



REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: November 18, 2008

SUBJECT: Proclamation – Susan G. Komen for the Cure

Report in Brief

The City Council has been asked to recognize and issue a Proclamation in recognition of the efforts put forth by the Susan G. Komen for the Cure organization on their continued search for the eradication of breast cancer.

Staff recommends that the City Council adopt the attached Proclamation reinforcing and showing support for the Susan G. Komen for the Cure organization and their outstanding efforts in searching for the cure to breast cancer.

Background

The Susan G. Komen for the Cure Foundation was formed in 1982 in an effort to find a cure for breast cancer. This organization has invested over \$1 billion and is the largest source of non-profit funding to fight this disease.

Discussion

This disease has touched many American families in some form. The City Council's adoption of the attached proclamation will state the City's continued support for the eradication of this disease and offer unified support in the hope that a cure will be discovered in the near future.

Fiscal Impact

None.

Public Contact

Posting of the City Council agenda.

Recommendation for Action

Staff recommends that the City Council adopt the attached Proclamation reinforcing and showing support for the Susan G. Komen for the Cure organization and their outstanding efforts in searching for the cure to breast cancer.

Prepared by: Sue Vannucci, Director of
Administrative Services
and City Clerk

Mark G. Deven
City Manager

Enclosure: Proclamation
Informational Materials

City of Woodland

Proclamation Susan G. Komen for the Cure

WHEREAS, the Susan G. Komen for the Cure organization was formed in 1982 by Susan's sister Nancy G. Brinker, to fulfill a promise to her dying sibling to do everything she could to find a cure for this horrible disease; and,

WHEREAS, since it's formation, this non-profit organization has invested more than \$1 billion towards the research and development of sources of a cure and education; and,

WHEREAS, efforts have been focused on early detection raising the percentage of those who submit to annual examinations from 40% to 75% and the five year survival rate has risen from 74% to 98%; and,

WHEREAS, Susan G. Komen for the Cure is the largest grassroots network of breast cancer survivors working to save lives, ensure quality care and support science to find the cure; and,

WHEREAS, over 700 new breast cancer cases and more than 100 deaths due to breast cancer are expected to occur within our immediate area alone during 2008; and,

WHEREAS, the Susan G. Komen for the Cure through it's monetary, educational and preventative measures has become one of the prominent supporters in the efforts to eradicate this disease.

NOW, THEREFORE, the City Council of the City of Woodland does hereby proclaim their support for the Susan B. Komen for the Cure organization, commends them for their continuous fight against breast cancer and encourages all citizens to participate in whatever form to assist them in these efforts.

Dated this 18thday of November, 2008.

Marlin H. Davies, Mayor

Artemio Pimentel, Vice-Mayor

Martie L. Dote, Council Member

William L. Marble, Council Member

Jeff W. Monroe, Council Member



Susan G. Komen for the Cure Leading the Global Movement to End Breast Cancer

Fulfilling the Promise

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure®, we have invested more than \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

Breast Cancer Then and Now

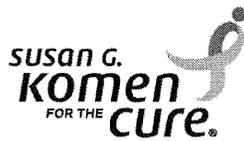
For the past 26 years, Komen for the Cure has played a critical role in every major advance in the fight against breast cancer – transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors. We are proud of our contribution to some real victories:

- **More early detection** – nearly 75 percent of women over 40 years old now receive regular mammograms, the single most effective tool for detecting breast cancer early (in 1982, less than 30 percent received a clinical exam).
- **More hope** – the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent (compared to 74 percent in 1982).
- **More research** – the federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).
- **More survivors** – America's 2.5 million breast cancers survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives.

Seeing it Through

Because so many millions of people are counting on us, we pledge to invest \$2 billion over the next decade to finish what we started.

- **Without a cure**, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer – a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.
- **Without a cure**, an estimated 5 million *Americans* will be diagnosed with breast cancer – and more than 1 million could die – over the next 25 years.
- **Without a cure**, an estimated 25 million women *around the world* will be diagnosed with breast cancer – and 10 million could die – over the next 25 years.



A Summary of Our Mission Investment Portfolio

Who We Are. What We Do. What Sets Us Apart.

Susan G. Komen for the Cure® celebrated its 25th anniversary with a new name, a new logo and a significant accomplishment: \$1 billion invested since our inception in the global fight against breast cancer. And we have pledged to invest another \$2 billion in the next decade in scientific research and community health programs. It will take investments of that level if we are to bring about a dramatic, unprecedented decline in breast cancer deaths over the next 10 to 15 years.

What distinguishes Komen for the Cure from other breast cancer organizations? It's our promise and how we bring it to life daily:

- We are the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.
- Next to the United States government, Susan G. Komen for the Cure is recognized as the world's largest source of nonprofit funds solely dedicated to the fight against breast cancer.
- Susan G. Komen for the Cure fights breast cancer on all fronts: in laboratories, in doctors' offices, throughout communities, in rural and urban areas and at the public policy level.
- No other breast cancer group can claim the depth and breadth of what we've done, and what we continue to do.

The Impact of Komen's Research: Leading Examples

Breast cancer is a disease that can take many different forms. Effective treatments are being developed to target the particular biology of a tumor as well as the distinctive biological traits of the patient. More people are surviving breast cancer today because of advances in targeted therapies, hormonal therapies and more effective use of chemotherapy and older, standard therapies:

- Susan G. Komen for the Cure funded research conducted by some of the earliest pioneers in targeted therapies. This includes early work in diagnosing HER 2 positive breast cancer and using the drug Herceptin to treat it.
- Komen for the Cure also funded the late Dr. Judah Folkman's concept that tumors need a blood supply to continue to grow which, years later, has resulted in effective treatments such as Avastin.
- Drugs that block hormones from "feeding" tumors are among the most successful treatments today. Komen was among the first supporters of Dr. V. Craig Jordan, who pioneered the use of tamoxifen as a hormonal breast cancer treatment.
- Newer anti-hormonal drugs called aromatase inhibitors, which can keep cancers from recurring, are now being tested to prevent the disease. Komen funds helped Dr. Angela Brodie pioneer the discovery of aromatase inhibitors.

A significant portion of Komen's research funding goes toward the new and exciting fields of cancer biology and genetics. Some Komen-sponsored programs already are making an impact



for patients, and early results from other grants show potential for the development of future cures.

- Dr. Joe Gray, who won the 2007 Komen Brinker Award for Scientific Distinction, used seed money from Komen to develop new techniques in the testing of drugs now being prescribed for other diseases to see if they might be useful in treating or preventing breast cancer. His lab is accomplishing in minutes what historically has taken decades.

Current treatments work best when breast cancer is detected early. Komen continues its investment into early detection, devoting research funds to the development of better screening methods and improving the precision and accuracy of existing screening tools.

- Dr. Sara Sukumar, with funding from Komen over the years, is looking at cells that come from a woman's milk ducts to see if they may someday become cancerous. In related work, she's shown in animals that delivering chemotherapy through these ducts might prevent cancer from developing at all.
- Magnetic resonance imaging (MRI) is now recognized as an important screening tool for women at high risk for developing breast cancer. The earliest use of MRI for breast cancer was made possible by Komen grants to Dr. Steven Harms, who first showed that MRI could be used to look at breast tissue, and to investigators such as Dr. Nola Hylton, who looked at its effectiveness in diagnosing breast cancer.
- Komen awarded two large grants totaling \$3 million to researchers at Yale University and Wayne State University who are studying ways to determine which women with ductal carcinoma in situ (DCIS) need treatment and which may not.

Komen works to ensure that all people, regardless of race, income, geographic location, or insurance status, have access to screening, and if diagnosed, to quality, effective treatment.

- Komen research in behavioral science and health communications has motivated women from all races and cultures to get mammograms and has contributed to screening rates reaching a peak of 75 percent across all groups.

The Power of Collaboration

Collaborating with leading cancer organizations is a smart way to reach our goal of ending breast cancer forever. We eliminate duplication of effort and benefit from the pioneering ideas of others. Komen's recent focus on partnerships and sponsored programs has resulted in highly visible and productive relationships:

- With AACR (the American Association for Cancer Research), we are partnering to create public efforts that address disparities in general cancer research, cancer prevention and breast cancer research.
- With ASCO (the American Society of Clinical Oncology), we are creating programs to look at the quality of cancer care across all regions of this country, and are providing funds for research in this area.
- We led an effort to bring all key opinion leaders in breast cancer together for the first Collaborative Breast Cancer Summit, held in November 2007. The meeting facilitated discussion around eliminating duplication of effort, sharing information and resources and creating collaborative programs to fund broad initiatives.

High-Profile Leadership, High-Impact Research Grants



As we review how our funds have contributed to the fight against breast cancer over the past 25 years, we also are moving ahead strategically to ensure that our future investments achieve maximum impact. As a result, Komen has revised its grant categories based on the direction of new leadership.

Noted Harvard oncologist and educator, Dr. Eric P. Winer, is Komen's new Chief Scientific Advisor. He leads Komen's Scientific Advisory Board (SAB) in shaping and guiding Komen's research decisions and strategy. Dr. Winer and the SAB are instrumental in commenting on and lending perspective to breaking news about breast cancer. The SAB members are:

- Dr. Melissa L. Bondy, University of Texas M.D. Anderson Cancer Center
- Dr. Powel Brown, Baylor College of Medicine
- Dr. H. Kim Lyerly, Duke University
- Dr. Amelie Ramirez, University of Texas Health Science Center at San Antonio
- Dr. George W. Sledge, Indiana University School of Medicine
- Dr. Sara Sukumar, Johns Hopkins University School of Medicine

A Summary of Komen's Research Grants Categories

- **Promise Grants** provide up to \$1.5 million annually over five years for integrated research programs that bring together laboratory and clinical investigators from different disciplines to work together to solve common causes of breast cancer mortality.
- **Investigator-Initiated Research Grants** provide up to \$600,000 over three years to stimulate exploration of new ideas and novel approaches in breast cancer research and clinical practice that will lead to reductions in breast cancer incidence and mortality within the next decade.
- **Career Catalyst Research (CCR) Grants** provide unique opportunities for scientists in the early stages of their careers to achieve research independence with an independent award of up to \$450,000 over three years. CCR investigators lead a research project addressing an important question in breast cancer research and complete a self-defined career development plan with support from a mentor committee.
- **Postdoctoral Fellowships** seek to attract pre-faculty scientists into breast cancer by providing up to \$60,000 annually over three years. Fellows develop skills and expertise in one of two research tracks, basic or translational research leading to reductions in breast cancer incidence and mortality.
- **Disparities Research:** A new request for application addressing one of our most important challenges in breast cancer, disparities in breast cancer screening, treatment and mortality, is currently being designed. We will work to identify where our research funding will have the greatest impact on breast cancer disparities and particularly, deaths from breast cancer among minority and underserved populations.