



The **BREAST HEALTH
GLOBAL INITIATIVE**

PARTNERSHIP PROPOSAL 2010 ▲ 2011

BHGI Leadership Commentary



The **BHGI Summit in 2010 on Optimizing Healthcare Delivery will be a very important meeting** that is relevant not only to low- and middle-income countries, but to all countries.

Eduardo Cazap, MD

President, SLACOM-Sociedad Latino Americana y del Caribe de Oncologia Medica • President-Elect, UICC-International Union Against Cancer • Member, BHGI Steering Committee

SLACOM will be the Collaborating Host Organization of the 2010 BHGI Global Summit on International Breast Health: Optimizing Healthcare Delivery.



Following the successful 2007 Global Summit in Budapest, and the publication of the second edition of the Guidelines for International Breast Health and Cancer Control oriented to countries with limited resources, the Breast Health Global Initiative is poised to expand its implementation strategies and validate prospectively the principles on which its activities have been based to date. To accomplish this aim, the **BHGI fosters ongoing interactions between the clinical, advocacy, and public health research communities to advance systemic change for improved breast healthcare through collective engagement.**

The challenge for the 2010 Global Summit on International Breast Health in Washington will be to bring together a broad spectrum of governments, NGOs, key opinion leaders, medical experts, health ministries, medical associations, and pharmaceutical and technology companies to achieve our mission and to amplify internationally the initiatives undertaken by the BHGI.

Gabriel N. Hortobágyi, MD, FACP

Professor and Chairman, Department of Breast Medical Oncology, The University of Texas M. D. Anderson Cancer Center • Chair, Executive Committee, Breast Health Global Initiative • Dr. Hortobágyi is Past President of the American Society of Clinical Oncology, 2006–2007. He is one of the world's leading authorities on the use of chemotherapy for breast cancer.



Cancer recognizes neither political nor geographic boundaries. Throughout the world, cancer is becoming an increasingly serious public health issue, with malignancies now killing more people worldwide each year than AIDS, malaria, and tuberculosis combined. By 2020, there are projected to be 20 million new cancer cases worldwide each year, with 70% of these occurring in developing countries. **The National Cancer Institute is pleased to partner in the Breast Health Global Initiative, which addresses the issue of breast cancer in developing countries, and pleased to be a supporter of the next BHGI Global Summit on International Breast Health: Optimizing Healthcare Delivery in Washington in 2010.**

Joe Harford, PhD

Director, Office of International Affairs, National Cancer Institute

Member, Executive Committee, Breast Health Global Initiative



Asia is the world's largest and most populous continent and contains 60% of the world's population. Although breast cancer is the commonest cancer in most countries in Asia, incidence rates remain low, although increasing at a more rapid rate than in the west, due to changes in the lifestyle and diet. Most of the Asian countries are low- and middle-income countries, where access to effective care is limited. Many Asian women are not aware of the importance of regular screening. **Cultural attitudes toward breast cancer screening tests, modesty, lack of encouragement by family members and physicians are the major inhibitors to women's participation in breast cancer screening. Because of the late detection and inadequate access to care, survival of women with breast cancer in Asia is lower than in the western countries.** Improving breast health in most of the Asian countries remains a challenge which may be overcome with collaboration from multiple sectors, both public and private, and the BHGI 2010 summit in Washington on "Optimizing Healthcare Delivery" will work towards overcoming this challenge.

Cheng-Har Yip, MD

Professor of Surgery, Dept of Surgery, University Malaya Medical Centre. Other positions: Secretary, College of Surgeons of Malaysia • Chairman, Breast and Endocrine Subspecialty Committee, National Specialist Register, Malaysia • Chairman, Development Group, Clinical Practice Guidelines for the Management of Breast Cancer in Malaysia • Vice-Chairperson, Malaysian Breast Cancer Council • Head, Breast Unit, Dept of Surgery, University Malaya Medical Centre • Member, Asian Breast Cancer Society • Member, Breast Surgery International

BHGI GLOBAL ALLIANCE PARTNERSHIP PROPOSAL 2010 ▲ 2011

Past BHGI alliance collaborations produced **three** successful Global Summits on International Breast Health that resulted in **three** consecutive published editions of resource-sensitive, evidence-based clinical *Guidelines for International Breast Health and Cancer Control* which have triggered international pilot projects and the development of physician educational curriculum.

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PARTNERSHIP PROPOSAL 2010 ▲ 2011

INTRODUCTION

BHGI has emerged as an important organization in the global cancer community producing outcomes through partnership. This is a two-year proposal to join the BHGI alliance.

The Breast Health Global Initiative (BHGI) is dedicated to the improvement of healthcare delivery to medically underserved women in the world through global partnerships.

Whether you are a valued past partner or a new prospective partner, we welcome your participation in the exciting 2-year BHGI Alliance program for 2010▲2011. There is no better time than **now** to be part of the BHGI alliance and our ground-breaking program that will focus on **optimizing healthcare delivery through Guidelines implementation in low- and middle-income countries (LMCs).**

How did BHGI begin?

In 2002, led by founder, chair and director, Dr. Benjamin O. Anderson, BHGI began through co-sponsorship of the **Fred Hutchinson Cancer Research Center** and **Susan G. Komen for the Cure**, who joined the power of medical research and science and the power of advocacy to establish the BHGI Alliance. This important global health alliance is now comprised of a strategic mix of public, private, for-profit and non-profit organizations from around the world. BHGI Alliance has a shared goal to produce tangible and successful health outcomes for underserved women throughout the world.

The BHGI Mission

The Breast Health Global Initiative (BHGI) strives to **develop, implement** and **study** evidence-based, economically feasible, and culturally appropriate Guidelines for International Breast Health and Cancer Control for low- and middle-income countries (LMCs) to improve breast health outcomes.

Accomplishments

From 2002-2008 the BHGI alliance developed a model approach, for developing resource-sensitive, evidence based clinical **Guidelines for International Breast Health and Cancer Control** ("Guidelines") to effectively detect, diagnose and treat breast cancer in low- and middle-income countries (LMCs) through publication of three landmark Guidelines publication series including consensus and special focus manuscripts on breast care delivery in LMCs.

Past alliance collaborations have resulted in **three** Global Summits on International Breast Health that produced **three** consecutive editions of resource-sensitive, evidence-based clinical Guidelines for International Breast Health and Cancer Control, cumulating in the 2008 publication in **Cancer: Guidelines for International Breast Health and Cancer Control—Implementation**, *Cancer* 2008; Vol 113/Issue 8, October 15, 2008 Supplement.

O V E R V I E W

Breast cancer is a global problem, and was recognized as a public health priority in 2005 by the World Health Organization.

It is the most common cause of cancer death in women worldwide. While past public health priorities in many developing countries focused on infectious disease, changing demographics and new understanding in healthcare resource strategies and medical science of breast cancer makes breast health and cancer control increasingly important and realistic priorities. International breast cancer programs and advocacy efforts provide an opportunity to build a strong foundation for improved healthcare systems, as well as improved women's healthcare overall.

The Importance of Partnerships

In an inter-dependent world, global alliances experience a higher rate of “success” than solitary approaches (accelerating objectives, improving or reducing costs aimed at outreach and reducing disease burdens). BHGI provides the opportunity to translate the knowledge and improvements in breast cancer morbidity and mortality, already achieved in wealthy countries, to low- and middle-income countries (LMCs).

BHGI is an outcome-oriented program that strives to **develop, implement** and **study** evidence-based, economically feasible, and culturally appropriate guidelines for “best practices with limited resources” oriented to low- and middle-income countries (LMCs) to improve breast health outcomes. Since 2002, BHGI has held a biennial global summit and produced a series of biennial clinical guidelines for breast health and cancer control for low- and middle income countries based upon **real** resources.

Guideline implementation is the core of a BHGI multi-year plan that has key focus areas:

- **Dissemination & Implementation Research** – D&I is a **new** growing area of research to study how knowledge can be transferred to successfully achieve improved health outcomes: reduced morbidity from breast cancer.
- **Research, education and training programs.**
- **Technology and informatics.**

B A C K G R O U N D

BHGI Alliance

In 2002, **Fred Hutchinson Cancer Research Center** and **Susan G. Komen for the Cure** joined the power of medical research and science and the power of advocacy to establish the BHGI alliance. The BHGI alliance has become an extensive international network of organizations and individuals involved in breast health. BHGI is an organizational hub for linkage and alliance between:

- Governmental and non-governmental organizations (NGOs)
- For-profit and non-profit organizations
- Advocacy organizations
- Foundations, medical and health associations
- Key opinion leaders, expert doctors, nurses, scientists, advocates and policy makers

BHGI Summits Produce Landmark Publications & Pilot Projects

The BHGI biennial *Global Summits on International Breast Health* (“Global Summit”) have been the foundational basis for development of the *Guidelines for International Breast Health and Cancer Control*. This highly successful series of meetings has paved the way to the current multi-year program phase focused on Guideline implementation through creation of international **learning laboratories** and **physician educational curricula development**.

2002 Global Summit, Seattle: Health Care Disparities

Produced the *Guidelines Publication: International Breast Health Care: Guidelines for Countries with Limited Healthcare Resources*, *Breast Journal*, May/June 2003: Vol. 9, Suppl 2

Consensus Statements: Early Detection Panel • Diagnosis Panel • Treatment Panel.

2005 Global Summit, Bethesda: Resource Stratification

Hosted by the National Cancer Institute, Office of International Affairs

Produced the *Guidelines* publication: *Guidelines for International Breast Health and Cancer Control*, *Breast Journal* 2006;12 Suppl 1:S117-120

These *Guidelines* introduced an economic stratification based on four levels of resources:

- **Basic level**—Core resources or fundamental services necessary for any breast healthcare system to function.
- **Limited level**—Second-tier resources or services that produce major improvements in outcome such as survival.
- **Enhanced level**—Third-tier resources or services that are optional but important, because they increase the number and quality of therapeutic options and patient choice.
- **Maximal level**—Highest-level resources or services used in some high resource countries that have lower priority on the basis of extreme cost and/or impracticality.

2007 Global Summit, Budapest: Guideline Implementation

Hosted by the American Society of Clinical Oncology (ASCO)

Hosted and held in association with the first-ever Susan G. Komen for Cure Global Breast Cancer Advocate Summit.

Produced the *Guidelines* publication: *Guidelines for International Breast Health and Cancer Control—Implementation*, *Cancer* 2008; Vol 113/Issue 8, October 15, 2008 Supplement

UPCOMING SUMMIT

- 2010** The next summit will be convened by the BHGI and SLACOM, the Latin American & Caribbean Society of Medical Oncology. Published outcome of the Summit will be submitted to *Lancet Oncology* for publication.

PRINCIPLES & ACTIVITIES

Structure for Linkages

The BHGI resource-stratified guidelines allow for **sequential step-wise improvements** in breast healthcare and cancer control in limited resource settings (“best practices with limited resources”).

The evidence-based *Guidelines* on early detection, diagnosis, and treatment of breast cancer and healthcare systems provide a **holistic perspective** by recognizing an existing healthcare system’s need to apply a **flexible framework**.

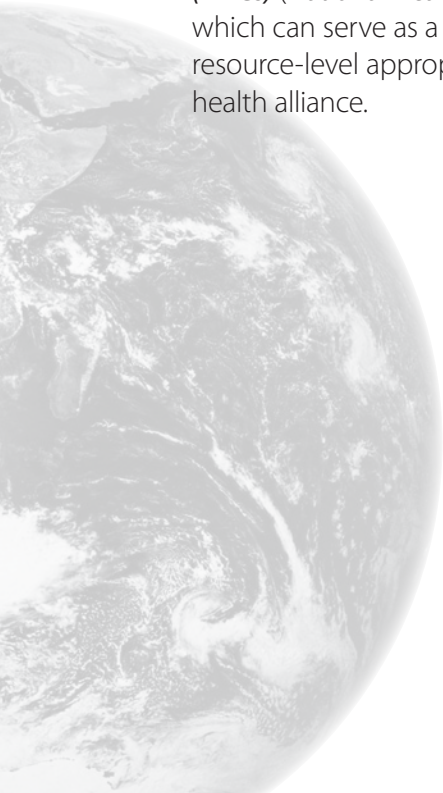
The process of guideline development has created an **international HUB for linkages and alliances** among the clinical community, healthcare policy makers, advocacy groups and non-governmental organizations (NGOs), and the public health sciences research community.

The **BHGI information HUB** serves to catalyze international collaborations that foster the development of pilot research and demonstration projects to improve breast healthcare in low- and middle-income countries.

The BHGI HUB provides a **common network** for 3 key groups to work together to **advance systematic change**:

- Clinicians and governmental healthcare agencies
- Advocacy and non-governmental organizations, non-profit and for-profit organizations
- Public health researchers

*The Institute of Medicine (IOM) report, *Cancer Control Opportunities in Low- and Middle-Income Countries (LMCs)* (National Academy Press, February 2007), recognized the BHGI as a **“highly innovative effort”** which can serve as a model program for resource-sensitive guideline development to address cancers with resource-level appropriate interventions in LMCs. The IOM report cites BHGI as a potential model for a global health alliance.



BHGI ALLIANCE PROGRAMS & OUTCOMES

BHGI alliance partners have an opportunity to contribute and collaborate in the programs outlined below.

A) BHGI Global Summit on International Breast Health: Optimizing Healthcare Delivery • June 2010, Washington, DC

This ground-breaking event will provide partners with an opportunity to learn about ongoing efforts to optimize healthcare delivery in a country or community within the common framework of the BHGI guidelines.



Washington, DC

Summit Structure

Each day of the *Global Summit on International Breast Health: Optimizing Healthcare Delivery* will address different healthcare scenarios.

- **Day 1** will address **low-income scenarios** in breast healthcare delivery. Basic level diagnosis and treatment are commonly fractionated or incomplete in low-income settings. Multidisciplinary approaches that provide a framework for care coordination, accurate diagnosis and basic level treatment will be emphasized. **Patient navigation** approaches will be discussed.
- **Day 2** will address **middle-income scenarios** in breast healthcare delivery. Treatment is often provided in this setting, but outcomes are hampered because patients commonly present with advanced stage disease. Topics will include practical early detection strategies that are tailored to economic and geographic constraints, with special focus on public education, use of clinical resources to facilitate patient selection and triage, and cost-effective imaging and tissue sampling strategies.
- **Day 3** will address **special limited capacity scenarios** in breast healthcare delivery. Topics will include settings with inadequate numbers of trained personnel, social obstacles that limit women participating in early detection programs, or economic situations that undermine access to care, despite possible financial resources.
- BHGI and the Latin American & Caribbean Society of Medical Oncology (SLACOM) will convene the biennial Global Summit in the nation's capital, bringing together collaborating national and international organizations to address the **optimization of breast healthcare delivery in limited resource countries.**

- Just prior to the BHGI Global Summit, **Susan G. Komen for the Cure**, a global leader in advocacy and the fight against breast cancer, will hold a global summit on international breast cancer advocacy (June 2010) in association with the BHGI summit, to be followed by the Susan G. Komen **GLOBAL Race for the Cure** (date to be announced), around the National Mall. It is anticipated that 50,000 breast cancer survivors, co-survivors, celebrities and activists will gather for the 20th annual Susan G. Komen Race for the Cure® in the nation's capital.
- For the first time, **the Global Summit will have open registration** allowing a wide audience of medical and global health experts, policy makers, and key opinion leaders from around the world to attend the Summit. Open registration will provide an exciting opportunity for new linkages.
- Partnering organizations are **proudly recognized** and **gratefully acknowledged** at the Summit and in BHGI communication tools over the two-year period.
- The 2010 Global Summit will provide a **working forum** to examine and report on the effectiveness of breast healthcare delivery in diverse socioeconomic settings and to brainstorm about how existing healthcare resources can most effectively be organized to improve breast health outcomes.
- A systematic analysis will be performed by working groups during the three-day Summit, guided by the BHGI resource-sensitive comprehensive breast care guidelines for early detection, diagnosis and treatment (*Cancer*, 113(8 suppl):2221-43, 2008). Case studies of successful program implementation from around the world will be presented. Special issues of Latin American countries will be highlighted.
- **Model approaches to breast healthcare improvement will be developed during the three-day Summit.**
- The Global Summit will have a published outcome in an internationally renowned medical journal.
- Program topics will cover education and training, informatics and information dissemination, and medical technology as related to LMC environments.
- The Summit in Washington, DC will serve as the foundation for a publication to be submitted for consideration of publication to *Lancet Oncology*, a peer-reviewed medical journal, of the major findings and observations generated through the Summit

About SLACOM

The Latin-American & Caribbean Society of Medical Oncology (SLACOM) is a regional society of Latin America which gathers more than 1700 specialists in oncology from 19 countries. It is a non-profit civil society, with headquarters in Buenos Aires, Argentina, and with a Board of Directors representing various countries of the region. SLACOM has agreements to carry out joint activities with a great number of cancer institutes, scientific societies and other organizations in the region. It also has cooperation agreements at the international level with ASCO, ESMO, UICC, NCI-US, ACS, WHO and PAHO. Priority fields of activity are medical education, cancer prevention, clinical research and guidelines, especially those that can be adapted to low-and middle-income countries.

www.slacom.org



HopeXchange Medical Center in Kumasi, Ghana, site of the first BHGI Learning Laboratory

PROGRAMS & OUTCOMES

B) BHGI Implementation Plan, 2008-2012

A core strategy of the multi-year BHGI implementation plan is the creation of international LEARNING LABORATORIES in low- and middle-income countries to develop and test physician **education and training modules** based on the BHGI clinical breast health and cancer control guidelines. By creating parallel laboratories in different parts of the world to develop and test modules, BHGI will follow a similar successful process used to create the guidelines, to identify core material that can be used for a basic set of training modules that then can be adapted for use by diverse communities to expand their existing breast health programs. BHGI Learning Laboratories will serve as the foundation for future shared information exchange regarding early detection, diagnosis and treatment of breast cancer. The first Learning Laboratory, dedicated in October 2008, is based in Kumasi, Ghana. A second Learning Laboratory is planned for establishment in Latin America.

The BHGI multi-year plan to achieve Guideline implementation has three key focus areas.

Dissemination & Implementation (D&I) Research

- D&I is a new, growing area of research to study how **knowledge can be transferred to successfully achieve improved health outcomes**, such as reduced morbidity from breast cancer. Through the D&I program component, BHGI will be able to accelerate the successful adaptation and implementation of the Breast Health Global Initiative Guidelines for breast cancer care in LMCs by identifying the attributes most relevant to organizational and behavioral change in health systems.
- The multi-year BHGI implementation program will develop and pilot-test implementation-readiness assessment approaches to create a readiness assessment package for free distribution globally. These implementation-readiness assessment packages will include evaluation components for utility, validity, and feasibility. Combining implementation-readiness assessment with the BHGI Guidelines and quality indicators will facilitate the implementation of breast cancer care guidelines and identify successful and sustainable programs to improve the care of breast cancer patients.

Research, Education and Training

- Specially developed **education and training modules** for LMCs can be applied and studied in LMC-based learning laboratories for information transfer of evidence-based principles of early detection, diagnosis and treatment as outlined in the BHGI guidelines.
- BHGI, with its foundation in science and clinical expert consensus is in a unique position to contribute to the global education and training efforts. BHGI professional education and training program will be developed with partnering organizations, including the **American Society of Clinical Oncology** (ASCO) and key stakeholders throughout the world to create professional physician education and training curricula to ensure successful, coordinated and sustainable programs.
- **Physician education and training curricula** oriented to middle-income countries will be developed through joint projects conducted in collaboration with host countries, including **Brazil, Mexico** and **Colombia**.

Informatics: Information Sharing through Technology

SharePoint Portal

- BHGI is creating the technological foundation to become an international **go-to** source for information and collaboration on breast healthcare and cancer control in low- and middle-income countries (LMCs) through development of its SharePoint portal.

Literature Library for LMCs

- The shared Literature Library will provide a searchable literature database of articles relevant to breast healthcare and cancer control oriented to LMCs. The user-friendly interface will allow members to post existing publications to the library database, with minimal site-management.

Common Interest Group on Breast Cancer (CIG BC)

- **A Much Needed Resource:** Currently, there is no place where one can go to interact with others having an interest in breast cancer in low- and middle-income countries or to access resources on this topic. BHGI and the Office of International Affairs of the U.S. National Cancer Institute (NCI) will jointly coordinate the use of portal by the International Union Against Cancer (UICC) "Common Interest Group on Breast Cancer" (CIG BC) in Low- and Middle-Income Countries. The SharePoint portal will service this community and facilitate interaction among its members. Over time, the members themselves will more and more define and design the site and the term common interest "community" will approach its true meaning.

See attached **BHGI Bulletin** Issue 5 Spring/Summer 2009 for **full** stories on BHGI's first Learning Laboratory at the HopeXchange Medical Center in Ghana, and other articles on the ongoing work of BHGI.



Leadership

Fred Hutchinson Cancer Research Center, Public Health Sciences Division

The Hutchinson Center is world renowned in cancer research and a global leader in the field with the mission of the elimination of cancer as a cause of human suffering and death. www.fhcrc.org

Susan G. Komen for the Cure

Susan G. Komen for the Cure is a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Komen is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and supporting education, screening, and treatment projects in communities around the world. www.komen.org

Executive Committee

Benjamin O. Anderson, MD, FACS

Chair & Director, Breast Health Global Initiative (BHGI)
Full Member, Fred Hutchinson Cancer Research Center
Director, Breast Health Clinic, Seattle Cancer Care Alliance
Professor of Surgery, University of Washington, Seattle, Washington
Past President, American Society of Breast Disease

Gabriel N. Hortobágyi, MD, FACP

Chair, Executive Committee, Professor of Medicine and Nellie B. Connally Chair in Breast Cancer
Chairman, Department of Breast Medical Oncology, Division of Cancer Medicine, University of Texas M.D. Anderson Cancer Center, Houston, Texas
Past President, American Society of Clinical Oncology (ASCO), 2006-2007

Joe Harford, PhD

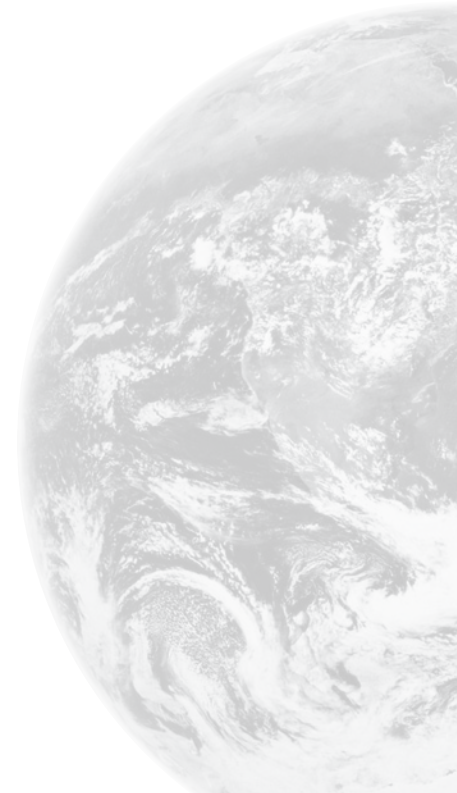
Director, Office of International Affairs, National Cancer Institute

Annetta Hewko

Vice President, International, Susan G. Komen for the Cure

Committees

- Executive Committee
- Steering Committee
- Scientific Advisory Committee



PARTNERSHIP PROPOSAL: STRUCTURE & FINANCIAL SUPPORT LEVELS 2010 ▲ 2011

1. **Founding Organizations, The Breast Health Global Initiative**Closed
2. **Host, Global Summit on International Breast Health: Optimizing Healthcare, 2010**....\$200,000
Eligible: Non-profit, Foundation, NGO, Government Health Org
3. **Sustaining Scientific Partner** \$150,000
Eligible: Non-profit, Foundation, NGO, Government Health Org
4. **Sustaining Corporate Partner** \$150,000
Eligible: For-profit Organization
5. **Scientific Partner** \$75,000
Eligible: Non-profit, Foundation, NGO, Government Health Org
6. **Corporate Partner** \$75,000
Eligible: For-profit Organization
7. **Collaborating Organization** \$35,000
Eligible: Non-profit, Foundation, NGO, Government Health Org
8. **Participating Organization** In-kind support
Eligible: Non-profit, Foundation, NGO, Government Health Org

Fred Hutchinson Cancer Research Center is a non-profit organization • Non-profit Tax ID #: 23-7156071

Benefits

By joining the 2010▲2011 BHGI biennial alliance, organizations will:

- Become a valued partner in ground-breaking work on Guidelines implementation;
- Find opportunities for collaboration through the BGHI worldwide coalition, and;
- Support and participate as a partner in the 2010 **Global Summit on International Breast Health-Optimizing Healthcare Delivery**, scheduled in June 2010, in Washington, DC, convened by the BHGI and SLACOM, the Latin American & Caribbean Society of Medical Oncology.
 - In tandem with the BHGI Summit in the nation’s capitol, Susan G. Komen for the Cure will host a Global Advocacy Summit and Global Race for the Cure (June 2010).
- Work creatively with BHGI and other alliance partners to identify and capture opportunities for program development through collaborative partnerships in the developing world.
- **Be proudly acknowledged over a 2+ year period** in BHGI publications, PowerPoint presentations, and the BHGI website.

PARTNERSHIP PROPOSAL: SUPPORT LEVELS, ROLES & ACKNOWLEDGEMENT 2010 ▲ 2011

Support Levels	Roles and Acknowledgement
<p>Founding Organizations Breast Health Global Initiative</p>	<p>Founding Organizations Fred Hutchinson Cancer Research Center Susan G. Komen for the Cure</p> <p>Represented on the Executive Committee, with Committee Chairman. The purpose of the Executive Committee is to establish the strategic goals of the BHGI.</p> <p>Represented on Steering and Scientific Advisory Committees.</p>
<p>Host of the Global Summit on International Breast Health: Optimizing Healthcare (2010) \$200,000 (exclusive role)</p> <p><i>Eligible:</i> Non-profit, Foundations, NGOs, Government Health Organizations</p>	<p>Prominently recognized and acknowledged in BHGI Alliance and other BHGI publications, marketing and publicity materials; at 2010 Global Summit as a Host in signage and communication materials; logo on BHGI website and eNewsletter, and year-round national and international conferences/meetings where Dr. Anderson presents on BHGI (listed in PowerPoint presentations).</p> <p>Represented on Scientific Advisory and Steering Committees.</p>
<p>Sustaining Scientific Partner \$150,000</p> <p><i>Eligible:</i> Non-profit, Foundations, NGOs, Government Health Organizations</p>	<p>Prominently recognized and acknowledged in BHGI Alliance and other BHGI publications, marketing and publicity materials; at the 2010 Global Summit in signage and communication materials; logo on BHGI website and eNewsletter, and year-round national and international conferences/meetings where Dr. Anderson presents on BHGI (listed in PowerPoint presentations).</p> <p>Represented on Scientific Advisory and Steering Committees.</p>
<p>Sustaining Corporate Partner \$150,000</p> <p><i>Eligible:</i> For-profit Organizations</p>	<p>Prominently recognized and acknowledged in BHGI Alliance and other BHGI publications, marketing and publicity materials; at 2010 Global Summit in signage and communication materials; logo on BHGI website and eNewsletter, and year-round national and international conferences/meetings where Dr. Anderson presents on BHGI (listed in PowerPoint presentations).</p> <p>Represented on Steering Committee.</p>

Support Levels	Roles and Acknowledgement
<p>Scientific Partner \$75,000</p> <p><i>Eligible:</i> Non-profit, Foundations, NGO, Government Health Organizations</p>	<p>Prominently recognized and acknowledged in BHGI Alliance and other BHGI publications, marketing and publicity materials; at 2010 Global Summit in signage and communication materials; logo on BHGI website and eNewsletter; acknowledged at year-round national and international conferences/meetings where Dr. Anderson presents on BHGI (listed in PowerPoint presentations).</p> <p>Represented on Scientific Advisory and Steering Committees.</p>
<p>Corporate Partner \$75,000</p> <p><i>Eligible:</i> For-profit Organizations</p>	<p>Prominently recognized and acknowledged in BHGI Alliance and other BHGI publications, marketing and publicity materials; at 2010 Global Summit in signage and communication materials; logo on BHGI website and eNewsletter; acknowledged at year-round national and international conferences/meetings where Dr. Anderson presents on BHGI (listed in PowerPoint presentations).</p> <p>Represented on Steering Committee.</p>
<p>Collaborating Organizations \$35,000</p> <p><i>Eligible:</i> Non-profit, Foundations, NGO, Government Health Organizations</p>	<p>Organization recognized and acknowledged in BHGI Alliance over two-year biennium in BHGI publications, website, at meetings and presentations.</p> <p>Represented on the Scientific Advisory Committee, selectively represented on Steering Committee.</p>
<p>Participating Organizations In-Kind support</p> <p><i>Eligible:</i> Non-profit, Foundations, NGO, Government Health Organizations</p>	<p>Organization recognized and acknowledged in BHGI Alliance over two-year biennium, in BHGI publications, website, presentations.</p> <p>Selectively represented on Scientific Advisory Committee and Steering Committees.</p> <p>Required In-kind support: Acknowledgement of BHGI on your organization website with web link to BHGI website; potential committee participation.</p> <p>Suggested In-kind support: Host travel costs of your organizational representative(s) to participate in 2010 Global Summit.</p>

Committees

Steering Committee Purpose

To provide input regarding

- 1) Biennial “Global Summit on International Breast Health,”
- 2) BHGI research and implementation projects,
- 3) Development and support of collaborative relationships with other breast health organizations and governmental agencies as related to the improvement of breast healthcare in countries or regions of limited healthcare.

Scientific Advisory Committee Purpose

To develop and validate the forthcoming 2010 Global Summit, which will provide a platform for public health sciences research to analyze the Guidelines’ recommendations; identify qualified potential participants for the panels, and; serve as an advisory panel to the publication committee for manuscript preparation. Other committees may develop.



BHGI ALLIANCE ORGANIZATION 2010 ▲ 2011

Acknowledgement Order Chart

Founding Organizations

Fred Hutchinson Cancer Research Center
Susan G. Komen for the Cure

Global Summit Host Organization

To be confirmed

Collaborating Host Organization

Latin American & Caribbean Society of Medical Oncology

Sustaining Scientific Partner

U.S. Office of International Affairs, National Cancer Institute
Others to be confirmed

Sustaining Corporate Partners

To be confirmed

Scientific Partners

To be confirmed

Corporate Partners

To be confirmed

Collaborating Organizations

To be confirmed

Participating Organizations

World Health Organization
Breast Surgery International
International Union Against Cancer
International Society of Nurses in Cancer Care
International Atomic Energy Agency of the United Nations
International Network for Cancer Treatment and Research
International Society of Breast Pathology
Middle East Cancer Consortium
Others to be confirmed

C O N T A C T

Leslie Sullivan
Senior Program Manager

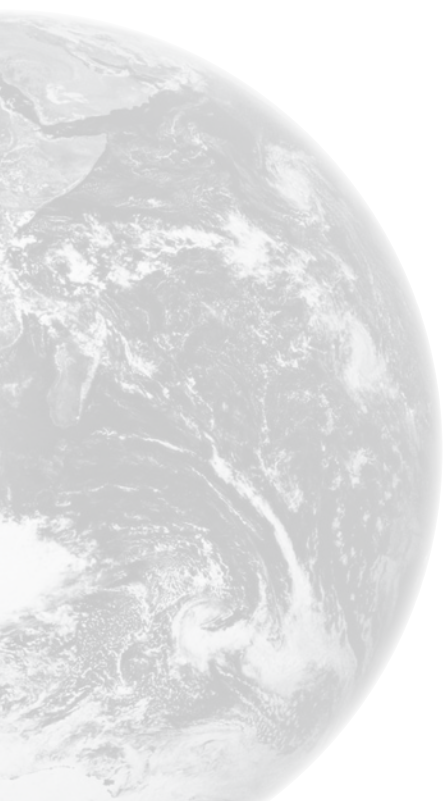
The Breast Health Global Initiative (BHGI)

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www.bhgi.info



A P P E N D I C E S

The purpose of partnerships in the global market

- Effective partnerships allow all parties to extend their reach and achieve better results
- International partnerships advance the cause by accelerating, improving or reducing the cost of global health initiatives
- International collaborations are crucial to the effort to improve health conditions, especially in limited resource-countries, although they present unique challenges with a lack of hard-and-fast guideposts

Public health alliances experience a higher rate of success than solitary approaches.

Success defined as:

- Accelerating the achievement of objectives
- Reducing the costs of achieving objectives
- Reducing disease

Alliances play a central role in meeting the challenge of improving public health in limited-resource countries.

On a worldwide scale there are few global public health challenges where any single player has funding, research and delivery capabilities required to solve the problem

- Alliances can reduce unnecessary and detrimental competition between institutions and individuals by co-opting potential rivals as members of a single unified team
- Global alliances help leverage existing resources and programs to achieve purposes
- Alliances are crucial to the effort to improve health conditions in developing countries

BHGI Alliance Criteria & Composition

The BHGI global alliance seeks a strategic mix and representative balance of organizations, including: scientific, governmental, non-governmental (NGO), non-profit and for-profit organizations, and foundations, associations and advocacy groups.

Qualifying organizational factors include: nature of an organization, status of an organization, membership make-up, and number of members, size of an organization, national or international, and significance of an organization in the field of cancer (prevention, detection, diagnosis, treatment and healthcare systems and public policy).

Roles and eligibility in the BHGI alliance differ due to the nature of an organization. **Non-profits**, foundations and NGOs can be a BHGI Sustaining Organization, the 2010 Global Summit HOST Organization, a Foundation Partner and/or a Collaborating Organization. A **for-profit organization** is eligible to be a BHGI "Sustaining Corporate Partner" or a "Corporate Partner." As well, corporate partners may elect to support specific pilot research projects.

BHGI Alliance Characteristics & Principles

- **BHGI has proven leadership and vision**, credible organizational support, internal support and structure, a plan for implementation, clear outcomes, and a culture of learning.
- To move beyond creation of *Guidelines for International Breast Health and Cancer Control*, the BHGI is an active **hub for linkages** aimed to operate as catalyst for international projects with partners and others: breast cancer pilot research, demonstration and education projects, randomized trials, technology development, economic modeling.
- The BHGI is the **nucleus for a global network** and infrastructure that links together organizations interested in improving breast health & cancer care in limited-resource countries.
- The **BHGI has a clear, compelling global vision to fulfill a global health need**
 - The BHGI has created a practical, globally accessible tool which had previously not existed to improve breast health systems and breast cancer treatment in developing countries.
- The **BHGI creates opportunities for contributing via collaboration**
 - Contributing to the development of the “Guidelines,” international pilot and education projects, randomized trials, technology development, participating on committees, advisory boards, and in conferences.
- The BHGI has tangible outcomes and performance measures.

BHGI Key to Momentum and Growth

- The **BHGI is a program that doesn't compete with the mission of partnering organizations.**
- It is a program that complements the mission and work of other health organizations, foundations, and associations, non-profit and for-profit organizations (i.e. an organization may conduct public education but also wish to participate in research or healthcare delivery projects).
- It is a program that **partnering organizations can take ownership** of to fulfill their organizational mandate and address the interests of public health.
- It is a program with which partnering organizations and participants can actively contribute and **share resources, knowledge, and scientific findings.**
- It is a program that creates opportunities for progress.
 - i.e. collaborative research projects. We keep partners informed and they may or may not elect to participate in various ancillary projects.
- It is a program that creates opportunities for progress that **extends the reach of partner organizations** to achieve better results.



BHGI Alliance Benefits

The Breast Health Global Initiative is a program that produces tangible outcomes. BHGI is open to learning, growth and evolution.

Strategic Global Public Health Alliance and Partnership for Change

The Breast Health Global Initiative is a means for strategic and multifaceted public/private partnerships to create synergies and help extend valuable assets of know-how and expertise.

- BHGI joins public and private sector organizations including governments, NGOs, non-profits, for-profits, foundations, the research community and key opinion leaders in the field to **contribute to a broader knowledge and understanding of successful diagnostic, treatment and advocacy strategies, and fuel the work in this critical common cause.**

This successful **international alliance elevates and cultivates awareness** on the issues of breast health and breast cancer in limited resource countries.

Effective partnerships allow all parties to extend their reach and achieve better results. Many challenges extend beyond the capacity of any one partner or sector to address effectively. This is especially true in a global world where traditional boundaries between what are 'public' and 'private' responsibilities have become blurred, where civil society organizations have taken on important new roles, and where technology enables the creation of effective networks with lowered cost.

When you **partner** with BHGI in a proactive global collaboration,

- Your organization is widely **acknowledged** in BHGI communications, a semi-annual eNewsletter, marketing and promotional publications, website, internationally-attended Global Summits, and year-round national and international cancer conferences where Dr. Anderson presents on BHGI progress.
- You will be invited to **attend** Global Summits on International Breast Health (2010, Washington DC). In a close setting that cultivates dialogue, meet key opinion leaders from around the world. Attend summit lunches and invitation only dinners and observe the daily panel discussions and debates on the practical issues to be addressed in these quickly developing world regions.
 - There are Steering Committee luncheon meetings and private dinners at BHGI Global Summit and ensuing meetings of the Committee. Sustaining organizations, foundations, NGOs and corporate partner representatives are members of the Steering Committee.
- **Collaborate** with World-Renowned Organizations & Leaders, and forge and broaden important relationships with institutions, centers, and individuals involved in breast health and cancer care, and public policy.
- **Connect** to international demonstration and implementation research projects linked to the Guidelines. Alliance organizations will be appraised of BHGI projects and, if appropriate, may become involved. Funding for future projects has been secured.
 - The Bill & Melinda Gates Foundation study, "Developing Successful Global Health Alliances" showed that **public health alliances experienced a higher rate of "success"** (accelerating objectives, improving or reducing costs aimed at outreach and reducing disease burdens) than solitary approaches.

NOTE: The Breast Health Global Initiative founders retain total control of the *Global Summit on International Breast Health: Optimizing Healthcare Delivery* speaker selection and published outcome and content of the 2010 Global Summit.