

A BLUEPRINT FOR BREAST CANCER DEADLINE 2020[®]

In 1991, the National Breast Cancer Coalition (NBCC) was formed with one mission: an end to breast cancer. NBCC has accomplished much throughout its 20-plus years: bringing about unprecedented research funding to the worldwide scientific community, forging new collaborations to design research and set priorities, expanding access to information and care to underserved women and launching unparalleled training programs to prepare advocates around the globe to work side by side with scientists, policy makers and health care providers.

Yet breast cancer continues to take lives. This year in the United States alone, an estimated 40,290 women and 440 men will die of breast cancer. Worldwide more than 522,000 women will die of breast cancer. These numbers are intolerable. A renewed sense of urgency focused on ending breast cancer is required to end breast cancer and save lives. The National Breast Cancer Coalition set a deadline—to **know how to end breast cancer by January 1, 2020, Breast Cancer Deadline 2020[®]**. NBCC has a strategic plan of action to achieve this goal.

The plan has two goals focused on:

- 1) **Primary Prevention**—stopping women from getting breast cancer
- 2) **Preventing Metastasis**—(the spread of cancer), stopping deaths from breast cancer

Billions of dollars and countless awareness campaigns over the past many decades have not moved us close enough to the end of breast cancer. It is time for a new approach, for a collaborative, deadline-driven, mission approach. We must take a critical look at research and health care priorities and incentives, as well as examining funding mechanisms and advocacy efforts. What needs to change? What actions should we take?

It requires individuals, institutions and governments to cooperate in new ways and to an extent never before considered. Vision, urgency, unwavering focus and creative collaboration under true leadership are the key ingredients for success. NBCC cannot do it alone. Success will also depend upon the active involvement of public officials, the philanthropic community, breast cancer advocates and the general public.

This blueprint describes how NBCC will seek to harness the energy, resources and leadership around the world to achieve **Breast Cancer Deadline 2020[®]**. The blueprint is designed around three goals: **research** needed to end breast cancer; **global access** to the necessary information and lifesaving interventions; and the **influence** of leaders everywhere in the strategies to end breast cancer.

THE PLAN

RESEARCH:

SET PRIORITIES, FACILITATE COLLABORATION, DEVELOP A RESEARCH PLAN AND ACT ON IT.

All stakeholders involved in research, particularly the scientific community, must work together to create synergy and develop partnerships to advance the pace of the right research needed to end

breast cancer. NBCC held with two major Strategic Summits, one on Primary Prevention and one on Preventing Metastasis, bringing together stakeholders from multiple disciplines and perspectives, to assess the extent of the problems, identify meaningful questions and the individuals and tools needed to answer them, NBCC then launched a catalytic research program, the Artemis Projects® to address the research priorities central to achieving the deadline: Under this model, advocates set the priorities and collaborate with scientists to find answers.

Artemis Projects® The catalytic projects identified through the Primary Prevention and Preventing Metastasis Summits are innovative, advocate-led, mission-driven models to ensure appropriate focus on the end result. The projects include a development plan for a **Prophylactic Vaccine** for breast cancer and a project focusing on **Tumor Dormancy** and immunology as a pathway to prevent metastasis.

For each project, NBCC formed collaborations with a broad array of stakeholders to define solutions and implement research plans to achieve them. NBCC maintains an infrastructure for the work including in-person meetings, webinars, web and social media interfaces to share data and information and facilitate collaborations.

LEVERAGE EXISTING FINANCIAL RESOURCES TO HARNESS THE KNOWLEDGE AND EXPERIENCE OF YEARS OF RESEARCH TO CATALYZE INNOVATION.

The **Breast Cancer Deadline 2020®** campaign will capitalize on the investments made by our nation and others around the world that have resulted in the knowledge, tools and technologies needed to end breast cancer. The goal is to take what is known and build upon it for the sole purpose of ending the disease. Plans for leveraging existing resources include:

Seed grants for research. Within the Artemis Project®, NBCC has begun awarding seed grants to allow scientists to accelerate progress in each of the key areas identified in the collaborative research plans. Seed funding allows researchers to apply for the majority of the grants from existing resources such as government, private foundations, and corporations.

Public policy approach. Policy has been developed to support leveraging existing resources. To this end, the *Accelerating the End of Breast Cancer Act* has been reintroduced in the US Senate and House of Representatives. Comparable policies will be forwarded as the need is identified.

ACCESS:

DEVELOP A GLOBAL STRATEGY TO ENSURE THAT INDIVIDUALS WITH, AND AT RISK OF, BREAST CANCER HAVE ACCESS TO INFORMATION, QUALITY CARE AND SCIENTIFIC ADVANCES.

Breast cancer is a disease without borders. NBCC brings together stakeholders from around the world at all levels, from policy makers to grassroots advocates, and engages them throughout the process to make certain that location, economic status, and societal factors are not barriers to access. Once we find the answers to ending breast cancer, we must make certain that everyone, everywhere, has access to them. Through Global Leadership committees to partnerships with advocates around the globe and strategies to influence international health care policies, NBCC helps all expand access.

INFLUENCE:

THE VOICE OF TRAINED, EDUCATED ADVOCATES MUST INFLUENCE ALL DECISIONS ABOUT BREAST CANCER THAT AFFECT ALL OF US.

CHANGE THE CONVERSATION

Despite years of campaigns to raise awareness, ever-expanding screening programs, increased fundraising efforts and research, breast cancer incidence and mortality have not changed significantly.

Media, advocates, researchers, policy makers and others must be educated in order to shift the essential public dialogue about breast cancer from awareness and screening to prevention and saving lives.

We must make certain that leaders in government, industry and all areas embrace the deadline with courage and conviction and make ending this disease a priority.

MOBILIZE THE BREAST CANCER ADVOCACY COMMUNITY.

All those diagnosed with breast cancer, those at risk, and all who care about them, must join a revolutionary activist movement with the goal of knowing how to end breast cancer. NBCC conducts training and education programs for the lay advocate to give them the tools and knowledge needed to collaborate with scientists, be involved in the health care system and change public policy. NBCC facilitates deadline action networks across the country and provides ongoing technical assistance and materials to promote Breast Cancer Deadline 2020[®] outreach and engagement.

CONCLUSION

The goal is achievable—with the right amount of passion, leadership, funding and commitment. This is a dynamic process; as we make progress, the Blueprint will continue to change. It will take all of us working together to change years of incremental progress and inspire a decade of unparalleled achievement. The *Blueprint for Breast Cancer Deadline 2020[®]* will help us get there.