Module 1: Who are advocates?

Technical Assistance Materials for Investigators
California Breast Cancer Research Program
Research Advocacy

- Research advocacy began in the 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.

Reach out to CBC RP

- 1-888-313-2277
- Program Officers
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