocols, patient recruitment and education material
  - Assisting with patient recruitment, compliance and retention for clinical trials
  - Participating in Cancer Cooperative Groups and other NCI Working Groups

# Getting Started in Research Advocacy



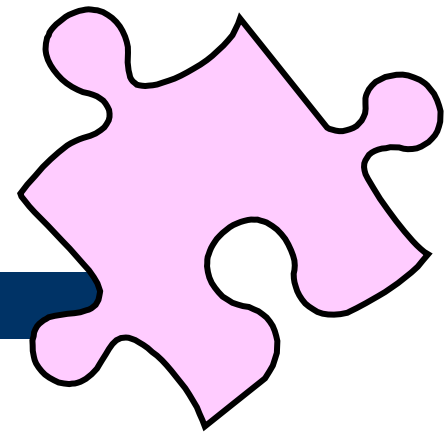
- Become a member of NBCC and attend Project LEAD and Clinical Trials LEAD
- Apply to be a stakeholder reviewer for a research granting agency (DOD, ACS, Komen, etc.)
- Volunteer to be on a local IRB
- Volunteer to work with local researchers

# Research Advocacy Websites



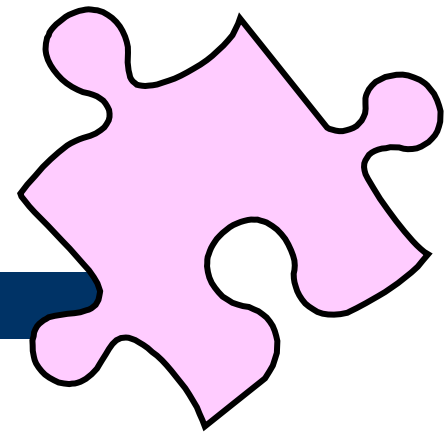
- SPORE Advocates <http://www.sporeadvocates.net>
- Research Advocacy Network (RAN)  
<http://www.researchadvocacy.org>
- National Cancer Institute (NCI) Office of Liaison Activities <http://ola.cancer.gov>
- Department of Defense (DOD) Congressionally Directed Medical Research Program (CDMRP)  
<http://cdmrp.army.mil/cwg/default.htm>
- Cancer Cooperative Groups  
<http://www.cancertrialshelp.org>
- Specific Cancer Cooperative Groups  
<http://www.ecog.org/general/iglink.html>

# Outreach & Education



- **Goals:** Increase public awareness of risks and realities of cancer as well as methods and progress of research
- **Examples:**
  - Breast Cancer Awareness Workshops targeted at women's groups, high school students, etc.
  - Public Forums
  - Newspaper and magazine articles
  - Websites
  - Teleconferences and webcasts

# Getting Started in Outreach & Education



- Almost all other advocacy organizations do some outreach and education
- If this is your primary area of interest, get involved with an organization that does other work you believe is important and volunteer to write an article, give a public talk or become involved in other outreach activities

# Words of Wisdom



- Find causes, organizations and people with whom you resonate and offer your time, energy, and expertise
- Be flexible and willing to have their agenda take priority over yours
- The more involved you become, the more competent and confident you will become and the more opportunities will open to you



**Good Luck!**

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