

Board Approves New Members and Partners

The Board of Directors recently approved recommendations by the Nominating Committee for new Members and Partners. Many of these names are familiar to C-Change, and their selection reflects recognition of their notable contributions to the organization. Please join in congratulating these new Members and Partners.

MEMBERS

Laurie Fenton
President
Lung Cancer Coalition

Jon Huntsman
Governor
State of Utah

Maureen Lichtveld
Professor and Chair
Tulane University School of Public Health and
Tropical Medicine

Ruth Anne Minner
Governor
State of Delaware

Janet Napolitano
Governor
State of Arizona

Nikki Norris
Executive Vice President
College of American Pathologists

Paulo Paoletti
Senior Vice President
GlaxoSmithKline

cont. on page 3, Board Elects...



Accelerating the Momentum: C-Change To Meet October 14-15



National health policy expert Stuart Altman will keynote Saturday's Plenary session.

C-Change Members, Partners, and guests are set to gather at their 15th session at the Renaissance Hotel in Washington, DC, and seek to draw on the accelerating momentum of the organization. The program will have Team meetings and a Networking Reception on Friday, October 14, followed on Saturday by a Plenary Session featuring compelling speakers and numerous collaborative examples and opportunities.

The Saturday Plenary session will feature

- Stuart H. Altman, PhD – A keynote address by Dr. Altman, the Sol C. Chaikin Professor of National Health Policy at The Florence Heller Graduate School for Social Policy, Brandeis University, and an economist specializing in federal health policy.

- Bold Strategic Initiatives on Prevention – An illustration of a bold proposal being considered by the Board through a panel discussion of Board members and Team leaders, followed by key conversations among the membership to align C-Change's strategic focus.

- "Calls to Action" - An opportunity to leverage the power of the organization through the 2006 Summer Internship Program and the Collegiate Cancer Council.

- A Lion in the House – A preview of the ITVS documentary of five children and their families who are dealing with cancer. The program is scheduled to air on PBS in June 2006. Producers will discuss the ITVS Community Engagement Campaign, designed to "spur national dialogue, support families and caregivers and inspire local and regional action."

- News & Business of C-Change – A survey of performance highlights from Team accomplishments and organizational milestones

The Board of Directors is requesting that all Members and Partners remain personally involved to achieve the full potential of the organization. C-Change is rooted in the collaborative commitment of multi-sector decision-makers in the cancer community, so members are expected to attend Semi-Annual meetings and are asked to make every effort to attend. Members unable to be at the meeting are asked to designate a representative empowered to speak, make decisions, and cast votes on their behalf.

Registration for the events is available on the website at www.c-changetogether.org, including information how to reserve lodging and transportation. Hotel reservations must be made by September 19. Please note that members unable to participate without financial assistance should follow the funding guidelines available on the website.

See pg. 3 for the schedule of the **Semi-Annual Meeting**
October 14-15, 2005 Renaissance Hotel, Washington, D.C.

C-Change directors & staff

Leadership

President George H. W. Bush, Co-Chair
First Lady Barbara Bush, Co-Chair
Senator Dianne Feinstein, Vice Chair
LaSalle Leffall, Jr., President and Board Chair
Andrew von Eschenbach, Board Vice Chair

Board of Directors

LaSalle Leffall, Jr., Chair
Andrew von Eschenbach, Vice Chair
John Seffrin, Treasurer
Paula Kim, Secretary
Dileep G. Bal
Charles Balch
Anna Barker
Peggy Conlon
Peter Dolan
Harold Freeman
Cheryl Healton
James Marks
Gary Reedy
Armin Weinberg

Staff

Connie Curran, Executive Director
cocurran@aol.com
Kinga Bartoszek, Director, Finance and Operations
kinga831@aol.com
Gary Gurian, Director, Access, Clinical Trials,
State Cancer Plans, Prevention, Tobacco Control
ggurian@verizon.net
Alison Smith, Director, Cancer Research,
Cancer Workforce, Semi-Annual Meetings
alisonpaigesmith@aol.com
Brian Alexander, Manager, Marketing and Information
Services
balexander@c-changetogether.org
Michaelann Cooke, Administrative Assistant
michaelanncooke@aol.com

Newsletter

John Turck, Editor
Alison Smith, Contributing Editor
Patrick Powers, Graphic Design
John Aronson, Photography

Contact Information

C-Change
1776 I Street, NW, Suite 900
Washington, D.C. 20006
800.830.1827 202.756.1600 202.756.1512 FAX
www.c-changetogether.org



Collaborating to Conquer Cancer



from the executive director connie curran

As the October Semi-Annual meeting draws near, I want to apprise you on some of the “must-see” and “must-be” events on the agenda. In addition to the “must-see” aspects of the program that you will likely find inspiring and informative, each part of the program also hinges upon the contributions and actions of our Members and Partners, the “must-be” aspect of the program. From the Team meetings, to the speakers, to strategic discussions among the Membership, I encourage you to participate. Your voice enriches our discussion and focuses our action.

Regardless of your participation in the past, your involvement in the Team meetings is welcome on Friday, October 14. C-Change’s Team Leaders continue to provide exemplary leadership in convening leaders and experts to advance Team projects that no organization is alone positioned to tackle. The evening reception always proves to be an opportunity to create and renew bonds among colleagues.

On Saturday, October 15, we are poised for yet another major step forward as an organization through our collaborative efforts to conquer cancer. Board members and Team leaders will outline the emerging strategic plan involving the integration of many bold initiatives. Members will have the opportunity to shape these initial plans through our dialogue and secure early involvement in these efforts as they take shape.

This discussion will be based upon an extensive set of recommendations for bold action presented by the Team Leaders to the Board of Directors at their September 8 meeting. The Board recently endorsed a momentous step forward:

“To help achieve our goal of reducing cancer morbidity and mortality, C-Change will pursue as a priority an integrated set of initiatives that lead to an increased and sustained national investment in cancer prevention and early detection through research, practice and policy development.”

The Board views a strategic focus on prevention as an opportunity to increase the material, human, and intellectual investment in optimizing our ability to prevent and detect cancer. By increasing this investment in prevention across private, public, and non-profit sectors, we will be better positioned to more fully and quickly achieve our goal of reducing cancer morbidity and mortality. C-Change will continue vigorously its efforts in research, clinical trials, workforce, access, and tobacco on national, state and local levels in support of this overarching prevention agenda.

In addition to a more programmatic focus, this strategic movement will also foster organizational growth with respect to our fundraising efforts and Membership development. The Board recently approved an updated fundraising plan and a new charter for the Resource Acquisition Sub-Committee of the Board. As I have mentioned before, we are past the stage of initial faith-based giving. Our efforts to fund our mission going forward will hinge on our ability to communicate our purpose and demonstrate our results.

Similarly, the Board accepted numerous recommendations from the Nominating Committee to help ensure the ongoing balance and caliber of our membership. These recommendations included measures to better balance the composition of the Board of Directors in the future as well as nominations for individual Members and Partners. Join me in congratulating these new Members and Partners of C-Change.

We look forward to seeing you in October and having the opportunity to share more about these exciting developments.

Semi-Annual Meeting October 14-15, 2005 Renaissance Hotel, Washington, D.C.

Friday, October 14

Team Meetings: 1:00 pm – 5:30 pm

Reception: 5:30 pm – 7:30 pm

Saturday, October 15

8:30 am – 1:00 pm

TEAM MEETING SCHEDULE

(concurrent sessions)

1:00-2:30

- Access to Quality Cancer Care
- Tobacco Control
- Cancer Workforce

2:30-4:00

- Cancer Research
- State Cancer Plans

4:00-5:30

- Clinical Trials
- Prevention & Early Detection

5:30-7:30 Networking Reception

- Summer Intern Poster Presentation

PLENARY SESSION

Keynote Address

Stuart H. Altman, PhD

Director, Institute for Health Policy
Brandeis University

“Call to Action”

Cancer Workforce Team

C-Change News

Team Accomplishments &
Organizational Milestones

Bold Futures: C-Change’s Strategic Plan
Panel & Discussion

A Lion in the House

Film Preview by Producers

Julia Reichert and Steve Bogner

Hotel Reservation Deadline:

September 19, 2005

For more information:

www.c-changetogether.org

For any questions regarding hotel, travel, or other meeting logistics, please contact Bonnie Cook at BCook@AIR.ORG (202) 403.5375.

For any questions regarding the program agenda or team activities, please contact Alison Smith at alisonpaigesmith@aol.com or call 847.432.6301.

American Legacy Vindicated in Legal Battle with Tobacco Company

The Delaware Chancery Court found on August 22 that the American Legacy Foundation’s youth smoking prevention advertising campaign, **truth**®, does not vilify nor personally attack tobacco companies or their employees. While the decision will likely be appealed by the Lorillard Tobacco Company, the foundation is now closer to the end of a contentious, long-running dispute that threatened to close the foundation’s doors and end the only effective national youth tobacco prevention campaign.

The **truth**® campaign, launched in February 2000, is the largest national youth smoking prevention campaign and the only national campaign not directed by the tobacco industry. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social consequences of smoking – allowing teens to make informed choices about tobacco use.

Many **truth**® campaign ads are developed directly from actual tobacco industry documents for the purpose of providing teens with a window into cigarette advertising aimed at them. In this litigation, Lorillard did not contest the veracity of the foundation ads, but argued that any advertising that was remotely critical of the tobacco industry would be in violation of the Master Settlement Agreement’s (MSA) vilification clause.

“This decision will save hundreds of thousands of lives and we are grateful for it,” said Cheryl G. Heaton, Dr. PH, president and CEO of the foundation, and C-Change Board member.

The American Legacy Foundation was established in 1999 as a result of the 1998 Master Settlement Agreement reached between attorneys general from 46 states, five US territories and the tobacco industry. The MSA provides restrictions for the foundation’s advertising that prohibit it from “vilification” or “personal attack.”

The court concluded that the ads do not vilify the tobacco industry. The court said, “None of the ads subject the employees to the type of contemptuous language contained in other case law discussing vilification. There are not scurrilous and vitriolic attacks. There is no cruel slander. There is no social ostracism. There is no public ridicule, traduction or calumny. Although the employees may be described, either explicitly or implicitly, as liars, greedy executives, or authors of embarrassing documents, the ads do not vilify them.”

PARTNERS

ThuVan Dinh
Health Resources and Services Administration

Leslie Given
Center for Disease Control and Prevention

Karen Fields
Cancer Therapy & Research Center—San Antonio

Harriet Jett
Center for Disease Control and Prevention

Patricia Kelley
National Hospice and Palliative Care Organization

Jon Kerner
National Cancer Institute

Mark Mendenhall
American Association of Cancer Research

John Potter
U.S. Military Cancer Institute

2006 Meeting Dates Announced

The dates for the 2006 Semi-Annual Meetings of C-Change have been set. Members and Partners are asked to reserve the dates now.

May 19-20, 2006
Marriott Bethesda

Nov 3-4, 2006
Bethesda, MD
Hyatt Regency

C-Change has adopted a policy, beginning January 2006, that it will hold its meetings and conferences only in communities that have declared themselves smoke-free. Bethesda is in Montgomery County, which has passed such legislation.

Clinical Trials Team Advances Two Initiatives

The Clinical Trials Team has recently completed two major programs to advance its goal of facilitating clinical trials and increasing the number of participants in studies.

One of the programs is a publication, "**A Guidance Document for Implementing Effective Cancer Clinical Trials**," that was approved by C-Change's Board of Directors on July 27. Its development, through the work of The Lewin Group, was one of the major initiatives of the Clinical Trials Team, lead by Chairman Robert Comis, MD, and Vice Chair Gerald Kennealey, MD.

The guidance document provides public and private sector policymakers, cancer researchers and clinical trial sites with information on regulatory and functional requirements and the costs associated with conducting Phase II and III Cancer Clinical Trials.

The Clinical Trials team is currently working on a plan to disseminate the document, including possible publication in a professional journal.

Statewide Cancer Clinical Trials Network
In another initiative, the Team selected the Pennsylvania Cancer Control Consortium (PAC3) for a \$200,000 C-Change grant to develop and implement a statewide cancer clinical trials network.

The network will be designed to increase access and accrual into Phase II and III adult cancer clinical trials. PAC3 was competitively selected from pool of 19 applicants from states across the country that responded to a C-Change "Request for Proposal."

C-Change is currently seeking funding to award grants to additional applicants to replicate the network concept.

Research Team Paper Highlights Critical Role of Academic Medical Centers in Drug Development

The Cancer Research Team recently completed "Accelerating Cancer Drug Discovery and Development: Leveraging the Nation's Academic Cancer Centers." The Team produced the paper as part of its effort to remove barriers to drug discovery. The paper highlights "academic cancer centers, especially those that have achieved designation by the National Cancer Institute, as one of the most promising leverage points for reducing the risk of cancer drug development."

Authored by Julian A. Simon, Carolyn Asbury, Ellen V. Sigal, Edward A. Sausville, Anna D. Barker, Ronald B. Herberman, and Homer L. Pearce, the paper was approved with the highest level of endorsement by the Board of

Directors. The Team is seeking publication in a major scientific journal.

The paper underscores the critical role academic medical centers play as they "generate the majority of basic research advances at the so-called "front end" of the drug discovery process that then serve as the basis for drug discovery and development carried out by the private sector." The paper details numerous examples of how the existing intellectual and structural capital of academic medical centers can be better utilized in the face of significant scientific opportunity, how efforts can be better coordinated with the private sector, and how clinical trial design and regulatory reform could impact the speed and yield of research.

C-Change Tour of Hope Team



Copyright 2004, Zweig Photo

The 2004 C-Change Team rode the final leg of the Tour of Hope to the Ellipse in Washington, DC, where a grand finale welcomed them, Lance Armstrong, and the national team of riders.

2005 Tour of Hope to Ride for Cancer Awareness, Research, and Survivorship

As they pedal their way more than 3,000 miles across the USA, up hills and mountains, through blazing sunshine and bone chilling temperatures, the 24 members of the 2005 Tour of Hope National Team will draw strength and inspiration from more than one source. One wellspring will be their leader, Lance Armstrong. The riders will marvel at what he has done: garner an astonishing world-record seven Tour de France victories after winning a personal fight against cancer.

The riders will also be thinking of their personal battles against cancer, either as patients themselves, or as a family member of a cancer patient, or as someone whose daily work is to fight the disease.

They also will be spurred on by the thousands of people who will line the route or participate in rallies in key cities along the way. The riders will meet cancer patients, family members, and frontline caregivers who will have incredible stories of struggle and triumph. Even those who lost loved ones will be there to tell how much they look

to these riders to generate new hope for those whose struggles are yet to come. C-Change will be there, too, as a partner of the Tour for a second consecutive year. The Tour's goals to increase cancer awareness and participation in clinical trials are in direct alignment with C-Change's mission to accelerate the attack on cancer.

The Tour will kickoff with a rally on September 29 in La Jolla, California, and end with a Grand Finale at the Ellipse in Washington, DC, on Saturday, October 8. Besides a wide range of interactive and educational exhibits by sponsors and others, the Finale will include the arrival of the National Team, welcomed by a cordon of cancer survivors. They will also welcome C-Change's team of 11 bicyclists who will ride the final leg of the trip to the Ellipse. Each rider has raised \$500 or more to earn their spot on the team.

This is the third year of the Tour of Hope, which is primarily sponsored by Bristol-Myers Squibb.

2005 C-Change Tour of Hope Riders

Chris Begley
Hospira

ThuVan Dinh
HRSA

Kent Fuller
Fuller Hyland

Ben Hamlin
C-Change Summer Intern

Ruth Hoffman
Candlelighters

Phil Huang
Texas Department of Health

Matt Myers
Campaign for Tobacco-Free Kids

Cherie Nicols
NCI

Michael Samuelson
Blue Cross-Blue Shield of Rhode Island

Murray Sperling
C-Change

Emilie Tierney
C-Change

For more information about the 2005 Tour of Hope, go to its website at www.tourofhope.org.

The American Journal of Public Health published findings in March 2005 crediting **truth**[®] with accelerating the overall decline in youth smoking by 22 percent in the campaign's first two years, 2000-2002. This translates to 300,000 fewer youth smokers in 2002 due to the **truth**[®] campaign.

"Today's decision will allow the American Legacy Foundation to continue its remarkably successful work to inoculate America's youth against nicotine addiction," said General William Sorrell, Attorney General of Vermont and the Chair of the American Legacy Foundation's Board of Directors. "We have known for five years that **truth**[®] works – now we can continue to provide a proven antidote to the national tobacco epidemic. More than 1200 Americans die every day due to smoking," he said

Bal Returns to His Roots on Public Health Frontline

After 25 years of service to California public health, C-Change Board Member Dileep Bal, Chief of the Cancer Control Branch of the California Department of Health Services (DHS), is leaving that position to become District Health Officer in Kauai, Hawaii, effective September 12, 2005.

For Bal, his new position is a return to his roots on the front line of local public health issues. In the 1970s he was an assistant professor at the University of Arizona College of Medicine and later became director of the Pima County Health Department in Tucson. Bal reports that he and his wife Muktha planned on a Hawaiian retirement at a later date. With the position opening when it did, the Bals advanced the date for their move to Hawaii.

A recognized national leader in cancer prevention and early detection, Bal and his department have played key roles in California leading the nation in unprecedented cancer and tobacco use rates, among other areas.

Bal will continue to be active with the many organizations he has been involved with in the past, including the American Cancer Society, the Campaign for Tobacco Free Kids, C-Change, the Intercultural Cancer Council, the National Cancer Institute, the Centers for Disease Control, and others.



As of September 12, he can be contacted at

Dileep G. Bal, M.D., M.S., M.P.H.
District Health Officer
Kauai District Health Office
3040 Umi Street
Lihue, Kauai, HI 96766
Tel: (808) 241-3614
Fax: (808) 241-3511
Dileep.G.Bal@doh.hawaii.gov

Reed Assumes CDC Cancer Post



Eddie Reed, MD

Eddie Reed, MD, has been named by the Center for Disease Control and Prevention as its new Director for the Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion. Dr. Reed assumed his new post in June.

Dr. Reed will be responsible for providing the strategic leadership and direction of over \$310 million in appropriations for nationwide cancer prevention and control programs and public health scientific initiatives. As Director of the Division of Cancer Prevention and Control, Reed looks to advance CDC's efforts in cancer prevention and control and to work with its many partners who share the common goal of conquering cancer.

Just prior to his new appointment, Reed was Director of The Mary Babb Randolph Cancer Center at West Virginia University (WVU)

from 2001–2005. While at WVU, Reed also supervised a laboratory studying cancer drug resistance and DNA damage and repair.

In addition, Reed has 20 years experience at the National Cancer Institute (NCI) in a number of positions. These included Senior Investigator, Medicine Branch and Clinical Pharmacology Branch, 1987–2001; Chief, Clinical Pharmacology Branch from 1993–1996; Chief, Medical Ovarian Cancer Section from 1989–2001; and, Chief, Ovarian Cancer and Metastatic Prostate Cancer Clinics from 1993–2001.

He is internationally known for his translational work on platinum-DNA adduct; ERCC1 and nucleotide excision repair; and new agent development in ovarian cancer and metastatic prostate cancer. He has published more than 250 scientific manuscripts.

Reed is a graduate of Philander Smith College and of the Yale University School of Medicine. He trained in internal medicine at Stanford University and in medical oncology in the Medicine Branch, National Cancer Institute.