

Contact:
Jennifer Mallory
Edelman
Ph: 773-909-9960

Wednesday, March 3, 2004

C-CHANGE TO ACCELERATE THE ATTACK ON CANCER

– First organization to present a united collaboration of public, private and nonprofit sectors –

Washington, D.C. (March 3, 2004) – C-Change, the first group to bring together the public, private and nonprofit sectors to address cancer as a societal problem, today announced its historic collaboration and goal to prevent an additional one million new cancer cases and 500,000 cancer deaths by 2010. C-Change is a nonprofit organization comprised of the voluntary participation of 150 nationally-recognized leaders from across all sectors of the cancer community. The organization is headed by former President George Bush, former First Lady Barbara Bush and U.S. Senator Dianne Feinstein.

“Cancer does not discriminate. It will one day touch the lives of almost every American unless we take action,” says President Bush. “We have to work together with one purpose and voice if we want to see change. C-Change is a historic collaborative effort of volunteers that combines the innovative thinking of this nation’s leaders to eliminate cancer as a major public health problem.”

Through its collaborative power, this unique public-private partnership intends to lead to more rapid advances in cancer prevention, early detection, access to care, cancer research and tobacco control that can not be achieved through individual efforts. The C-Change membership represents the combined efforts of nearly 7 million people from government agencies, private companies, patient advocacy groups and voluntary health organizations – ranging from cancer research organizations to prevention and control-focused groups to those that have personnel-oriented cancer programs.

-more-

C-CHANGE TO ACCELERATE THE ATTACK ON CANCER

PAGE 2

Originally formed as the National Dialogue on Cancer in 1998, the organization has evolved from a group driven by dialogue into one seeking action. Early successes provided the impetus for the organization's development into C-Change. Successes included: accelerating cancer control and prevention measures at the state level and creating a model for employer health benefits that advance quality cancer care.

C-Change is working to ensure that all states have a comprehensive cancer plan. Last year, the organization provided guidance to eight states most in need of support in developing and implementing a state cancer plan. In 2004, C-Change will help develop plans in the final four states that currently do not have them. State cancer plans take a coordinated and integrated approach to addressing state-specific challenges for controlling cancer. By early 2005, all 50 states will have functioning state cancer plans. C-Change members participating in the state cancer plan effort include individuals from the Centers for Disease Control and Prevention, the American Cancer Society, the National Cancer Institute, the Association of State and Territorial Health Officials, and the Intercultural Cancer Council.

C-Change also has been instrumental in the formation of the CEO Roundtable on Cancer, a voluntary association of CEOs who believe in C-Change's mission and are dedicated to extending it in the operations of their own corporations. The CEOs who comprise the Roundtable have developed a corporate "Gold Standard" for cancer education, prevention, early detection and clinical trial availability through corporate health plans. Its members are committed to implementing the Gold Standard within their own organizations, benefiting more than 30 million Americans. In addition, West Virginia Governor Bob Wise, also a C-Change member, has taken his commitment further by pledging to implement the Gold Standard for his state's employees. The Gold Standard will be launched to other leading companies and by additional governors nationwide later this year.

"The Gold Standard represents a giant step forward in ensuring that American employees have access to the best preventive and therapeutic cancer care possible," said Robert Ingram, CEO Roundtable Chairman and Vice Chairman of Pharmaceuticals at GlaxoSmithKline.

C-CHANGE TO ACCELERATE THE ATTACK ON CANCER

PAGE 3

In addition, C-Change has developed seven teams that work to advance progress in key areas of cancer care. The seven C-Change teams are:

- Primary Prevention and Early Detection
- Cancer Research
- State Cancer Plans
- Access to Quality Cancer Care
- Clinical Trials
- Cancer Workforce Study Group
- Taskforce on State Tobacco Funding

During 2003, the teams accomplished a number of milestones on the way to reaching C-Change's goal, including hosting the first-ever ever "National Summit on the Primary Prevention and Early Detection of Cancer" to develop a coordinated national strategy for cancer prevention and early detection. This summit was made possible by the generous support of the American Legacy Foundation, whose CEO Cheryl Heaton is a C-Change member.

In 2004, these seven teams will continue to tackle such important issues as supporting the states in their efforts to eliminate tobacco use, decreasing cancer disparities, increasing participation in clinical studies, advancing research of new, innovative cancer treatments, reaching underserved communities with information about screening and prevention, and bolstering the number of oncology professionals working to provide care to cancer patients.

The organization also has identified areas where the American public can contribute to its efforts to eliminate cancer as a major public health problem. A recent C-Change survey of Americans' attitudes and perceptions of cancer shows that the majority of Americans fear cancer more than other major disease, including heart disease and diabetes. The survey also revealed that people are aware of the things they can do to prevent cancer, but are not always doing them. Of those surveyed, 91 percent said they would be willing to change their lifestyle if they knew it would decrease their risk of getting cancer, however, only 61 percent of respondents admit to changing their lifestyle to reduce their cancer risk. In addition, 80 percent of those surveyed said they would participate in a clinical research study if they were diagnosed with cancer, yet in reality only three to five percent of patients diagnosed with cancer participate in clinical trials.

C-CHANGE TO ACCELERATE THE ATTACK ON CANCER

PAGE 4

“What we are seeing here is a dramatic gap between awareness and behavior,” says Dr. LaSalle Leffall Jr., Chair, C-Change Board of Directors and Charles R. Drew Professor of Surgery, Howard University College of Medicine. “We as a society are making great progress in the fight against cancer, but we can do more. 70 percent of all cancer deaths are preventable. We want to educate people and help them make important changes to save lives and eliminate suffering and death.”

According to data recently compiled by C-Change, improvements in early detection have prevented nearly 220,000 cancer deaths from 1991-2000. If Americans continue to follow screening guidelines and adopt other proven preventive behaviors, we can make significant progress in reaching our goal to reduce cancer incidence and mortality.

If women are screened regularly for breast cancer, their risk can be reduced by as much as 16 percent. Yet, 30 percent of women age 40 and older in the United States are not getting annual mammograms as they should. In addition, people’s risk of dying from colorectal cancer can be reduced by as much as 60 percent if they are properly screened, but an estimated 60 percent of American men and women age 50 and older are not being screened properly for this disease. Ensuring the availability of screening tests for all Americans and making significant reductions in tobacco use will dramatically impact cancer incidence and mortality in the United States. Tobacco use causes one-third of all cancer cases. Unfortunately, more than 22 percent of American adults still use tobacco.

C-CHANGE TO ACCELERATE THE ATTACK ON CANCER

PAGE 5

C-Change was founded in 1998 as the National Dialogue on Cancer. C-Change is a 501 (c)(3) nonprofit organization that brings together principal leaders of key organizations, institutions, and other constituencies from the public, private and not-for-profit sectors, including patient advocacy and voluntary health organizations, as co-equal partners united to eliminate cancer as a major public health problem. C-Change's members include individuals representing:

- governmental agencies devoted to cancer research, public health and/or applications
- academic cancer centers
- private, for-profit companies
- nonprofit advocacy/consumer organizations, including patient advocacy and voluntary health organizations
- professional organizations representing groups of individuals and/or organizations with a common interest in cancer
- congressional, administration, state government officials and the media

The organization provides a unique platform for defining a common vision to combat cancer; it is the first organization to assemble leaders from all three sectors of the cancer community. For more information and a full listing of members, visit the C-Change Web site at www.c-changetogether.org.