



CONQUERING CANCER

A Commitment For the Ones We Love

GEORGE BUSH PRESIDENTIAL LIBRARY & MUSEUM

 **C-Change**



INSPIRATION

Throughout their lives, President and Mrs. Bush have dedicated themselves to eradicating cancer. Their passion comes not only from their sense of public service—knowing that they can make a measurable difference against this devastating health problem—but also from deep in their hearts. It began with their own family.

It would be impossible to list here all the ways the Bushes have personally supported and led the fight against cancer.

A FAMILY'S COMMITMENT

George and Barbara Bush married in 1945 and had six children: George, Robin, Jeb, Neil, Marvin, and Dorothy. Parenthood brought them both joy and heartache.

Pauline Robinson "Robin" Bush was born on December 20, 1949. A delightful baby, she grew into a healthy toddler. At age three, Robin suddenly became ill. Her parents were stunned by the diagnosis: leukemia.

Though she was treated with the most advanced measures known at the time, Robin passed away on October 12, 1953. She was two months shy of her fourth birthday.

A Lifetime of Service

Their family's losses granted President and Mrs. Bush a special sensitivity to the suffering of others and the struggle almost all families face at one time or another. Just a few examples of how they have personally supported and led the fight against cancer:

Presidential Proclamations

President Bush was an early proponent of the Human Genome Project, which began unraveling some of cancer's most puzzling secrets while he was in office. He also made several Presidential Proclamations to bring attention to cancer issues.

Leaders in Collaboration

In 1998, President and Mrs. Bush invited over 100 leaders from the public, private, and nonprofit sectors to participate in a first-ever "National Dialogue on Cancer," which evolved into the collaborative organization, C-Change.

CEO Roundtable on Cancer

In 2001, President Bush asked Robert A. Ingram, then CEO of Glaxo Wellcome, to convene and chair the CEO Roundtable on Cancer, which resulted in the creation of the CEO Cancer Gold Standard™.

American Cancer Society's Medal of Honor

Involved with volunteer efforts since the 1950s, President and Mrs. Bush were honored in 2002 with the American Cancer Society's Medal of Honor for their contributions in cancer control.





UNDERSTANDING CANCER: A COMPLEX PROBLEM

Yesterday

A cancer diagnosis in the 1950s was a tragic event, often cloaked in shame and silence. Less than half of cancer patients were alive five years later. Like Robin Bush, almost all children diagnosed with leukemia died. Few treatments or early detection tests existed.

In the 1960s, '70s, and 80s, research breakthroughs and growing awareness changed the course of cancer forever.

Today

Beginning in the 1990s, the cancer death rate fell for the first time. It has been dropping steadily ever since. It is outstanding progress. But it's not enough yet.

- 2 out of 3 people with cancer survive five years or more.
- 80% of children diagnosed with leukemia are cured.
- More than 11 million Americans alive today are cancer survivors.

Cancer in 2010:

- 1.5 million+ new cases and 550,000+ deaths in the U.S.
- \$263 billion in medical costs.
- Incalculable cost in human suffering on the part of patients and loved ones.
- Immense impact on personal finances, school, and work.

Every advance brings us closer to ending cancer as a major public health problem. Bringing that day closer, faster means all of us have a part to play.

Tomorrow

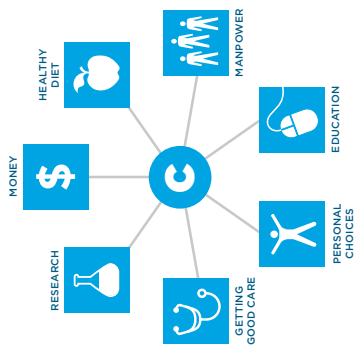
Cancer is complex. There is hope, but ending it is more than a matter of science.

What if we could not just cure cancer, but prevent it? What if no one lost a single day of life to cancer? Good news: It isn't a question of if—but when.

We know half of cancer deaths in America could be prevented by making different choices about how we live. And we're learning how to prevent, detect, and treat cancer at a molecular level, in ways that are personalized to the individual.

CANCER IS COMPLEX

Ending It Is More Than a Problem of Science



YOU CAN HELP STOP CANCER!

Starting here and now, we invite you to join the fight against cancer in any way that works for you, your lifestyle, and your interests.

Reach Out to Others

You can get involved in your community through a range of volunteer programs, including opportunities for cancer survivors to support others through their experience. Regardless of whether you can share a lot of time or a little, talent or money, a listening ear or a helping hand, there is an opportunity that's right for you. You can do something about cancer in your community.

Interested in fighting cancer at your workplace? Ask your employer to consider becoming CEO Cancer Gold Standard™ Accredited.

If you have the energy and the attitude to make events happen—or just love being part of a team—consider participating in a program or fundraiser for one of the many cancer organizations. Help get others involved, too.

Take it to the Top

As a citizen, you have the right to let elected officials know what you think should be done to end this disease. And now you can.

Many organizations offer the tools and training you need to make your voice heard. Legislative advocacy makes a direct impact on the policies that touch many aspects of cancer care and research.

Whether it's signing a petition, writing letters, or attending a march, join with other citizens to make sure lawmakers at the local, state, and national levels enact the policies that will help bring a faster end to cancer.

Start At Home

Change takes place step by step. One person or one group can't do everything, but everyone can do something. If you're ready to fight cancer, the best place to begin is with yourself and your loved ones. Decisions you make every day have a profound long-term effect on your health. Know the facts and share them with the ones you love.

Reduce Your Risk

- Quit—or never start—using tobacco.
- Maintain a healthy weight.
- Engage in regular physical activity.
- Eat healthy with plenty of fruits and vegetables.
- Limit how much alcohol you drink (if you drink at all).
- Protect your skin from the sun.

• Know yourself, your family history, and your risks.

• Learn the major symptoms of cancer, and seek medical help if you have them.

• Get check-ups and cancer screening tests as recommended by your doctor.

Get the Support You Need

If you or someone you love is facing cancer, you can find a wealth of accurate information from reliable organizations online: educational services, virtual communities, details on clinical trials, links to helpful documents and tools, and more.

If you are already involved in the fight against cancer, thank you!



More than half of Americans over 35 are aware of potential cancer risks, but one out of every two is unaware of ways to reduce their own risk.

- Research indicates that only 5% of cancers are hereditary, which means you have the power to do something about it.
- Reduce your risk: Eat well. Be active. Don't smoke or use tobacco. Get screened.
- Now you know. Now you can.



ABOUT C-CHANGE

Thousands of organizations are focused on cancer. They have helped bring about significant improvements. And now many are learning the power of joining forces for even greater results. In 1998, President and Mrs. Bush used their public appeal, personal influence, and diplomatic skills to create one of the most exciting and unique collaborations yet: The National Dialogue on Cancer, now known as C-Change.

C-Change is comprised of national leaders from pre-eminent cancer organizations across all three sectors of society—private businesses, nonprofit organizations, and the government—to form a powerful network in the fight against cancer.

Today C-Change members come from more than 150 organizations to work together, identifying major gaps in our national efforts and collectively mobilizing their manpower and financial resources to solve them. Together, they do what no single organization could do on its own. It is collaboration on a grand scale.

Visit www.c-changetogether.org to find out more about C-Change.

This exhibit is sponsored by BlueCross BlueShield of Texas, Lilly USA, LLP, and GlaxoSmithKline. Artwork has been contributed by Lilly USA, LLP/*Oncology On Canvas*SM; *Expressions of a Cancer Journey*, Susan G. Komen for the Cure, and Tracy's Kids Art Therapy Program/Georgetown University Hospital Lombardi Comprehensive Cancer Center.

Photos have been provided by the George Bush Presidential Library, MD Anderson Cancer Center, and the American Cancer Society.

