CALL TO ACTION


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Thanks to NBCC's powerful and determined Advocates!
National Breast Cancer Coalition’s (NBCC) mission is to end breast cancer through the power of action and advocacy. In 2010, NBCC set a deadline and launched a plan of action to know how to end breast cancer by January 1, 2020: Breast Cancer Deadline 2020.

NBCC is a collaboration of activists, survivors, researchers, policy makers, grassroots groups, and national organizations that have come together as disruptive innovators for social change. NBCC links hundreds of organizations and tens of thousands of individuals from across the country into a dynamic, diverse coalition that gives breast cancer a meaningful voice in Washington, DC, and state capitals, in laboratories and health care institutions, and in local communities everywhere. NBCC increases federal funding for breast cancer research; monitors how research funds are spent; expands access to quality health care for all; and ensures that trained advocates influence all decision making that affects breast cancer.
Five years: how do you measure the progress made in that time? How do you envision the next five? For the National Breast Cancer Coalition (NBCC), five years has passed since we launched our Deadline campaign and five years is the time remaining until we reach Breast Cancer Deadline 2020®. The time will pass very quickly. But with your continued support and action, NBCC will achieve our goal of knowing how to end breast cancer by 2020.

While the task ahead is daunting, that challenge won’t stop NBCC. When you consider what we, together, have already accomplished, we know that this ambitious goal can be achieved. How do we know we can do it? Because since its inception, NBCC has been the undeniable leader in identifying and marshalling the policy, scientific, clinical and research tools needed to end breast cancer.

Our work is respected because we have always asked the tough questions, figured out how to answer them and made the big but necessary demands. We have not backed down. Our credibility and track record of success have enabled us to achieve unparalleled increases in federal funding for breast cancer research and to help focus how that funding is used. Our vision and tenacity caused us to launch innovative training and education programs and to build important partnerships with patients, researchers, medical experts and policy makers. As a result, NBCC has won a place at the table for breast cancer advocates when critical research and policy decisions are made.

While our successes have been many, they have been but a prologue. We will not rest until we end breast cancer.

Today, we are past the halfway mark towards Breast Cancer Deadline 2020. In the campaign’s first five years we set big but achievable goals, established key deadlines, and created a blueprint and a plan of action. We are implementing that plan and the response has been encouraging. More than 240 organizations have endorsed our efforts. Scientists from around the world have signed on to be a part of our deadline work. Advocates across the country and beyond are working every day to spread the word and change the conversation.

Much more remains to be done.

We must raise more funds to reach the $150 million target we set as the budget for Breast Cancer Deadline 2020. We must also continue our efforts to ensure that the Department of Defense Breast Cancer Research Program continues and that the funding is used to answer important questions. We must get the Accelerating the End of Breast Cancer Act enacted into law.

With Breast Cancer Deadline 2020, NBCC made a bold and risky commitment. We have never shied away from taking risks or thinking big. We have never grown comfortable or become complacent because of our many successes. The stakes are just too high—complacency costs lives; more than 40,000 women and 400 men who die of breast cancer every year in this country alone; more than half a million women worldwide. We cannot allow that to continue.

I invite you to join NBCC and me and to re-commit to achieving our Breast Cancer Deadline 2020 goals.

FRAN VISCO
PRESIDENT, NATIONAL BREAST CANCER COALITION
What is the Artemis Project? The Artemis Project is an innovative, mission-driven research effort focused on primary prevention of breast cancer and prevention of metastasis. This exciting project is led by advocates, who also have a role in every aspect of the work. Each year as part of the project, we bring together participants to share reports of progress, identify new issues and create action plans for the coming year. The 2015 Artemis Annual Meeting was held in March in Calistoga, CA. As in previous years, the participants updated the group on the progress of Artemis seed grants and changes in science that affect the Artemis topics. This was also an opportunity for advocates and scientists to brainstorm and identify next steps.

The Artemis Project for a Preventive Vaccine in Breast Cancer
The first goal of the meeting for the Artemis Project for a Preventive Vaccine was to identify the protein targets within breast tumor cells that can be used to develop a preventive breast cancer vaccine for healthy women. The second goal was to further develop a strategic plan for vaccine creation and clinical trial development to enable the start of a clinical trial by 2017.

At the end of the two-and-a-half-day meeting, participants selected six protein targets to be incorporated into a new vaccine. They also developed a strategy to create and test a vaccine, established a timetable to accelerate the process and facilitate future clinical trials, and selected a project leader.

The Artemis Project on Prevention of Metastasis
Since NBCC’s first annual meeting for the Artemis Project on Prevention of Metastasis convened in 2014, discussions have centered on tumor dormancy and prevention of metastatic disease. Since that meeting, a group of participants have begun testing the question of whether the immune system interacts with dormant disseminated (scattered or spread widely) tumor cells, which are cells that migrate from the breast. Experiments are underway to determine how the immune system keeps these disseminated tumor cells quiet. This research could lead to the development of new strategies and therapies to keep tumor cells quiet and prevent metastasis.

To Learn More...
Read more about the latest from the Artemis Project in this two-page update (http://act.breastcancerdeadline2020.org/artemis_update). The NBCC also has available on our website more in-depth reports from the Preventive Vaccine and Prevention of Metastasis meetings, including a list of attendees and details on the discussion and action items moving forward.
Since its inception, NBCC has had a goal of training and educating advocates so they can influence all decisions made about breast cancer. That training is in science, research and public policy and comes under the work of the Center for NBCC Advocacy Training. The NBCC Center for Advocacy Training offers both in-person courses and online training to teach breast cancer activists the strategic and evidence-based approach to advocacy that NBCC has pioneered. By offering premier, targeted training in breast cancer science and public policy, the Center readies breast cancer advocates to become agents of action and change in the mission to eradicate breast cancer.

This year marked an active year of both in-person and online trainings, conferences, and continuing education offerings culminating in more than 100 new Project LEAD® graduates being added to the community.

**Project LEAD Workshop**

The November 2014 Project LEAD Workshop took place in Washington, D.C., and was a two-and-a-half-day introductory course that, for some, was a prelude to the more intensive Project LEAD Institute. The Workshop focused on basic science concepts, the language of science, research methodology and advocacy. It also taught the critical appraisal skills necessary to be a discerning consumer of medical information in the media. Fifty-four students participated from 19 states and Canada, about 80 percent were breast cancer survivors and 19 percent were people of color. They represented a wide educational, occupational and age range. They learned about the subtypes of breast cancer, genetics, the tumor and metastatic processes, and the roles of observational and clinical trials in providing evidence for treatment. Nearly 20 percent went on to apply for and graduate from the Project LEAD Institute.

**Project LEAD Institute**

There is nothing like Project LEAD. NBCC’s trained research advocates have been called the best educated and most effective advocates by many of the stakeholders in the research arena. They receive their most intensive training at the Project LEAD Institute, which provides breast cancer advocates with the education and training they need to understand complex medical information, the nuances of research methodology, and the unique role advocates play in influencing the research agenda and the ability to critically analyze science and health information. Thanks to the generosity of the Vance Wall Foundation LEAD Match Challenge and top sponsors Judges and Lawyers Breast Cancer Alert (JALBCA), Pfizer, BioMarin and TRIO, 52 advocates graduated from the Institute in July 2015.

The 2015 class included advocates from more than 20 states and international advocate leaders from Sweden, Canada, New Zealand and the Netherlands. Graduates of the rigorous program will play a critical role in programs such as the Department of Defense Breast Cancer Research Program, NBCC’s Artemis Project, clinical trials and local research programs around the country and the world. They help ensure that advocates have a credible voice anywhere decisions about breast cancer research are being made.

“As the newbie to the group, I am absolutely amazed by this program...I had a great time, I learned a lot and I grew tremendously. My life, including my research and teaching, will never be the same.”

Jessica Clague deHart
EPIDEMIOLOGIST, CITY OF HOPE NATIONAL MEDICAL CENTER

The faculty this year were outstanding teachers and skilled researchers and included both veterans and new teachers. Jessica Clague deHart, an epidemiologist from the City of Hope National Medical Center in California, was a first-time teacher and had this comment at the course’s conclusion, “As the newbie to the group, I am absolutely amazed by this program...I had a great time, I learned a lot and I grew tremendously. My life, including my research and teaching, will never be the same.” She was joined as first-time Institute faculty members by Stephanie Goff of NIH and Sasha Stanton from the University of Washington, who taught the new immunology curriculum.

Six mentors accompanied the students through their arduous training, providing advice, support and suggestions for how to develop their Graduate Action Plans. Mentors will be following their mentees throughout the coming year, and many have already been in contact, guided them in some of their new activities and provided articles and other resources to enhance their work. Many have become active on LEADgradsOnline – a private Facebook community for Project LEAD graduates to share ideas, discuss new research and share successes and struggles. We look forward to hearing more on the work of the talented Institute graduating class of 2015.

More than 2400 advocates have been trained through Project LEAD since its inception in 1995. There is no fee for students accepted for the Project LEAD Institute, and we are able to provide scholarships for travel for those in need, all due to NBCC’s generous donors.
Creative and effective grassroots strategies implemented in communities across the country are helping to mobilize a groundswell of support for Breast Cancer Deadline 2020. The breast cancer conversation everywhere should be focused on strategies to end this disease. NBCC provides tools for our grassroots network to help make leaders aware of the Deadline campaign and what they can do to help.

Support for the Deadline from organizations, public officials and researchers is in part evidenced by their endorsements, which now exceed 440 diverse groups and nearly 200 public officials—from city council members to mayors to local police chiefs to state and federal legislators. NBCC’s “how to” guide on endorsements, now available on our website, provides information, tools and strategies designed to help advocates working to increase support in their communities. Additionally, Deadline advocates around the country have developed and placed Breast Cancer Deadline 2020 videos in their communities and letters to the editor in local newspapers. Sharing these messages is helping to change the national conversation on breast cancer—shifting the focus to the key question: “How do we end this disease?”
From fundraising to forums and local advocacy, each Deadline event is part of the larger body of successful advocacy strategies that can be replicated in every community across the country. These include:

**BREAST CANCER DEADLINE 2020 ENDORSEMENTS**

From New Hampshire Governor Maggie Hassan to Mayor Don Ness of Duluth, Minnesota to El Centro, California Chief of Police Eddie Madueno, advocates are successfully encouraging local, state and federal public officials to show their support and endorse the Deadline, helping change the breast cancer conversation.

**BUILDING LOCAL AWARENESS**

California Between Women advocates successfully worked to get Breast Cancer Deadline 2020 messages, which call on Brawley, CA community groups and businesses to endorse the Deadline, air time for one month on an electronic billboard in their community. The message aired once per hour for the entire month in November 2014 and again in October 2015.

**LOCAL DEADLINE FORUMS**

Advocates held community forums in Atlanta, GA, St. Louis, MO and Brawley, CA and engaged hundreds of community members in Breast Cancer Deadline 2020 messages and activities.

**LOCAL ACTIVIST INITIATIVES**

1. Iowa’s Cedar Valley Cancer Committee created a public service announcement (PSA) video using local celebrities to deliver Breast Cancer Deadline 2020 messages. The PSA played during halftime at football and volleyball games at the University of Northern Iowa.
2. The Alamo Breast Cancer Foundation, Cedar Valley Cancer Committee: Beyond Pink TEAM, and Massachusetts CARE Advocates donated some of the proceeds from fundraising events to support the work of Breast Cancer Deadline 2020.
3. Deadline advocates nationwide used NBCC-supplied templates to write and submit op-eds and letters to the editor that were published in local newspapers.

These are just some of the many mobilizing efforts happening every day in communities across the country to gather public support for our goal of knowing how to end breast cancer by January 1, 2020. Continuing to build and expand local support, enthusiasm and activism are critical to achieving Breast Cancer Deadline 2020. NBCC’s national office staff stands ready to support the great work already taking place and assist every individual and group willing to undertake additional efforts in their communities. Just contact us at info@breastcancerdeadline2020.org.

In March 2015, the National Breast Cancer Coalition conducted a pilot test of a community forum approach to expanding support for Breast Cancer Deadline 2020. NBCC, in conjunction with the Georgia Breast Cancer Coalition Fund, hosted a community forum in Atlanta entitled, “Deadline 2020: Georgia Talks Breast Cancer.”

The Atlanta Community Forum Pilot brought together grassroots organizations, key stakeholders, and federal, state and local officials, using a best in class citizen engagement model. The Forum was designed to educate and activate participation in a public health crisis that kills more than half a million women and men globally every year.

This globally-recognized, best-in-class approach was designed to facilitate discussion and activate participants to mobilize their community around preventing breast cancer, including a broader understanding of the importance of metastatic breast cancer and why preventing metastasis is a key component of achieving Breast Cancer Deadline 2020.

This pilot event was results-oriented, high-tech and highly participatory. Participants discussed important issues in small groups, voted on priorities that matter to them and saw the collective results of all in the room. Topics covered included:
- Breast cancer facts vs. myths
- Advocacy, access and influence
- Strategies and tactics to change the conversation to what’s really urgent in breast cancer

Our keynote speaker was U.S. Congressman and Civil Rights luminary John Lewis of Atlanta, who shared his experiences in building a groundswell of grassroots support and activism. Congressman Lewis reminded participants of how hard, but how necessary, battling the status quo is in order to change the national conversation.

Eighty women and men left the community forum that day better equipped to help shape and implement the vision, goals and strategies that will help us know how to end breast cancer.
When speaking with Wanda Lucas, two words immediately come to mind: all in. Whatever the challenge or the opportunity, Wanda is all in.

“I am a woman of faith,” says Wanda, “I was raised to give back to the community and our society. In short, stepping forward, seeing what needs doing and getting on with the job is something very much in my character.”

And getting on with the job done is something Wanda has been doing on behalf of NBCC since first being diagnosed with breast cancer in 2006. Her family, friends and colleagues were likely unsurprised when her fight against her own breast cancer transformed Wanda into a passionate advocate on behalf of all women and men confronting the disease.

Wanda may not have ever seen herself as a cancer advocate but says, “I was open” to the challenge when it appeared. She adds, “You have to be open to new situations, open to receive them and open to how they can change you. You may think your life purpose is one thing but you’ve got to be open to how your life can change.”

Once diagnosed, Wanda was open to how her life was changed. She soon turned her considerable energy and organizational ability to advocating on behalf of patients and for ending breast cancer. A University of Illinois graduate with a Masters in Business Administration from the American University’s Kogod School of Business, Wanda became a Lead Survivor Coach at the Cancer Control Program at Georgetown University’s Capital Breast Cancer Center. She is also a consumer reviewer for the Department of Defense’s Breast Cancer Research Program.

Her efforts have won broad recognition, including being named a “Champion of Change” by the Obama White House. More recently, Wanda was honored for her advocacy work at NBCC’s Annual Gala Dinner in New York in November 2014, along with others including former Secretary of State, U.S. Senator, and First Lady Hillary Rodham Clinton.

But while the recognition is gratifying, Wanda keeps her focus on helping patients and addressing the work still to do. For example, she sees the ongoing challenge of addressing the needs and circumstances of African American breast cancer patients as a priority. Wanda understands first-hand the challenges of reaching African American patients. Many, she notes “mistrust doctors and medicines”—a mistrust born of a long history of lack of access to doctors and healthcare services. “It takes a great effort,” Wanda observes, “for many African Americans to get to the medical community in the first place.”

But the challenges of helping patients overcome fear and mistrust and to build needed bridges between patients, healthcare professionals, researchers, policy makers and the larger community are ones that Wanda relishes.

Wanda gives the NBCC’s Project LEAD a lot of credit for giving her many of the tools that today make her an effective advocate. “Project LEAD was a crash course in every aspect of breast cancer—from immunology to micro-biology and all of the science and medicine deployed in the effort to cure breast cancer.”

“What I love about NBCC training,” she says, “is that it helps you find what you’re good at. No matter what you have, you can find a way to use it for advocacy. NBCC taught me how to stretch myself. I learned what I was good at and how to use those skills” as an advocate in the cause of preventing and ending breast cancer.

For example, one thing Wanda learned about herself as a result of Team Leader public policy training is that she is both good at and likes to lobby. “I was born in Washington, D.C. and that means you’re constantly around a lot of politicians but I just wasn’t a political person. So, I am surprised that I love [NBCC] Lobby Day the way I do.”

What makes Wanda so effective as an advocate and lobbyist is her ability to create common ground with the politicians and the staff members she seeks to persuade. “You look to find the commonality,” she says of her approach to lobbying. “Everyone knows somebody with cancer or has experienced it. We may come from different backgrounds or political parties, but we’re all human.” In addition, Wanda says you build these relationships “year after year. They get to know you, trust you and the personal touch can, with time, wear a person down.”

Wanda believes that follow-through is one key to successful advocacy. “When you say you’re going to do something, you have to do it. They [politicians and their staff members] have to know and trust that you are going to do what you say you’re going to do. That is simply a matter of respect—respect for their time and their staff’s time.” When it comes to the work of making Beast Cancer Deadline 2020 a success, Wanda is hopeful but realistic. “We can do it,” she says, but notes that we have to change our way of thinking and be receptive to new ways of thinking to get the right research moving in the right direction. “As a country, we’ve got a lot of brain power, a lot of smart people, but sometimes the infrastructure doesn’t promote the thinking needed to best solve the problems.”

Finding solutions and creating the environment needed to prevent and treat breast cancer, however, is what keeps Wanda going and committed. “I’m tired of going to funerals, tired of the phone calls that start with ‘I’ve got some bad news…’ We did it with polio; we can do it with breast cancer.”
“Completely lost.” That is how Ghecemy Lopez describes how she felt when, at age 30, she first learned she had aggressive BRCA mutation breast cancer. Like many patients, she wasn’t certain what to do next or who to turn to for advice. “Everyone I knew who had cancer,” she remembers, “was in Mexico and had been diagnosed at an older age.”

Though bilingual, Mexican-born Ghecemy also understood the challenge of the questions and decisions that all cancer patients confront in English and how much more difficult it would be for those limited to Spanish or another language.

Ghecemy began to find help and inspiration from local breast cancer patient advocates. In fact, she was so inspired by the help and support, she also soon added “breast cancer activist” to the already long list of titles she proudly wears, including: wife, teacher, community leader and government affairs professional for the University of Southern California. In her local community, she serves on several breast cancer advisory councils, and she speaks in English and Spanish to low income and under-represented populations at churches, community fairs and neighborhood meetings in Los Angeles and in Mexico.

“The part of being a breast cancer advocate that makes me happiest,” she says, “is that moment when a patient I am counseling can be comfortable in their own shoes. I’ve been with patients on the first day they’ve been diagnosed and the day they started chemo, and I’ve seen the fear, I know the fear. That’s when the coaching starts. And, while I can’t control their disease, I know that I can help them control the treatment and the decision making process.”

Ghecemy is particularly proud of her interactions with cancer researchers as a patient advocate for U.S. Department of Defense’s Breast Cancer Research Program. Patients and advocates, she believes, can play a critical role in helping shape and improve research projects. Researchers need to hear patient stories. “I tell them about the patients I’ve talked to and work with and the patients with a background and environment similar to my own. I want them to connect with those patients; I want them to have the ‘A-ha!’ moment and help them get out of their comfort zone and to try an approach they’ve never thought of before.”

She is an equally persistent lobbyist on behalf of NBCC’s Breast Cancer Deadline 2020 and credits Project LEAD for giving her the advocacy tools she needs to change minds. “My job is to get beyond the barriers and to help them [policymakers] see their constituents as human beings, let them know how many people in their district are affected by breast cancer” and what they need to do as leaders to end and prevent breast cancer.

Her commitment and effectiveness as an advocate has won broad recognition, including her being honored in November 2014 at NBCC’s New York Gala Dinner, along with fellow advocates and former Secretary of State, U.S. Senator, and First Lady Hillary Rodham Clinton.

Ghecemy talked about the five surgeries and chemotherapy she endured as part of her treatment during her remarks at the Gala Dinner, concluding, “Losing my body parts could never compare to how I felt when I learned my grandma was diagnosed with breast cancer last December. Or the fear I saw in the eyes of Nancy Martinez, a young Latina single mother from Los Angeles, as she begged her doctor to extend her life long enough to be with her son to see him graduate from high school. Sadly, a few months before his graduation, this young man became an orphan. This is not acceptable…As a survivor, a consumer and an advocate, I decided to invest my time, my efforts and my donations to support initiatives that truly act to find innovative solutions.”
In May 2015, NBCC once again hosted leaders from across the country at its annual Advocate Leadership Summit to provide high quality leadership training and information to leaders of the Breast Cancer Deadline 2020 movement. Advocate leaders networked and attended sessions to share the work they have been doing toward meeting the Deadline, to highlight scientific progress in a number of areas, and to consider disruptive activities as a tactic to communicating our message of change. Major themes of this year’s summit included the potential of the immune system, the power of community mobilization, and the urgency of Breast Cancer Deadline 2020.

NBCC welcomed 116 women and men to the Advocate Leadership Summit and, among them, 22 first-time attendees.
SUNDAY LUNCHEON KEYNOTE SPEAKERS NAN ARONS, JD, PRESIDENT, ALLIANCE FOR JUSTICE; HON. CHARNIELE L. HERRING, 46TH DISTRICT, VIRGINIA HOUSE OF DELEGATES, MINORITY WHIP. Moderated by Joanne Howes, women’s health consultant, this luncheon armchair discussion was a fascinating interaction with women activists on the national and local levels and outlined the many ways disruptive tactics can help us reach our goals.

ADVANCED PROJECT LEAD WORKSHOP ON IMMUNOLOGY; AND PLENARY: IMMUNOLOGY: THE NEXT BIG TREND OR THE REAL THING? LEAD graduates received a 2-hour immersion in the basics and application of immunology and immunotherapy by Prof. Wei-Zen Wei of the Karmanos Cancer Institute at Wayne State University. A plenary session the next day featured a panel of immunology researchers bringing perspectives from various areas of cancer—melanoma, prostate, radiation oncology and breast cancer—all grappling with putting the role of immunology into realistic perspective. The speakers were Drs. Silvia Formenti, Weill Cornell Medical College; Leisha Emens, Johns Hopkins University School of Medicine; and Stephanie Goff from the NIH.

ARMCHAIR DISCUSSION: HOW FAR HAVE WE COME WITH THE ARTEMIS PROJECT AND WHAT’S NEXT? This armchair discussion with Drs. Frank Calzone and Silvia Formenti in conversation with Fran Visco provided an insider briefing on how Artemis has galvanized the eclectic group of scientists and advocates working together in bold new ways on bold new ideas. They highlighted where we are currently and described future plans.

PLENARY SESSION: INNOVATION AND STORIES ON HOW AN IDEA GETS TO A CLINIC NEAR YOU. This plenary featured researchers who told the stories of overcoming barriers, remaining true to a concept and breaking convention, examples presented involved developing the cervical cancer vaccine, working on the Ebola virus vaccine and prostate cancer vaccine. Drs. Barney Graham, John Schilling and James Gulley also related their work to NBCC’s efforts around a prevent breast cancer vaccine.

It was stimulating and empowering, being with NBCC advocates from across the country at this year’s summit, and we hope to see even more of you at the 2016 Advocate Leadership Summit. 2016 is NBCC’s 25th year, and we will be commemorating this milestone at the Summit.
In January 2015, the National Breast Cancer Coalition’s Board of Directors set the following legislative and public priorities for the year:

**PRIORITY #1 Passing the Accelerating the End of Breast Cancer Act**

*Where We Are:* The *Accelerating the End of Breast Cancer Act* defines an important role the federal government must play in Breast Cancer Deadline 2020 and has been introduced with bipartisan support each Congress since 2011.

Soon after the start of the 114th Congress, in March 2015, U.S. Senators Chuck Grassley (R-IA) and Sheldon Whitehouse (D-RI) and U.S. Representatives Kathy Castor (D-14-FL) and Renee Ellmers (R-2-NC) reintroduced the *Accelerating the End of Breast Cancer Act* in the Senate and House. As of November 2015, in the Senate, the bill has 49 total sponsors and cosponsors. In the House, the bill currently has 211 total sponsors and cosponsors.

**PRIORITY #2 Securing $150 million for the Department of Defense (DOD) Breast Cancer Research Program (BCRP) for FY2016**

*Where We Are:* As a result of NBCC’s grassroots advocacy, the DOD BCRP was created in 1992 to “eradicate breast cancer by funding innovative, high-impact research through a partnership of scientists and consumers.” NBCC’s advocacy has brought about more than $3 billion for the worldwide research community through the DOD budget alone.

In June 2015, funding for the DOD BCRP was threatened. Arizona Senator John McCain proposed an amendment to the National Defense Authorization Act that would do irreparable damage to the DOD BCRP by prohibiting funding for medical research at the DOD unless such research meets certain narrowly-defined criteria related to military relevance. In response, NBCC developed a strategy and our grassroots network worked hard to educate other members of the Senate about the importance of the program. Illinois Senator Richard Durbin spoke highly on the floor of the Senate about the DOD BCRP and the important research being conducted. Ultimately, Senator McCain did not seek a vote on the amendment. While this was a huge victory, we must remain vigilant. The DOD BCRP is widely viewed as an innovative, unique, and efficient medical research model which has proven to be accountable to the public and has produced extraordinary results. It must be protected.

**PRIORITY #3 Guaranteed Access to Quality Care for All**

*Where We Are:* NBCC works to identify, advocate for and support the implementation of laws, such as the Patient Protection and Affordable Care Act (P.L. 111-148), which mark important steps forward in access to quality health care for individuals with, and at risk of, breast cancer. NBCC also remains committed to protecting vital existing programs that provide health care to underserved women and men, such as the Medicaid Breast and Cervical Cancer Treatment Program, which was created because of NBCC advocacy.

**PRIORITY #4 Ensuring the Participation of Educated Patient Advocates in all Levels of Health Care Decision Making**

*Where We Are:* NBCC continues to work to ensure that educated patient advocates have a “seat at the table” in all levels of health care decision-making that affects their lives. Whether as participants in the DOD BCRP peer review panels or working with scientists on the Artemis Projects, NBCC-trained advocates are speaking up in boardrooms, hospitals, research panels and in communities across the country.
THE ACCELERATING THE END OF BREAST CANCER ACT: WHERE DO WE STAND?

What should the federal government do to help end breast cancer? NBCC spent some time figuring out the appropriate role for government to help speed up and not hinder the search for answers. The result was the Accelerating the End of Breast Cancer Act, a critical component of NBCC’s Breast Cancer Deadline 2020 initiative to know how to end breast cancer by January 1, 2020.

Do you wonder what has resulted from the many billions of dollars taxpayers have invested in medical research? What happens once the research is finished? NBCC recognized the importance of these questions and built on them. The legislation would create the Commission to Accelerate the End of Breast Cancer, comprised of representatives from within and outside of the biomedical research community, as well as trained, knowledgeable patient advocates. It is best not to think about the Commission as yet another group that will produce a white paper. Rather it is a Commission charged with real action. This tactical Commission would be tasked with identifying promising opportunities, tools, technology and ideas that have resulted from the billions of dollars this country has invested in research over the decades, that are not currently being prioritized for breast cancer by the public and private sectors, but which hold true promise in ending breast cancer. The Commission would implement strategies to leverage these opportunities and maximize the prior investments. The Accelerating the End of Breast Cancer Act would not duplicate the efforts of other government agencies and programs, but instead help ensure our nation’s limited research dollars are leveraged to accelerate progress already begun.

The legislation has gained political momentum and increased levels of bipartisan support since it was first introduced. Despite these gains, the legislation has yet to be enacted into law. You can check if your Senator or Representative has signed on to the Accelerating the End of Breast Cancer Act by visiting our website.

NBCC looks forward to gaining additional support for the legislation and capitalizing on the significant momentum and bipartisan support we have built over the years as we reach the mid-point of Breast Cancer Deadline 2020. To learn more about the progress being made to pass the Accelerating the End of Breast Cancer Act and to learn more about what you can do to help it become law, become part of the NBCC National Action Network. As a member of the National Action Network, you will receive Action Alerts with information about concrete things you can do—such as sending an email or making a phone call to your Senator or Representative—to advance the cause of ending breast cancer.
NBCC's Annual Lobby Day continues to be a powerful grassroots engagement and mobilizing strategy that supports our legislative and public policy agendas. NBCC’s National Lobby Day unites advocates from across the country in an annual day of action that builds awareness of Breast Cancer Deadline 2020 and fosters and expands critical congressional support.

On May 5, 2015, our eager and well-prepared advocate teams held hundreds of successful meetings with Members of Congress and their staff. The entire day was empowering and inspiring with energized advocates posting live updates on their meetings on Facebook and Twitter as well as following up with posts of pictures and messages of thanks and support designed to encourage Senators and Representatives to co-sponsor the Accelerating the End of Breast Cancer Act (S. 746, H.R. 1197) and support breast cancer research funding. The Accelerating legislation is key to achieving Breast Cancer Deadline 2020.

Importantly, the work of our advocates to build support for NBCC’s legislative priorities goes well beyond our annual lobby day activities. At home, advocates followed up with their Members of Congress and congressional staff and enlisted the help of others in their community to add their voice encouraging co-sponsorship of the Accelerating the End of Breast Cancer Act.

Continued action is needed. Advocates are encouraged to check the NBCC website to see if your Senators or Representative are supporting our legislative priorities. If they are not, we strongly urge you to add your voice and call on your Senators and Representative to support these priorities that will move us closer to our goal of knowing how to end breast cancer by January 2020.

NBCC ANNUAL LOBBY DAY


Attend our Advocate Leadership Summit April 30-May 2 to get the latest information on our Breast Cancer Deadline 2020 efforts, scientific research progress and hone your skills to be an even stronger advocate for ending this disease. Then, join us on Capitol Hill pushing your senators and representatives to pledge their support for Deadline 2020 and the Accelerating the End of Breast Cancer Act.