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# Senator Dianne Feinstein

of California

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## C-CHANGE TO ACCELERATE THE ATTACK ON CANCER

*– First organization to present a united collaboration of public,  
private and nonprofit sectors –  
March 3, 2004*

**Washington, D.C.** – C-Change, the first group to bring together the public, private and nonprofit sectors to address cancer as a societal problem, today announced its historic collaboration and its goal to prevent an additional 1 million new cancer cases and 500,000 cancer deaths by 2010.

C-Change is a nonprofit organization comprised of the voluntary participation of 150 nationally recognized leaders from across all sectors of the cancer community. The organization is headed by former President George Bush, former First Lady Barbara Bush and U.S. Senator Dianne Feinstein.

Through its collaborative power, this unique public-private partnership intends to accelerate advances in cancer prevention, early detection, research, tobacco control and access to care that cannot be achieved through individual efforts.

**“Cancer does not discriminate. It will one day touch the lives of almost every American,”** President Bush said. **“We have to work together with one purpose and voice if we want to see change. C-Change is a historic collaborative effort of volunteers that combines the innovative thinking of this nation’s leaders to eliminate cancer as a major public health problem.”**

Originally formed as the National Dialogue on Cancer in 1998, the organization has evolved from a group driven by dialogue into one seeking action. Early successes provided the impetus for the organization’s development into C-Change. Successes included: accelerating cancer control measures at the state level and creating a model for employer health benefits that advance quality cancer care.

**“It is time to move from dialogue into action,”** Senator Feinstein said. **“We have every reason to do so today because of the advances that have been made in cancer research and treatment. These advances give us an unparalleled opportunity to make major gains on cancer and save hundreds of thousands of lives, if we act smart.”**

C-Change is partnering with state health officials to enhance cancer prevention and treatment. Last year, the organization provided guidance to eight states most in need of support in developing and implementing a state cancer plan. In 2004, C-Change will help develop plans in the final four states that currently do not have them. State cancer plans take a coordinated and integrated approach

to addressing state-specific challenges for controlling cancer. By early 2005, all 50 states will have functioning state cancer plans. C-Change members participating in the state cancer plan effort include the Centers for Disease Control and Prevention, the American Cancer Society, the National Cancer Institute, the Association of State and Territorial Health Officials, and the Intercultural Cancer Council.

C-Change also has been instrumental in the formation of the CEO Roundtable on Cancer, a voluntary association of CEOs who believe in C-Change's mission and are dedicated to extending it in the operations of their own corporations. The CEOs who comprise the Roundtable have developed a corporate "Gold Standard" for providing cancer education, prevention, early detection and clinical trial availability through corporate health plans. Its members are committed to implementing the Gold Standard within their own organizations, benefiting more than 30 million Americans. In addition, West Virginia Governor Bob Wise, also a C-Change member, has taken his commitment further by pledging to implement the Gold Standard for his state's employees. The Gold Standard will be launched to other leading companies nationwide later this year.

The following is the text of Senator Feinstein's statement:

**"It is very special when a former President and former First Lady put in the time that President and Mrs. Bush have in this effort. For 5 years now, they've been at virtually every meeting, and they have opened their home to 150 organizations for a reception. I, for one, am extraordinarily grateful for President and Mrs. Bush's participation in this effort.**

**Like so many Americans cancer has touched my life. I lost my husband, my father, and many friends to cancer. When I came to the Senate, I pledged to do anything I could do to help in the fight.**

**That was why I was so pleased to be asked to join this organization. The first meeting was at College Station at President Bush's Library. There, I saw people from all over the nation come together – outstanding scientists, those from the field of prevention, and representatives from large cancer institutions -- and the Dialogue began. It was very healthy.**

**What emerged was the fact that we stand at a great moment in time. It is now possible to make advances in the treatment and prevention of cancer that were not possible before -- because of the advances in molecular and cellular biology and the human genome.**

**This potential demands a change in the name of this organization to C-Change. From this point on, this organization goes into an action mode.**

**I will never forget the Saturday morning sitting at a hotel in Washington, listening to the scientist who created Gleevec, one of the new, cutting edge targeted cancer drugs, used to treat chronic myeloid leukemia. Gleevec shows the tremendous potential of new drugs, which are targeted at the cancer cells and do not harm good body cells.**

**Gleevec had been given to individuals in hospice, and within 12 hours the disease had reversed, and individual was able to walk out days later.**

**This indicated to me that if we act smarter, if we increase research funding into new drugs, who knows what we might be able to accomplish.**

**Dr. Van Eschenbach is more cautious in his aspirations than I am. I want to see an end to cancer in my lifetime – that's my goal. I know that if we act smart, if we see that the positive research grants are funded, that the orphan drug program is expanded, if we are really able to**

**put research funding to work, it will bring us to a total end in cancer, and we will have accomplished a great deal.**

**As a product of these discussions, I introduced in the Senate a new National Cancer Act. The last cancer act was developed in the Administration of President Richard Nixon, when cancer was a scourge, and no one thought it could be stopped.**

**We now know so much more than we knew then about how to prevent it, how to treat it, how people can rehabilitate themselves from it. As a matter of fact, California is the first state in the Union to see a decline in lung cancer among women, as a result of the State's active prevention efforts.**

**This group has come together to try to move a cancer solution forward, for all Americans. I hope everyone is rooting for this. I hope that President George W. Bush, the Senate, and the House will increase cancer research funding, so we can do what scientific frontiers now offer.”**

For more information and a full listing of members, contact the C-Change Web site at <http://www.c-changetogether.org>. For information on the National Cancer Act sponsored by Senator Feinstein please go to <http://feinstein.senate.gov>.

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