

**California Breast Cancer Research Council Meeting Minutes  
November 22, 2002  
Los Angeles, CA**

**Members Present:** Ellen Mahoney, Sandy Walsh, Anna Wu, Elaine Ashby, Janet Howard-Espinoza, Vicki Boriack, Robert Kaplan, Debra Oto-Kent, Dorothy Bainton, Michael Figueroa, Jacqueline Papkoff

**Members Absent:** Craig Henderson, Georjean Stoodt, Irene Linayao-Putman, Diana Chingos

**Staff Present:** Laurence Fitzgerald, Larry Gruder, Marion Kavanaugh-Lynch, Katherine McKenzie, Walter Price, Roslyn Roberts

**Guests:** Marj Plumb, Consultant, Marcus Doane, Department of Health Services; Michele Rakoff, guest speaker; Nancy Evans, guest speaker; Anitha Mitchell, guest speaker

**I. Call to Order and Introduction:**

Chair Anna Wu called the meeting to order at 9:00 a.m.

**II. Priority-Setting Presentation**

Three guests were invited to assist the CBCRP in the creation of a systematic process to assess the Programs' priorities and its efforts to achieve major outcomes. Priority criterion number four, which addresses public health outcomes and the identification and implementation of best practices in prevention, earliest detection, effective treatments and quality of life with was split into two areas. The guests, a clinician, an advocate and an environmentalist, presented on current issues, dilemmas and controversies in prevention and early detection of breast cancer. Discussion followed and recommendations were made to the Council on where breast cancer research funding would be most effective.

The January Council meeting will include presentations on the second part of criterion number four, treatment and quality of life.

**III. Approval of November 22, 2002 Minutes: (*Attachment 1*)**

The minutes were rewritten to incorporate comments in the Director's Report to read as follows "Mhel introduced the new CBCRP logo to the Council and offered three variations of its symbolic relationship to the program. The two breast images from the old logo have been stylized into the new logo design. The linking rings represent our collaborative efforts in bringing the scientific investigators and the community together; the images outside the box represent the unknown part of breast cancer research. Another concept is that the link 'outside the box' represents our focus on supporting innovative research and encouraging investigators to broaden their thinking, explore the unknown, and take the risks that might result in greater rewards."

The last sentence of the fifth paragraph, section III, was corrected to read "Ron Burkle".

**Motion: A motion was made by Vice Chair Sandy Walsh to approve the minutes as corrected. The motion was seconded by Robert Kaplan and passed unanimously.**

#### **IV. Director's Report:**

Mhel Kavanaugh-Lynch and consultant Marj Plumb reenacted of their presentation of the CBCRP Community Partnership Program to Executive Committee Members during a meeting held on November 15, 2002 at Paramount Studio in Hollywood, CA.

Mhel discussed the status of the tax check-off program, reporting that with two months remaining, contributions this year are already over \$724,000, surpassing last year's figures by approximately \$100,000. Other fundraising activities include CBCRP being featured at a Warrior Basketball game scheduled for March, 2003.

The CRC Concept Paper Review Committee is scheduled to meet December 11-12, 2002 to review a total of thirteen applications. All other applications, due January 9, 2003, are scheduled to be reviewed in March-April, 2003. Mhel encouraged those Council members who have not attended a CBCRP review committee meeting to observe the process.

Mhel provided an update on the new CBCRP web site which is scheduled to launch the beginning of February, 2003. Copies of the 2002 Advances in Breast Cancer Report were distributed to Council members. They were encouraged to review the draft of the 2003 Annual Report/Advances and make edits, suggestions or comments.

Katherine Mc Kenzie reported on the collaborative efforts between CBCRP, its sister program Tobacco-Related Disease Research Program (TRDRP) and the American Cancer Society (ACS) to co-sponsor a workshop on "Smoking and Breast Cancer" to be conducted during the TRDRP Annual Investigator Meeting in San Jose on December 4, 2002.

She also presented details of "The Breast Cancer Course for Researchers" hosted by the Susan Love MD Breast Cancer Research Foundation in partnership with the CBCRP to be held March 26-27, 2003 in Santa Barbara, CA. This course is intended to give researchers in the field of breast cancer a broad understanding of the disease and a context for their work.

Mhel spoke briefly regarding a request for the CBCRP to work in conjunction with UC Davis and NCI to possibly co-sponsor an international conference on pre-clinical mouse models in breast cancer. She offered that although the CBCRP was not interested in being a co-sponsor, the organizers would be invited to submit a Joining Forces Conference Award. Larry Fitzgerald will be appointed to the organizing committee.

In addition, Mhel stated that she has received an invitation to participate on a panel consisting of funders at the annual meeting of Community Campus Partnerships for Health. In addition, CBCRP will be hosting a reception targeting an audience of California community-based organizations, which presents an opportunity to promote and educate Californians about the CRC awards. The annual meeting of the Community Campus Partnerships for Health scheduled in April, 2003, in San Diego, CA.

#### **V. Committee Reports**

##### **A. Collaboration with BCEDP (Attachment 9)**

Debra Oto-Kent, newly appointed Chair for the BCEDP Committee reported on its purpose and priorities. They decided to forego further discussions until the upcoming conference call. The committee also discussed its involvement in the 2003 Symposium and anticipates presenting more historical data including defining the mechanisms, passage of the tobacco tax, and spotlighting the people reached by the partnerships throughout the state.

## **B. Outreach (Attachment 10)**

Ellen Mahoney reported on the Outreach Committee's effort to utilize the newsletter to raise awareness of and enthusiasm for, the Program. She invited the Council to review tentative articles to be included in the January, 2003 newsletter.

The Outreach Committee is attempting to satisfy two objectives for the 2003 Symposium. One is to celebrate 10 years by honoring the activists instrumental in the Program's conception and the historically inspiring story of how it actually came about. The other objective is to highlight environmental issues including cause, risk reduction and prevention. Ellen went on to outline the schedule for the 2003 Symposium scheduled for September 12-14, 2003.

### **1. Priority Setting (Attachment 11)**

Marj Plumb reintroduced the Priority Setting Binders which included updated materials recapping the Council discussion of the State Plan to Control Breast and Cervical Cancer, and the IDEA award presentation. Panel discussions are being scheduled for the January Council meeting with the focus being treatment and quality of life. Marj then outlined a work plan to develop four of the criteria areas: criterion two, recruit, maintain and develop high quality investigators to engage in breast cancer research; criterion four, reducing disparities and addressing the needs of the underserved; criterion five, leads to new products and technologies; and criterion nine, the burden of breast cancer specifically for California.

## **VI. New Business**

### **A. Discussion of Report on Increasing Health Policy Research (Attachment 12)**

Mhel Kavanaugh-Lynch provided background on the Council's attempt to increase the number of health policy research applications received and the Program's impact on policy through the research it funds. Marj Plumb and Associates was contracted to develop a report and make recommendations on how to proactively address methods for funding health policy in the breast cancer arena.

Marj Plumb offered that the CBCRP could attain its objectives by establishing a mechanism to fund policy research on current policy questions and by continuing to improve its outreach to policy researchers. She recommended that the CBCRP establish a mechanism to commission papers and studies on policy issues and disseminate that information to the appropriate communities and decision makers. In addition, improvements could be made to the existing application process which would increase response by policy researchers. She suggested CBCRP establish a database of policy researchers and agencies and the CBCRP should be listed in foundation directories, to improve the likelihood that policy researchers will find CBCRP.

The Council discussed the recommendations and decided to defer a decision to a future meeting.

### **B. New Mission Statement**

Mhel presented the Council with the new mission statement developed by members of the Council and Betsy Kruglick of the Pacific Group. After discussion, the Council adopted the following new Mission Statement:

***"Our mission is to eliminate Breast Cancer by leading innovation in research, communication and collaboration among California scientific and lay communities".***

**MOTION: Elaine Ashby motioned that the Council adopt the new mission statement  
The motion was seconded by Janet Howard-Espinoza and passed unanimously.**

**C. Final 2002-2003 Council Calendar (Attachment 13)**

The Council finalized the 2002-2003 Calendar.

**VII. Adjournment**

The meeting was adjourned at 4:30 pm.