

# C3: Momentum

News from C3: Colorectal Cancer Coalition

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## This March, Turn Your Talk into Action



**CARLEA BAUMAN**  
C3 PRESIDENT

day operations.

During March, Colorectal Cancer Awareness Month, taking action—as opposed to just talking—is even more important.

### What kind of action?

- » **Inspirational action:** when colorectal cancer advocates join together, walk up the steps of the United States Capitol and demand that our government take action against colorectal cancer.
- » **Empowering action:** when each and every person touched by colorectal cancer learns that his or her voice makes a difference, whether the voice is a patient asking questions of his or her doctor or an advocate asking for research funding from Congress.
- » **Discovery action:** as dedicated researchers and clinical trial participants lead us to new discoveries and ultimately, the ability to win our fight against colorectal cancer.

Why is action so important? **Action gets things done.** And while we've come far, we still have a lot to get done.

Breast cancer advocates learned this decades ago. Their accomplishments are striking – and vividly illustrate the work that needs to be done by a growing cadre of colorectal

If it's not accompanied by some kind of action, "TALK" is just another four-letter word. That's the view of C3: Colorectal Cancer Coalition (C3). An urgent call to action is part of our vision, mission and day-to-

cancer advocates. For example, our government provided \$712M for breast cancer research in 2006, compared to \$244M for colorectal cancer. Insurance coverage for mammograms is offered in every state of the union versus only 25 for colorectal cancer. And more Americans die from colorectal cancer each year than from breast cancer.

**At C3, we like to say that awareness without action is meaningless.**

When you wear the colorectal cancer Blue Star of Hope, set your personal action bar higher. You know that simply wearing a pin won't end colorectal cancer. So, use the pin to symbolize your greater advocacy. At C3, we say "Take Action." Push your elected officials... push the health care professionals in your life...push us. Everyone needs to do more, and we need to do it better.

C3's mission is to win the fight against colorectal cancer through research, empowerment and access.

### Through Education and Awareness:

- » [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) offers near-daily updates in treatments and research for patients, families and medical professionals.
- » This quarterly newsletter, *Momentum*, is sent free to everyone who is interested in C3's work.
- » The C3 Answer Line at 877-4CRC-111 (877-427-2111) provides callers with medically-reviewed and unbiased information about colorectal cancer.

### Through Research:

- » C3 is awarding a grant this spring to a researcher exploring treatments for late-stage colorectal cancer.
- » C3's third annual Research Advocacy Training held earlier this year taught advocates to serve effectively on groups that oversee the development of clinical trials in our country.
- » The National Cancer Institute (NCI) is expected to complete its colorectal cancer progress report this spring, thanks to urging from C3. C3 will help NCI implement the recommendations of the report.

### Through Policy:

- » C3's **Cover Your Butt Campaign** supports three bills that together will guarantee coverage of nearly every butt in America that should be screened: those belonging to the poor and underserved, the elderly and those with private insurance.
- » This month, C3 advocates will lobby their members of Congress in support of the **Cover Your Butt Campaign**. Advocates will make face-to-face visits on Capitol Hill on Tuesday, March 11th. And on Wednesday, March 19th, we urge every person reading this to participate in the "Congressional Butt-In", a one-day phone blitz to Capitol Hill. **See page 4 and MAKE THE CALL!** To learn how else you can make a difference, visit [www.CoverYourButt.org](http://www.CoverYourButt.org).

**Education + Research +  
Policy + YOU = Action**  
**Join us.**

**C3's mission is to win the fight against colorectal cancer through research, empowerment and access.**

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## Dusty's Recipe for Action



DUSTY WEAVER  
GRASSROOTS  
COORDINATOR

I became a colorectal cancer advocate almost three years past my diagnosis. It was more of a "why not?" sort of thing and I relied on the encouragement of more experienced advocates to keep me engaged. But as time passed, I did more. I learned that I

liked doing it and that I was good at it. I saw it as a way to repay those who helped me during the early days of my diagnosis. Later, it helped keep me connected to the world of cancer after I'd heard those beautiful letters, N.E.D. (No Evidence of Disease).

Finally, I began to see that my work as a colorectal cancer advocate made me a better citizen. Many complain about "those folks in Washington" being the problem with the state of affairs. Today, I see the problem is us "ordinary people" giving up. It may sound cliché, but it's true: When we choose to not participate in the process we have no one to blame but ourselves.

Through my advocacy work, I have met so

many people affected by cancer. Some are still in active treatment while others are many disease-free years past diagnosis. We are not professional lobbyists who live in Washington, DC and make daily visits to Capitol Hill. We are everyday people who have a desire to be more than angry about cancer. We are driven to take informed action by doing what we can with what we have.

I've lost a few of my fellow advocates over the years to this disease. Their spirits, their passion and their commitment to ending colorectal cancer live on in our work. Every email I send, and every visit and phone call I make to Capitol Hill is done in their honor. So, in a sense, they are still here with me.

I am eight years past my diagnosis. But I will continue to speak for those who, for whatever reason, cannot speak out for themselves. I am a regular person who refuses to simply complain about the way things are but someone who works to change things to what they could be.

You can be too.

*"I cannot change the fact that I got cancer, but I can control how I allow cancer to change my life."*

**Frankly Speaking About Colorectal Cancer**

Frankly Speaking About Colorectal Cancer is a new, national patient education program developed by The Wellness Community and C3. The free program guide and educational workshop empowers you with the tools and confidence you need to discuss colorectal cancer with your health care providers, friends and family.

To find a workshop near you or to order your free Frankly Speaking about Colorectal Cancer guide call 1-888-793-WELL.

Join us March 15, 2008 at the Helen F. Graham Cancer Center in Newark, Delaware for the first of many free Frankly Speaking About Colorectal Cancer workshops across the country. For more details or to reserve your spot call TWC-Delaware, (302)-995-2850

## ACTION = Policy + Education + Research + YOU

As part of Colorectal Cancer Awareness Month, step up your commitment to the fight against colorectal cancer. Here's what C3 is doing to take **ACTION** against colorectal cancer. Remember, without action, talk is just another four letter word. Become part of the equation. Join us today!

### POLICY

#### What C3 Is Doing

Advocating for three pieces of federal legislation that, if passed, will provide coverage for screening and treatment of nearly every butt in America. The Cover Your Butt Campaign needs your help!

Fighting for more federal dollars for researchers looking for better screening, better treatments and ultimately a cure for colorectal cancer.

Pushing for additional resources for the Food and Drug Administration (FDA) to make sure that colorectal cancer treatments are safe and effective.

#### What You Can Do

▶▶▶ Log onto [www.CoverYourButt.org](http://www.CoverYourButt.org) and take action today. Send an email to your legislators and demand that they "Cover Your Butt!" ▶▶▶ Join the Congressional Butt-In on Wednesday, March 19. Flip to page 4 to learn how.

▶▶▶ Become a "One Minute Advocate" at [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) and urge your elected officials to support cancer research by funding the National Cancer Institute's (NCI) Fiscal Year 2009 By-Pass Budget.

▶▶▶ Go to [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) to learn why FDA needs support to fulfill its mission.

### EDUCATION

#### What C3 Is Doing

Providing answers to your colorectal cancer questions.

Publishing information about clinical trials on our website and in our printed and emailed newsletters.

Empowering patients to become their own best advocates when it comes to their treatment plans.

#### What You Can Do

▶▶▶ Call the C3 Answer Line at 877-4CRC-111 (877-427-2111) ▶▶▶ Go to [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) to get accurate and up-to-date colorectal cancer information.

▶▶▶ Consider enrolling in a clinical trial. Call the C3 Answer Line at 877-4CRC-111 (877-427-2111) for more information. ▶▶▶ Subscribe to our free newsletters at [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org)

▶▶▶ Know your colorectal cancer risks and follow an individual plan for screening. ▶▶▶ Visit [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) and learn all you can about your own colorectal cancer diagnosis ▶▶▶ Get a written survivorship plan when you finish treatment.

### RESEARCH

#### What C3 Is Doing

Funding research to beat late stage colorectal cancer.

Training patient advocates to help us shape the colorectal cancer research agenda by sitting on national committees that oversee clinical trials.

Working with NCI, FDA and the Centers for Medicare and Medicaid Services (CMS) to fight for policies that strengthen research and services to patients.

▶▶▶ Advocating to streamline research to get safe and effective treatments to patients faster. ▶▶▶ Pushing NCI development of a comprehensive research portfolio aimed at beating colorectal cancer. ▶▶▶ Working with FDA and drug manufacturers to ensure that once drugs are approved, research continues to study safe and effective management of side effects like rash, neuropathy, anemia and high blood pressure. ▶▶▶ Advocating that FDA, CMS, and private health insurers make policy decisions that are based on research evidence and in the best interest of patients.

#### What You Can Do

▶▶▶ Donate to C3's Lisa Fund and help us reach our 2008 goal. Log on to [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) or call 703-548-1225 to make a secure gift.

▶▶▶ Learn about the latest in colorectal cancer research by reading the C3 News and Events blog at [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org). ▶▶▶ Keep up to date by getting News and Events by RSS or email subscription.

▶▶▶ Become a C3 "One Minute Advocate" to support adequate funding for NCI and FDA, and payment for colorectal cancer treatment costs.

▶▶▶ Support C3's lifesaving research advocacy efforts with a donation. Log on to [www.FightColorectalCancer.org](http://www.FightColorectalCancer.org) or call 703-548-1225 to make a secure gift.



C3'S THIRD ANNUAL RESEARCH ADVOCACY TRAINING  
JANUARY 25-26, 2008, ORLANDO, FLORIDA



1225 King Street  
2nd Floor  
Alexandria, VA 22314

Register to receive  
future issues of *Momentum* at  
[www.FightColorectalCancer.org/momentum](http://www.FightColorectalCancer.org/momentum)

To make corrections to your contact information  
or remove your name from our mailing list,  
please send an email to  
[info@FightColorectalCancer.org](mailto:info@FightColorectalCancer.org)  
or call our office at 703-548-1225.



**Who:** You!

**What:** Call Congress and demand  
that they cover your butt!

**When:** Wednesday, March 19th

**Where:** By telephone

**How:** Call 866-615-3375 to get  
connected to Congress

On Wednesday, March 19th anytime from  
9 AM to 5:30 PM EDT, call 866-615-3375.

You only have to make one call. You will be  
prompted to enter your zip code, and be  
directly connected to the offices of your  
Members of Congress (your two senators and  
representative).

When you reach the offices, simply say, "I  
urge my Senator/Representative to support  
colorectal cancer legislation and COVER MY  
BUTT!"

The more phone calls the offices receive, the  
better chance these bills have of getting passed  
so **urge your friends and family to join you  
in the Congressional Butt-In on Wednesday,  
March 19th!**

For more information on the butt-covering  
bills currently in Congress, log on to [www.CoverYourButt.org](http://www.CoverYourButt.org).

*Made possible thanks to a grant from Genentech BioOncology.*