

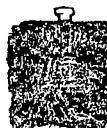
Waging the Battle Against Breast Cancer An Administration Report Card

Breast cancer — the most commonly diagnosed cancer and the second leading cancer killer of American women — affects one in eight women in their lifetimes. But, thanks to this Administration's commitment, there is good news in the battle against breast cancer. It has become a top national health priority. The product is being measured in increased knowledge of the causes of the disease, improved methods of early detection, and the availability of more effective treatments. For the first time in recent history, the death rate from this disease is dropping.

Significantly Increasing our National Investment

Federal funding for breast cancer research, prevention, and treatment services has increased dramatically — over six fold — from \$90 million in 1990 to over \$600 million today.

- ✓ The Department of Health and Human Services' funding for breast cancer has nearly doubled between 1993 and 1996 — from \$271 million to \$476 million — an increase unrivaled in recent history. Since 1993, the Department of Defense has committed over \$450 million to breast cancer research programs.
- ✓ President Clinton directed the establishment of the National Action Plan on Breast Cancer — an innovative public-private partnership to coordinate a national strategy that is catalyzing action in research, service delivery and education about this disease. The Plan has awarded nearly 100 grants for innovative research and outreach projects.
- ✓ All Federal agencies have been mobilized to join in the battle against this disease with the establishment of a Federal Interagency Coordinating Committee on Breast Cancer.
- ✓ The latest breast cancer information is now available from the National Cancer Institute free by phone (1-800-4-CANCER) and on the Internet (Copher@nih.gov).



CLINTON LIBRARY PHOTOCOPY

Intensified Research Brings New Hope

A broad spectrum of new research is being supported that holds promise for increased understanding of the causes of the disease and for the development of new diagnostic, treatment, and prevention strategies.

- ✓ Researchers supported by the National Institutes of Health have identified breast cancer susceptibility genes that place women at increased risk of the disease. These findings hold promise for the development of improved treatments and potentially, to gene therapies that will prevent the disease from developing. The National Action Plan on Breast Cancer has published recommendations to address the legal and ethical issues arising from discovery of these genes.
- ✓ The National Institutes of Health and the Environmental Protection Agency have increased the research focus on the study of environmental risk factors for breast cancer. And a new Federal Interagency Coordinating Committee on this issue is examining how home, work, diet, atmospheric pollutants, drugs, and other environmental factors may contribute to the risk of breast cancer and other diseases and developing strategies to prevent these health hazards.

Ensuring Accurate and Early Detection of Breast Cancer

Mammography detects breast cancer early, when treatment is most effective. New advances in imaging technology will enable the disease to be detected even earlier and with greater accuracy.

- ✓ To ensure that women get the safest and most reliable mammography, the Food and Drug Administration has implemented the Mammography Quality Standards Act. Now, an FDA "seal of approval" assures women that their mammography facility meets the highest quality standards for equipment and personnel. Without this certification it is illegal for facilities to operate.
- ✓ The National Breast and Cervical Cancer Early Detection Program, implemented by the Centers for Disease Control and Prevention, makes free or low-cost mammography and Pap tests available to medically underserved women. To date, over 800,000 screening tests have been performed.
- ✓ Because older women were not using Medicare's new mammography screening benefit, an educational campaign to encourage its use was launched by the First Lady with the Health Care Financing Administration and the U.S. Public Health Service's Office on Women's Health.
- ✓ New imaging technologies are being developed and tested to improve the early detection and diagnosis of breast cancer, including magnetic resonance imaging, digital mammography, and image-guided needle biopsy. And technologies from the CIA, DoD and NASA used to track spy satellites, to guide missiles, and to see distant planets are being applied to improve the early detection of breast cancer.

Treatment Advances

- ✓ The Food and Drug Administration has put cancer drugs on a fast track for review and approval. For example, medications approved in other countries or those found to shrink tumors will be made available to treat severely ill breast cancer patients.
- ✓ New treatment approaches are evolving, including the sequencing of chemotherapies, the development of monoclonal antibodies shown to boost the immune system to fight cancer growth, new drugs for advanced breast cancer, and medications to help prevent the disease from occurring.

The Federal programs and many more initiatives being supported by the government, the private sector are making significant progress in the battle against breast cancer.

Prepared by the U.S. Public Health Service's Office on Women's Health

THE WHITE HOUSE

June 3, 1996

Zennie M. Cummings
2189 Marquette
Pomona, California 91768

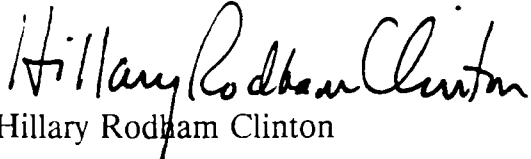
Dear Mrs. Cummings:

Thank you so much for your kind letter and all of your support. I am glad to hear that you are continuing to do so well.

I applaud your efforts to promote the importance of prevention and early detection and your ongoing commitment to fighting breast cancer. You have touched so many women's lives with your warmth, spirit and intelligence.

Congratulations on all of your achievements and best of luck in your future endeavors.

Sincerely yours,


Hillary Rodham Clinton

FIRST LADY HILLARY RODHAM CLINTON
TALKING POINTS FOR BREAST CANCER AWARENESS EVENT
ROOM 450, OLD EXECUTIVE OFFICE BUILDING
MAY 7, 1996

- I'd like to thank all of you for joining me today in honor of Mother's Day to talk about the important efforts of both the public and private sectors to improve detection and treatment of breast cancer and to find a cause and a cure to eradicate the disease.
- This is one of those audiences where it is difficult to thank any particular person. You are all here because you have done so much and because you are committed to continue your efforts.
- The corporations represented here today have sponsored mammography initiatives and local or national breast cancer awareness campaigns, and have agreed to meet the challenge to intensify their efforts in honor of Mother's Day.
- I'd like say a special thanks to Mr. Robert Black and Zeneca -- which founded National Breast Cancer Awareness Month, and has been active both in worksite programs and community outreach to prevent breast cancer.
- I'd also like to thank Morry Weiss, Chairman and Chief Executive Officer, and Edward Fruchtenbaum, Chief Operating Officer, of American Greetings for their continuing commitment, with the Food Marketing Institute, to the campaign we began together last year to encourage older women to get mammograms. [NOTE: They are in first row.]
- I would also like to recognize Sandra Kaye Stephenson, who is here on behalf of the United States Golf Association and the 1996 U.S. Women's Open Championship. The U.S. Women's Open will hold a "Festival of Women's Health" at the tournament at the end of this month. The festival will focus on breast cancer and mammography and will send a powerful message to the tournament's 100,000 visitors. [NOTE: She and her husband are in first row.]
- With us today, we also have Karen Ignani, President and Chief Executive Officer of the American Association of Health Plans. AAHP -- with support from the American Cancer Society and the American College of Obstetricians and Gynecologists -- is launching public service announcements for Mother's Day to remind women to get regular mammograms and pap smears.

- Finally, I'd like to thank Fran Visco for her leadership and Betty Greene and the other members of the National Breast Cancer Coalition for their unmatched dedication. You represent all fifty states, but even more importantly, you represent all women who have fought breast cancer. Only through your action and advocacy have we been able to increase support for breast cancer research and other programs so dramatically.
- We have all, in some way, been touched by breast cancer. The lifetime risk of developing breast cancer today is one in every eight women, up from one in 20 just two decades ago. In 1995 alone, approximately 182,000 new cases of breast cancer were diagnosed, and 46,000 women died from the disease.
- For me, Mother's Day is a particularly fitting time to honor those who have suffered from breast cancer and to renew our efforts to prevent others from ever having to do so. My husband's mother, Virginia Kelley, fought valiantly against breast cancer and succumbed to it in January of 1994. The President and I are grateful that the National Breast Cancer Coalition has chosen to honor her this year in your powerful exhibition of the faces of women who have died of breast cancer.
- Last year, I held a series of listening sessions across the country where I learned about the barriers and fears older women face in getting mammograms. The sessions culminated in the campaign I launched with the Health Care Financing Administration last Mother's Day to encourage women to take advantage of the mammography benefit offered by Medicare. Since then, women like Clara Caldwell -- who you will hear from in just a few minutes -- have built on that campaign by taking care of themselves, by encouraging friends to do the same, by speaking out about the importance of mammography, and by becoming active in their communities. This year, the Administration furthered our commitment by proposing to eliminate the copayment for mammograms under Medicare and offering them every year instead of every two years.
- This Mother's Day, I wanted to highlight the broad range of investments and initiatives the Administration and all of you have undertaken to fight breast cancer. Today, the Administration is releasing a "Report Card" cataloguing our prevention, detection, treatment and research investments and activities. Only through a full assault -- and with the cooperation of companies, advocacy groups, and the courageous individuals on this panel and in this audience -- will we win our national fight against breast cancer.

- We are making progress. Today, the National Cancer Institute announced that the breast cancer death rate declined in American women from 1989 through 1993. We are honored to have Dr. Richard Klausner, the Director of NCI, with us today. This is very encouraging news.
- But we -- with all of you -- can and must do more. We must do it for the 2.6 million women who are living with breast cancer. And for the millions more who will not -- if we can eradicate this disease. In honor of mothers and daughters across the country, we meet today to renew our commitment to a multi-faceted and aggressive effort -- a partnership of the public and private sectors -- to raise awareness and increase support for breast cancer prevention, treatment and cure.
- [OPEN PANEL DISCUSSION WITH COMMENTS FROM DR. SUSAN BLUMENTHAL, U.S. Assistant Surgeon General and Deputy Assistant Secretary for Women's Health at the Department of Health and Human Services. She will speak about the Clinton Administration's commitment and accomplishments.]

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THE WHITE HOUSE
WASHINGTON

May 6, 1996

CONVERSATION ON BREAST CANCER AWARENESS

DATE: Tuesday, May 7, 1996
TIME: 3:15 PM - 4:00 PM
LOCATION: Room 450, OEOB
FROM: Alexis Herman
Barbara Woolley
Betsy Myers

I. PURPOSE

On behalf of "Mother's Day, to highlight the Administration's efforts on behalf of breast cancer and the medicare mammography initiative, to emphasize the public/private partnership to providing mammograms and breast cancer awareness and to acknowledge the work of grassroots activists, such as the National Breast Cancer Coalition.

II. BACKGROUND

On behalf of "Mother's Day" and last year's kickoff of the "Medicare Mammography Initiative" you will be hosting an anniversary event to highlight what has been done in the past year through government, corporate and private initiatives. The event will include an audience of approximately 180 people including breast cancer survivors from the National Breast Cancer Coalition, women advocacy groups, and corporate representatives.

Once again, American Greeting and the Food Marketing Institute will focus on Grandparent's Day in September and Breast Cancer Awareness Month in October by replicating last year's highly successful Mother's Day campaign at retail locations across the U.S.. Card purchasers will have the opportunity to insert the special mammogram message in cards. American Greeting will also provide the message insert for floral shops. The Food Marketing Institute will have participating retailers reproduce message on grocery bags. American Greeting will have retailers display the poster with the mammogram message at all locations for Mother's Day. Rite Aid Corporation and the Pennsylvania Breast Cancer Coalition will provide free mammogram certificates available at area Rite Aid Pharmacies. The American Association of Health Plans, formerly the Group Health Association of America, is

launching a national PSA campaign on Mother's Day to remind women to get their routine mammograms and pap smears.

Corporations

The corporations invited represent a list of those most active in worksite mammography initiatives and local or national breast cancer awareness campaigns. The list was compiled by an outside group that worked with the Washington Business Group on Health, the Industry Coalition Against Cancer and the National Association of Breast Cancer Organizations. Their efforts vary in focus and implementation, yet all are exemplary in their commitment to increasing awareness of and access to mammography. Most of the corporations encourage women in their workplace to ensure they have regular mammograms (e.g. health plan coverage, promoting mammography to employees, paycheck stuffers etc.) At the next level, corporations go beyond the limitation of their health plan coverage by either paying for the entire cost of mammography, allowing time off for a mammogram, arranging for worksite mobile vans, or extending services to dependents and retirees. A small group of corporations the most exemplary to women's health are those whose commitment extend beyond the worksite to include community outreach and/or national mammography awareness.

National Breast Cancer Coalition

NBCC will be holding its 4th annual Advocacy Training Conference May 5-6, 1996, in Washington, DC, attended by more than 600 member-breast cancer advocates, most of whom are breast cancer survivors, from across the country. At the conference, they will launch their Breast Cancer Political Campaign (information attached). On Monday evening, May 6, they will host a reception at Union Station to mark the fifth anniversary of NBCC; to dedicate the photo exhibit: *The Face of Breast Cancer, The Legacy Continues* and to remember the women who have died in the struggle (Virginia Kelley's picture is included in the exhibit); and to acknowledge longtime friends, supporters and activists. The exhibition will be in the Rotunda of the Russell Senate Office Building on May 7 for their annual membership lobby day.

The Coalition is a national non-partisan grassroots advocacy organization dedicated to the eradication of the breast cancer epidemic through action and advocacy. Since its founding in 1991, the Coalition has grown to more than 350 member organizations in every state and more than 42,000 individual women, their families, friends and physicians. They continue their initiative of gathering signatures across the country of those who demand the end to breast cancer, and at the same time are conducting a voting registration and education campaign. This year more than 184,000 women will be diagnosed with breast cancer in this country and over 44,000 will die. There are 2.6 million women living with breast cancer in this country today. The lifetime risk of developing breast cancer has risen from 1 in 20 to 1 in 8 in just 20 years. We still do not know what causes breast cancer or how to prevent or cure the disease.

In October, 1994, NBCC held its first Gala. The President and the First Lady served as Honorary Co-Chairs of that event. In October, 1995, NBCC held its second Gala which the First Lady attended and received the Leadership Award on behalf of herself and the President.

Note. The President will participate in a photo op with Fran Visco and 3 of her board members prior to leaving for New Jersey. The Vice President will drop by a reception in the Indian Treaty Room for members of the National Breast Cancer Coalition and Corporate officials after the event.

The Administration

On the morning of May 7 and prior to the event, the National Cancer Institute (NCI) will announce that the breast cancer death rate in American women continued to decline through 1993, a finding that suggests improved breast cancer management from early detection to treatment is having a beneficial effect. Breast cancer mortality trends for both black and white women in the United States have improved markedly in the 1990s compared with the 1980s. During the most recent 5-year period of available data, 1989 to 1993, breast cancer mortality rates fell approximately 6 percent in white women and rose about 1 percent in black women. By comparison, from 1980 to 1989, rates increased 3 percent in white women and 16 percent in black women. The data confirms and broadens the positive results from last year. Even as mortality rates improve, breast cancer still remains the most commonly diagnosed cancer for women.

Funding for breast cancer research and programs has increased from approximately \$90 million in 1990 to \$600 million today. A project has begun to explore how our national investment in defense, space and other imaging-related fields may provide new technological approaches to improve the early detection of breast cancer. By implementing the Mammography Quality Standards Act, the Administration has put into place comprehensive standards that ensure the quality of mammograms at the more than 10,000 mammography facilities in the U.S.

In October, 1993, NBCC delivered a petition with 2.6 million signatures asking for "a comprehensive plan to end the breast cancer epidemic" to the President and Hillary Rodham Clinton and Secretary Shalala at the White House. In response, the President asked Secretary Shalala to convene a conference to develop a national action plan on breast cancer. In December, 1993, the Clinton Administration convened a conference to formulate and draft a comprehensive and coherent national action plan to improve detection and treatment of breast cancer. That National Action Plan is in operation today co-chaired by Frances M. Visco and Susan J. Blumenthal, M.D., Deputy Assistant Secretary for Women's Health.

Format

Prior to the event you will participate in a meet and greet with CEO's not participating in the panel (see below) and with the panel (see below). You will begin the program by delivering brief opening remarks.

- Dr. Blumenthal will follow you by highlighting the government's role in breast cancer awareness and introducing the new "Report Card" on this Administration's accomplishment's on breast cancer.
- Robert Black will follow by representing the private perspective of those corporation's involved in breast cancer awareness sharing examples of corporate involvement from Zeneca and other corporates in the audience.
- Clara Caldwell, who participated on the panel at the "Listening Session" in Chicago, will share the impact of the Medicare Mammography Initiative on her life and what she has been doing this past year to increase awareness.
- Betty Green, National Breast Cancer Coalition, will represent the local grassroots breast cancer advocate, as well as present the African American woman's perspective on their fight against breast cancer.
- Fran Visco will talk about why the Coalition is in town and its goals for breast cancer.

III. PARTICIPANTS

Meet and Greet for CEOs and Panel Participants

Morry Weiss, CEO & Chariman, American Greeting

Edward F. Fruchtenbaum, Chief Operating Officer, American Greeting

**Maureen Stratton, Director, Marketing/Public Relations and Trade Relations,
American Greeting**

Dr. Carol Ley, 3M Corporation -[3M Corporation, largest provider of national boards, last week 3M Company announced it would no longer accept tobacco advertising on billboards, a major announcement for the President's Tobacco Initiative.]

A.J. Donelson, 3M Corporation

Steve Lambert, Zeneca Pharmaceuticals

Karen Miller, Zeneca Pharmaceuticals

Tamar Small, Biologix Communications, Inc. [Coordinated corporates]

**Sandra Kaye Stephenson, U.S. Women's Professional Golf Association, and husband,
William Scott Diffie**

Sandra Kay Yow, U.S. Women's Professional Golf Association, North Carolina

Helen Smits, Health Care Financing Administration, HHS

Richard Klausner, Director, National Cancer Institute, HHS

Meet and Greet for Panel Participants

Fran Visco, President, National Breast Cancer Coalition

Betty Green, Breast Cancer Survivor, South Bend, Indiana

Clara Caldwell, Mammagram Panel, Rock Island, Chicago, and husband John Caldwell

Robert "Bob" C. Black, President, Zeneca Pharmaceuticals, New Jersey

Dr. Susan Blumenthal, Deputy Assistant Secretary for Women's Health, Department of Health and Human Services

IV. SEQUENCE OF EVENTS

- HRC arrives and proceeds to meet and greet with CEO's and Panel in hallway outside the holding room to 450.
- HRC proceeds to holding room for briefing.
- HRC announced on stage with panel participants.
- HRC delivers brief opening remarks and introduces Dr. Susan Blumenthal.
- Dr. Susan Blumenthal delivers remarks.
- HRC responds and introduces Robert Black, President, Zeneca Pharmaceuticals, New Jersey.
- Robert Black delivers remarks.
- HRC responds and introduces Clara Caldwell, Listening Session on Medicare Mammagraphy Panel, Chicago.
- Clara Caldwell delivers remarks.
- HRC responds and introduces Betty Green, Breast Cancer Survivor, South Bend, Indiana.
- HRC responds and introduces Fran Visco, President, National Breast Cancer Coalition.
- HRC closes and invites all audience participants to a reception with the Vice President in the Indian Treaty Room following the event.
- HRC thanks panel, proceeds to small room for photo receiving line with audience and departs.

V. PRESS PLAN

Open press.

VI. REMARKS

Prepared by speech writer.

VII. ATTACHMENTS

- List of Participants.
- Bios on Panel.
- List of Corporations and Corporate Fact Sheets.
- Background material--HHS Fact Sheet; Report Card.

**SEATING CHART
BREAST CANCER AWARENESS EVENT**

TUESDAY, MAY 7, 1996

- X Fran Visco, President, National Breast Cancer Coalition
- X Betty Green, National Breast Cancer Coalition, Breast Cancer Survivor, South Bend, Indiana
- X **HILLARY RODHAM CLINTON**
- X Clara Caldwell, Listening Session on Medicare Mammagraphy Panel, Chicago
- X Robert "Bob" C. Black, President, Zeneca Pharmaceuticals, New Jersey
- X Dr. Susan Blumenthal, Deputy Assistant Secretary for Women's Health, Department of Health and Human Services

BREAST CANCER AWARENESS

MAY 7, 1996

OEOB 450

3:00 P.M.

3M

Allied Signal, Inc.
Apple Computer Inc.
American Association of Retired
Persons
American Express Company
American Cancer Society
American Greetings

American Airlines
AT & T
Avon Products Inc.

BE&K Engineering
and Construction Company
Ben & Jerry's Homemade
Bristol Myers Squibb
C & S Paving, Inc.

Digital Equipment Corporation
Eli Lilly and Company
Eastman Kodak Company
Food Marketing Institute
Gannett Co., Inc.
GE Medical Systems
General Mills, Inc.
General Motors

John Hancock Financial Services
Maidenform
National Council of Negro Women
New Balance Athletic Shoe

Nordstrom
Pitney Bowes, Inc.

Sara Lee Hosiery
The Estee Lauder Companies, Inc.
United Technologies Corp.
Xerox Corporation
Zeneca Pharmaceuticals

Dr. Carol Ley, St. Paul, MN
A.J. Donelson, Washington, DC
Cynthia I. Lackovic, Morristown, NJ
James M. Burger, Washington, DC
Linda Barbarotta, Washington, DC
Carolyn French, Atlanta, GA
Anne M. Busquet, NY, NY
Maggie Williams, Washington, DC
Morry Weiss, CEO, Cleveland, OH
Edward P. Fruchtenbaum, Cleveland, OH
Maureen Anne Stratton, Cleveland, OH
Jayne Allison, Fort Worth, TX
Carol Wilner, Washington, DC
Howard "Bill" Singleton, Newark, DE
Donna Rape, Newark, DE
Anne Linsdau, Birmingham, AL
Donna Sanborn, Birmingham, AL
Carol Hickman, S. Burlington, VT
Kathleen O'Donnell, Plainsboro, NJ
Mary Kathleen Glenn Holland, Duluth, GA
Carolyn Ann Stradley, Marietta, GA
Grace L. Hinchman, Washington, DC
Suzanne K. Simala, Washington, DC
Catherine G. Cohen, Washington, DC
Anne McGhee Curry, Washington, DC
Mimi Feller, Arlington, VA
Ellen Goldstein, Washington, DC
Robert S. Bird, Washington, DC
Randy Fox, Washington, DC
Tom Pyden, Washington, DC
Elizabeth M. Hurley, Boston, MA
Hope Sunshine, Bayonne, NJ
Tanya Arrington, Washington, DC
Joyce Furman, Boston, MA
Kathy Shepard, Boston, MA
Martha S. Wikstrom, McLean, VA
David Hom, Stamford, CT
David Tucker, Stamford, CT
Leila Meresman, NY, NY
Deborah Krulewitch, NY, NY
Walter J. Wiechetek, Windsor Locks, CT
Rita Allen, Washington, DC
Robert Black, President, Wilmington, DE
Steve Lampert, Wilmington, DE
Karen Miller, Wilmington, DE

For Response to Inquiries

- Applaud First Lady for her commitment. - Good news

#102

National Institutes of Health

May 7, 1996

NCI Press Office
(301) 496-6641

NCI REPORTS CONTINUED DROP IN BREAST CANCER DEATH RATE

~~Breast Cancer Death Rates Drop in the 1990s~~

The National Cancer Institute (NCI) announced today that the breast cancer death rate in American women continued to decline through 1993, a finding that suggests improved breast cancer management from early detection to treatment is having a beneficial effect.

Breast cancer mortality trends for both black and white women in the United States have improved markedly in the 1990s compared with the 1980s. During the most recent 5-year period of available data, 1989 to 1993, the age-adjusted breast cancer mortality rates fell approximately 6 percent in white women and rose about 1 percent in black women. By comparison, from 1980 to 1989, rates increased 3 percent in white women and 16 percent in black women, according to data from the National Center for Health Statistics.

"We can take increased encouragement from these findings, but we must also give our increased commitment," said HHS Secretary Donna E. Shalala. "These results confirm and broaden the positive results we saw last year. But even as mortality rates improve, breast cancer still remains the most commonly diagnosed cancer for women. We will keep pursuing every opportunity for prevention, early detection and treatment, and an effective research agenda to fight breast cancer."

1992 is 26.2 - 25.9

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NCI Director Richard Klausner, M.D., said "Last year when NCI examined the trend in breast cancer mortality from 1989 to 1992, improvements were evident for white women. The new data suggest the trend is starting to move in a positive direction for African-American women as well. Rates have declined among younger black women, although they are still higher than those of white women and are improving more slowly."

The overall rate in U.S. women has fallen about 5 percent in recent years, dropping from 27.5 per 100,000 women in 1989 to 25.9 in 1993. This year, an estimated 44,300 women will die of the disease nationwide, but that estimate could prove to be too high if the trend continues.

In both white and black women, the greatest improvements in mortality during the recent 5-year period were seen in younger age groups, but the changes were more modest in blacks than in whites of all ages.

- Among white women, death rates declined for all decades of age from 30 to 79 years;
- Among black women, rates were down for all decades from 30 to 69 years;
- For women aged 30 to 39 years, rates dropped about 13 percent in whites and 5 percent in blacks;
- For women aged 40 to 49 years, rates dropped 9 percent in whites and 2 percent in blacks;
- For women aged 50 to 59 years, rates declined 9 percent in whites and less than 1 percent in blacks;
- For women 60 to 69 years old, rates declined 6 percent in whites and less than 1 percent in blacks; For women 70 to 79 years old, rates increased 5 percent in blacks and decreased 3 percent in whites;
- For women 80 years and older, rates increased 5 percent in blacks and 2 percent in whites.

The median age at death for white breast cancer patient cancer patients 62 years.

Experts believe the recent decline in breast cancer mortality is due to mammography screening, which rapidly increased in the United States. say screening cannot explain all of the decline.

← point out to HRC.

- But, rates among older women declining most slowly. ∴ Must continue Campaign - And Af-Am -- progress but rates still rising

“Such changes in mortality trends across a wide age range in medical interventions, and examination of stage-specific breast survival rates suggests that both earlier detection and improved treatment to the recent declines in breast cancer mortality,” said Robert Tar Cancer Institute’s Biostatistics Branch.

“Further study is required to determine the relative contribution of improved treatment to the recent declines in breast cancer mortality,” added Brenda K. Edwards, Ph.D., director of NCI’s Cancer Control Research Program. “Research is now under way to investigate the impact of adjuvant therapy on mortality rates.”

Health authorities in the United Kingdom have also reported a steep decline in the breast cancer death rate among women aged 55-69 during roughly the same time period. The mortality rate in this group dropped 12 percent from 1987 to 1994. This trend began at the same time as the introduction of the U.K. breast screening program, but researchers there have concluded that it occurred too soon to be entirely a result of screening. Instead, they attribute much of the decline to more effective treatment, particularly the widespread adoption of tamoxifen therapy.

CLINTON LIBRARY PHOTOCOPY

← Point out to
HRC.

- But, rates
among older
women declining
most slowly.

∴ Must continue
Campaign

- And Af-Am -- progress
but rates still rising

The median age at death for white breast cancer patients is 68 years and for black breast cancer patients 62 years.

Experts believe the recent decline in breast cancer mortality is partly a result of mammography screening, which rapidly increased in the United States during the 1980s and resulted in a shift toward the detection of breast cancer at earlier, more curable stages. But they say screening cannot explain all of the decline.

“Such changes in mortality trends across a wide age range usually indicate improvements in medical interventions, and examination of stage-specific breast cancer incidence rates and survival rates suggests that both earlier detection and improved treatment are likely contributing to the recent declines in breast cancer mortality,” said Robert Tarone, Ph.D., of the National Cancer Institute’s Biostatistics Branch.

“Further study is required to determine the relative contribution of early detection and improved treatment to the recent declines in breast cancer mortality,” added Brenda K. Edwards, Ph.D., director of NCI’s Cancer Control Research Program. “Research is now under way to investigate the impact of adjuvant therapy on mortality rates.”

Health authorities in the United Kingdom have also reported a steep decline in the breast cancer death rate among women aged 55-69 during roughly the same time period. The mortality rate in this group dropped 12 percent from 1987 to 1994. This trend began at the same time as the introduction of the U.K. breast screening program, but researchers there have concluded that it occurred too soon to be entirely a result of screening. Instead, they attribute much of the decline to more effective treatment, particularly the widespread adoption of tamoxifen therapy.

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These results add weight to the evidence for a similar beneficial effect of treatment advances on breast cancer mortality in U.S. women.

Breast cancer mortality rates vary fairly widely among racial and ethnic groups in the United States. Hispanic, Chinese, Filipino, and Japanese women have annual rates at or below 15 per 100,000; while black, white, and Native Hawaiian women have rates above 25 per 100,000. (Hispanics are considered an ethnic group but not a distinct racial group. They make up varying proportions of white, black, and other groups.)

Edwards said the racial differences in mortality rates depend on several factors including risk of developing breast cancer, access to screening and early detection, treatment and medical follow-up, and supportive care. NCI is investigating differential risk factors, patterns of care, and clinical and biological prognostic factors for survival, she said, adding that "understanding of these relationships is still incomplete."

The continued increase in breast cancer mortality rates in older women extends a long-standing, increasing trend in breast cancer risk for women born from 1900 to 1920, Tarone said. Researchers believe the increasing mortality rates in this group reflect changes in various risk factors such as delayed childbearing early in the century. Less well-understood is the declining mortality among women under age 40, who generally are not screened. The trend in this group appears to reflect a recent change in risk factors above and beyond the improvements due to medical intervention.

HHS support for breast cancer research, prevention and treatment has increased from \$271 million in 1993 to \$476 million in 1996. Special programs include:

5

- the National Cancer Institute's comprehensive effort to identify the genetic and biological basis of breast cancer, characterize patterns of risk in the population, and apply the knowledge gained through basic research to more effective prevention and treatment strategies;
- the Centers for Disease Control's National Breast and Cervical Cancer Early Detection program, which offers free or low-cost mammography to uninsured or low-income women;
- the Food and Drug Administration's quality standards for mammography services; and
- the clinical standards for mammogram screening issued by the Agency for Health Care Policy and Research.

In addition, HHS' Health Care Financing Administration helps pay for mammography for beneficiaries of the Medicare and Medicaid programs.

#

The Cancer Information Service (CIS), a program of the National Cancer Institute, provides a nationwide telephone service for cancer patients and their families, the public, and health care professionals. CIS Information specialists have extensive training in providing up-to-date and understandable information about cancer and cancer research. They can answer questions in English and Spanish and can send free printed material. In addition, CIS offices serve specific geographic areas and have information about cancer-related services and resources in their region. The toll-free number of the CIS is 1-800-4-CANCER (1-800-422-6237).

This document is available through the National Cancer Institute's CancerFax and CancerNet services, and in the News Section of the NCI's PDQ database. To get the document from CancerFax, dial (301) 402-5874 from the handset on your fax machine and follow the recorded instructions to receive the contents list. Individuals who have access to the Internet may access the document on CancerNet, through an electronic mail service or via the NIH gopher. To get the CancerNet contents list from the e-mail service, send an e-mail message that says "help" in the body of the message to cancernet@icicc.nci.nih.gov. To get the documents from CancerNet via the NIH gopher, point your gopher client to gopher.nih.gov and look for CancerNet under "Health and Clinical Information." To get the document from NCI's PDQ database, access PDQ News on the National Library of Medicine's MEDLARS system or consult a medical librarian for assistance. Additional information on this and other research topics may be found on the home page of the NCI's International Cancer Information Center's World Wide Web server located at <http://wwwwic.nci.nih.gov>.

HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

April 26, 1996

Contact: HHS Press Office
(202) 690-6343
Office on Women's Health
(202) 690-7550

THE CLINTON ADMINISTRATION RECORD ON BREAST CANCER

Overview: Breast cancer is the most commonly diagnosed cancer and the second leading cause of cancer deaths among American women. There is no proven way to prevent breast cancer, so early detection, through mammography and clinical breast exams, and treatment are essential.

For women age 50-69, having regular mammograms can reduce the chance of death from breast cancer by one third or more. Despite these numbers, nearly half of women age 50 and older have not had a mammogram in the past two years, while only 37 percent of women age 65 and older have a mammogram every two years.

The Clinton Administration has responded to the significant threat posed by breast cancer with increased efforts in research, prevention and treatment. HHS Secretary Donna E. Shalala convened a conference in December 1993 to establish a National Action Plan on Breast Cancer. The national plan, which is being carried out today by the public, private and volunteer sectors, is a key element of the Administration's commitment to addressing breast cancer as a high priority concern.

At the same time, federal spending on breast cancer has been significantly increased since 1993.

And last year, First Lady Hillary Rodham Clinton launched a campaign urging older women to obtain mammograms, and, in particular, to promote use of Medicare coverage for mammography. Both the President and the First Lady have appeared in TV public service announcements encouraging older women to get mammography screening.

-2-

Background: More Women Can Survive Breast Cancer

- The lifetime risk of developing breast cancer today is one in every eight women, up from one in every 20 women just two decades ago. Although death rates from breast cancer have been declining in recent years, breast cancer accounts for 31 percent of all cancers among women.
- In 1995 alone, approximately 182,000 new cases of breast cancer were diagnosed in women and 46,000 died from the disease. Epidemiologic studies estimate that breast cancer will be diagnosed in 1.5 million American women in this decade and that breast cancer will claim nearly half a million lives.
- Death rates from the disease are highest among older, minority, and low-income women. During the last 20 years, death rates from breast cancer for women over 65 increased by 34 percent for African-American women and 12 percent for white women.
- With proper screening and treatment, however, the chances of surviving breast cancer are improving. From 1989 - 1992, death rates from breast cancer decreased an average of nearly 5 percent. The largest drop (9.3 percent) was found in women ages 50-59, with decreases of over 8 percent among women in the 30-39 and 40-49 age ranges as well. The decrease was less apparent among older women, ages 60-69 and 70-79 (4.8 percent and 3.4 percent), and the mortality rates actually increased by a percent in women age 80 and above. Caucasian women overall experienced a decline in breast cancer mortality rates of 5.5 percent; black women, however, had a 2.6 percent increase in the rates of breast cancer-related mortality.

HHS Spending On Breast Cancer

HHS funding for breast cancer research, prevention and treatment has increased from approximately \$271 million in 1993 to \$476 million in 1996. As the Centers for Disease Control and Prevention (CDC) are working to increase access for all women to mammography screening and follow up services, the resources devoted to breast cancer services have also increased from \$42 million in 1993, to \$73 million in 1996. Cancer research is vital to our understanding of how to prevent, detect and treat breast cancer. The Clinton Administration has invested in breast cancer research at the National Institutes of Health by increasing funding from \$229 million in 1993, to \$403 million in 1996. HHS also helps provide treatment for breast cancer through the Medicare and Medicaid programs.

-more-

-3-

HHS Action To Combat Breast Cancer

Under President Clinton, a wide array of activities are underway and new initiatives have been launched:

National Action Plan on Breast Cancer

HHS' Office on Women's Health is coordinating the *National Action Plan on Breast Cancer*. This first-ever national plan was developed in 1993 under Secretary Shalala's leadership. The Plan has awarded over \$9 million in grants for 99 innovative research and outreach projects, with a special emphasis on the development of public-private partnerships targeted in the six priority areas:

- *The Information Action Council Working Group* is working to improve access to information about breast cancer for consumers, scientists, and practitioners via the Internet and other information technologies.
- *The Etiology Working Group* is focusing on efforts to expand the scope and breadth of biomedical, epidemiological and behavioral research on breast cancer. The group has identified four priority areas: chemicals and hormones, viruses, radiation and electromagnetic fields, and lifestyle factors.
- *The National Biological Resources Banks Working Group (NAPBC)* has focused on the development of a national mechanism and standard for obtaining and storing tissue for multiple areas of breast cancer research. The NAPBC has awarded funds to establish a national biological resources bank and is now conducting a survey of tissue banks throughout the country to identify and determine the accessibility of all available biological resources.
- *The Working Group to Ensure Consumer Involvement* has defined several specific activities to help ensure consumer involvement at all levels in the development of national research, education, and service delivery programs related to breast cancer.
- *The Clinical Trial Accessibility Working Group* has identified a series of initiatives to address four types of barriers to participation in clinical trials, including barriers associated with the informed consent process, patient and physician misperceptions about clinical trials, lack of information about the availability of trials, and cost.
- *The Working Group on Heredity Susceptibility* is evaluating the ethical, legal and policy issues of individuals carrying breast cancer susceptibility genes.

-more-

-4-

Discovery of BRCA1 and BRCA2 Genes for Breast Cancer

Breast cancer research has been expanded at the National Institutes of Health. Promising news came late in 1994 when a team of investigators at the University of Utah, Myriad Genetics, and the National Institute of Environmental Health Sciences (NIEHS) identified a breast cancer susceptibility gene (BRCA1) that may account for 5-10 percent of the breast cancers diagnosed each year. The discovery of a second, entirely different breast cancer susceptibility gene, BRCA2, has helped us understand even more about the genetics of breast cancer. Most recently, researchers discovered a particular variant of the BRCA1 susceptibility gene in Jewish women of eastern European descent (Ashkenazi Jews). While only 5-10 percent of all breast cancers are the result of an inherited anomaly, these findings hold promise for the development of new prevention and treatment strategies.

Other breast cancer research includes psychosocial research, which looks at how to enhance the quality of life in women with breast cancer, and the Breast Cancer Prevention Trial, which is studying ways in which to prevent breast cancer.

National Breast and Cervical Cancer Early Detection Program

The CDC's National Breast and Cervical Cancer Early Detection Program offers free or low-cost mammography screening to uninsured, low-income, elderly, minority, and Native American women in 35 individual states and 9 tribal organizations. Through September 1995, the early detection program provided close to 800,000 screening exams to medically underserved women.

Each of the remaining states, the 3 U.S. territories, and the District of Columbia are conducting capacity-building programs in collaboration with the CDC to establish greater access to screening and follow-up services, increased educational programs for women and health care providers, and improved quality for mammography.

Breast Cancer Among the Elderly

The Agency for Health Care Policy and Research (AHCPR) is currently funding a five-year Patient Outcomes Research Team study on the care, costs, and outcomes of early stage breast cancer. The study will examine three alternative treatments for early stage breast cancer in the elderly: modified radical mastectomy, breast-conserving surgery with radiotherapy, and breast-conserving surgery without radiotherapy. The project will look at quality and cost-effectiveness in these projects and will develop clear recommendations for treating early stage breast cancer in the elderly.

-more-

New Frontiers In Breast Cancer Early Detection

The Department of Health and Human Services has been working with the Department of Defense, the CIA, NASA, and other public and private entities to explore ways in which imaging technologies from other fields may be applied to the early detection of breast cancer. In particular, the computer technologies that have been used to improve spy satellites may help improve breast cancer detection as well. Several of these new technologies are now being evaluated in major academic medical centers for their effectiveness in diagnosing breast cancer.

Mammography Clinical Practice Guidelines

Recognizing the importance of the quality of screening mammograms in the early detection of breast cancer, the AHCPR in October 1994, developed a Clinical Practice Guideline--Quality Determinants of Mammography--with separate versions for mammography providers, health care professionals, and consumers. The guidelines define the areas of responsibility for each member of the health care team delivering mammograms, including women themselves.

Mammography Standards

New regulations were put in place in 1992 to ensure that all women have access to high quality mammography services. The roughly 10,000 mammography facilities nationwide accredited by the FDA must meet quality standards for equipment and personnel, and are inspected annually.

These regulations spell out the details for requiring facilities to hire capable technicians, use quality equipment that produces clear images, and employ skilled radiologists to interpret the results. The rules also require that doctors and patients be fully and quickly informed of results so that any follow-up testing or treatment can begin immediately.

The names and locations of FDA certified mammography facilities are available by calling the Cancer Information Service at 1-800-4-CANCER.

Environmental Factors and Breast Cancer

HHS' Office on Women's Health has established a Federal Interagency Coordinating Committee on the Environment and Women's Health that focuses on how home, work, atmospheric pollutants exogenous hormones, drugs, and other environmental factors may contribute to the risk of breast cancer and other disorders.

Remarks

→ Cite Breast Cancer Coalition

OPG - Acknowledge person in front row

Corporate - Zeneca

Government - S. Blumenthal

Continuing Campaign

American
Breast -
Acknowledge
(Chairman &
CEO

Fed. Gov't - launched campaign

- next steps thru budget proposal / S.B. activity)
Continuation & targeting of campaign

Happy to invite all of you here to hear what

you're doing to meet challenge

Only if we attack this on all fronts can we win - -

prevent those from never having to have

disease thru mamm & education, and continue

funding and work on treatment and cure.

→ Include suggested questions for HRC

Researcher instead of grass roots coalition person

THE WHITE HOUSE OFFICE FOR WOMEN'S INITIATIVES AND OUTREACH

DATE: 4/6

TO: Jennifer Klein

FAX #: 6-2878

NUMBER OF PAGES (including cover sheet)

12

FROM: BETSY MYERS

LISA ROSS

SONDRA SEBA

6-7310

JUDY GOLD

MARY DIXON

JULIE DOYLE

DELIA COHEN

OTHER

NOTES:

NBCC info attached.

THE WHITE HOUSE OFFICE FOR
WOMEN'S INITIATIVES AND OUTREACH
708 JACKSON PLACE, N.W.
WASHINGTON, D.C. 20503
PHONE: (202) 456-7300 FAX: (202) 456-7311

The information contained in this facsimile message is CONFIDENTIAL and intended for the recipient ONLY. If there are any problems with this transmission, please call as soon as possible.

Saved as nbcc.nrc

DATE: MAY 4, 1996

TO: BARBARA WOOLLEY & Jennifer Klein

FROM: SONDRA SEBA, OFFICE FOR WOMEN'S INITIATIVES AND
OUTREACH, PH. 456-7310

EVENT: BREAST CANCER CONVERSATION, MAY 7, 1996, 2:30 P.M.,
RM. 450

SUBJECT: NATIONAL BREAST CANCER COALITION (NBCC) & SPEAKERS

PURPOSE: FIRST LADY'S BRIEFING BOOK

BACKGROUND: NBCC will be holding its 4th annual Advocacy Training Conference May 5-6, 1996 here in Washington, DC, to be attended by more than 600 member-breast cancer advocates, most of whom are breast cancer survivors, from across the country. At the conference, they will launch their Breast Cancer Political Campaign (information attached). On Monday evening, May 6, they will host a reception at Union Station to mark the fifth anniversary of NBCC; to dedicate the photo exhibit: *The Face of Breast Cancer, The Legacy Continues* and to remember the women who have died in the struggle (Virginia Kelley's picture is included in the exhibit); and to acknowledge longtime friends, supporters and activists. The exhibition will be in the Rotunda of the Russell Senate Office Building on May 7 for their annual membership lobby day.

The Coalition is a national non-partisan grassroots advocacy organization dedicated to the eradication of the breast cancer epidemic through action and advocacy. Since its founding in 1991, the Coalition has grown to more than 350 member organizations in every state and more than 42,000 individual women, their families, friends and physicians. They continue their initiative of gathering signatures across the country of those who demand the end to breast cancer, and at the same time are conducting a voting registration and education campaign.

This year more than 184,000 women will be diagnosed with breast cancer in this country and over 44,000 will die. There are 2.6 million women living with breast cancer in this country today. The lifetime risk of developing breast cancer has risen from 1 in 20 to 1 in 8 in just 20 years. We still do not know what causes breast cancer or how to prevent or cure the disease.

Funding for breast cancer research and programs has increased from approximately \$90 million in 1990 to \$600 million today. The funds

span HHS and other federal agencies, including the Department of Defense and the Central Intelligence Agency. A project has begun to explore how our national investment in defense, space and other imaging-related fields may provide new technological approaches to improve the early detection of breast cancer. By implementing the Mammography Quality Standards Act, the Administration has put into place comprehensive standards that ensure the quality of mammograms at the more than 10,000 mammography facilities in the U.S.

The Centers for Disease Control and Prevention's National Breast and Cervical Cancer Early Detection Program offers free or low-cost mammography screening to uninsured, low-income, elderly, minority and Native American women in 35 individual states and nine tribal organizations. More than 700,000 have been screened through May, 1995.

**PREVIOUS
PARTICIPATION:**

In October, 1993, NBCC delivered a petition with 2.6 million signatures asking for "a comprehensive plan to end the breast cancer epidemic" to the President and Hillary Rodham Clinton and Secretary Shalala at the White House. In response, the President asked Secretary Shalala to convene a conference to develop a national action plan on breast cancer.

In December, 1993, in large part due to NBCC's efforts and diligence, the Clinton Administration convened a conference to formulate and draft a comprehensive and coherent national action plan to improve detection and treatment of breast cancer. That National Action Plan is in operation today co-chaired by Frances M. Visco and Susan J. Blumenthal, M.D., Deputy Assistant Secretary for Women's Health.

In October, 1994, NBCC held its first Gala. The President and the First Lady served as Honorary Co-Chairs of that event, and Secretary Shalala received NBCC's first public leadership award. In October, 1995, NBCC held its second Gala which the First Lady attended and received the Leadership Award on behalf of herself and the President.

**SPEAKERS &
CONTEXT OF
REMARKS:**

Frances M. Visco, President, National Breast Cancer Coalition, will be last to make opening remarks. She will talk about why the Coalition leadership is in town this week: their advocacy training conference, the launching of their breast cancer political campaign, lobby day on the Hill, and the photo exhibition. She will talk about the NBCC's unique mission: **ACTION** and **ADVOCACY** to end breast cancer; **their** goals: increased quality **RESEARCH**, **ACCESS** to quality treatment and care, and **INFLUENCE** of breast cancer survivors over policy; and

the idea that breast cancer survivors **MUST** have a say when policies are formed and research funding decisions are made. She will encourage everyone to "get active" in bringing breast cancer to the forefront of the nation's agenda. (Biography attached.)

*Betty Green
from Indiana*

~~REB~~ Representative from member-state coalition group), will represent the local grassroots breast cancer advocate, as well as present the African American woman's perspective on fighting breast cancer. She will tell her story of survival and how she turned from being a breast cancer "victim" to a breast cancer "advocate." (Biography attached.)
to be



The National Breast Cancer Coalition • a grassroots advocacy effort

1707 L Street, NW, Suite 1060, Washington, DC 20036 • (202) 296-7477. (202) 263-6854 FAX

FRANCES M. VISCO is the first President of the National Breast Cancer Coalition (NBCC), elected in April, 1992 and a member of its Board of Directors. Formed in May 1991, NBCC is a grassroots advocacy organization of more than 300 organizational and thousands of individual members. Until March, 1993, Ms. Visco was a partner in the law firm Cohen, Shapiro, Polisher, Shickman and Cohen, Philadelphia, Pennsylvania, and her practice was concentrated in the area of complex commercial and multi-district litigation. She resigned her practice to work solely on NBCC activities. Ms. Visco is an honors graduate of St. Joseph's University and of Villanova Law School where she was an editor of The Villanova Law Review and chair of the Women's Law Caucus. She is a graduate of the 1991-92 leadership class of Leadership, Inc.

On May 14, 1993, President Clinton appointed Ms. Visco as one of three members of the President's Cancer Panel. She was a member of the President's Cancer Panel 1992 Special Commission on Breast Cancer until its dissolution in February, 1994. Ms. Visco also sits on the Department of Defense Breast Cancer Research Program Integration Panel, which oversees the Department of the Army peer-reviewed research program.

Ms. Visco is also a member of the Board of Directors of the Linda Creed Breast Cancer Foundation, an organization founded in memory of Philadelphia songwriter Linda Creed. Until recently, she was also a member of the Board of Women's Way, the nation's oldest and largest women's funding federation. She also sits on the consumer advisory board of the Temple University Comprehensive Breast Center, the Legislative Affairs Committee of the American Cancer Society, Philadelphia Division, the legislative committees of the Greater Philadelphia Chamber of Commerce; the Advisory Committee to the Women's Center for Health Promotion at Thomas Jefferson University Hospital and the hospital's Advisory Council to the undergraduate and graduate nursing programs, and the Revlon/UCLA Women's Health Program.

Ms. Visco has appeared frequently on national television discussing women's health issues and has testified before various Congressional committees and panels. She has lectured throughout the country on the politics of breast cancer and other women's health advocacy issues. Because of her active role in breast cancer advocacy, Ms. Visco was honored in January, 1993 on ABC's World News Tonight with Peter Jennings as "Person of the Week." In May of 1994, Ms. Visco was honored as the recipient of the Judge Learned Hand Award by the Philadelphia Chapter of the American Jewish Committee. The award honors a leading member of the legal profession for both her professional and civic accomplishments. At the November 30, 1994, National Women's Law Center Awards Dinner honoring Hillary Rodham Clinton, Ms. Visco was also honored for her work in improving women's health. In March, 1995, she received Mirabella Magazine's Powerhouse Award.

Ms. Visco is a breast cancer survivor. She resides in Philadelphia, Pennsylvania and is married and the mother of a nine year old son.

The National Breast Cancer Coalition is a non-partisan grassroots advocacy organization which has more than 40,000 individuals and 350 member organizations. The Coalition's mission is to eradicate breast cancer through action and advocacy.

When NBCC was formed, annual appropriations for breast cancer research languished at under \$90 million annually. Now, our national commitment to breast cancer research has risen to over \$400 million annually, there is a National Action Plan on Breast Cancer, and an exciting new peer reviewed breast cancer research program at the Department of Defense. The Coalition and President Clinton and his Administration have worked closely together to achieve these goals.

Campaign Meeting

Even before President Clinton was elected, the working board of NBCC met with Hillary Clinton while she was on the campaign trail. Sherry Kohlénberg, a participant at that meeting, was selected as one of the Faces of America and was honored as a special guest as part of the Inaugural Week activities.

President's Cancer Panel

Fran Visco, President of the Coalition, has served on the President's Cancer Panel at the recommendation of Hillary Clinton. Fran's selection was based not only on the prominence of NBCC, but her own strengths as a thoughtful strategist, an articulate spokesperson and a tireless advocate. Fran was reappointed for another term on the Panel this Spring.

National Action Plan

In October 1993, NBCC delivered a petition with 2.6 million signatures asking for "a comprehensive plan to end the breast cancer epidemic" to the President and Hillary Rodham Clinton and Secretary Shalala in the East Room of the White House. In response, the President asked Secretary Shalala to convene a conference to develop a national action plan on breast cancer.

In December, an historic meeting occurred. Over 150 leading scientists, consumer advocates, government officials, industry executives and public policy makers gathered with Secretary Shalala to draft a national action plan. That National Action Plan is in operation today co-chaired by Susan J. Blumenthal, M.D., Deputy Assistant Secretary for Women's Health and Fran Visco.

Gala Honoring the President and First Lady

In October, 1994, NBCC held its first Gala. The President and the First Lady served as Honorary Co-Chairs of that event, and Secretary Shalala received NBCC's first public leadership award. In October, 1995 NBCC held its second Gala which the First Lady attended and received the Leadership Award on behalf of herself and the President.

Voter Registration/Voter Pledge Drive

Through its national network of advocates, its newsletters and its homepage on the world wide web, NBCC is recruiting people to register to vote and enlisting breast cancer advocates to vote for policy makers who support NBCC's goals.

Fourth Annual Advocacy Training Conference
Commemorating the
National Breast Cancer Coalition's Fifth Anniversary
May 5, 6, & 7, 1996

Sunday, May 5, 1996

7:00 a.m. - 1:30 p.m.

1:30 p.m. - 5:30 p.m.

6:30 p.m. - 9:00 p.m.

8:00 p.m. - 9:30 p.m.

Conference Registration

4th Annual Advocacy Training Conference

President's Council Dinner & Briefing,

Location to be announced

Performance of "Purple Breasts" by University of

Southern Maine's Department of Theatre

Monday, May 6, 1996

7:00 a.m. - 8:30 a.m.

8:30 a.m. - 5:00 p.m.

6:30 p.m. - 9:30 p.m.

Continental Breakfast and Information Tables

4th Annual Advocacy Training Conference

5th Anniversary Reception at Union Station and

National Dedication of "The Face of Breast

Cancer: The Legacy Continues" exhibit

Tuesday, May 7, 1996

8:00 a.m. - 9:30 a.m.

9:30 a.m.

11:00 a.m.

Congressional Awards Breakfast

at the Rayburn Building, Room B338-340

Lobby Day Briefing on Capitol Hill

at the Capitol, room number to be announced

Lobby Day on Capitol Hill

*Unless otherwise noted, all activities will take place at the Hyatt Regency Crystal City
at Washington National Airport, located at 2799 Jefferson Davis Highway in Arlington, Virginia.*



The National Breast Cancer Coalition • *a grassroots advocacy effort*

1707 L Street, NW, Suite 1060, Washington, DC 20036 • (202) 296-7477, (202) 265-6854 FAX

Overview: Breast Cancer Political Campaign

1996 is a very important year for the National Breast Cancer Coalition, and for all breast cancer activists. It marks NBCC's fifth year, a bittersweet milestone that we will recognize throughout the year. But 1996 is also a presidential election year. And, most importantly, it is a year in which we must renew our commitment to advocacy and rededicate ourselves to our mission to eradicate breast cancer.

It's time to place breast cancer squarely within the political debate - on our terms. Breast cancer is a political issue. We will only get the resources necessary and the clout required to bring the full force of public policy to focus on breast cancer when we raise our voices and demand it.

It's time to make breast cancer an issue for all policy makers. We must make certain that this nation focuses on the complex agenda necessary to eradicate breast cancer, and not just on access to mammograms, or information about breast self examinations.

With your help NBCC intends to place breast cancer at the forefront of the national political agenda through a number of initiatives and activities. This campaign has three essential components:

(1) a ***Breast Cancer Policy Platform***. This ten plank platform sets out the policy goals that we believe are vital to our mission to eradicate breast cancer. Each plank addresses an issue that must be dealt with by the President, Congress or Agencies. Our network of advocates will bring the platform to all elected and appointed officials and ask that they sign an endorsement. We will publish the names of those who have signed, and those who have declined, in our newsletter. We will continually monitor officials' response to our platform and annually recognize those who have brought our agenda forward. We will push to have our platform incorporated into the Republican and Democratic party platforms.

(2) a *Voter Registration/Voter Pledge Drive.* We want to send the message that breast cancer is a political issue. Each goal that we have set - increased quality research, access to quality treatment and care, and influence of breast cancer survivors over policy - relies on the political process for its success. We educate our members that it is vital to our movement to pay attention to who sits in every office, from the state legislatures, to governor, to the United States Congress and the Presidency. As part of this campaign, we want to facilitate registration and will have information available at our Face of Breast Cancer Exhibit as it tours the country, with our signature campaign and throughout our grassroots network. We recognize it is not enough to register, so we are asking that each individual sign a pledge that they will vote, and give us permission to follow up with them to remind them of their pledge.

(3) *Campaign 2.6.* We are in the process of launching a new signature campaign. Through this campaign we will collect 2.6 million signatures on a petition to the President and Congress asking that \$2.6 billion be appropriated for quality breast cancer research between now and the year 2000 and that representative breast cancer activists have a meaningful say in how that money is allocated.

NBCCC
NATIONAL BREAST CANCER COALITION

Platform

BREAST CANCER POLICY PLATFORM

BREAST CANCER IS AN EPIDEMIC. There are 2.6 million women living with breast cancer in this country today. In 1996, 184,300 women will be diagnosed with breast cancer and 44,300 women will die of the disease. While science and grassroots action have made strides in the search for answers, we still do not know what causes breast cancer, how to prevent it or how to cure it. In 1991, the National Breast Cancer Coalition was formed — a grassroots advocacy organization with one mission, to eradicate breast cancer through action and advocacy.

Goals

TO ACHIEVE ITS MISSION, THE NATIONAL BREAST CANCER COALITION FOCUSES ON THREE GOALS

- **RESEARCH:** increasing appropriations for high quality, peer-reviewed research and working within the scientific community to focus research on prevention and cure;
- **ACCESS:** increasing access for all women to high quality treatment and care and to breast cancer clinical trials;
- **INFLUENCE:** increasing the influence of women living with breast cancer and other breast cancer activists in the decision making that impacts all issues surrounding breast cancer.

Through its network of activists across the country — 350 organizations and 41,000 individuals strong — the National Breast Cancer Coalition has brought about fundamental change, increasing federal appropriations for breast cancer sixfold, precipitating an unprecedented breast cancer research program administered by the Department of the Army, bringing about and overseeing the National Action Plan on Breast Cancer, a public/private partnership and bringing breast cancer to the forefront of the nation's agenda.

The National Breast Cancer Coalition believes that the following policies must be implemented in order to continue to make progress against breast cancer and ultimately, to eradicate the disease.

- ONE The United States Congress must appropriate \$2.6 billion for high quality, peer-reviewed breast cancer research, by the year 2000.
- TWO The United States Congress and the President of the United States must continue support for the Department of Defense peer-reviewed breast cancer research program, under the strategies recommended by the Institute of Medicine.
- THREE The United States Congress and the President of the United States must commit to continued, increasing appropriations for biomedical research through the National Institutes of Health and the National Cancer Institute and implement or expand programs to fund quality, peer-reviewed breast cancer research through all appropriate agencies and departments, such as the Environmental Protection Agency and the Veterans Administration.
- FOUR The President of the United States and the United States Congress must expand the federal commitment to eradicating breast cancer through increased outreach and education programs and the regulation and provision of treatment and other services, in all agencies and departments, including the Environmental Protection Agency, the Center for Disease Control, the Health Care Financing Administration, the Department of Education, the Department of Defense and the Veterans Administration.
- FIVE The President of the United States should continue support for a national action plan on breast cancer that is a public/private partnership, under the leadership of the National Breast Cancer Coalition.
- SIX The laws, regulations and policies of the United States must mandate universal access to high quality health care.
- SEVEN All women of appropriate age should have access to high quality, screening mammography at appropriate intervals.
- EIGHT Discrimination in the provision of health insurance or employment based on pre-existing conditions or predisposition to disease must be eliminated.
- NINE Third party payment of all costs, including all medically necessary care, incurred by participation in approved clinical trials and investigational studies must be mandated.
- TEN The laws of the United States and regulations of all federal and state agencies and departments that impact breast cancer, must mandate the inclusion of representative consumers in all decision making.

January, 1996

National Breast Cancer Coalition Breast Cancer Policy Platform Statement of Endorsement

I, _____ do endorse and
(position/candidate for)

pledge my support for the National Breast Cancer Coalition's Breast Cancer Policy Platform.

Signature _____ Date _____

Representing _____



AMERICAN GREETINGS

ONE AMERICAN ROAD
CLEVELAND, OHIO 44144-2398
216/252-7300 • FAX 216/252-6778

May 3, 1996

Barbara Wooley
Office of Public Liaison
The White House
1600 Pennsylvania Avenue
Washington DC 20500

Dear Barbara:

Good talking with you yesterday. As promised, here is a quick outline of American Greetings Corporation's role in supporting the Administration's goal of furthering mammography awareness for women:

- Reproduce POP art from last year's campaign as public service announcement poster and mail to retail base. Retailers will be encouraged to display the poster with our Mother's Day Cards to help purchasers remind loved ones to schedule a breast exam.
- To coincide with Grandparent's Day in September and Breast Cancer Awareness Month in October, American Greetings is planning to replicate last year's highly successful Mother's Day campaign at retail. Supporting POP will be redesigned to highlight the Administration's initiative to fund yearly mammograms for women 65 plus. Card purchasers will have the opportunity, via retail, to insert a special mammogram message in their card. The reminder will feature pertinent government agency phone numbers, messages, etc. This campaign will be done in partnership with the Food Marketing Institute (FMI) who intends to offer participating retailers this message to reproduce on grocery bags.
- As part of American Greeting's launch of our new "Cards and More" web site, we will provide a free mammography reminder to site visitors. This is the first on-line use of mammography card reminders to support the ongoing efforts of the campaign.
- Additionally, American Greetings funds the Rite Aid Corporation's mammography program which provides free Mother's Day mammogram certificates through its participating pharmacies. I've attached some information from yesterday's press conference in Harrisburg which I attended with Ohio First Lady Janet Voinovich.

May 3, 1996
Page 2

Barbara, American Greetings has long been an advocate of promoting good breast cancer prevention and awareness for its associates. Mammograms are covered 100% through all our insurance plans. Additionally, we provide the convenience of a mobile mammography unit twice a year, free of charge at various plant locations and world headquarters. All associates 40 and over, are encouraged to schedule an exam for themselves or their spouse. At world headquarters, on-site educational forums promote good breast health. These mobile visits and forums are well publicized in appropriate house organs to encourage active participation.

I look forward to seeing you Tuesday. Morry Weiss, our Chief Executive Officer and Chairman, will be joining us. Thank you for the opportunity to meet Mrs. Clinton prior to the conference. I will follow-up with Robyn regarding possible White House luncheon and tour for Mr. Weiss.

Any questions, please feel free to call me here at the office, 216-252-4945, or at my home, 216-267-0335. Attached is response form for our attendees. We are honored to participate in furthering breast health awareness directly with the Administration. Thanks, Barbara.

Best regards,



Maureen Stratton
Director, Marketing/Public Relations
& Trade Relations

MAS/mmw

Attachment

cc: Dagmar Farr (FMI), Jackie Nedell, Ann Stock, Morry Weiss

GR5:barbw5-1.doc

Zeneca Inc.
Breast Cancer Early Detection Initiatives
Fact Sheet

National Breast Cancer Awareness Month

Zeneca is the founder and sole funder of this October event now in it's 11th year. The campaign is supported by 16 not-for-profit organizations and government agencies who comprise the Board of Sponsors. The sole message of the campaign is the importance of early detection in the fight against breast cancer. Key elements include:

- Promotion Kit - a tool kit for community-based organizations and employers to develop their own programs for breast cancer awareness month.
- Awards Program - an awards competition and gala recognizing leaders in worksite programs, the media and in the community for innovative programs in early detection.
- Exhibits Program - a portable exhibit is available for use at trade shows, employer meetings and conventions to promote early detection.

Worksite Initiatives

Zeneca was one of the first companies to initiate on-site mammography screening to employees at the headquarters site along with classes in breast self-exam. The program was initiated in 1989. Since then twelve cancers have been found.

CEO to CEO Program

Zeneca reaches out to CEOs and all employers through several programs:

- "Early Detection Initiatives: Investing in Breast Cancer Screening at the Worksite" - a comprehensive "how-to" manual on setting up worksite screening programs for breast cancer.
- "Early Detection Initiatives: Breast Cancer Screening and Education at the Worksite" - a speakers kit for promoting early detection.
- "The New Corporate Agenda" - a video tape describing Zeneca's successful program and others.

Community Outreach Initiatives

- "Early Detection Initiatives: Breast Cancer Screening and Education in the Community" - a speakers kit for promoting early detection to underserved women.
- The A to Z Project - a cooperative program with the American Cancer Society-Delaware Division designed to challenge Delaware employers to help fund mammograms for underserved women in the state of Delaware.

ZENECA Pharmaceuticals

Robert C. Black is Vice President of Zeneca Inc. and President of Zeneca Pharmaceuticals, a business unit of Zeneca Inc.

Mr. Black joined the company in 1965 as a sales representative. In 1970, he was appointed to the first of many field and staff Sales & Marketing positions, leading to ultimate appointments as Director of Sales, Director of Planning and Director of Marketing. In 1986, Mr. Black was named Vice President of Sales & Marketing and in 1988, he was seconded to the U.K. where he served as General Manager-Territorial for the International Pharmaceutical Business. At the conclusion of his overseas assignment, Mr. Black returned to the United States and was named President of Zeneca Pharmaceuticals in 1991.

A native of Santa Rosa, California, Mr. Black earned his Bachelor's degree in biology from San Francisco State College in 1965.

Mr. Black is a member of the Board and Executive Committee of the Pharmaceutical Research and Manufacturers of America, Chairman and a member of the Board of the Pharmaceutical Research and Manufacturers of America Foundation, member of the Board and Executive Committee of the Anesthesia Patient Safety Foundation of the American Anesthesiology Association, and a member of the Board of the Industries Coalition Against Cancer. Mr. Black is a trustee of the Wilmington Medical Center, a member of the Visiting Committee of the University of Delaware School of Nursing and a member of the Editorial Advisory Board for Pharmaceutical Executive magazine.

Zeneca Inc. is a \$2.8 billion bioscience business with approximately 6,000 employees at 53 locations in 24 states. Zeneca Inc. is a wholly-owned subsidiary of the UK-based Zeneca Group PLC (NYSE:ZEN), a major \$7.6 billion international bioscience business engaged in the research, development, manufacture and marketing of ethical (prescription) pharmaceuticals, agricultural and specialty products and the supply of healthcare services.

5/96

Peggy Kirk Bell

1. **Port Findlay Award** — Recognition for successful career and record of outstanding achievement given by citizens of the community where she once lived.
2. **On North Carolina Governor's Advisory Council for Travel & Tourism.**
3. **Peggy Kirk Bell is one of the first ladies to serve on the F.C.A. (Fellowship of Christian Athletes) Board of Directors with Tom Landry, former Dallas Cowboys Coach, as chairman. Presently is a life trustee and F.C.A. Hall of Fame member.**
4. **Selected to North Carolina Sports Hall of Fame in 1976.**
5. **Selected to Carolinas Golf Hall of Fame in 1981.**
6. **Inaugural LPGA/Rolax Ellen Griffin Award winner 1989.**
7. **Recipient of USGA's Bob Jones Award for 1990.**
8. **Instructor for two video tapes — "How to Play Your Best Golf" and "Women's Golf".**
9. **Golf Digest — named one of five most influential women in golf.**
10. **Golf Digest — named one of six best women instructors in the United States.**
11. **Author — "A Woman's Way to Better Golf".**
12. **NGF Joe Graffis Award winner.**
13. **LPGA Teacher of the Year.**
14. **LPGA Master Professional.**
15. **Peggy Kirk Bell writes periodically for "Golf Magazine", "Women Golfer", "Golf World", "Golf Digest", "Par Magazine".**
16. **Ohio Golf Hall of Fame 1992.**
17. **Received Honorary Doctorate at University of Findlay, in Recreational Management, 1993.**
18. **William Richardson Award — given by The Golf Writer Association of America, 1993.**



Peggy Kirk Bell

Born in Findlay, Ohio where she learned to play golf from Leonard Schmutte, a professional at Findlay Country Club. She was voted best athlete in high school. She went to Sargent Physical Education School of Boston University for two years. She graduated from Rollins College - Winter Park, FL. with a degree in Physical Education in 1943.

A long list of titles and honors were won by Peggy Kirk Bell in both amateur and professional golf. In 1947 she teamed with Babe Zaharias to win the International Four-Ball. Peggy is a charter member of the LPGA and the first lady golfer to fly the golf tour from coast to coast in her own plane.

In 1953 she married her hometown sweetheart and a former pro basketball player, Warren E. (Bullet) Bell. During the same year, they bought Pine Needles, a great Donald Ross golf course in Southern Pines, North Carolina with Julius Boros and the Cosgrove family. There were no buildings, not even an equipment barn. After two years, the Bells bought out the other partners and started building what is now recognized as one of the top resorts in the USA. Warren was his own architect and designer — it consists of nine lodges, clubhouse with dining rooms, bar and pro shop, 18 hole golf course, swimming pool, tennis courts, recreation room, convention meeting center with the latest audio visual equipment and covered individual practice tees.

Although she no longer is a regular on the Ladies' PGA tour, she continues to rank as one of the country's foremost golf professionals and teachers.

Peggy as a consultant for 44 years with Spalding Sporting Goods Co., now teaches the guests at their family-owned Pine Needles Resort. Five times a year, in February thru September, Pine Needles offers a Peggy Kirk Bell Ladies Golfari, which has become a very popular outing for the ladies, where they come for five days and four nights for golf instruction and playing the Pine Needles golf course. The Bell family purchased the Mid Pines Resort, across the street, in 1994.

During July, she and her family have a one week Adult Camp and an eight day Co-Ed Youth Golf Camp for the young people.

They have three lovely children, Bonnie, 40, married to Pat McGowan, P.G.A. Tour player; Peggy Ann, 35, married to Kelly Miller, Manager of Pine Needles Resort; and Kirk, 32, married to Holly Spofford Bell, Sales Manager at Pine Needles. Son Kirk is a loan officer in Southern Pines for Equity Services, a mortgage bank. Tournament Championships — Three time Ohio Amateur, North-South Amateur, International Four-Ball, Everglades Two-Ball, Palm Beach Amateur, Titleholders, Eastern Amateur, 1950 Curtis Cup Team, 1951 Weathervane Team. (First LPGA Golf Team)



BIOLOGIX COMMUNICATIONS
A DIVISION OF THE HAL LEWIS GROUP, INC

FACSIMILE TRANSMITTAL FORM

ATTENTION: Barbara Woolley
COMPANY: Office of Public Liaison
FROM: Tamar Small
DATE: May 1, 1996
SUBJECT: _____
NUMBER OF PAGES, INCLUDING THIS PAGE: 3
FAX NUMBER CALLED: 202-456-6218
BIOLOGIX JOB NUMBER: _____

IF YOU HAVE NOT RECEIVED ALL PAGES, PLEASE CALL: 215-563-0561.
OUR FAX # IS: 215-563-1148.

Barbara,

These are the three levels of commitment you asked about.

- Level 1 How do you encourage women in your workplace to ensure they have regular mammograms (e.g. health plan coverage, promoting mammography to employees, paycheck stuffers etc.)?
- Level 2 Does your corporation go beyond the limitations of your health plan coverage, by paying for the entire cost of mammography, allowing time off for a mammogram, arranging for worksite mobile vans, extending services to dependents and retirees, etc.?
- Level 3 Does your corporation's commitment extend beyond the worksite to include community outreach and/or national mammography awareness?

Sincerely,
Sheila Perlick

62878

1610 CHESTNUT STREET ■ PHILADELPHIA, PA 19103 ■ PHONE 215/563-0561 ■ FAX 215/563-1148



**BUILDING PARTNERSHIPS
FOR BREAST HEALTH OUTREACH**

A National Teleconference

FOR IMMEDIATE RELEASE
April 24, 1996

CONTACT: Beth Strode
(202) 452-9447

CDC Press Office
(404) 629-3286

LANDMARK TELECONFERENCE ADDRESSES
RATES OF BREAST CANCER SCREENING

**15,000 Participants Learn How to Motivate Underserved Women
to Practice Early Detection**

Washington, D.C./April 24, 1996 -- Over 15,000 participants gathered today at 500 teleconference viewing sites across the U.S. to address the fact that 65 percent of women age 50 and older have not had a screening mammogram within the past year. In 1996, it is estimated that 184,300 women will be diagnosed with breast cancer and that 44,300 women will die from the disease.

The teleconference was sponsored by the Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program and Avon's Breast Cancer Awareness Crusade.

Today's teleconference focused on innovative outreach programs, which overcome personal, cultural, and logistical barriers that often prevent underserved women from practicing the recommended steps for early detection. These steps include screening mammograms, clinical breast exams, and breast self-exams.

-- more --

A project of Avon's Breast Cancer Awareness Crusade ♦ CDC National Breast and Cervical Cancer Early Detection Program
New York State Department of Health ♦ WQED Pittsburgh
WQED Pittsburgh ♦ 4302 Fifth Avenue ♦ Pittsburgh, PA 15213 ♦ 412/622-1300

"Surprisingly, cost is not always the primary barrier to seeking early detection services among low-income, racial/ethnic minorities, and older women," said teleconference panelist Linda Burhansstipanov, Dr.P.H., Director of the AMC Native American Cancer Research Program of Denver. "Even among women with Medicare coverage for mammograms, 63 percent do not obtain the procedure. Other common barriers are less obvious -- fear of the procedure and the results, cultural beliefs, and lack of transportation and childcare."

If breast cancer is diagnosed in its earliest stage, the vast majority of women can be successfully treated. "To encourage women to take advantage of these lifesaving early detection services, the public health community must form non-traditional partnerships with local organizations and corporations, such as Avon, who can reach women one-on-one," stated CDC Director Dr. David Satcher.

Since 1993, Avon's Crusade has joined forces with CDC's Program to promote breast health and early detection. Avon's Crusade is funding 180 community outreach programs and educating women nationwide through its force of 450,000 Independent Sales Representatives. "Avon has co-sponsored this teleconference to share key lessons learned from these programs. In turn, we hope local organizations will replicate effective outreach strategies in their own communities," said James E. Preston, Avon's Chairman and Chief Executive Officer.

-- more --

This teleconference is only one part of the partnership between Avon's Crusade and CDC's Program to promote breast health and early detection. CDC provides funding to state and territorial health departments, tribes, and tribal organizations to make screening mammograms and other early detection services available to underserved women. Since its inception, the CDC Program has provided more than 900,000 mammograms, resulting in 1,674 women being diagnosed with breast cancer.

Through the sale of breast cancer awareness pins and pens, Avon's Independent Sales Representatives have raised more than \$16.5 million to fund community outreach programs implemented by the YWCA of the U.S.A.'s ENCORE^{plus} program and the National Alliance of Breast Cancer Organizations (NABCO). Avon's Representatives have played a vital role in educating women by distributing more than 48 million brochures on early detection.

The teleconference was produced by WQED Pittsburgh, a public television station located in Pittsburgh, Pennsylvania. The teleconference can be viewed on April 24, from 7:00 - 4:00 p.m. EDT, by tuning into the following satellite frequencies: C-Band (Galaxy C 7; Transponder 11, Audio 5.4/5.8 MHz) and Ku-Band (Galaxy K-7; Transponder 13; Audio 6.2/6.8 MHz).

* * * * *

New Balance

New Balance has been actively involved supporting breast health and mammography since 1992. This began with our sponsorship of Race For The Cure, the nationwide series of runs and fitness walks that benefit the Susan G. Komen Breast Cancer Foundation. New Balance has been a national sponsor of the series since that time and has steadily increase our involvement each year. One of our main objectives with our involvement has always been to to raise awareness for New Balance's commitment to women. The other is to increase public awareness for the Race For The Cure series and the Susan G. Komen Breast Cancer Foundation.

In 1994, New Balance began promoting the race series in our national advertising campaign. We developed a 30 second television commercial that aired nationally on cable television. Along with the television spot, we developed a print advertisement that has run in running publications, women's general interest books and trade magazines. The print ad was updated in 1995 and has since run in several of the publications this year, 1996. This is supplemented with our regional advertising specific to each race city that has included print and radio spots. All of our advertising includes a special Race For The Cure #800 for consumers to call for local race information and how to get more breast health information.

The advertising is supplemented by a strong, in-store point of purchase program including special Race For The Cure wellness centers, shelves, pins hats and tech information sheets. These materials have a pink ribbon and breast health information (or at least a toll free number on where to get more information).

Since 1994 New Balance has inserted shower cards into several of our women's shoe boxes. We have incorporated the pink ribbon into the tongue label design of some of our women's shoes. Each year we designate two shoes to carry the pink ribbon.

We have also brought the Race For The Cure to Boston where our corporate headquarters is located. In its three years, the Boston Race For The Cure has supported local mammography programs that cover treatment, research and education. Among some of the programs the race has funded include funded Boston City Hospital, YWCA ENCOREplus Program, Fenway Community Health Center, Lahey Hitchcock Clinic and Mobile Diagnostic Services.

Internally, we have developed our own work site breast health awareness program. For the past two years we have provided breast health seminars aimed at increasing awareness for breast cancer as well as communicating the importance of mammography and its role in early detection. For the past two years we have held "brown bag lunches" for our employees. We provide the speaker, beverages and dessert; all they have to do is show up and bring their lunch. One is in Spanish (for our manufacturing employees) and one is English. We have brought in "experts" to provide the information. We have worked with American Cancer Society and local hospitals. The attendance at these hour long sessions has increased each year. We also know that as a result of the sessions more women have gotten mammogram.

We have supported the awareness programs with actual health plan coverage of mammography. Under New Balance health insurance, an employee covered under the corporate plan is covered

100% for a mammogram each year when referred by a primary care physician or by an OBGyn. There is a \$10 co-payment for the office visit; all lab and radiology fees are covered at 100%.

We have extended ourselves publicly by letting other corporations know what we are doing. I have attended health care seminars across the country outlining our program as it serves as a model for other small companies to follow.

New Balance plans to continue our involvement with the cause. We continually create new avenues for awareness within our company. We hope to someday soon have a work site mobile van to close the loop with our awareness program and mammography.



Mother's Day Mammograms

30 HUNTER LANE ❖ CAMP HILL, PA 17011
717-730-8257 ❖ FAX: 717-731-4737

RELEASE: Upon Receipt
CONTACT: Jolene Zelinski, Rite Aid Corporation, 717/730-8257
Charlotte Asherman, Pennsylvania Breast Cancer Coalition, 610/380-4995

RITE AID GIVES THE GIFT OF LIFE

- Free Mother's Day Mammogram Certificates Available At Area Rite Aid Pharmacies -
Harrisburg, Pa. (April 29, 1996) -- "Give a gift that could save a life. Give yourself or someone you love the opportunity to receive a free mammogram." That is the message Rite Aid Corporation and the Pennsylvania Breast Cancer Coalition (PBCC) are conveying to women this Mother's Day.

This year, Rite Aid once again is joining forces with the PBCC, Pinnacle Health System, Lancaster General Hospital, York Cancer Center and WHTM-TV/Channel 27 in the Harrisburg area to sponsor the PBCC's *1996 Mother's Day Mammogram Program*. Founded in 1990 by Charlotte Asherman, executive director of the PBCC, the Mother's Day Mammogram Program is a breast cancer awareness campaign designed to educate women about breast cancer and the importance of early detection. As a founding sponsor, Rite Aid is committed to offering uninsured and underinsured women the opportunity to receive free mammograms.

First Lady Michele Ridge serves as the honorary chairperson of the PBCC and spokesperson for the Mother's Day Mammogram Program. Mrs. Ridge, who lost a friend to breast cancer, vowed to work with Rite Aid and the PBCC to provide the women of Pennsylvania with information about breast cancer and a source of free mammograms. "It is my hope that someday we find a cure," said Mrs. Ridge. "Until then, a mammogram is a woman's best defense against breast cancer."



-more-

Mother's Day Mammograms is a breast cancer education and outreach program, sponsored by Rite Aid Corporation and the Pennsylvania Breast Cancer Coalition, a tax-exempt organization under IRS regulations

Before joining *GLAMOUR*, where she was a writer and editor specializing in health, fitness, consumer and social issues, Ms. Gordon worked in corporate public relations at Cluett, Peabody & Co., Inc. She is a graduate of the University of Michigan.

#

GLAMOUR/HANES HAND IN HAND was launched by *GLAMOUR* magazine and Hanes Hosiery in September, 1992, and is the first and only ongoing national breast-health education program for women ages 18-39. Based on the philosophy that "Good Looks Start With Good Health," the program focuses on empowering women to take control of their breast health rather than ignore it out of fear or lack of knowledge. *HAND IN HAND* is partnered with the National Cancer Institute (NCI), The American College of Obstetricians and Gynecologists (ACOG) and the American Health Foundation (AHF) and distributes free, multi-cultural educational materials, including brochures, posters and BSE shower cards through six additional partner organizations. In addition, *HAND IN HAND* breast-health information has been packaged in 90 million pairs of Hanes Hosiery sold at retail and is published regularly in *GLAMOUR*. The program also inaugurated a series of breast-health seminars on college campuses in 1994 and works with the New York City Department of Health and Women in Need to educate young, inner-city women. *HAND IN HAND* received the 1993 Social Responsibility Award from Women Executives in PR, the Community Action Network 1993 Media Award and special recognition from The National Council on Women's Health and The National Conference of Puerto Rican Women. Recently, First Lady Hillary Rodham Clinton recorded a video message praising *HAND IN HAND*.

PRESS CONTACT:

Maury Rogoff or Shoshana Kamis
MAURY ROGOFF PUBLIC RELATIONS
Tel: (212) 246-6777

05/02/96 10:26 ☎

001/003



BIOLOGIX COMMUNICATIONS
A DIVISION OF THE HAL LEWIS GROUP, INC

FACSIMILE TRANSMITTAL FORM

ATTENTION: Barbara WoolleyCOMPANY: Office of Public LiaisonFROM: Tamar SmallDATE: May 1, 1996

SUBJECT: _____

NUMBER OF PAGES, INCLUDING THIS PAGE: 3FAX NUMBER CALLED: 202-456-6218

BIOLOGIX JOB NUMBER: _____

IF YOU HAVE NOT RECEIVED ALL PAGES, PLEASE CALL: 215-563-0561.

OUR FAX # IS: 215-563-1148.

Barbara,

These are the three levels of commitment you asked about.

- Level 1 How do you encourage women in your workplace to ensure they have regular mammograms (e.g. health plan coverage, promoting mammography to employees, paycheck stuffers etc.)?
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- Level 3 Does your corporation's commitment extend beyond the worksite to include community outreach and/or national mammography awareness?

Sincerely,

Sheila Perlick

62878

05/02/96 10:28 ☎

002/003

MEMO

TO: Jennifer Klein
Jackie Nedell
Barbara Wooley

FROM: Tamar Small

DATE: MAY 1, 1996

The following is an updated list of corporations active in worksite mammography initiatives and local or national awareness campaigns. The number to the left of the corporation's name corresponds to the level of their corporate commitment.

Specific information received:
interest confirmed in
undertaking challenge:

level					
3	Allied Signal Corporation Christine Haskins (201)445-2000	3	New Balance Athletic Shoe Joyce Furman (617) 783-4000	Eli Lilly Greg Larson (317) 276-3665 Dawn Alexander (Burson Marsteller) (202) 833-4205	
3	Avon Joanne Mazurki (212) 546-8577	1	Patagonia Lu Setnicka (805) 643-8616 (805) 643-1648 (fax)	Estee Lauder Deborah Krulewitch (212) 572-4216	
3	Johnson & Johnson Willard Nielsen (908) 524-0400 (908) 524-3564 (fax)	3	Rite Aid Jolene Zelinski (717) 761-2633	Glamour Magazine Linda Gordon (212) 447-1011	
3	Sara Lee Hosiery (Hanes) Leila Meresman (212) 307-2012 (212) 307-2040 (fax)	3	Zeneca Steve Lambert (800) 456-3699	3	J.C. Penny Jim Schwaninger (202) 862-4811
			<u>Responses en route to Biologix:</u>		
3	K-Mart Leslie Kota (810) 637-1120		American Greetings Maureen Anne Stratton (216)252-49-45		
3	Kodak Dawn Beck (716) 781-5856	3	Bristol Myers Squibb Oncology Susan Braun (908) 843-5300 and Kathleen O'Donnell (609) 897-2135 (609) 897-6123 (fax)		
3	Maidenform Hope Sunshine (201) 436-9825 (fax) (201) 953-1400				

05/02/96 10:27 ☎

Corporations contacted responses
pending:

3M

Elizabeth Long
(612) 733-8704
(612) 736-2133 (fax)

American Airlines

Robert L. Crandall
(817)963-8199

American Express

Michael O'Neill
(212) 640-5951
(212) 619-9224 (fax)

Apple Computers

Kevin Sullivan
(408) 996-1010
(408) 996-0275

AT&T

Donna Alexander
(215) 963-1869
(215) 963-1873 (fax)

Automatic Data Processing

Jeanne Rose
(201) 998-5714

BE & K

Scott Robertson
(205) 969-3600
(205) 972-6780 (fax)

Ben & Jerry's Homemade

Rob Miclulak
(802) 244-5641
(802) 651-9624

Champion International

Jerilyn Medrea
(203) 358-7000

Coors Brewing Company

Mary Greenwood
(303) 277-5458

Digital Equipment

Dan Kaferle
(508)493-2195
(508)493-7374 (fax)

Federal Express

Melissa Deas
(901) 396-3600
(901) 332-0706 (fax)

First Federal Bank of California

Craig Smith
(310) 319-6000
(310) 319-5930 (fax)

Gannett

Mimi Seller
(703) 284-6000
(703) 276-5548 (fax)

GE Medical Systems

Ellen Goldstein
(414) 574-8808
(414)574-8790 (fax)

General Mills

James L. Craig
(612) 540-2244

General Motors

Douglas VanBrocklin
(313) 556-1753

Georgia Pacific

Lynn Akins
(404) 652-5253

Glaxo Wellcome

Robert Ingram
(919) 248-2980

Hechinger

Greg Rosenberg
(301) 925-3730
(301) 925-9325

IBM

Debora Lacy
(914) 765-1900
(914) 766-8358 (fax)

John Hancock Financial Services

Roy Anderson
(617)572-6385
(617) 572-8707

Leo Burnett

Walter Peterson
(312) 220-5959
(312) 220-3299 (fax)

Mary Kay Cosmetics

Karen Dodge
(214) 687-6300
(214) 687-1611 (fax)

Merck

Isabelle Claxton
(215) 652-8571
(215) 652-8959 (fax)

Nordstrom

Brooke White
(206) 628-2111
(206) 628-1925

Pfizer

Karen Katin
(212) 573-2251

Pier 1 Imports

Katherine Manroe
(817)878-8000

Pitney Bowes

Diana Russo
(203) 351-7710
(203) 351-6303 (fax)

Polaroid

Warren Kantrowitz
(617)577-4846

Schering Plough

Kathy Hurtado
(908) 298-5151

Scott Paper

Joseph McCadden
(610) 522-5097

United Technologies

Walter Wiechetek
(203) 654-2251

Xerox

Rhonda Wilson
(203) 968-3000
(203)968-3368



BIOLOGIX COMMUNICATIONS
A DIVISION OF THE HAL LEWIS GROUP, INC.

Jennifer
As promised,
attached is a memo
representing our work-in-
progress. I think this
list has a lot of potential
to demonstrate private/public
partnership & worksite healthcare
commitment. Tamar

PS I sent B Woodley a copy of
From Tamar Small the corporate mammography
education kit developed by
Zeneca. Let me know if you'd like one.

1610 CHESTNUT STREET ■ PHILADELPHIA, PA 19103 ■ PHONE 215/563-0561 ■ FAX 215/563-1148

BIOLOGIX COMMUNICATIONS
A DIVISION OF THE HAL LEWIS GROUP, INC.

TAMAR H. SMALL
EXECUTIVE VICE PRESIDENT

1610 CHESTNUT STREET
PHILADELPHIA, PA 19103

PHONE 215/972-0966
FAX 215/563-1148

MEMO

TO: Jennifer Klein
Jackie Nedell
Barbara Wooley

FROM: Tamar Small

DATE: APRIL 26, 1996

The following represents a preliminary list of corporations active in worksite mammography initiatives and local or national awareness campaigns. Their efforts vary in focus and implementation, yet all are exemplary in their commitment to increasing awareness of and access to mammography. Each has been asked to meet the challenge by increasing their corporate commitment, undertaking a next step in this arena. In addition to contacting the list of last year's White House mammography campaign sponsors; networking with Biologix's contacts, we created our own database of "honor roll" corporations to contact (from "Working Mother" and "Working Woman" magazines and The 100 Best Companies To Work For In America), with focus on the best corporate workplaces for women, combined with lists provided to us by the Industry Coalition Against Cancer and the National Alliance of Breast Cancer Organizations.

**Specific information received:
interest confirmed in
undertaking challenge:**

Avon

Joanne Mazurki
(212) 546-8577

K-Mart

Leslie Kota
(810) 637-1120

Maidenform

Hope Sunshine
(201) 436-9825 (fax)
(201) 953-1400

Rite Aid

Jolene Zelinski
(717) 761-2633

Zeneca

Steve Lambert
(800) 456-3699

Kodak

Dawn Beck
(716) 781-5856

Responses en route to Biologix:

American Greetings

Maureen Anne Stratton
(216)252-49-45

Bristol Myers Squibb Oncology

Susan Braun
(908) 843-5300
and
Kathleen O'Donnell
(609) 897-2135
(609) 897-6123 (fax)

Eli Lilly

Greg Larson
(317) 276-3665
Dawn Alexander
(Burson Marstellar)
(202) 833-4205

Estee Lauder

Deborah Krulewitch
(212) 572-4216

Glamor Magazine

Linda Gordon
(212) 447-1011

Hanes Hosiery

Leila Meresman
(212) 307-2012
(212) 307-2040 (fax)

J.C. Penny

Jim Schwaninger
(202) 862-4811

Johnson & Johnson

Willard Nielsen
(908) 524-0400
(908) 524-3564 (fax)

Corporations contacted responses
pending:

3M

Elizabeth Long
(612) 733-8704
(612) 736-2133 (fax)

Allied Signal Corporation

Christine Haskins
(201)445-2000

American Airlines

Robert L. Crandall
(817)963-8199

American Express

Michael O'Neill
(212) 640-5951
(212) 619-9224 (fax)

Apple Computers

Kevin Sullivan
(408) 996-1010
(408) 996-0275

AT&T

Donna Alexander
(215) 963-1869
(215) 963-1873 (fax)

Automatic Data Processing

Jeanne Rose
(201) 998-5714

BE & K

Scott Robertson
(205) 969-3600
(205) 972-6780 (fax)

Ben & Jerry's Homemade

Rob Miclulak
(802) 244-5641
(802) 651-9624

Champion International

Jerilyn Medrea
(203) 358-7000

Coors Brewing Company

Mary Greenwood
(303) 277-5458

Digital Equipment

Dan Kaferle
(508)493-2195
(508)493-7374 (fax)

Federal Express

Melissa Deas
(901) 396-3600
(901) 332-0706 (fax)

First Federal Bank of California

Craig Smith
(310) 319-6000
(310) 319-5930 (fax)

Gannett

Mimi Seller
(703) 284-6000
(703) 276-5548 (fax)

GE Medical Systems

Ellen Goldstein
(414) 574-8808
(414)574-8790 (fax)

General Mills

James L. Craig
(612) 540-2244

General Motors

Douglas VanBrocklin
(313) 556-1753

Georgia Pacific

Lynn Akins
(404) 652-5253

Glaxo Wellcome

Robert Ingram
(919) 248-2980

Hechinger

Greg Rosenberg
(301) 925-3730
(301) 925-9325

IBM

Debora Lacy
(914) 765-1900
(914) 766-8358 (fax)

John Hancock Financial Services

Roy Anderson
(617)572-6385
(617) 572-8707

Leo Burnett

Walter Peterson
(312) 220-5959
(312) 220-3299 (fax)

Mary Kay Cosmetics

Karen Dodge
(214) 687-6300
(214) 687-1611 (fax)

Merck

Isabelle Claxton
(215) 652-8571
(215) 652-8959 (fax)

New Balance Athletic Shoe

Joyce Furman
(617) 783-4000

Nordstrom

Brooke White
(206) 628-2111
(206) 628-1925

Patagonia

Lu Setnicka
(805) 643-8616
(805) 643-1648 (fax)

Pfizer

Karen Katin
(212) 573-2251

Pier 1 Imports

Katherine Manroe
(817)878-8000

Pitney Bowes

Diana Russo
(203) 351-7710
(203) 351-6303 (fax)

Polaroid

Warren Kantrowitz
(617)577-4846

Schering Plough

Kathy Hurtado
(908) 298-5151

Scott Paper

Joseph McCadden
(610) 522-5097

United Technologies

Walter Wiechetek
(203) 654-2251

Xerox

Rhonda Wilson
(203) 968-3000
(203)968-3368

Information received; not currently
in a position to undertake challenge:

Morrison & Foerster

Susan Small
(415) 677-7000
(415) 677-7522

MAIDENFORM, INC.

154 Avenue E, Bayonne, New Jersey 07002 • (201) 436-9200 • Cable: Mafbra • Fax: (201) 436-1245

April 25, 1996

Ms. Tamar Small
Executive Vice President
Biologix Communications
A Division of the Hal Lewis Group, Inc.
1610 Chestnut Street
Philadelphia, PA 19103

Dear Ms Small:

I was very excited to receive your letter describing the upcoming program being sponsored by the White House. Maidenform prides itself on trying to create a positive working environment for women and would be happy to share with you what we are doing to promote mammography screening.

Level 1 - Our health plan covers mammograms and we use the guidelines set forth by the AMA. In addition, we have a network program which would enable our employees to pay half as much for the screening if they use a network physician. We also send out brochures at least once a year reminding women of the need for screening.

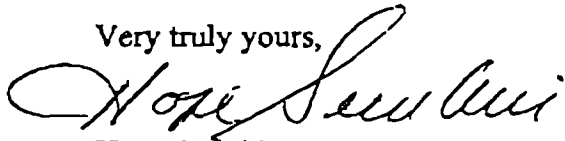
Level 2 - In our administrative office in Bayonne once a year we bring in a mobile van to do screening for those women who find it difficult to go to a private physician. The cost of that screening is approximately 1/2 of what it would cost at a private physician. Although we do not have a program in place to allow women to have paid time off specifically to go for a mammography, when the mobile van is not available we send women to the local hospital for the screenings and of course this is done on paid company time. Dependents are covered by our health plan for the same amount of coverage as employees.

Level 3 - Beyond the day to day screening, Maidenform is proud to be a cosponsor of Two chicks, Two Bikes, One Cause Program. This program which began April 23rd will promote breast health awareness nationwide.

Challenge - We would be very happy to review our programs and assist in a commitment to a "next step".

Let me say again that we would be happy to participate in this program and look forward to hearing from you with further details.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Hope Sunshine".

Hope Sunshine
Vice President Human Resources

cc: Elizabeth Coleman



**News
Release**

Release Date
May 5, 1994

Contact
Susan England
(313) 643 -1021

Kmart Corporation
International Headquarters
3100 West Big Beaver Road
Troy, MI 48064-3163

**Kmart, MasterCard To Help
Michigan Cancer Foundation
Fund Mobile Mammography Unit**

Troy, Mich. -- Kmart Corporation today announced that for every MasterCard transaction at Michigan Kmart stores between May 1 and June 15, a 15 cent donation will be made (up to \$50,000) to fund the Michigan Cancer Foundation's (MCF) mobile mammography unit.

This mobile unit will aid Michigan women in the early detection of breast cancer. In 1994, nearly 7,000 women in Michigan will be diagnosed with this disease. Almost 2,000 will die of the disease this year.

"When detected early, breast cancer can be treated and the best way to detect breast cancer is through regular mammography, clinical and self-examinations," said Michigan Cancer Foundation Director of Breast Cancer Detection, Elizabeth Schmitt, M.D.

The new mobile mammography unit will reach many women who have not been able to receive breast screening services. The van will be serviced by a professional female staff and include mammography, breast exams and self-examination instruction.

"Kmart is proud to be a sponsor of this important women's health initiative in Michigan," said Joseph E. Antonini, Kmart chairman, president and CEO.

"Kmart's goal is to help create greater awareness and encourage women to have regular and early cancer detecting health care. Through this program, Kmart can work with MCF to improve health-related education programs for our state," added Antonini.

-more-

Kmart Speciality Retail Group

Borders, Inc. Builders Square, Inc. OfficeMax, Inc. The Sports Authority, Inc. Walden Book Company, Inc.

Kmart International Operations

Kmart Canada Limited Kmart Czech Republic Kmart Slovakia Kmart Mexico Kmart Metro (Singapore)

Kmart Teams Up With MasterCard

2-2-2-2

Antonini and his wife, Kathy are the honorary chairpersons for the Michigan Cancer Foundation fund-raiser on May 14 to benefit the institution's ground-breaking breast cancer research.

MCF, a United Way agency, is a founding member of the Prentis Comprehensive Cancer Center one of only 27 National Cancer Institute-designated centers designed to provide timely education, up-to-date treatment and conduct advanced cancer research.

Kmart serves America with more than 4,000 retail outlets in all 50 states in the United States, Canada, Puerto Rico, the Czech Republic and Slovakia. Kmart, currently operating 2,443 Kmart stores, is also the parent company for Builders Square, Borders-Waldenbooks, The Sports Authority and OfficeMax.

DRAFT

For Immediate Release
Contact: Rob Schweers
(313) 833-0715, ext. 224

NEWS

New Mobile Unit Takes Breast Cancer Detection into the Community

DETROIT — When it comes to breast cancer screening, some women have plenty of excuses. *Transportation* is no longer one of them.

Michigan Cancer Foundation will unveil its new *mobile* breast cancer detection center Friday, October 28 at Kmart International Headquarters, 3100 W. Big Beaver, Troy. Beginning in December, the unit will be available to worksites, community centers and churches throughout southeast Michigan, offering screening mammography, clinical breast examinations and breast self-examination (BSE) instruction, as well as educational materials.

The \$300,000, wheelchair-accessible unit — *one of only four in Michigan* — can accommodate up to 20 patients per day and will be accredited by the American College of Radiology. Its purchase was made possible through the generous support of Kmart, Ford Motor Company (which donated the chassis), MasterCard and several private individuals.

"Our goal is to help create greater awareness of breast cancer and to *encourage* women to have regular cancer-detecting health care," said Joseph Antonini, Kmart chairman, president and CEO. "Through our support of the mobile unit, we can work together to not only improve the health of women, but also to preserve the well-being of families in Michigan."

There are more than 22 million women age 40 and over in the American workforce; 61 percent of U.S. women age 40-65 are employed. Breast cancer screening in the workplace not only promotes employee health, it also makes good business sense.

— MORE —

MCF Mobile Detection Center/Page 2

The 1990 estimated breast cancer costs borne by U.S. private industry employers and employees total more than \$4.2 billion, including \$937 million for treatment costs; \$567 million for disability costs; and \$2.71 billion for lost earnings due to premature death.

Nearly 7,000 women will be diagnosed with breast cancer in 1994; 2,000 will die of the disease. While mobile mammography service may not impact the first number, it can make a significant difference in the second.

It is widely believed that breast cancer mortality could be reduced by 30 percent if all women followed the National Cancer Institute's (NCI's) screening guidelines, which include mammography, clinical exams and BSE.

"If we practice just what we know now, we would be much more successful in our treatment of breast cancer," said Vainutis Vaitkevicius, M.D., the Foundation's president. Vaitkevicius is confident the new unit will help make current treatments and information available to everyone.

The Foundation also operates stationary detection centers in Berkley and at its Detroit headquarters.

The Michigan Cancer Foundation, a United Way agency, operates the Meyer L. Prentis Comprehensive Cancer Center of Metropolitan Detroit, one of only 27 NCI-designated *comprehensive* centers designed to provide cancer information, education, treatment, care and to conduct advanced cancer research. It is affiliated with The Detroit Medical Center and Wayne State University.

For more information, call Rob Schweers, (313) 833-0715, ext. 774.

— *For information on cancer and services, call the Cancer Information Service of Indiana and Michigan, 1-800-4-CANCER — ###*

Mother's Day Mammograms, a community outreach program of Rite Aid Corporation, is in its seventh year. Rite Aid in conjunction with the Pennsylvania Breast Cancer Coalition began the program in the state of Pennsylvania by offering low cost mammograms to eligible women. This year, the program has taken a new direction and will provide free mammograms to women that meet certain age and income guidelines. The program will be available in nine states and the District of Columbia. Mother's Day Mammogram Cards can be obtained free of charge in over 2,000 Rite Aid pharmacies. The cards provide an educational message and simple directions on how to receive the mammogram. Rite Aid along with our supporters in this project are proud to provide this life-saving program.

**ZENECA
NATIONAL BREAST CANCER AWARENESS MONTH
1996 FACT SHEET**

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-- Program offers education to public and health professionals through public service and advertising, publicity, speakers' programs, literature and posters in retail stores, doctors' offices and pharmacies.

-- In 1996, the NBCAM Board of sponsors is comprised of 17 members, including Cancer Care Inc., American Cancer Society, National Cancer Institute, Centers for Disease Control and Prevention, American Academy of Family Physicians, Susan G. Komen Breast Cancer Foundation, American Society of Clinical Oncologists, National Alliance of Breast Cancer Organizations, Cancer Research Foundation of America and the National Medical Association.

-- Once again in 1996, the NBCAM Board has declared October 18 as National Mammography Day, during which all women will be urged to get a mammogram, or pledge to get one for themselves or for women they love.

-- Also this year, Zeneca will be reaching out to the business community to share our experience in worksite mammography screening. Zeneca is sponsoring a number of initiatives, including exhibits and a worksite screening and education "how to" program.

-- For the third year in a row as part of its overall commitment to breast cancer awareness and early detection, Zeneca provided a grant of \$5000 to the American Cancer Society Delaware Division to provide mammograms to uninsured or underinsured women in the state during National Breast Cancer Awareness Month and year round. It is Zeneca's hope that this "challenge grant" will encourage other Delaware businesses to meet or exceed this grant to help ACS expand significantly the number of women who can partake in this program.

**ZENECA INC. BREAST CANCER SCREENING
AND EDUCATION PROGRAM
Key Facts**

-- More than **1400 women** have participated since the program began in 1989. All women over age 20 are encouraged to participate in the training program.

-- Mammography equipment was installed at the end of 1988. **Screenings actually started early in 1989.** Our facilities are FDA approved and ACR accredited.

-- To date, **1181 employees and 54 retirees** have enrolled in the screening program. Eligibility: first mammogram at age 38, every two years until age 50; one yearly thereafter (we follow American Cancer Society guidelines). 82% of all mammography-eligible women are getting mammograms on a regular basis.

-- We have performed nearly **2,500** mammograms since 1989, and 266 women were referred to specialists for consultation. Of these, **breast cancer was discovered in 12 women.** (Most were in early stage, were treated and the women are now back at work, retired and are leading productive lives).

-- **The cost of installation of our equipment: Approx. \$70,000. We have already saved approximately \$84,000 in DIRECT costs since the program was implemented. However, we estimate that we have saved upwards of \$200,000 in retraining, lost work time and medical costs).**

-- The medical department recently completed a telephone survey of all women employees Zeneca over the age of 50. Only 2 employees in this age bracket have refused the in-house screening or have not taken mammograms through private means. This demonstrates the great success of our education efforts.

INNOVATIVE CORPORATE STRATEGIES: ZENECA WOMEN'S HEALTH PROGRAMS

A Presentation by Robert C. Black

*President, Zeneca Pharmaceuticals
Vice President, Zeneca Inc.
Wilmington, Delaware
at The Fannie Mae Women's Health Summit 1995*

As world leaders in breast cancer research, we at Zeneca are fully committed to promoting the importance of early detection and early treatment of breast cancer. In 1985, we helped found National Breast Cancer Awareness Month, which each October brings the message of early detection to millions of American women. We also realized that we had an obligation to our own female employees, and in 1988, we implemented a breast cancer screening and education program for all women employees at our Wilmington, Delaware, headquarters site. That same year, we began an on-going program promoting worksite breast cancer screening programs to top executives at other major corporations, offering our assistance in setting up individualized programs for their employees.

In 1993 and 1994, in association with the Board of Sponsors of National Breast Cancer Awareness Month, Zeneca supported a live video conference for corporations to promote the screening programs. The conference participants reviewed what large and small companies can do to offer screening at the worksite, how they can work with resources within the community, how they can involve mobile mammography van services, and how they can institute various educational approaches.

Today, the number of worksite cancer screening programs has grown tremendously. A growing number of major corporations as well as small companies are implementing cancer screening programs for breast cancer (as well as testicular, prostate, skin and lung cancer). Why? Because they work. Cancer screening programs detect cancer at the earliest treatable stages, minimizing morbidity and saving lives. These programs boost employee morale, improve productivity and lower absenteeism. Moreover, they are cost effective. They enhance a company's commitment as a leader in employee health initiatives, and they underscore a company's reputation as a caring employer.

Worksite breast cancer screening programs take on many different formats, depending on the company, the number of employees, and the resources available, both at the worksite and in the community.

Triad Approach at Zeneca Inc.

Our breast cancer screening program uses the "triad approach," incorporating the three most important components in the early detection of breast cancer: breast self-examination instruction beginning at age 20, and clinical breast exams and mammograms for women age 38 and over. All female employees are invited to participate in the program, which is offered on company premises and during company time. This has made the program very convenient for our employees and has increased participation.

Our overall corporate objective for this program is to increase awareness among our female employees of the importance of early detection of breast cancer, as well as to increase their participation in the program. The ultimate goal, of course, is to improve survival and decrease mortality from this disease. We are meeting these goals through our high rate of participation and the number of breast cancers we have already discovered. Approximately 70% of our female employees are participating in all aspects of the program; 95% of the women eligible for mammograms are getting them on a regular basis. To date, we have discovered breast cancer in eight women.

Among these eight women, three had their breast cancers found through screening mammography, four had their cancer first discovered through breast self-exam, and one had her cancer revealed through our clinical exam. These discoveries emphasize the importance of incorporating all three early detection modalities in any screening program. Interestingly, six of these eight women were under the age of 50 when their cancer was discovered. Our eight breast cancer survivors are currently working or have recently retired, and all of them are leading productive lives.

While we are convinced that a breast cancer screening program such as ours provides an excellent return on investment (and have the numbers to substantiate it), we realize that the overall benefits it has brought the corporation, our employees, and our survivors cannot be measured. We encourage all companies -- large and small -- to make this type of investment in the health of their employees.

**STATEMENT ON WORKSITE BREAST CANCER SCREENING AND
THE FANNIE MAE WOMEN'S HEALTH SUMMIT
FOR SUBMISSION TO**

THE CONGRESSIONAL RECORD

The great state of Delaware has prided itself on being a leader in the early detection, screening and intervention of breast cancer. We have a very strong community actively involved in combating this dreaded disease. Much of our state-wide initiative in fighting breast cancer has come from one of our leading corporate citizens, Zeneca, Inc., headquartered in Wilmington, Delaware.

Zeneca is a world leader in breast cancer research and for the past 10 years has been devoting its corporate resources to educating health care providers, patients and the general public about the importance of early detection of breast cancer.

In 1985, Zeneca helped found National Breast Cancer Awareness Month, which each October brings the message of early detection to millions of American women across the United States. In 1989, Zeneca became one of the first companies in the country to implement a breast cancer screening and education program for its own female employees on company time, at company expense and on company premises. Inspired by the successes of their own program, Zeneca developed an outreach program aimed at encouraging worksite breast cancer screening programs at other major corporations. For the past two years, Zeneca has sponsored a national video conference with the help of the Public Broadcasting System which has provided conference participants with the tools to offer screening at their worksite and in the community.

Today, a growing number of major corporations as well as small companies all across the United States are implementing cancer screening programs for breast cancer. Much of this impetus is a result of the ground-breaking work of Zeneca, Inc.

Zeneca quickly realized that detecting cancer at the earliest treatable stages resulted in saving lives. But, these programs also do much more. They boost employee morale, improve productivity and lower absenteeism. Screening programs are cost effective. According to the National Cancer Institute, each case of breast cancer detected early costs an employer about \$12,000. But treating breast cancer in its later stages can cost the company upwards of \$140,000 in lost work days, hospitalization, and employee replacement and retraining. In addition to saving health dollars, worksite screening programs have enhanced Zeneca's reputation as a leader in employee health initiatives and as a caring employer.

The good news is that since 1989, the breast cancer screening program at Zeneca has discovered eight breast cancers among its 991 female employees. The eight survivors are currently working or have recently retired, and, most important, all of them are leading productive lives today.

Zeneca's leadership in breast cancer awareness was recently recognized when the company was included in an historic two-day Women's Health Summit held in Washington, hosted by Fannie Mae. Fannie Mae is the first government agency to have provided on-site mammography screening for their employees. Robert Black, President of Zeneca Pharmaceuticals, was a participant in this event. The First Lady, Hillary Rodham Clinton, joined with Fannie Mae in launching this historic endeavor.

The innovative work of Zeneca shows quite convincingly that employers, large and small, can have an impact on the morbidity and mortality of breast cancer. I encourage all companies to follow the Zeneca example and to benefit from the national program supported by Fannie Mae.

ZENECA

Pharmaceuticals

A Business Unit of Zeneca Inc.

1800 Concord Pike
PO Box 15437
Wilmington, DE 19850-5437

April 16, 1996

Tamar Small
Biologix Communications
1610 Chestnut Street
3rd Floor
Philadelphia, PA 19103

Dear Tamar:

As you requested, I am enclosing information on Zeneca's commitment to early detection in the form of two fact sheets. One summarizes our role in National Breast Cancer Awareness Month and the other summarizes our worksite screening program. While these materials do not begin to describe the initiatives we've undertaken over the last eleven years in great detail, they do summarize activities to date. I've also included a summary of a speech given by Zeneca Pharmaceuticals president, Bob Black to Fannie Mae in 1995 and a statement for the Congressional Record.

Under separate cover I'm sending via overnight mail a copy of the 1995 National Breast Cancer Awareness Month promotion kit, a manual on setting up worksite screening programs and two speakers' kits on early detection, one on worksite programs and the other on community based programs as well as an article from Working Woman Magazine which features our headquarters screening program.

Please let me know if we can provide other information.

Sincerely,



Steven B. Lampert
Manager, Communications and Association Relations

cc: J. Nedell
L. Thawley
K. Miller

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Eastman Kodak Company, the world's leading supplier of diagnostic imaging products for mammography, has also been a leader in educating women on the importance of early detection in the fight against breast cancer. As early as 1992, Kodak conducted a series of over 25 breast health education programs for employees of its Health Group. Since then, it has produced *For You. For Life.*, an award-winning, comprehensive breast health education program which provides women and medical facilities with educational materials to promote breast cancer awareness and to encourage early detection.

Satellite Broadcast

April 24, 1996

2:00 - 4:00 p.m.
Eastern Daylight Time

◆

1:00 - 3:00 p.m.
Central Daylight Time

◆

Noon - 2:00 p.m.
Mountain Daylight Time

◆

11:00 a.m. - 1:00 p.m.
Pacific Daylight Time

◆

10:00 a.m. - Noon
Alaska Daylight Time

◆

8:00 - 10:00 a.m.
Hawaii Time

How To Participate

Participation requires a satellite downlink site that has a steerable antenna which can receive either Ku- or C-band channels. Also, the site should offer enough seating capacity to meet your organizational needs. A telephone in the viewing room would allow for interaction with the presenters. Most schools, hospitals, community colleges, universities and public television stations have the required equipment.

For More Information

To order a *Building Partnerships for Breast Health Outreach* planning packet, or for more information on the project, call Clare Wensel, WQED, at 1-800-443-7793 or Elizabeth Boyle at 412-622-6410 between the hours of 8:00 a.m. and 5:00 p.m. (E.T.).

BUILDING PARTNERSHIPS FOR BREAST HEALTH OUTREACH

*A National
Teleconference*

Presented by

Avon's Breast Cancer
Awareness Crusade

◆

Centers for Disease Control
and Prevention

National Breast and Cervical Cancer
Early Detection Program

◆

New York State
Department of Health

Background

Health care providers and educators face a multitude of issues when it comes to helping women receive breast health education and early detection services. In particular, reaching medically underserved women — low income, minority and women 50 years of age and older — requires a combination of strategies, services and community involvement.

This national teleconference is designed to provide practical information and an exchange of ideas to enable health educators, community and health organizations, volunteer agencies and providers to improve their outreach efforts and increase the number of women who receive breast cancer screening.

Moderated by ABC News correspondent Carmle Simpson, the teleconference will profile successful breast health outreach programs supported by Avon's Breast Cancer Awareness Crusade, the Centers for Disease Control and Prevention, National Breast and Cervical Cancer Early Detection Program and state health agencies in five cities. We'll visit Avon/CDC/ENCORE™ collaborations in Anchorage, Alaska; Glendale, California; Abilene, Texas; and Schenectady, New York. Other successful partnerships featured include the Alaska Native Women's Health Project in Anchorage; Y.M.E., a program reaching Latina women in Chicago; and the Black Women's Health Project in Schenectady.

Videotaped outreach activities and interviews with program staff will allow you to learn first hand what makes a project successful; what strategies work with different community audiences; and how coalition building can be an effective way to reach target populations.

Leaders in breast health care will also share important information on program development and implementation and insights on how to evaluate the success of your outreach project. Other topics to be addressed include:

- barriers to access
- structuring consumer-oriented service delivery
- creative strategies for resource development
- innovative ways to build partnerships

In addition to the telecast, teleconference participants in communities will have the opportunity to conduct local discussions so that community and health organizations, volunteer agencies and providers can share resources, discover each other's competencies and work collaboratively to bring breast health to all women in the community.

Who Should Attend

Representatives from the following groups and organizations:

- State and local health agencies' Breast and Cervical Cancer Early Detection Programs
- YWCA ENCORE™ programs and NABCO Avon funded programs
- Physicians, nurses, hospital and clinic based personnel
- Health and human service organizations
- Community organizations, especially those serving older women and women from priority populations
- Breast cancer advocacy and consumer groups
- Service/volunteer/social organizations
- Churches and/or religious organizations

Participants Will

- Learn effective methods to communicate breast health information
- Identify their community's breast health needs through group discussions
- Explore lessons learned by successful breast health outreach programs, leading health care providers and national health experts
- Discover community resources and ways to build collaborative relationships

J. J. J. J. J.
Harold Freeman, M.D., Director, Department of Surgery, Harlem Hospital Center, New York

Linda Burhansstipanov, Dr. PH., M.P.H., Director, Native American Cancer Research Programs, AMC Cancer Research Center, Denver, Colorado

David Delgado, Ph.D., M.P.H., Director, Breast and Cervical Cancer Control Program, Mission City Community Network, Inc., North Hills, California

Tomijean Fernandez, Director, YWCA ENCORE™ of Greater Miami and Dade County, Florida

Bettye Green, R.N., Coordinator, Parish Health Ministry, St. Joseph's Medical Center, South Bend, Indiana

Kathy Ward, Chronic Disease Administrator, Nebraska Department of Health, Lincoln, Nebraska

Why You Should Attend

This "live" two-hour teleconference provides information and resources on how you can work with community leaders and health care providers in your area to reach underserved women with breast health information and screening services.

It's FREE...due to the financial commitment of Avon's Breast Cancer Awareness Crusade, the CDC National Breast and Cervical Cancer Early Detection Program, and the New York State Dept. of Health.

You can interact with a panel of breast health experts and receive answers to your outreach and clinical service delivery questions.

You can network before, during and after the teleconference with others in your local area who share your commitment to women's health.



AVON'S BREAST CANCER AWARENESS CRUSADE

AVON'S BREAST CANCER AWARENESS CRUSADE

PROGRAM ACCOMPLISHMENTS

Founding National Partners:

*Federal Centers
for Disease Control
and Prevention
(CDC)*

Atlanta, GA

*National Alliance
of Breast Cancer
Organizations
(NABCO)*

New York, NY

*National
Cancer Institute
(NCI)*

Bethesda, MD

*YWCA
of the U.S.A.
New York, NY*

Program Overview:

Avon's Breast Cancer Awareness Crusade is dedicated to educating women about breast cancer, and to providing more women -- particularly low-income, minority and older women -- with access to early detection services.

Program Accomplishments:

- Sales of Avon's Breast Cancer Awareness Pin and Pen have raised over **\$16.5 million** for community-based breast cancer education and early detection services.
- Avon's Breast Cancer Awareness Crusade represents the **largest contribution ever to local breast cancer organizations** from cause-related marketing efforts.
- Avon has mobilized its 450,000 person sales force to spread the word about the importance of early breast cancer detection. Within the first two years, the program reached over **40 million people** through the media and person-to-person contact. Media coverage to date has resulted in over **450 million impressions**.
- Avon Sales Representatives have distributed more than **48 million educational brochures** in door-to-door campaigns in 1993, 1994, and 1995. Plans are being developed to disseminate 16 million additional flyers in 1996.
- Avon has provided **\$5.5 million in funding to the YWCA of the U.S.A.'s ENCOREplus program**, which brings breast cancer education and early detection services to underserved women. An additional grant of \$3.5 million to further develop ENCOREplus will be made in 1996.
- **Two million dollars in grants** were distributed in 1994 and 1995 to community-based programs through the National Alliance of Breast Cancer Organizations (NABCO). In 1996, another **\$1 million in grants** will be provided to expand existing programs and to fund new endeavors.

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Program Accomplishments 2

- Since October 1993, 180 organizations have received funding through the YWCA of the U.S.A. and NABCO to deliver community-based programs in 46 states.

In 1996, a number of these organizations will receive grants again and about 40 additional programs will be added during several new funding cycles. Programs will be selected to meet the fund's goal of providing grants based on geographic diversity, population density, and cancer incidence rates.

- A 1993 television advertising campaign, urging women to take action against breast cancer, aired in September, October and November. Since the ads first began to run, thousands of women have called the featured 800 information number to find out how they can support Avon's Breast Cancer Awareness Crusade.

- In October 1995, during National Breast Cancer Awareness Month, 18 leading national magazines helped to make women more aware of breast cancer by providing advertising space to Avon's Crusade. An estimated 32 million women, age 18 and over, were reached at least twice through this advertising campaign.

- "*The Breast Care Test*" PBS special, underwritten by Avon, reached over 2.6 million people in 206 markets in October 1993. As a result, thousands of women called the National Cancer Institute's toll-free information service for detailed information about breast cancer and early detection. "*The Breast Care Test*" continues to be rebroadcast by PBS affiliated and non-affiliated stations across the country, and has reached millions more people in markets nationwide.

- "*Mujer a Mujer*" (a Spanish version of the "*The Breast Care Test*") aired on the Telemundo network nationwide early in 1994. The number of Spanish-speaking women who called the National Cancer Institute's toll-free information number as a result of the show, almost equaled the number of women who called as a result of PBS's "*The Breast Care Test*." This fact underscores the need for breast cancer education and information among minority women.

- Avon produced a 30-minute version of "*The Breast Care Test*" and "*Mujer a Mujer*" and supplied it free of charge to breast cancer and health organizations. To date, Avon has distributed over 3,000 copies of these shows.

Program Accomplishments 3

- Avon's Crusade joined the information superhighway to underscore the importance of early detection. Avon developed a **World Wide Web Page** (web address - <http://www.pmedia.com/avon.html>) about the Crusade on the Internet and established a presence on **America Online**, giving hundreds of thousands of women the opportunity to access information about breast cancer, and expanding the reach of the Crusade.

- Embodying the theme "women helping women," Avon Sales Representatives donated their time on Saturday, October 7, 1995, at 67 malls nationwide in partnership with Simon Property Group, one of America's leading shopping center developers and managers. Avon Representatives attended each mall event, distributed educational materials, created special displays, and sold the Crusade's fundraising products. Representatives also encouraged women to use the Crusade's Pink Ribbon Pen, to sign giant "Pledge Walls," and their own personal pledge cards, as a gesture of each woman's commitment to take better care of her breast health.

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AVON'S BREAST CANCER AWARENESS CRUSADE

Avon's Breast Cancer Awareness Crusade

Founding National Partners:

*Federal Centers
for Disease Control
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Atlanta, GA*

*National Alliance
of Breast Cancer
Organizations
(NABCO)
New York, NY*

*National
Cancer Institute
(NCI)
Bethesda, MD*

*YWCA
of the U.S.A.
New York, NY*

Background

Avon Worldwide Fund for Women's Health

As a company that cares about the total well-being of women everywhere, Avon has created the Avon Worldwide Fund for Women's Health. The goal of this global initiative is to improve the health of women around the world. Under this plan, Avon's operations and facilities worldwide are encouraged to develop programs addressing a leading health-related problem faced by women locally.

Avon's Breast Cancer Awareness Crusade in the United States is a strong example of a program that meets the company's Worldwide Fund for Women's Health objectives. It was founded in October 1993.

Collaborations

Avon is collaborating with government agencies and not-for-profit organizations that deliver breast cancer education and access to early detection screening services.

YWCA of the U.S.A.

With the potential expansion throughout its network of 374 community-based and student member associations, the YWCA of the U.S.A.'s ENCOREplus program provides community outreach, breast and cervical cancer education, access to early detection services, and support services to women in need -- especially the medically underserved.

In the Crusade's two-year history, \$5.5 million in grants has been made to the YWCA of the U.S.A. and its member organizations. An additional grant will be made by the Crusade in 1996, allowing ENCOREplus to continue its growth.

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Avon Background 2

National Alliance of Breast Cancer Organizations (NABCO)

Avon has also entered a partnership with the National Alliance of Breast Cancer Organizations in administering The Avon Breast Health Access Fund. Established in November 1993, the fund provided close to \$2 million in financial support in 1994 and 1995 to worthy community-based programs that have a direct and immediate impact on women's access to breast health education and early detection services. In 1996, another \$1 million in grants will be provided to expand existing programs and to fund new endeavors. Programs receiving grant funds are also offered hands-on assistance from NABCO and volunteer support from local Avon Representatives.

Federal Centers for Disease Control and Prevention (CDC)

In 1995, the CDC concluded year five of its \$100 million National Breast and Cervical Cancer Early Detection Program, which is helping state health agencies develop effective early detection public health support systems. The program has been funded to continue its work in 1996. To help accomplish this, the CDC formed a partnership with the YWCA of the U.S.A. in March 1994 and helped the YWCA to develop its *ENCOREplus* program. Avon's Breast Cancer Awareness Crusade is contributing to this collaboration with funding to the YWCA and volunteer support from its national sales force. *ENCOREplus* offers a unique non-profit/public/private model for affecting health behavior on a broad scale.

National Cancer Institute (NCI)

The federal government's leading agency on cancer research, education, diagnosis, early detection and treatment, NCI is providing important credibility to Avon's Breast Cancer Awareness Crusade, through its scientific and health-service perspectives and breast cancer educational materials.

Avon is providing the grassroots outreach and publicity for NCI's services, including its Cancer Information Service (CIS) hotline (1-800-4-CANCER). The hotline operates across the country in regional centers dedicated to providing cancer information, including where to find accredited radiology facilities for mammograms.

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Avon Background 3

Awareness Pin and Pen

The emblems of Avon's Breast Cancer Awareness Crusade are the Breast Cancer Awareness Pink Ribbon Pin and Pen. Both interpret the pink ribbon motif selected by the breast cancer community as the international symbol of hope and support for those affected by the disease.

The pin, introduced in October 1993, sells for \$2.00 and is available in two sizes. The larger pin is crafted from goldtone metal with a pink enamel finish accented with a delicate rose. The smaller version, perfect for women or men, is designed in a simple style without the rose. The new Avon pen, which bears the ribbon motif on its clip, became available for \$3.00 in October 1995.

Since Avon's Crusade began in October 1993, Avon Representatives have raised over \$15 million through sales of the pin and pen. All proceeds go toward supporting programs and organizations that provide breast cancer education and early detection services.

Educational Flyer

In October 1993, National Breast Cancer Awareness Month, Avon Representatives distributed 16 million educational flyers featuring 10 questions every woman should be able to answer about breast cancer, as highlighted in the PBS special "*The Breast Care Test* ." Representatives continued their efforts in October 1994 by disseminating an additional 16 million flyers that provided detailed information on mammograms, including when to have and where to get the best mammogram. In October 1995, Representatives took their education and awareness drive a step further with 16 million "Take the Pledge" flyers that encouraged women to join the fight against breast cancer by vowing to take better care of their own breast health.

Breast Cancer Information Online

Avon's Crusade joined the information superhighway to underscore the importance of early detection. Avon developed a World Wide Web Page (web address - <http://www.pmedia.com/avon.html>) about the Crusade on the Internet and established a presence on America Online, giving hundreds of thousands of women the opportunity to access information about breast cancer, and expanding the reach of the Crusade.

Avon Background 4

Mall Events

Embodying the theme "women helping women," Avon Sales Representatives donated their time on Saturday, October 7, 1995, at 67 malls nationwide in partnership with Simon Property Group, one of America's leading shopping center developers and managers. Avon Representatives attended each mall event, distributed educational materials, created special displays, and sold the Crusade's fundraising products. Representatives also encouraged women to use the Crusade's Pink Ribbon Pen, to sign giant "Pledge Walls," and their own personal pledge cards, as a gesture of each woman's commitment to take better care of her breast health.

PBS Television Special

In 1993, Avon underwrote "*The Breast Care Test*," a PBS special produced by WQED of Pittsburgh that aired on most PBS stations on October 15, 1993.

Jane Pauley hosted this straight-forward, woman-to-woman program about breast cancer. Erma Bombeck and other women who have had breast cancer shared their compelling stories. Susan Love, M.D., author of *Dr. Susan Love's Breast Book*, answered women's most-asked questions. The program also included step-by-step demonstrations and information about mammography, clinical exams and self-examination.

"*The Breast Care Test*" project included community outreach activities with the American Cancer Society (ACS), the National Education Association (NEA) and the YWCA of the U.S.A., to encourage viewership and participation in on-going educational activities.

Highlighting the one-hour program was a series of 10 questions, the answers to which began the empowering process of information sharing and understanding about breast cancer.

"*The Breast Care Test*" continues to be rebroadcast by PBS affiliated and non-affiliated stations across the country.

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Avon Background 5

Educational Video

"*The Breast Care Test*" PBS program is available in a specially edited 30-minute version to interested organizations to educate women about the importance of breast cancer early detection and screening guidelines.

Because fewer Hispanic women follow early detection guidelines than any other segment of the population, and because the message of breast cancer early detection must be delivered in a way that reflects their cultural sensitivities, PBS and Avon also developed an original videotape in Spanish for use by media and organizations serving Hispanic women. The program is called "*Mujer a Mujer: Hablemos Sobre el Cancer del Seno*," and aired nationwide on the Telemundo Network on January 29, 1994.

Requests for either of these videotapes, on the organization's letterhead, should be directed to:

Avon Products Foundation, Inc.
9 West 57th Street
New York, NY 10019

ABC News Special

Avon also co-sponsored "*The Other Epidemic*" on ABC-TV. This powerful, one-hour special aired on September 14, 1993, providing the breast cancer facts every woman should know and sharing moving profiles of survivors and host Linda Ellerbee's personal story.

"*The Other Epidemic*" also marked the first broadcast of Avon's new 30-second commercial, introducing Avon's Breast Cancer Awareness Crusade and providing a call to action to obtain more information about breast cancer.

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