

## ADVOCACY INVOLVEMENT

### A. Advocacy Organization/Advocate(s) Selection and Engagement to Date.

The advocate for this application is Linda Cady and her organization is Between Women Inc.

Linda Cady is Founder/Executive Director of Between Women, a non-profit breast cancer organization in Imperial County, California. For many years Linda and her organization have served the breast cancer community in Imperial County, an underserved and disadvantaged community. Linda is an eighteen-year breast cancer survivor and devoted leader in breast cancer awareness activism. Linda, a member of the National Breast Cancer Coalition for 11 years, is currently serving as Secretary for CABCO and has served as a Consumer Reviewer for the DoD BCRP since 2007; Linda is a Project LEAD Grad: Quality Care LEAD 2005, Project LEAD 2007 and Clinical Trials LEAD 2010; In 2012 Linda served as a Reviewer for PCORI, Patient Centered Outcomes Research Institute. Linda's experience with the underserved breast cancer patient community and advocacy organizations well qualify her as the best advocate for this application. Linda's devotion and achievement are inspiring to Dr. Zhang and his team. Linda will aid Dr. Zhang to focus on the research direction that is of greatest relevance to breast cancer, remind the team of the urgency in identifying solutions and encourage the scientists to translating basic research into therapeutic application. Furthermore Linda will discuss all phases: project design, progress, implementation and interpretation with the team through regular communications and in-person meetings and disseminate the research finding to her organizations, affected communities and policymakers. Linda's goal is ending breast cancer.

Linda has been communicating with the PI's group on this project since October, 2012. Together, Linda with the PI wrote the Letter of Intent. Besides numerous emails/telephone conversations and attending the Webinar on Advocacy Involvement given by the CBCRP team, Linda and Dr. Zhang's team had a 3-hour in-person meeting on February 8, 2013. At the meeting Dr. Zhang further explained the project to Linda in terms Linda completely understood and the proposal was then discussed in details. Linda also toured the PI's research facility and is eager about the research work. Furthermore, Linda has been very supportive and encouraging. She introduced the inspiring movie 'Living Proof' to the PI to encourage the research team. Sharing the same passion, both Linda and the Dr. Zhang are very excited about writing the full application and the future opportunity to work together on the project. While writing together the Lay Abstract, Critical Path & Underserved and Advocacy Involvement, Linda made some important points and the points were well taken and incorporated in the proposal. With her first hand experience with TNBC patients, Linda urged Dr. Zhang's team to also focus the current application on finding treatment for TNBC.

### B. Advocate(s) Role in Proposed Research.

Linda, the advocate will play the following roles in the proposed research project:

- Identify research questions that would directly impact patients; Write the Lay Abstract, Advocacy Involvement and Letter of Commitment together with the PI and provide input on the full proposal.
- Offer a patient perspective on research design and goals such as identifying translational potentials.
- Encourage the research team by reminding the team of the urgency in ending breast cancer.
- Attend quarterly the face-to-face meetings with the research team.
- Disseminate research results and progress reports to her organizations, affected communities, other lay audience and policymakers.
- Help to identify potential funding opportunities.

### C. Meeting and Payment Plans.

Dr. Zhang and Linda will hold quarterly in-person meetings on Sanford Burnham Medical Research Institute campus. The meetings will be in August 2014, November 2014, February, May, August and November 2015, respectively. Between meetings, email or teleconferences will be used for communications. The compensation will go directly to Linda for her time and efforts spent on the project with \$6,300.00. In addition, transportation expenses for Linda will be reimbursed to attend quarterly meetings. Linda will attend the 2015 CBCRP symposium, and will be reimbursed \$400.00.

## Letter of Commitment

Nov. 29, 2013

### Advocate

Ms. Linda Cady  
Between Women Inc  
  
Brawley, CA 92227

### Principle Investigator

Dr. Xiao-kun Zhang  
Sanford|Burnham Medical Research  
10901 North Torrey Pines Road  
La Jolla, CA 92037

We are writing this letter in support of Dr. Xiao-kun Zhang's grant application entitled "**Sulindac-derived compounds for breast cancer therapy**". This project aims to develop a new class of Sulindac-derived compounds targeting tRXR $\alpha$  as novel therapeutics for treating triple negative breast cancer (TNBC) and for overcoming resistance of breast tumor to targeted therapies. Dr. Zhang recently discovered that tRXR $\alpha$  can mediate abnormal activation of the PI3K/AKT signaling pathway in breast cancer cells. It is well recognized that uncontrolled activation of the PI3K/AKT pathway is implicated in the development of breast cancer including triple-negative breast cancer and treatment resistance, a major obstacle in fighting breast cancer. Identification of tRXR $\alpha$  as a key component of the aberrant activation of the pathway in breast cancer is exciting and innovative as this offers a new strategy against breast cancer and to overcome drug resistance. The proposed research has the potential to be rapidly translated into practical treatment and therefore holds great translational significance.

Linda Cady is an eighteen-year breast cancer survivor, a devoted breast cancer advocate and Founder/Executive Director of Between Women, a non-profit breast cancer organization in Imperial County, California. Linda is very active locally and nationally as an advocate. As a member of the National Breast Cancer Coalition for 11 years, currently serving as Secretary for CABCO, and has served as a Consumer Reviewer for the DoD BCRP since 2007; Linda is a Project LEAD Grad: Quality Care LEAD 2005, Clinical Trials LEAD 2010, and Project LEAD 2007. In 2012 Linda served as a Reviewer for PCORI, Patient Centered Outcomes Research Institute. Because of her background, experience and training, Linda understands the importance and value of translational research. After hearing about Dr. Zhang's proposed research, Linda has become interested in supporting this project because she sees the significance and translational potential of the project. Linda believes that the proposed application on developing new and effective therapeutics for breast cancer will produce low-cost medicine, provide an additional option for patients and as a result better serve the underserved population. For many years Linda and her organization have been providing support and services to the breast cancer patient community in Imperial County, an underserved and disadvantaged community.

Linda has been communicating with the PI's group on this project since 2012. Together, Linda with the PI wrote the Letter of Intent. Besides numerous emails/telephone conversations and attending the Webinar on Advocacy Involvement given by the CBCRP team, we had a 3-hour in-person meeting on February 8, 2013. At the meeting Dr. Zhang *further* explained the project to Linda in terms that Linda completely understood and the proposal was then

discussed in detail. Linda also toured the PI's research facility and is eager about the research work. While writing together the Lay Abstract, Critical Path & Underserved and Advocacy Involvement, Linda made some important points regarding the clinical significance of this project, and the points were well taken and incorporated in the proposal. Sharing the same passion, both Linda and Dr. Zhang are very excited about writing the full application and future opportunity to work together on the project. We have agreed to the following expectations, roles, and duties below.

**I, Linda Cady will:**

- Participate in the quarterly in-person meetings and communicate via email/phone to discuss the progress with Dr. Zhang and his team.
- Provide input on project design, implementation and interpretation when needed.
- Encourage the PI and his research team to be conscious of the ultimate goal that is to end breast cancer.
- Disseminate and communicate research results and progress to others in my community, other advocacy organizations, policymakers and other lay audiences.
- Share the perspectives of the patients from my community/organization.
- Attend the 2015 CBCRP Symposium.
- Provide input in the project report to CBCRP.

**I, Dr. Xiao-kun Zhang, will:**

- Participate in the quarterly in-person meetings and communicate via email/phone to discuss the progress with Linda.
- Solicit Linda's input on project design, implementation and interpretation.
- Compensate Linda for the time working on the project (\$4200 in Year 1 and \$2100 in Year 2).
- Reimburse Linda travel expenses for attending scheduled quarterly in-person meetings and any other face-to-face team meetings.
- Support Linda to attend the 2015 CBCRP Symposium.
- Acknowledge Linda's engagement and support in the project report to CBCRP and in conference presentations and publications that used the results from this project.

Linda's experience with the breast cancer patient community and advocacy organizations, her training and devotion to end breast cancer make her the best advocate for this application. We believe the advocate and the research team is a good match for the project because we share the same passion and desired goal that is to cure and end breast cancer. Working together on this project, we believe we will be one step closer to ending breast cancer.

Sincerely,

Linda Cady  
Founder/Executive Director  
Between Women Inc.

Dr. Xiao-kun Zhang  
Professor, Cancer Center  
Sanford|Burnham Medical Research Institute