

ADVOCACY INVOLVEMENT

A. Advocacy Organization/Advocate(s) Selection and Engagement to Date.

The advocate for this application is Linda Cady and her organization is Between Women Inc.

Linda Cady is Founder/Executive Director of Between Women, a non-profit breast cancer organization in Imperial County, California. For many years Linda and her organization have served the breast cancer community in Imperial County, an underserved and disadvantaged community. Linda is an eighteen-year breast cancer survivor and devoted leader in breast cancer awareness activism. Linda, a member of the National Breast Cancer Coalition for 11 years, is currently serving as Secretary for CABCO and has served as a Consumer Reviewer for the DoD BCRP since 2007; Linda is a Project LEAD Grad: Quality Care LEAD 2005, Project LEAD 2007 and Clinical Trials LEAD 2010; In 2012 Linda served as a Reviewer for PCORI, Patient Centered Outcomes Research Institute. Linda's experience with the underserved breast cancer patient community and advocacy organizations well qualify her as the best advocate for this application. Linda's devotion and achievement are inspiring to Dr. Zhang and his team. Linda will aid Dr. Zhang to focus on the research direction that is of greatest relevance to breast cancer, remind the team of the urgency in identifying solutions and encourage the scientists to translating basic research into therapeutic application. Furthermore Linda will discuss all phases: project design, progress, implementation and interpretation with the team through regular communications and in-person meetings and disseminate the research finding to her organizations, affected communities and policymakers. Linda's goal is ending breast cancer.

Linda has been communicating with the PI's group on this project since October, 2012. Together, Linda with the PI wrote the Letter of Intent. Besides numerous emails/telephone conversations and attending the Webinar on Advocacy Involvement given by the CBCRP team, Linda and Dr. Zhang's team had a 3-hour in-person meeting on February 8, 2013. At the meeting Dr. Zhang further explained the project to Linda in terms Linda completely understood and the proposal was then discussed in details. Linda also toured the PI's research facility and is eager about the research work. Furthermore, Linda has been very supportive and encouraging. She introduced the inspiring movie 'Living Proof' to the PI to encourage the research team. Sharing the same passion, both Linda and the Dr. Zhang are very excited about writing the full application and the future opportunity to work together on the project. While writing together the Lay Abstract, Critical Path & Underserved and Advocacy Involvement, Linda made some important points and the points were well taken and incorporated in the proposal. With her first hand experience with TNBC patients, Linda urged Dr. Zhang's team to also focus the current application on finding treatment for TNBC.

B. Advocate(s) Role in Proposed Research.

Linda, the advocate will play the following roles in the proposed research project:

- Identify research questions that would directly impact patients; Write the Lay Abstract, Advocacy Involvement and Letter of Commitment together with the PI and provide input on the full proposal.
- Offer a patient perspective on research design and goals such as identifying translational potentials.
- Encourage the research team by reminding the team of the urgency in ending breast cancer.
- Attend quarterly the face-to-face meetings with the research team.
- Disseminate research results and progress reports to her organizations, affected communities, other lay audience and policymakers.
- Help to identify potential funding opportunities.

C. Meeting and Payment Plans.

Dr. Zhang and Linda will hold quarterly in-person meetings on Sanford Burnham Medical Research Institute campus. The meetings will be in August 2014, November 2014, February, May, August and November 2015, respectively. Between meetings, email or teleconferences will be used for communications. The compensation will go directly to Linda for her time and efforts spent on the project with \$6,300.00. In addition, transportation expenses for Linda will be reimbursed to attend quarterly meetings. Linda will attend the 2015 CBCRP symposium, and will be reimbursed \$400.00.

