



# LIVESTRONG: Changing the Course of Cancer through Advocacy

LIVESTRONG® opened its doors in 1997 as the Lance Armstrong Foundation, not long after world champion cyclist Lance Armstrong received his cancer diagnosis. In the beginning, the organisation was small and the mission to the point: Fight like hell. Over the course of the past 14 years, LIVESTRONG has grown exponentially in size and reach, so far directly helping more than two million people and reaching 200 million whose lives have been affected by cancer, including survivors living with the disease as well as their friends, family, loved ones and health care providers.

LIVESTRONG retains that fight like hell spirit today, by serving those affected by cancer and empowering them to take action. The needs of cancer survivors are at the center of every initiative the organisation undertakes. LIVESTRONG works to connect people affected by cancer, in English and Spanish, to the resources and information that they need to receive support throughout their cancer experience.

LIVESTRONG carries this survivor focus through to its advocacy efforts. The

organisation began as a grassroots effort, and through this community approach now stretches far beyond its Texas hometown. LIVESTRONG launched its global initiative in 2009, and has successfully taken its mission worldwide by amplifying the voices, experiences and stories of cancer survivors. This includes launching pilot programs in South Africa and Mexico to fight stigma, while educating local organisations on how to lead a survivor-informed advocacy movement. LIVESTRONG's global efforts also include convening anti-cancer experts, government leaders and survivors at international conferences including the Clinton Global Initiative in New York, the LIVESTRONG Summit in Dublin, and the Union for International Cancer Control in Shenzhen, China.

Advocacy – whether it takes the form of a signature on a petition or organising a LIVESTRONG Day event to raise awareness – will always remain a key component in the quest to conquer cancer. LIVESTRONG offers many ways for people to become advocates, from one-time actions to ongoing

commitments. For those interested in the latter, the LIVESTRONG Leader program provides an opportunity for individuals to lead advocacy efforts in their communities by sharing their stories, raising awareness and educating others on the fight against cancer. There are more than 500 LIVESTRONG Leaders, representing 60 countries around the globe.

Ashleigh Moore, a LIVESTRONG Leader in Adelaide, travels throughout South Australia hosting “Cancer Conversations” in the local Aboriginal community. This initiative aims to represent the views of those affected by cancer and promote these perspectives to health professionals, government officials and the community.

Henrike Hirsch, a LIVESTRONG Leader in Oldenburg, Germany, aims to fight stigma and discrimination of young adults with cancer through education and awareness. She regularly speaks to high school students on the value of skin cancer prevention and sun protection, while stressing the importance of early detection and screening.

Jere Carpentier, a **LIVESTRONG** Leader in California, has shared the story of her three cancer diagnoses with the California State Assembly in an effort to have the pill form of chemotherapy covered by insurance companies. Her story has been featured in numerous news outlets, leading to an invitation to travel to Washington D.C. and speak with lawmakers about cancer program and research funding.

For every action there is an equal and opposite reaction. As more people are diagnosed with cancer, it is crucial to counterbalance these statistics with positive action to fight the disease. When **LIVESTRONG** Leaders and advocates tell their stories, they represent the 28 million survivors worldwide and their voices amplify a message that must be heard: Now is the time to push for attitude and policy changes that will shine a spotlight

on this disease that knows no cultural, national or socioeconomic boundaries. **LIVESTRONG** advocates every day for all survivors, rooted in the knowledge that strength is unity. Each and every advocate that signs up to fight can help change the current course of cancer.



Visit [www.LIVESTRONG.org/TakeAction](http://www.LIVESTRONG.org/TakeAction) to learn more on becoming an advocate today.

