



Global Challenge to **PREVENT** Breast Cancer

The California Breast Cancer Research Program (CBCRP) announces a global competition designed to surface game-changing breast cancer prevention research ideas.

The **Global Challenge to Prevent Breast Cancer** aims to advance breast cancer primary prevention by identifying innovative ideas from researchers and others interested in breast cancer prevention. By providing cash prizes, feedback from respected researchers, and the opportunity to present ideas to prominent leaders in the field, the challenge aims to surface breakthrough ideas that will help catalyze the field of breast cancer primary prevention research. The most promising ideas will frame CBCRP's future funding strategy and will be further developed in California with \$15 million in grant funding from the program.

Why is it critical to address this challenge now?

Despite significant advances in breast cancer treatment, individuals continue to be diagnosed with breast cancer at astounding rates that have remained essentially unchanged over the past three decades. Of the approximately \$2 billion spent on breast cancer research each year, less than 10 percent is dedicated to prevention research. The opportunity for discovery is immense, and the time for breakthroughs is now – to help prevent the more than 2 million breast cancers that are diagnosed each year.

Who can participate?

The challenge is open to individuals and teams who have bold ideas for advancing breast cancer primary prevention. We are accepting applications in two categories: Researchers (faculty, students, postdocs, and other researchers) and advocates/non-researchers (advocates, patients, community members, laypersons, or anyone else). Applications from advocates/non-researchers will be judged in a separate category from, and on equal par to, those from researchers. We are looking for ideas from across the world; you do not need to be in California to apply.

What are we looking for?

We are interested in breakthrough ideas that will catalyze the field of breast cancer prevention research. Ideas must address primary prevention of breast cancer; focus on prevention, not just understanding the causes of breast cancer; and be aimed at reducing breast cancer in whole populations, not just groups at highest risk. Research ideas must be implementable in California and able to be advanced in a significant way within five years.

Meet the Global Challenge finalists at the Idea Showcase and Competition on May 15, 2019, in San Francisco, CA. To attend in person or watch via livestream, go to: topreventbreastcancer.eventbrite.com



Awards

The challenge will award two grand prizes. One grand prize will be reserved for the most compelling idea presented by an advocate, patient, consumer, activist, layperson, or anyone else who is not a researcher or scientist. Another grand prize will go to the strongest idea presented by a researcher. The two grand prize winners will receive:

- A cash prize of \$5,000
- Public recognition for their idea
- The opportunity to work with CBCRP to bring their idea to fruition

Judging and Scoring

All eligible applications will be judged by members of an Evaluation Panel, composed of respected researchers and advocates. Applications will be scored based on the challenge's three criteria: **boldness, impact, and relevance**. The judges will provide high-level comments on the idea, which will be shared with each applicant. The Evaluation Panel will select 10 to 12 finalists, who will be invited to present their research ideas to the Selection Committee at a public event, where the two winners will be announced. The event will be attended by prominent breast cancer researchers and advocates, and will be live-streamed.



About the Sponsor

The mission of the California Breast Cancer Research Program (CBCRP) is to prevent and eliminate breast cancer by leading innovation in research, communication, and collaboration in the California scientific and lay communities. CBCRP is the largest state-funded breast cancer research effort in the United States and is administered by the Research Grants Program Office within the University of California Office of the President. CBCRP is funded through the tobacco tax, voluntary tax contributions on personal California income tax forms and individual donations. Since 1994, CBCRP has awarded over \$280 million in research funds to institutions across California. CBCRP strives to push research in areas that are often underfunded or overlooked, including environmental exposures, health disparities, and primary prevention. Learn more about CBCRP at www.CABreastCancer.org.

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