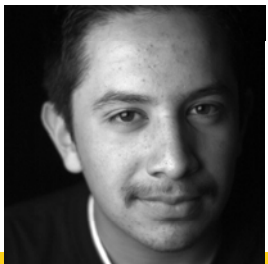




L I V E S T R O N G ®



LIVESTRONG Policy

Advocating for people
affected by cancer at state,
federal and global levels

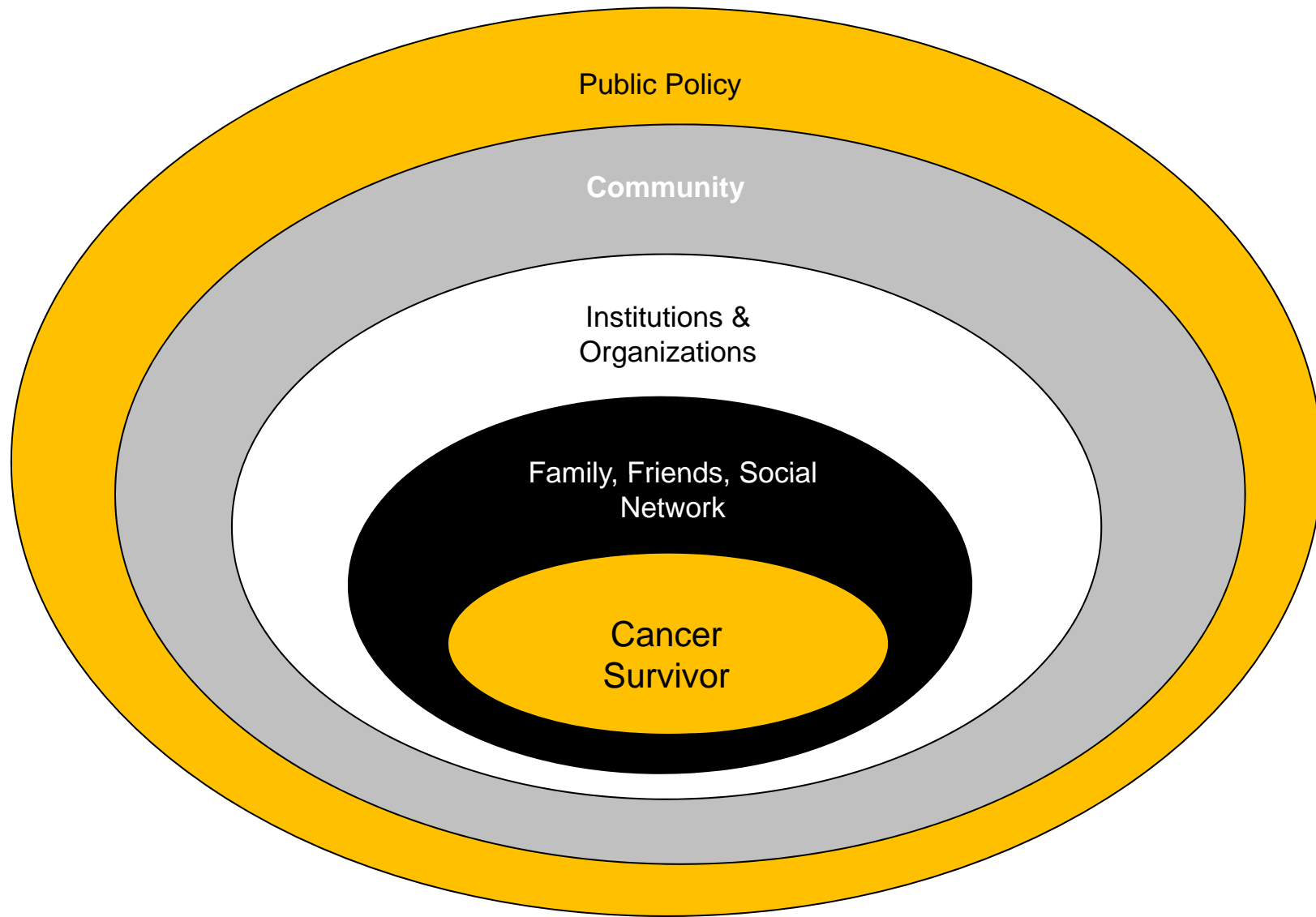
L I V E S T R O N G ®

28 million strong ...

“We have always focused on the survivor, providing resources, education and one-on-one support.

Over the years we have learned that to help the individual, often you must effect policy change. This is the most effective way to help the most people.”

- Doug Ulman
President and CEO
LIVESTRONG



LIVESTRONG COMPREHENSIVE APPROACH

LIVESTRONG®

Making Cancer a Priority at Global, National and State Levels: Past Initiatives

Texas Takes On Cancer



- Advocacy Coalition – LIVESTRONG, Susan G. Komen, American Cancer Society
- 2007 Legislative Session-Constitutional Amendment on ballot -- Proposition 15 -- \$3 billion bond initiative
- Beginning in 2010, \$300 million in grants annually over a 10-year period to expedite innovation in cancer research and prevention



Dublin, Ireland

LIVESTRONG Global Cancer Summit—August 2009

LIVESTRONG®



**High-level meeting at UN
General Assembly**
September 2011
New York City
Heads of State and Government

“There is a sense of urgency. This resolution will help us increase action to address the leading cause of death in the world. Tackling these diseases constitutes one of the major challenges for sustainable development in the twenty-first century.”

Dr. Ala Alwan, WHO Assistant Director-General



LIVESTRONG & NCD Alliance in NYC

LIVESTRONG

2012 Global Priorities

- **Non-communicable diseases**
 - Lobby United Nations to address cancer, diabetes, and other chronic disease as part of multi-lateral agreements and international development initiatives.
- **Health systems**
 - Partner with global organizations to demonstrate and communicate how existing programs and resources can be leveraged to prevent, detect, and treat cancer.
- **Empowerment campaigns**
 - Develop and advise messaging that emphasizes survivorship and counters fear and discrimination.

L I V E S T R O N G ®