



Breast Cancer Deadline 2020®

The End of Breast Cancer by January 1, 2020

The National Breast Cancer Coalition (NBCC) has a unique history and an unmatched record of accomplishment in breast cancer. Since our inception in 1991, our mission has been to end breast cancer. Now, we have set a deadline: **Breast Cancer Deadline 2020®** – the end of breast cancer by January 1, 2020. These are not just words; we have a strategic plan to get there.

While the vast majority of resources are focused on finding the next treatment, NBCC is doing something very different. We are bringing together unprecedented collaborations among scientists, visionaries, and advocates to catalyze, plan and implement work in two major areas: how to prevent metastasis to save lives and how to prevent the development of breast cancer.

NBCC – A UNIQUE HISTORY IN BREAST CANCER

Since 1990, the National Breast Cancer Coalition has been at the vanguard of the breast cancer movement. NBCC is a grassroots coalition comprised of hundreds of groups and thousands of individuals from all walks of life, reflecting the face of breast cancer.

NBCC is quite different from other breast cancer organizations, not just because of our unique structure, but also because of our mission and our work. We are about challenging the status quo, catalyzing research and science, leveraging existing resources and giving those diagnosed and those at risk of breast cancer the tools to make decisions for themselves.

NBCC has accomplished much in its 20 years. Among our achievements, we:

- Created and maintained a coalition of hundreds of grassroots organizations
- Successfully lobbied for more than 2.5 billion dollars for innovative breast cancer research through the defense budget and helped create new models of science
- Continue to oversee how those dollars are spent and collaborate with researchers to design research and set priorities

- Conceived of and successfully lobbied for legislation to ensure women diagnosed through the CDC Breast and Cervical Cancer Screening Act would have access to treatment
- Created unprecedented science training programs for lay advocates (Project LEAD®) both in the United States and internationally to give women and men with breast cancer a seat at the table where decisions about breast cancer are made
- Created new models of research collaborations around clinical trials in breast cancer

A NEW SENSE OF URGENCY – A DEADLINE

As NBCC neared its 20th anniversary, we knew that our 20 years of accomplishments were not enough to achieve our mission. It was time to embark on the most important campaign in the history of breast cancer: **Breast Cancer Deadline 2020®**, a global campaign to end breast cancer within 10 years.

The reality is that more than 250,000 women and almost 2,000 men will be diagnosed with invasive and in situ breast cancer this year, and it will take more than 40,000 lives in the United States and 500,000 worldwide. 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.

We now have the tools, information, resources and wisdom to create a global strategy to end breast cancer, and setting a deadline is the essential first step. Our understanding of the biology, etiology and genetics of breast cancer has increased dramatically. New disciplines have shed light on the process of innovation and how organizational systems evolve. And of course our capacity to gather, synthesize and analyze information is beyond anything even conceivable 20 years ago. By leveraging all available resources in a collaborative and rapid research process, it will be possible to catalyze the development of innovative ideas that will ultimately end breast cancer. The goal is not to create better tools to identify breast cancer, or better mechanisms for managing it. The goal is to take what is already known and build upon that knowledge for the sole purpose of ending the disease.

A STRATEGIC PLAN OF ACTION

Setting a deadline is not enough; we need a plan to get there. NBCC has developed a strategic plan for meeting the deadline and is engaging all stakeholders around the goal. No one who can help will be excluded.

Science and Research

Together we will develop integrated, strategic plans around specific but overarching questions that must be answered to end breast cancer by the end of the decade. We will then implement the plans and catalyze progress toward an end to breast cancer.

What does the end of breast cancer mean? Knowing how to prevent it and knowing how to prevent people from dying of it. While the majority of breast cancer research is focused on finding the next treatment drug, we are focused on two issues:

1. The causes and prevention of breast cancer metastasis
2. How to prevent the disease from developing in the first instance

In 2011, we will convene two summits, one each on the topics of metastasis and primary prevention. At these summits, participants will begin articulating major issues that are ripe for further work and that would have a significant impact on breast cancer. Reports from these summits will be published and will set the stage for a series of catalytic projects and strategic plans in each of these areas. These plans will ensure that the appropriate research takes place, is translated to the clinic and results in an end to breast cancer.

Our pilot catalytic project has started with promising results. In March 2010, we began looking at the feasibility of a preventive vaccine for breast cancer. As a result, NBCC established the Artemis Project® to develop and implement a five-year strategic plan for a preventive vaccine. Some of the leading breast cancer researchers, as well as a cadre of multi-disciplinary visionaries, are participating in this venture.

The Government Role

Our plan also includes a legislative component. NBCC hosted a Public Policy Roundtable in January 2011 with a small group of individuals who think innovatively about how government should work and what role it plays in research and health care. Based on that discussion, on our independent research and analysis, and on NBCC's public policy work over the past years, NBCC has developed legislation to help achieve **Breast Cancer Deadline 2020®**.

Transparency and Accountability

Beginning with a baseline report in May 2011, NBCC will issue Annual Progress Reports about **Breast Cancer Deadline 2020®**. These reports, which will summarize the state of breast cancer as well as the status of NBCC's work to end breast cancer, will hold us and the entire breast cancer community accountable to the Deadline. Starting in 2013, NBCC will convene biennial Leadership Summits to examine progress and provide guidance and direction for the ongoing work to achieve **Breast Cancer Deadline 2020®**.

CHANGING THE CONVERSATION

In tandem with these programmatic efforts, NBCC has undertaken an expansive effort to change the conversation around breast cancer to a dialogue about ending the disease by 2020. Through the use of cutting-edge web tools, education and training, new activists will be engaged to spread the word about **Breast Cancer Deadline 2020®** across the globe. These women and men will play a role in educating their communities about how to end breast cancer and will bring us closer to our goal.

This expansive global network of activists who support **Breast Cancer Deadline 2020®** and who involve their communities in our mission will help us:

- Engage global leaders and others to galvanize momentum for the campaign
- Build support in local communities
- Change the conversation where it is happening – at, for example, scientific conferences, support groups, and research institutions
- Conduct broad education about breast cancer and **Breast Cancer Deadline 2020®** to engage the larger public
- Build financial support

CONCLUSION

It's time for a new approach.

NBCC will bring experts and visionaries together to reframe the approach of science and research to focus on preventing breast cancer metastasis and primary prevention with the goal of ending breast cancer by 2020. NBCC will monitor and report on the progress of our work and that of others in breast cancer. And, we will advocate for the government to channel resources toward these efforts.

NBCC will continue to educate our membership, donors and the general public about breast cancer. In doing so, we will change the conversation from the status quo to ending the disease by 2020. And, in the process, we will engage more people to actively play a role in **Breast Cancer Deadline 2020®** and contribute financial support.

Achieving our goal will be difficult, but until we end breast cancer, NBCC will never give up and never back down. **Breast Cancer Deadline 2020®**. The end of breast cancer by January 1, 2020.