



Module 2: Why is advocacy involvement important?

Technical Assistance
Materials for Investigators
California Breast Cancer Research
Program

Advocacy Involvement Strengthens Breast Cancer Research

- Focuses research on questions of greatest relevance
- Provides encouragement to researchers and emphasizes the urgency of finding solutions
- Improves the quality of the research (e.g., increases validity of survey instruments, improves recruitment and retention of participants, encourages culturally sensitive interpretation of findings)
- Encourages practical application of research findings
- Facilitates more effective dissemination of research findings to affected communities, health care providers, and policymakers
- Increases funding for research
- Informs lay people about the research that affects their lives, families and communities
- Empowers advocates to guide the breast cancer research agenda to answer their questions

Multiple Organizations and Funders Concur

- American Association for Cancer Research
- American Cancer Society
- Food and Drug Administration (FDA)
- Komen
- National Cancer Institute
- Patient Centered Outcomes and Research Institute (PCORI)
- US Department of Defense (DOD) Congressionally Directed Medical Research Programs

Impact on Projects & Science

- Purpose of research
- Relevance
- Application of results
- Accountability



Community engaged research is increasingly important to funding agencies and universities.

Reach out to CBCRP

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