

Module 1: Who are advocates?

Technical Assistance
Materials for Investigators
California Breast Cancer Research
Program

Research Advocacy

- Research advocacy began in 1930's in U.S.
- Cancer survivors doubled in number in the twenty years between 1990 - 2010 (6 million to 12 million)
 - Cancer advocacy has grown at faster rates in this time period
- Focus: awareness; education; fundraising; research

Advocates

- Represents a Community
 - Perspective beyond personal
- Affiliation/Connection
 - Link to community
- Experience
 - Knowledge & Skills



Advocates in CBCRP-Funded Research

Three criteria

- California residency
- Active involvement in an appropriate organization or community
- Ability to represent the priorities, concerns, needs and views of the community (or organization) and not only her/his personal perspective

Patient Advocate Backgrounds Are Varied

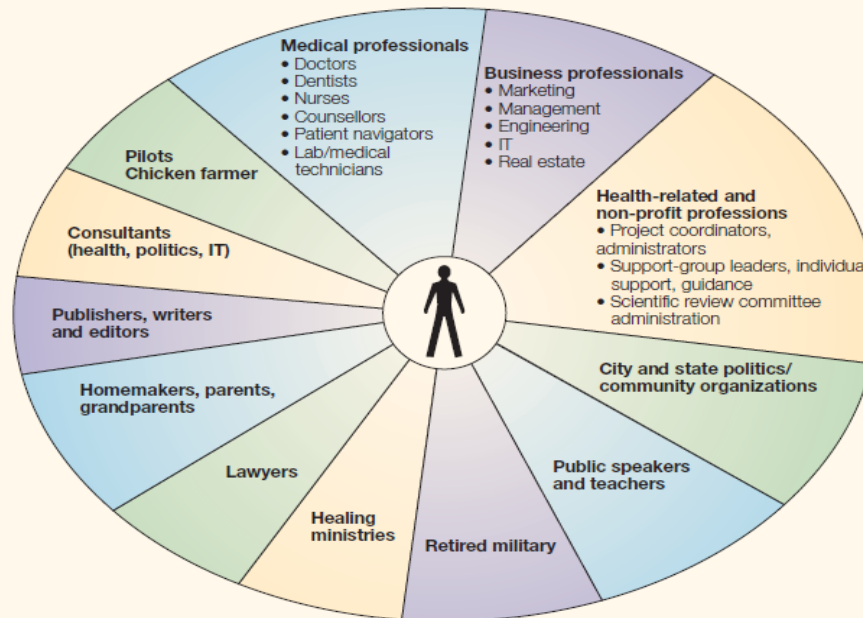


Figure 2 | **Patient advocate backgrounds.** Cancer patient advocates have come from diverse backgrounds, reflecting that people from all walks of life are affected by cancer, either personally or through a loved one. This often leaves them determined to help others in a similar situation and patient advocacy is one way of achieving this.

www.nature.com/reviews/cancer

Reach out to CBCRP

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