

PLACE  
STAMP  
HERE

# Legislation Education Collaboration

Since 1994, the Wisconsin Breast Cancer Coalition (WBCC) has served as our state's premier resource on breast cancer policy issues. We work to educate the public about breast cancer prevention and treatment. We educate legislators about breast cancer facts so they make good policy decisions. We collaborate with like-minded breast cancer, women's health, and environmental organizations to eradicate breast cancer.

WI Breast Cancer Coalition

205 W. Highland Ave., Suite 509  
Milwaukee, WI 53203

# Wisconsin Breast Cancer Coalition

Beyond the pink ribbon®

WISCONSIN  
BREAST  
CANCER  
COALITION



## Advocacy

*"WBCC has been such a validating and empowering space for me—one where I've been able to take my delayed breast cancer diagnosis and transform it into purposeful action and support for others."*

~ Ashley Inda

## What we do

- We bring educational programming about breast cancer prevention and metastatic disease research to Wisconsin venues and groups.
- We stay informed about policy issues in Wisconsin and the nation in order to lead and advise our sister breast cancer organizations and the wider community.
- We train, organize, and support people who want to make a difference to be effective breast cancer advocates.

## Aren't we making progress?

Awareness of breast cancer has increased, as have incidence rates. But too many women and men continue to die from this disease. Treatment for metastatic breast cancer remains elusive. We must continue our fight.

## We focus on prevention and access to screening and treatment

We believe everyone should have access to affordable health care, and we work to change the conversation to what we can do to prevent getting breast cancer in the first place.

*"WBCC is in the forefront of disseminating information to Wisconsin women about breast cancer. Education is so important to me, especially now as a breast cancer survivor, but also as the mother of two young daughters." ~ LaSonia McGee*

## We focus on metastatic disease

More research is needed on halting metastatic disease, which is what kills breast cancer patients. We want to change research priorities. Together, we make a difference.



## We make a difference

- With the National Breast Cancer Coalition, we helped secure more than \$52 million for Wisconsin researchers through the Department of Defense Breast Cancer Research Program since 1992.
- Our volunteers regularly advocate for breast cancer policy issues in Madison and Washington DC.
- We actively protect access to screening and treatment for all Wisconsin women.

## Key Connections

We bring leading researchers and advocacy experts to Wisconsin. We are valued in the community, working with state and national organizations to make a difference in breast cancer mortality rates. We are active participants on the Wisconsin Breast Cancer Task Force, the Wisconsin Cancer Council Policy Committee, and the Wisconsin Breast Cancer Research Advisory Network. We collaborate with many more like-minded organizations.

## Help us change breast cancer priorities, practices, and policies

## Contact Us

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Visit us on the web: [wibreastcancer.org](http://wibreastcancer.org)  
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