



Susan G. Komen for the Cure is proud to be a sustaining member of EACR, and congratulates the Association on its 40th anniversary.

Ending the Global Breast Cancer Crisis

Susan G. Komen for the Cure, the world's largest grassroots network of breast cancer survivors and activists, is increasing its presence around the globe in an effort to end the disease for all women, regardless of race, geography or economic status. To that end, Komen for the Cure is working as both instigator and collaborator with advocates from around the globe to identify and address breast health concerns.

Global Advocate Summit

In September 2007, Komen held a first-of-its-kind Global Advocate Summit in Budapest, Hungary, uniting more than 50 advocates from five continents to discuss breast cancer's impact on the global healthcare system. Komen for the Cure Founder Ambassador Nancy G. Brinker opened the Summit, highlighting the global breast cancer crisis with more than one million women and men being diagnosed every year and more than 400,000 people dying from the disease. First Lady of the United States Mrs. Laura Bush and Dr. Klara Dobrev, wife of the Hungarian Prime Minister, served as Honorary Co-Chairs of the event.

At the Summit, 25 U.S. delegates representing 21 states joined delegates from more than 30 countries, all of whom were selected by Komen for their records of activism and success in the fight against breast cancer. Collectively, these women and men have contributed to breast cancer detection and treatment advances through community outreach, shaping public policy, offering health



LaSalle Leffall, Edit Olah, Nancy G Brinker and Miklos Kasler at EACR-19 in Budapest in 2006

education, providing survivor support and fundraising.

Komen Global Summit Honorary Co-Chair Mrs. Laura Bush, a longtime Komen volunteer and breast cancer advocate, welcomed the delegates via a recorded video message. "Komen has lifted taboos, and increased breast-cancer awareness...because of these efforts, millions of women now enjoy longer and healthier lives," said Mrs. Bush. "One day, your work will lead to a cure—and this historic gathering is an important step."

International Expansion

The Global Summit also provided the backdrop for Komen to announce the 'Global Initiative for Breast Cancer Awareness', a worldwide expansion to create sustainable breast cancer outreach and education programs in 10 countries: Brazil, Costa Rica, Ghana, India, Jordan, Mexico, Romania, Saudi Arabia, Ukraine and United Arab Emirates. The countries with the greatest needs and highest potential for change were selected based on data from the World Health Organization and information from Komen's grants in more than 50 countries. Komen has developed five in-depth training modules to be rolled out in each country,

which capture the organization's methodology and best practices: community assessment, volunteer and organization development, awareness & education, fundraising and advocacy.

In January 2008, Komen entered the next phase of the Global Initiative by welcoming a landmark group of dedicated breast cancer advocates from around the world for a five-day intensive training-of-trainers session called Course for the Cure™. The overall objective of the Global Initiative is in keeping with Komen's domestic agenda: find ways to decrease breast cancer incidence and mortality. Course for the Cure™ is designed to prepare advocates to do the following: objectively assess the breast health and breast cancer needs of their communities; recruit, organize and retain volunteers; build breast cancer awareness and provide educational options for their community members and raise the funds needed to carry out their objectives.

Global Initiative advocates have pledged to help coordinate readily available resources and adapt Komen's breast cancer advocacy success model to the practical, political and cultural realities of their respective countries. Advocates will work with government entities and non-governmental organizations to educate girls and women about breast health and breast cancer through community-based training workshops. The workshops will include grassroots health educators, NGO workers, nurses, students and local community leaders. As a result, a network of dedicated, trained advocates will be put in place, armed with the tools they need to improve breast cancer outcomes.