

LIVE**STRONG**°



LIVE**STRONG** Policy

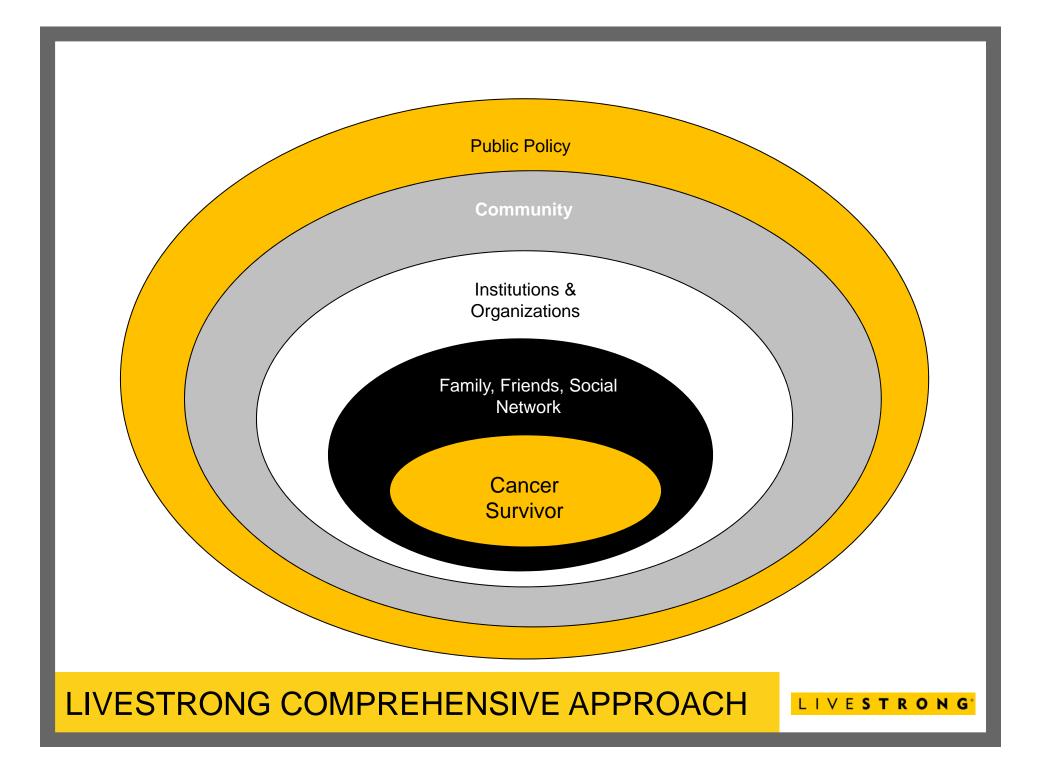
Advocating for people affected by cancer at state, federal and global levels

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."

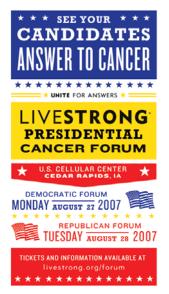
- Doug Ulman President and CEO LIVE**STRONG**



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



LIVESTRONG Presidential Cancer Forum – 2008





THE OBAMA-BIDEN PLAN TO COMBAT CANCER

Nearly 1.5 million Americans are expected to be diagnosed with cancer this year, joining over 10 million Americans who have experienced cancer in their lifetime.¹ Fighting cancer cost families and businesses \$78 billion ² Barack Ohama understands firstband the toll cancer to our economy was estimated to be over \$200 billion ² Barack Ohama understands firstband the toll cancer takes on families – his mother died from ovarian cancer in har only 50s and his goadfather battled prostate cancer. Banack Ohama passed has cancer fighting to improve prevention and treatment of cancer. As an Illinois State Senator, Obama passed has to mandate insurance coverage of colorectal cancer examinations, ensure Medicaid coverage for treatment of breast and cervical cancers, promote entry detection of prostate and testicular cancers, and helped create the Illinois Task Force on Cervical Cancer Elimination. As United States Senator, be has fought for increased fluctuat for cancer research, and championed genomics and personalised medicine to identify new and better treatment for cancer and other diseases. As president, Barack Ohama will huid upon his career-long efforts and launch a new campaign to combat cancer and provide geneter lifetime support to cancer and whier families.

Double Funding for Cancer Research: The National Institutes of Health (NIH), National Cancer Institute (NCI) and Centers for Disease Control and Prevention (CDC) have made significant advances in understanding.



Making Cancer a National Priority

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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



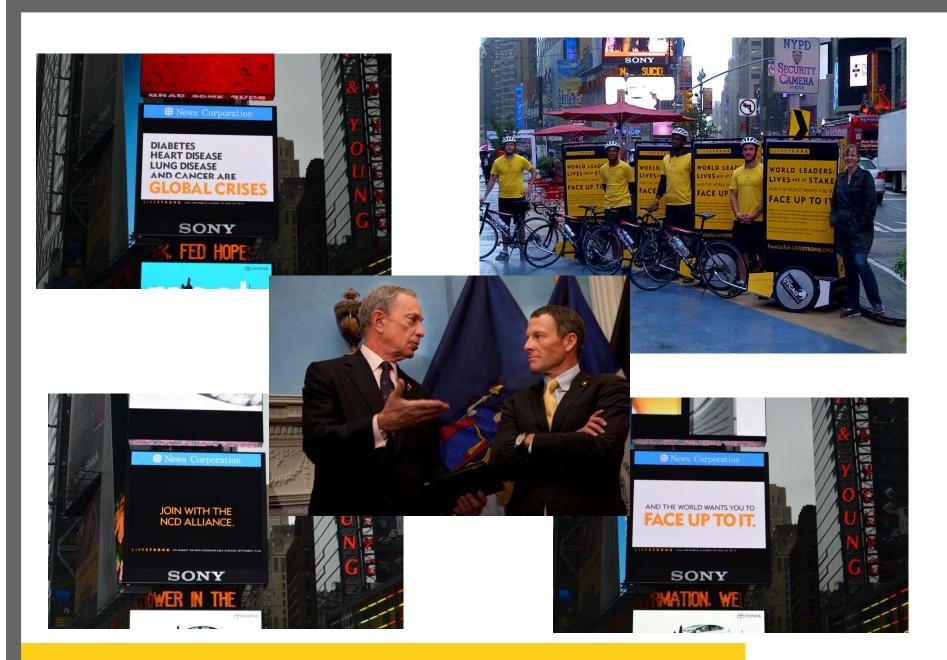
High-level meeting at UN General Assembly September 2011 New York City Heads of State and Government

"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

UN Summit on Non-communicable Diseases

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LIVE STRONG & NCD Alliance in NYC

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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.

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