

Breast Cancer Research Council Meeting Minutes

April 19, 2002

San Diego, CA

Members Present: Teresa Burgess, Ellen Mahoney, Tammy Tengs, Sandy Walsh, Anna Wu, Hoda Anton-Culver, Elaine Ashby, Akua Jithadi, Georjean Stoodt,

Members Absent: Robert Carlson, Craig Henderson, Florita Maiki, Diana Chingos, Lauren John, Irene Linayao-Putman, Sue Blalock.

Staff Present: Alejandra Astorga, Janna Cordeiro, Laurence Fitzgerald, Charles Gruder, Marion Kavanaugh-Lynch, Katherine McKenzie, Walter Price, Roslyn Roberts,.

I. Call to Order and Introduction

Chair Terri Burgess called the meeting to order at 9:30 a.m.

II. Approval of February 2, 2002 Minutes (*Attachment 1*)

There were no corrections made to the minutes.

Motion: It was M/S/P to approve the minutes.

III. Director's Report

A. Cycle VIII Update (*Attachment 2*)

Mhel began by reporting on the status of the Cycle VIII Review Committees. Two of the committees, Tumor Progression and Pathogenesis are completed; the remainder will conclude in April. Once again, Mhel encouraged council members to attend any of the review committee meetings for which they are not scheduled to perform a Programmatic review.

B. 2002 Advances in Breast Cancer (*Attachment 3*)

A copy of the Advances report was included for council members to review. Mhel requested that any feedback be received by May 3, 2002.

C. Tax Check-Off (*Attachment 4*)

Mhel reviewed the latest report on contributions to the Breast Cancer Research Fund. She indicated that last year, contributions were over \$600,000 making the fund the highest of the tax check offs. The first three months of 2002 has shown a significant increase from last year with the fund meeting the required \$250,000 mark for the year.

Revenue from the tax check off has basically doubled since it began. The doubling has not been as a result of an increase of individuals participating but in the average dollar amount of contributions that has gone from, for example, \$5.00 to \$10.00.

D. Tax Check-off Legislation (*Attachments 5 & 6*)

The enabling legislation for the tax check-off program was heard in the Senate Revenue and Taxation Committee. Receiving three of the four votes required to pass out of committee, it was determined that the bill should be reconsidered on Wednesday, April 24, 2002. Mhel encouraged council members, as individuals,

to invite others to attend the scheduled hearing and to distribute any alerts regarding SB1365 to other organizations.

E. Wayne Bill on Cigarette Taxes (*Attachment 7*)

AB 1768, introduced by Assembly Member Wayne, is a piece of legislation which could have a small, but positive impact on funding for the Program.

The Cigarette and Tobacco Products Tax Law requires licensed cigarette distributors to purchase and affix an appropriate stamp or meter impression upon each package of cigarettes prior to distribution. Cigarette distributors are currently receiving a discount of 0.85% of the value of a stamp or meter impression. AB1768, the Wayne Bill, would provide that the 0.85% distributor discount only apply to the first \$0.10 of the value of the stamp or meter impression. This would provide additional funds of approximately \$200,000 to the Breast Cancer Fund.

F. BCRP Website Re-Design (*Attachment 8*)

BCRP staff members have been working on a technical and organizational re-design of our website. This new website allows staff to find links that are not working and make suggestions. Council members were requested to review and provide feedback by April 25, 2002.

The BCRP web development staff will work in conjunction with the fundraising consultants and an external web development team to develop the existing BCRP website into a more visible and comprehensive resource and communications link; targeting audiences for fundraising, public education and media coverage.

G. Fundraising (*Attachment 9*)

Laura Talmus and Associates provided a status report outlining activities designed to heighten public awareness of the BCRP. Their goals include identifying local foundation and major donor prospects in an attempt to generate knowledge and interest in the Program. An Annual Fund direct mail campaign was launched with the first of three solicitation letters to all symposium registrants.

Betsy Krugliack of the Pacific Group spoke on media coverage of the symposium stating that the Breast Art Exhibit was an excellent tool in developing a rapport with the media and consumers. In an attempt to initiate dialogue with the media, The Pacific Group prepared a letter for all previous grant recipients, requesting their availability for interviews, outlining key messages about the BCRP. The group also coordinated media activities with The Wellness Community grant recipients, coordinated reciprocal website postings and sent out two Public

Service Announcements to the media securing coverage of the Tax Check-Off Program. The BCRP Director, Marion Kavanaugh-Lynch was interviewed by KCSN radio (Cal State Northridge) and an article appeared in the Contra Costa Times.

The first of a series of public education rallies was staged at an office building housing the Law Office of Heller Ermann White and Rupaula in an attempt to utilize a major corporate entity to generate awareness about BCRP and encourage their employees to participate in the Tax Check-Off Program. Similar rallies are being scheduled in their Silicon Valley, Los Angeles and San Diego offices.

H. Other On-going Projects: CSO Workgroup, Steering Committee on Breast Cancer and the Environment, Industry Relations Committee

CSO Workgroup

Mhel reported on the Common Scientific Outline (CSO) being developed by NCI, DOD and a number of other organizations including the Breast Cancer Research Program. With half of the BCRP portfolio falling into cancer biology grants, it was an accomplishment to adopt a new categorization scheme that breaks up cancer biology in a scheme

Other work groups included a quality assurance group and a web site where grants from each organization are listed in categories with a means to sort by funding agencies, category and states. Funding for the project is based on the proportion of grants an organization has on the list which means the NCI, DOD and the UK will be the major contributors.

Industry Committee

The Committee, consisting of BCRP staff, Larry Gruder, council members, former council member Bob Irwin, former post doc grantee Christina Niemeyer, and Joe Acanfora from the UCOP Office of Technology Transfer convened to brainstorm creative approaches to potential collaborations between biotech industry, private industry and the BCRP. The committee discussed the development of an award focusing on the concept of creating a junior investigator award type to encourage more BCRP supported research in the biotech industry. The other concept involved an entrepreneurial, venture capital type notion that incorporates having the BCRP play an active role in facilitating translational research-- funding a unit or consultant that would identify a list of ideas or projects that have high potential for translation. The next step for the committee will be to gather information to help decide which option the BCRP should pursue.

Steering Committee on Breast Cancer and the Environment

Mhel discussed her participation as a member of the International Conference on Breast Cancer and the Environment. This committee is made up of researchers, scientists, funders, policy makers (including the federal government), advocates and activists with a particular interest in the environment and breast cancer.

The program consists of five major sessions which include; known risk factors, environmental agents which have a clearly established link to breast cancer, community involvement in breast cancer research and the environment, and two sessions on suspected environmental agents linked to breast cancer, the evidence, the strength of the evidence, and a plan of action for identifying gaps; and lastly, a section on public policy. These sessions will be divided into smaller working groups ultimately responsible for developing recommendations in an effort to develop a research agenda on breast cancer and the environment.

IV. Priority Setting

Janna and Mhel led the group through priority-setting activities that included both steps from the annual interim assessment and the tri-annual priority-setting process. Council members were sent a grey priority-setting notebook that they will need to refer to and add things to during the time they are on the Council. Materials in the notebook will assist Council members in priority-setting discussion and decision-making.

Janna presented slides providing an overview of the priority-setting process to make sure all Council members were clear about the process. She explained that at today's meeting the Council would review the BCRP Mission statement (Step 1 in the Tri-annual Process and the Annual Interim Assessment) as well as review the Criteria (Step 2 in the Annual Interim Assessment) and Review data (Step 3 of the Annual Interim Assessment). To provide an overview historical context Mhel presented slides titled: "Changes and Additions to Priority Issues and Award Types :1995-2001." Then Janna presented slides reviewing the BCRP portfolio Cycles 1-7 and looking at the types of applications submitted during Cycle 8. Council members requested that Janna provide Slides looking at recent years – Cycles 5-7 for the next meeting. Substantive discussion followed including suggestions on how to reach out to investigators working in the health policy and health care field and how to foster research in the area of prevention.

After discussion about the BCRP mission statement, Betsy Krugliack of the Pacific Group along with Terri Burgess, Ellen Mahoney, Anna Wu and Akua Jitahadi formed a sub committee to discuss and possibly re-write the BCRP Mission Statement.

V. Programmatic Review Instructions and Distribution of Packets *(Attachment 10)*

Mhel presented a summary of the Programmatic Review Process and reviewed the required materials which included abstract books, score sheets and instructions. She reiterated the guiding principles of the process which include three basic principles underlying the entire review and funding process: (1) The evaluation of applications for funding is a two-tiered process consisting of separate scientific and programmatic tiers of review. Both reviews are necessary to the funding decision. (2) The two tiers are fundamentally different in the nature of their review. (3) All applications are evaluated in as objective and thorough a manner as possible, without preference to any applicant.

VI. Nomination of Council Chair and Vice Chair (Attachment 11)

Chair, Terri Burgess opened the floor to nominations for Chair and Vice-Chair of the BCRP Council in 2002-2003.

Terri Burgess nominated Anna Wu for Chair. The nomination was seconded by Elaine Ashby.

Sandy Walsh was nominated for Vice Chair. Ellen Mahoney was also nominated for Vice Chair by Sandy Walsh but declined.

The nominees will submit statements to support their candidacy for inclusion in the May 31st – June 1st Council packet.

VII. Committee Reports and Discussion

Evaluation and Priority Setting Committee

Alejandra Astorga, the Evaluation Intern, presented the findings from the New Investigator Award Evaluation study. She began by outlining the purpose and expected outcomes from the New Investigator awards. Then she described findings from interviewing 20 of the 24 eligible PIs who received New Investigator

awards from BCRP during cycles I-V. The main areas of the study were: current career of the respondents, impact of the BCRP New Investigator award on the career of the respondents, outcomes that resulted from the New Investigator sponsored research and feedback for BCRP. Council members will receive a revised version of the slides from the presentation to add to their priority-setting binder. A final report of the study will be completed this summer and distributed at the September Council meeting.

Outreach Committee (*Handout*)

Katie McKenzie provided an overview of the 2002 Symposium Evaluation Executive Summary outlining key interest areas and topics for future symposia along with suggestions for improving the event and a description of organizational issues. She provided a breakdown of the cost associated with the symposium.

Katie proposed a general overview of the upcoming symposium program layout which included adding satellite workshops such as grant writing and breast cancer 101.

The council discussed the venue for the upcoming 2003 symposium to be held in San Diego, CA. The BCRP staff conducted surveys of four potential meeting sites throughout the San Diego area. The venues under consideration are the Towne and Country Convention Center, San Diego Convention Center, Paradise Point Resorts and Spa and the Sheraton Harbor Island. A final decision will be made based on accommodation, availability and costs.

Katie ended her presentation with a general discussion of the BCRP newsletter, identifying areas of focus for upcoming editions.

VIII. Adjournment

The meeting was adjourned by council chair Terri Burgess at 4:17 pm.