

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	Letter to Betsy Mullen re: WIN/ABC (partial) (1 page)	06/28/1998	P6/b(6)
002. letter	Letter re: WIN/ABC (partial) (1 page)	06/05/1998	P6/b(6)
003. letter	Letter re: WIN/ABC (partial) (1 page)	01/01/1998	P6/b(6)
004. letter	Letter re: WIN/ABC (1 page)	04/08/1998	P6/b(6)
005. letter	Letter re: WIN/ABC (partial) (1 page)	n.d.	P6/b(6)
006. letter	Letter re: WIN/ABC (partial) (1 page)	06/02/1997	P6/b(6)
007. letter	Letter re: WIN/ABC (partial) (1 page)	11/26/1996	P6/b(6)
008. letter	Letter re: WIN/ABC (partial) (1 page)	11/25/1996	P6/b(6)
009. letter	Letter re: WIN/ABC (1 page)	11/16/1996	P6/b(6)
010. letter	Letter re: WIN/ABC (partial) (1 page)	12/05/1996	P6/b(6)
011. letter	Letter re: WIN/ABC (partial) (1 page)	06/06/1997	P6/b(6)
012. fax	Fax cover sheet to Neera Tanden (partial) (1 page)	n.d.	P6/b(6)
013. fax	Fax cover sheet to Betsy Mullen (partial) (1 page)	07/28/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
014. fax	Betsy Mullen to Jennifer Proctor (partial) (1 page)	07/31/1998	P6/b(6)
015. fax	Erin Davy to Neera Tandem re: remarks (partial) (1 page)	07/28/1998	P6/b(6)
016. fax	Elizabeth Mullen to Neera Tanden re: Semi-postal Dedication (1 page)	07/29/1998	P6/b(6)

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40-cent postage stamp will help fund breast cancer research

Pacific Beach woman helped in its creation

By Dana Wilkie

COPLEY NEWS SERVICE

July 30, 1998

WASHINGTON -- A Pacific Beach woman, who began fighting for more breast-cancer research after her own battle with the disease, joined first lady Hillary Rodham Clinton and Sen. Dianne Feinstein here yesterday to unveil a new stamp that will help raise money to find a cure.

The 40-cent stamp will function like a regular 32-cent, first-class stamp, but the extra 8 cents from each will go toward breast cancer research performed by the National Institutes of Health and the Defense Department.

It is the first time the U.S. Postal Service has earmarked a share of a stamp's proceeds for research.

The nation's post offices will begin selling the stamps today.

In 1997, 180,200 women were newly diagnosed with the disease, according to the American Cancer Society.

Feinstein, a Democrat from California, said fewer than 30 percent of breast-cancer research programs seeking federal money ever get it.

"It is a terrifying and very, very difficult problem," said Feinstein, who wrote legislation creating the stamp and who spoke during a ceremony in the East Room of the White House.

Betsy Mullen of Pacific Beach was a 33-year-old market analyst in San Diego hoping to start a family when her doctor told her she had breast cancer. The disease took one of her breasts, while chemotherapy treatments brought on early menopause and robbed her of the ability to have children.

Vowing "to turn the tables" on the disease, Mullen created the Los Angeles-based Women's Information Network Against Breast Cancer, which has offices in San Diego and provides information and support for those with the disease.

Mullen teamed up with Sacramento surgeon Ernie Bodai to prowl the halls of Congress for someone who would support their dream for a breast cancer stamp.

"One stamp at a time and pennies at a time, the American people can realistically raise millions of dollars a year to fund cutting-edge research to end this rampant disease that has become a blight on our nation," said Mullen, who is now 39 and cancer-free.

The Postal Service has printed 200 million of the stamps, which will be available during a two-year test run. If all are sold, the proceeds would contribute \$16 million to breast-cancer research.

At the ceremony, Hillary Clinton reminded about 200 spectators that the president's mother died of breast cancer. And she said one of her own friends was undergoing a mastectomy as she spoke.

"Most of us will not be surgeons who will assist (cancer victims) . . . or nurses . . . researchers or scientists," Clinton said. "But each of us can buy this stamp. Each of us, when we send our letters or pay our bills, can put this stamp of hope on our envelope."

The stamp was designed by a Maryland woman who is a breast cancer survivor.

The design features the mythological Roman goddess Diana, pulling an arrow out of a quiver. Her right arm is raised behind her head in a position recommended by health care professionals for breast self-examination. Encircling her right breast are the words "Fund the fight. Find a cure."

The money-raising effort is a first for the U.S. Postal Service -- a technique it calls "semi-postal," meaning part postal and part charity. The same method has been tried with mixed success in other countries -- including Great Britain, Switzerland and Canada -- according to Postal Service spokesman Don Smeraldi.

Smeraldi said a portion of the additional 8 cents paid by customers will be tax-deductible. Seventy percent of the proceeds will go to the NIH, and 30 percent to the Department of Defense.

The legislation had an easy time passing in Congress, where Republican Senators Alfonse D'Amato of New York and Lauch Faircloth of North Carolina, and former Republican Representative Susan Molinari of New York joined the California authors.

They were aided in a persistent lobbying effort by Bodai as well as David Goodman, a San Francisco man who lost his wife of 38 years to breast cancer, and Betsy Mullen of WIN Against Breast Cancer in Los Angeles, a breast cancer survivor. All three were on hand at yesterday's White House ceremony.

"When I first heard the words, 'Mrs. Mullen, you have breast cancer,' I felt like I had been hit by a freight train," Mullen told a crowd of more than 100 politicians, health care providers, breast cancer survivors and reporters gathered in the East Room. "This is a novel opportunity to involve all of us in a fight to find a cure."

The first stamps were sold at Washington, D.C., post offices yesterday afternoon, and they will go on sale across the country today.

San Francisco Chronicle

Breast-Cancer Stamp Goes on Sale Today

Thursday, July 30, 1998

Marc Sandalow, Chronicle Washington Bureau

In a first for the U.S. Postal Service, a premium first-class stamp will be sold today with proceeds going to fund breast cancer research.

The 32-cent stamp will sell for 40 cents, with the extra 8 cents divided between the National Institutes of Health and the Medical Research Program of the Department of Defense.

The innovative program is the brainstorm of Sacramento surgeon Ernie Bodai, who has performed more than 1,200 mastectomies or lumpectomies and witnessed first-hand the destructive effects of the disease that will affect 1 in 9 American women.

Bodai enlisted the help of Representative Vic Fazio, D-Sacramento, and Senator Dianne Feinstein, D-Calif., who wrote the legislation that authorized the fund-raising stamp.

"To break precedent in Washington isn't an easy thing to do," Feinstein said. "Many people said that a stamp to raise money for breast cancer could not be done. But you should never underestimate California ingenuity."

An estimated 2 million U.S. women have breast cancer, but half have yet to be diagnosed. For years, the Bay Area had among the highest breast cancer rates in the nation, although in recent years those rates have dropped and now more closely mirror the national average.

Hillary Rodham Clinton showed off the colorful stamp at a White House ceremony yesterday, urging the public to spend the extra money and "help stamp out breast cancer once and for all."

"Most of us are not surgeons," she said, and are not in a position to do much about the epidemic that claims a life approximately every 12 minutes. "But each of us can buy this stamp."

The Postal Service has printed 200 million breast cancer stamps, which will be on sale for the next two years. If they are all sold, \$16 million will go to cancer research.

back and said, "We'll never do it. You're wasting your time," Bodai said.

Undeterred, Bodai then sent letters to every female member of Congress. None responded.

Bodai did hear, however, from a Kaiser lobbyist in Washington who was asked to talk with the surgeon because he had used Permanente Medical Group letterhead to enlist congressional support without the group's blessing.

"Ernie is a terrific guy, and sometimes terrific guys with great ideas have tunnel vision," said Dr. Don Parsons, associate executive director for health policy for the Permanente Federation.

But as Parsons found out, it was hard to scold a guy with infectious energy and childlike determination. Although Parsons at the time told him the project "probably wouldn't go anywhere," Kaiser officials and doctors eventually signed on, even paid for a chunk of his lobbying efforts.

Convinced that he needed to visit the lawmakers in person, Bodai began his frequent trips to Washington, a junior-high civics book in his briefcase. Joining him was Betsy Mullen, a breast cancer survivor and the founder of Women's Information Network Against Breast Cancer.

Eventually, Rep. Vic Fazio, D-West Sacramento, agreed to sponsor a bill. While plenty of supporters emerged and thousands of petitions favoring the bill poured in, the idea picked up early opposition.

"It took a while to get everybody in focus and begin to understand what we were up against," said Fazio.

"We just didn't think it was a good idea," said Don Smeraldi, Postal Service spokesman. Other countries had tried and failed to garner popular support for charity stamps, he said.

Postal Service opposition meant Fazio couldn't persuade the chairman of the subcommittee over Postal Service operations to hold a hearing on the bill, nearly essential to get it to the House floor. Stamp collectors, who spend millions buying stamps every year, also joined the opposition.

Even some breast cancer groups attacked the proposal. The director of the National Breast Cancer Coalition, for instance, tried to persuade Fazio to drop the bill, convinced that if lawmakers approved the stamp, they'd reduce other federal funding for the cause in the future.

Carol Bodai one dreary February night received a call from her husband in Washington. "He said, 'I don't know what I am doing here. Nobody wants to listen to me. I am so depressed.'"

She urged him to stick with it, and he did.

The bill didn't pass before the close of the 104th Congress and its supporters had to reintroduce it in January 1997. This time, Fazio enlisted the co-sponsorship of then-Rep. Susan Molinari, a Republican from New York. Sen. Dianne Feinstein introduced a similar measure in the Senate, and a year ago, the Act to Stamp Out Breast Cancer sailed through the House and Senate. The bill allows the special stamps to be sold at up to 8 cents above the normal first-class rate; the Postal Service set the price of 40 cents earlier this year. The proceeds, after administrative costs, will be earmarked for government breast cancer research.

Bodai, meanwhile, isn't planning a restful return to Sacramento. While promoting sales of the stamp, he is preparing to launch his next big project: a state-of-the-art breast health center for Kaiser's Sacramento patients.

Facts on the stamp

The "Fund the Fight, Find a Cure" stamp goes on sale today:

Cost: 40 cents -- 8 cents extra

Beneficiaries of the extra funds: 70 percent to the National Institutes of Health; 30 percent to the Pentagon's Medical Research Program

Issue: 200 million stamps; available at post offices nationwide

Estimated net proceeds: \$ 16 million

GRAPHIC: Bee photographs / Penny De Los Santos

Dr. Ernie Bodai, chief of surgery at Kaiser's Morse Avenue hospital, rests between operations last week. Wednesday, he was at the White House unveiling of the breast-cancer research stamp he has campaigned for since 1996.

Dr. Bodai, who fled Hungary in 1956, is known as a compassionate surgeon who always returns patient calls personally.

Associated Press photograph

In the White House East Room on Wednesday, Hillary Rodham Clinton officially issues the first U.S. "semi-postal" stamp.

Sacramento Bee

July 30, 1998

SECTION: MAIN NEWS; Pg. A1

LENGTH: 954 words

HEADLINE: OPERATION A SUCCESS

BYLINE: Dorsey Griffith, Bee Staff Writer

BODY:

It was a most unusual victory. But then again, it was the result of a most unusual doctor.

After more than two years of fanatic -- many said foolhardy -- lobbying, Sacramento surgeon Dr. Balazs "Ernie" Bodai on Wednesday watched as first lady Hillary Rodham Clinton unveiled his brainchild: a postage stamp to benefit breast cancer research.

For Bodai and many other tireless advocates, it was a time to celebrate something very few thought they could do and that others bitterly opposed.

"It blows me away," Bodai said before the White House ceremony. "This is a victory for women and their families."

The 40-cent stamp, which goes on sale today, is the first U.S. "semi-postal" stamp, with a purchase price above that of a regular first-class stamp to benefit a special cause. The extra 8 cents per stamp is expected to raise millions for research into potential new treatments for breast cancer, a disease that kills 50,000 women in the United States every year.

"I am proud to build on the president's long-standing commitment to breast cancer prevention and research," Hillary Clinton told the group assembled in the White House East Room. "This historic stamp will be invaluable in our efforts to increase research funding and save lives."

Bodai, who fled Budapest, Hungary, with his family in 1956, has always bubbled over with big ideas. Now 47 and chief of surgery at Kaiser Permanente's Morse Avenue hospital, he is known as an excellent surgeon and compassionate doctor who always returns patient calls personally, despite a 12-hour workday.

His idea for the stamp "came out of the frustration dealing with so many women who had breast cancer and seeing that we had made so few advances," he said.

However pure his motives, Bodai got scant encouragement.

"I thought he was nuts," said his wife, Carol. "But when he sets his mind to something, he will accomplish it."

The U.S. postmaster general swiftly rejected his first proposal, for a 1-cent-extra breast cancer stamp, made in a letter in January 1996. "He wrote



AP

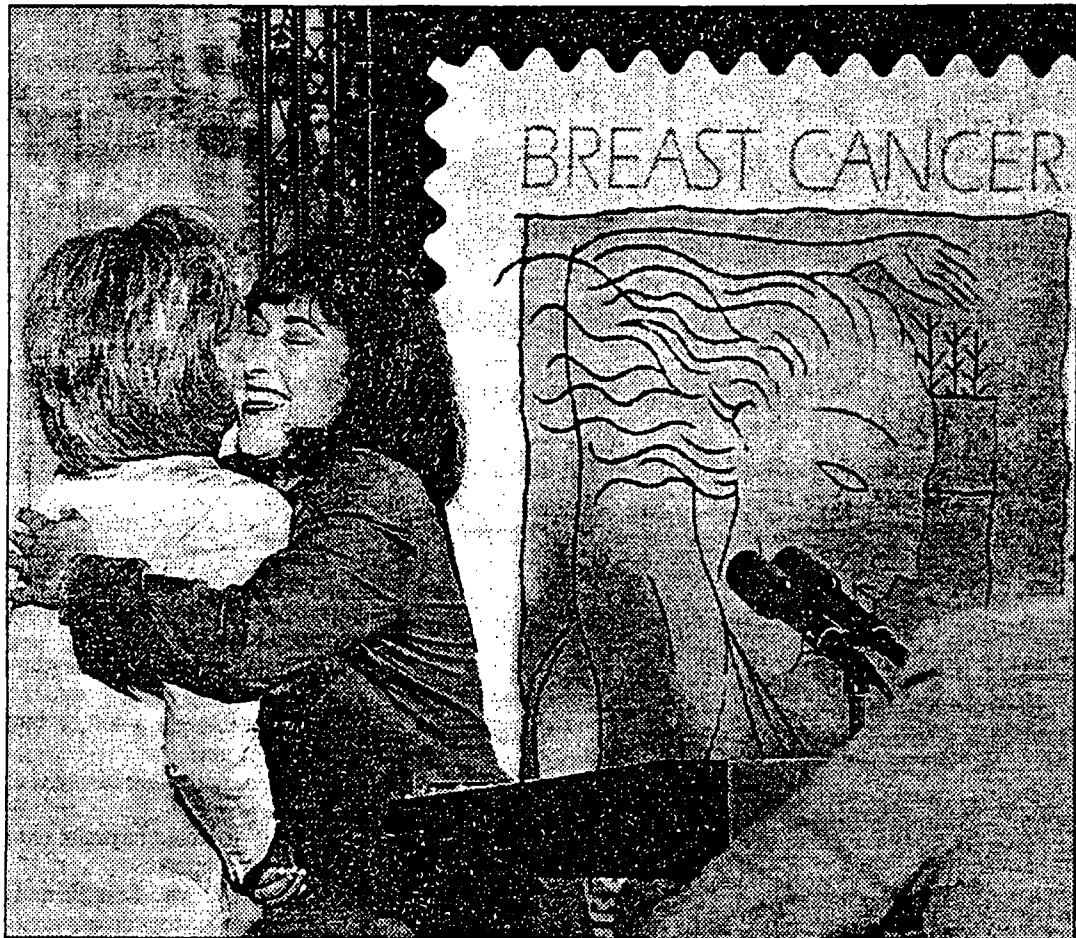
Stamp of approval

Hillary Rodham Clinton and Sen. Dianne Feinstein look at a 40-cent stamp that will raise funds for breast-cancer research. It will be used for 32-cent postage, with 70 percent of the net proceeds going to the National Institutes of Health.

The Washington Times

FRIDAY, JULY 31, 1998

A First for Research



BY ROBERT A. NEEDER—THE WASHINGTON POST

First lady Hillary Rodham Clinton embraces breast cancer survivor Betsy Mullen of Los Angeles at a White House ceremony marking the release of a postage stamp that will raise money for breast cancer research. Eight cents from each of the 40-cent stamps will be used for research. It is the first time a stamp has been issued to raise money for a cause. If all 200 million stamps are sold, researchers should receive \$16 million.

The Washington Post
THURSDAY, JULY 30, 1998

Talking It Over

By Hillary Rodham Clinton



Breast cancer stamp can help beat disease

We are facing a critical juncture in the war on cancer — a time when our nation's investment in research is beginning to pay off and cancer rates are beginning to decline.

With further investment, we can even anticipate the day that our children won't live in fear of this dreaded disease.

Dr. Richard Klausner, director of the National Cancer Institute, says there's a "palpable optimism" within the cancer community.

"The 1990s," he predicts, "will be remembered as the decade when we measurably turned the tide against cancer."

It is not only the doctors and scientists who have brought us to this point, but also thousands of advocates and volunteers whose dedication and passion have helped to raise awareness and increase funding for ongoing research.

Two such advocates are Dr. Ernie Bodai and Betsy Mullen. They fought for the creation of a postage stamp to raise funds for the fight against breast cancer — a stamp that I was honored to unveil at the White House, and which goes on sale around the country today.

The release of the Breast Cancer Research Stamp marks the first time the U.S. Postal Service has issued a stamp that costs more than its face value — 40 cents in this case, eight cents more than a typical first-class stamp.

The net proceeds will be used to fund breast cancer research.

Legislation authorizing the issuance of this historic stamp builds on my husband's long record of support for research and prevention in order to conquer breast cancer, a horrible disease that claims an American woman's life every 12 minutes and costs this country \$10 billion a year to treat.

In 1993, in response to the 2.6 million signatures collected by the National Breast Cancer Coalition, this administration crafted the National Action Plan on Breast Cancer — a strategy designed to eradicate the disease.

The president also fought for the expansion of Medicare coverage to help fund annual mammogram screenings for beneficiaries over age 40.

And he secured increases in breast cancer research funding from \$276 million in 1993 to more than \$500 million today.

Recent research has contributed to dramatic breakthroughs, such as the discovery of two breast cancer genes and the trial of tamoxifen, a drug with the potential to prevent breast cancer.

Understanding that the pace of medical discovery is no longer limited by science or imagination, but only by financial resources, my husband has requested budget increases that would see funding for NIH's cancer research grow by 65 percent over the next five years.

We know that victory over cancer will be brought about by a

The release of the Breast Cancer Research Stamp marks the first time the U.S. Postal Service has issued a stamp that costs more than its face value — 40 cents in this case.

dedicated partnership of scientists and advocates.

Over the course of the next few months, the president and I will welcome a number of these advocates to the White House. Many of them have fought cancer themselves or watched loved ones suffer without hope of a cure.

Katie Couric of NBC's "Today" — whose husband, Jay Monahan, died of colon cancer in January — and Good Housekeeping magazine will help launch a campaign to promote prevention and awareness of colon cancer, the second leading cause of cancer-related death in this country.

I'm also working with Liz Tilberis, the editor of Harper's Bazaar magazine, to plan events designed to inform women about ovarian cancer.

Liz has been diagnosed with ovarian cancer, which is expected to kill 14,500 American women this year, and causes more deaths than any other cancer of the female reproductive system.

Financier and prostate cancer survivor Michael Milken is one of the sponsors of a march on Washington this September aimed at focusing national attention on the magnitude of the cancer problem in our country.

The march, called "Coming Together to Conquer Cancer," has been endorsed by more than 250 organizations, including the National Coalition for Cancer Survivorship and the American Cancer Society. General Norman Schwartzkopf, also a survivor of prostate cancer, is the honorary chairman.

Ernie Bodai, Betsy Mullen, Liz Tilberis, Michael Milken and Norman Schwartzkopf and Miss Couric, along with thousands of other men and women, have dedicated their talent and resources to the cause. Now it's time for all of us to join them.

We can buy stamps, attend marches and learn about prevention. We can regularly undergo the diagnostic tests that catch cancer in its early stages. We can take better charge of our own health by improving our diets and giving up smoking. And we can support the increased research and funding that will lead us to a time when America's children will never again live in fear of this awful killer.

The Washington Times

THURSDAY, JULY 30, 1998

FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT UNVEILING OF BREAST CANCER STAMP
THE EAST ROOM
JULY 29, 1998

Welcome to the East Room and the White House. Starting this week, all Americans will be able to open up their hearts and mailboxes and help stamp out breast cancer once and for all. And when we do, it will be in large part because of the people in this room, and the people you represent all over our country.

It will be because of the Postal Service, which is delivering -- along with our mail -- a new weapon in the fight against breast cancer. I especially want to thank our new Postmaster General, Bill Henderson, for his vision and leadership; the Postal Board of Governors; the New Stamp Advisory Committee; and all the postal employees, some of whom are watching by satellite right now.

When we stamp out breast cancer it will be because of the artistry of Ethel Kessler and Whitney Sherman. And the tireless advocacy of Dr. Ernie Bodai, Betsy Mullen, and all the survivors who are standing up and speaking out to stop breast cancer and heal those it strikes. It will be because of Secretary Shalala's extraordinary leadership at the Department of Health and Human Services, starting when she convened a group to come up with a national action plan against breast cancer.

It will certainly be because of the Members of Congress -- some of whom are here today, from both the Senate and the House -- who, year in and year out have demanded that breast cancer be placed at the top of our national agenda -- where it belongs.

I want to pay special tribute to the architects of the Stamp Out Breast Cancer Act -- Senator Feinstein and Congressman Fazio. Thank you for your creativity that brought this idea to the Halls of Congress, and your dedication that helped make it the law of the land.

In fact, back in 1996, when Dr. Bodai went to his Congressman with the idea for a breast cancer stamp, he encountered a leader who has always cared deeply about finding a cure for breast cancer; someone who knows that we must continue to increase funding for all biomedical research, and someone who has always backed up these convictions with action. It is now my great honor to introduce Dr Bodai's congressman, Congressman Vic Fazio.

[Speaking portion.]

[First Lady resumes speaking.]

Thank you so much for that speech. Did she do a great job? Thank you for your comments, but also for all you've done to help other women get the support and care and information they need to "WIN Against Breast Cancer." As I was listening to Betsy's story, I

thought about her journey. I thought about the courage and commitment she demonstrated, and I thought about how far we've all traveled. I thought about all the women I know who have, themselves, fought breast cancer. I have a friend who today is having a mastectomy, and I thought about how not so long ago, the words breast cancer were barely whispered in the dark, if they were said at all.

It was a disease that women and men did not feel comfortable talking about, were ashamed of, embarrassed by. Now we can turn all of that fear and anguish into the kind of courage and commitment we saw embodied in Betsy and all of you who are here and are survivors of breast cancer, all of you who are family members of victims of breast cancer. You have helped turn that energy into a national call to action. Today, we have given something for every American to respond to that call to action. Most of us will not be the surgeons who will assist them, and nurses who will comfort them. Most of us will not be researchers or scientists in the lab making the breakthrough in genetic research. Most of us will not be senators or congressmen/women who are voting on legislation to increase funding in the battle against breast cancer.

Each of us, when we send our letters or pay our bills, can put this stamp of hope on the envelope. Every time we do, we will be contributing to the research that will reap hope and pray for our children, transform breast cancer from a daily threat to a distant memory. Every time we look at this wonderful stamp, so beautifully designed and illustrated, we can see the face of someone we know and love. We can see our mothers, our sisters, our daughters, our friends, our neighbors, our colleagues.

There are so many women who have endured what Betsy described to us. Many of the women who work for me here in the White House, many of the women who volunteer, and many of the women on the president's and vice president's staff, so many women throughout the government, so many women on Capitol Hill, so many women here in Washington -- have heard the words. But today, we know that we have an opportunity to do something to show our support in a very tangible way.

I urge all Americans to join in the fight against breast cancer. To do it in a lot of different ways -- by listening to those who were told that they were diagnosed with cancer. Call your friends and your relatives and your colleagues, and phone those who are facing chemotherapy, or radiation, or surgery. Laugh with them, go shopping -- to buy hats and wigs and scarves. Don't be embarrassed ever again to show your love and support to someone who is suffering from this tragic disease. Also make sure that you not only buy the stamp, but you tell your friends, neighbors, and colleagues to do the same. We know that we've come a long way in our fight against breast cancer. The President has a very personal reason for urging increases in research that he has urged, the Congress has supported. He lost his mother to breast cancer after a valiant fight.

We've seen great progress in the work that is being done by government-funded research and clinical trials. The Department of Defense Breast Cancer Research Program has dramatically expanded. Women receiving Medicare can now get annual mammograms, without any deductibles. We've launched an annual campaign to educate older women about the benefits of

mammography. Under Secretary Shalala's leadership, we've seen the birth and growth of the National Action Plan on Breast Cancer, a public/private partnership working towards one goal, and one goal alone: the final eradication of breast cancer.

We are facing a critical juncture in the war on cancer -- not only breast cancer, but other forms of cancer as well. Our commitment as a nation is finally beginning to pay off. We have put a lot of government dollars and private dollars and a lot of hearts into this fight against cancer. With more invested in this critical time, we can really break through in a dramatic way on the cancer front.

We have many obstacles -- and whenever I think about obstacles, I think about my late mother-in-law. She never wanted anyone to feel sorry for her when she had breast cancer. As with every other adversity she faced in her life, she'd get up at the crack of dawn, put on her lipstick and false eyelashes and go out and celebrate life. She was a great inspiration in all of us who knew and loved her. I remember the sampler she kept by her nightstand that read: "Lord, help me to remember that nothing is going to happen to me today that you and I can't handle."

I've seen that same courage in the eyes and heard it in the voices of so many women. I hope that all of us will do whatever we can to expand coverage for Medicare cancer clinical trials, to look for new initiatives -- like this wonderful idea of a stamp -- and to fulfill the President's request for an additional 65 percent increase in cancer research.

We also have to be sure that no matter what kind of insurance policy a woman has, whether it's managed care or traditional care, she will always get the best care. When a woman is told she has breast cancer, she should know that every effective treatment is being used to help her. She and her physician should be making the decisions about her health, not a business person or a book keeper in an office hundreds of miles away.

Most importantly, if a woman with breast cancer has already embarked on a course of treatment with her doctor -- even if her employer switches insurance plans, she must still have access to that doctor she trusts. She should never have to switch doctors in the middle of her treatment, as too many women have been told in the last two years. Imagine how you would feel if you or your mother, your wife, your daughter, had developed this trust towards the doctor treating her in this life-threatening, life-altering disease -- suddenly dropped from the insurance plan, or had an employer change plans in midstream -- and that woman was told that she has to go somewhere else, with someone she does not know, and start over again. That's one of the many reasons we need a Patient's Bill of Rights.

On September 26, thousands will gather on the Mall for a march to conquer all cancers for all time. I hope you'll send letters with this stamp, telling a lot of your friends about that march.

In order to conquer breast cancer and other cancers, we need the commitment and efforts of every single person in this country. We will need the courage that has been shown by all you who are breast cancer survivors. We need the confidence that comes with knowing where to win our part in this brave fight.

I want to thank all of you who have helped bring us to this time, and urge all of us to continue to do everything within our individual power to win this fight against breast cancer for our mothers, our wives, our daughters, our friends, for ourselves.

Thank you very much.

*Quotes from our
Breast Buddy® Volunteers*

"I feel like a guardian angel here on earth."...Carol

"I have another purpose to live, the Breast Buddy Program is my purpose."...Joan

"This is so healing for me. I get back ten times more than I give."...Joy



"This group has helped me more than anything else since I was first diagnosed with breast cancer."...Christine

"I felt like I was all alone and nobody cared. WIN Against Breast Cancer helped me."...Linda

*Quotes from our
Breast Aid® Patients*

"WIN ABC is a ONE STOP SHOP for all the information anyone could possibly want regarding breast cancer."...Gloria

"Your response was immediate and your follow-up calls let me know I wasn't alone."...Mary

"I received the information from you, which facilitated my decision relative to treatment."...Lulu

As a breast cancer patient, it is not a good feeling to look back at one's own treatment and ponder...

"If I only knew then,
what I know now."

*"KNOWLEDGE IS THE
ANTIDOTE TO FEAR"
Ralph Waldo Emerson*

*Commonly Asked Questions
By Breast Cancer Patients:*

"What are my treatment options?"

"Lumpectomy or mastectomy, which is the right choice for me?"

"Do I really need chemotherapy?"

"Is there someone I can talk to that has gone through this?"

"What information is available for my family?"

"Is breast reconstruction an option for me?"

"What about immediate reconstruction?"

"Should I get a second opinion?"

"How do I find out about clinical trials?"

WIN Against Breast Cancer®
A 501(c)(3) non-profit organization

19325 E. Navilla Place
Covina, CA 91723
Phone: 626-332-2255
Fax: 626-332-2585

5150 Bayard Street
San Diego, CA 92109
Phone: 619-488-6300
Fax: 619-488-7300

E-Mail: winabc@flash.net

WINABC

**Women's Information Network
Against Breast Cancer**

The WIN Against Breast Cancer® Story



Elizabeth "Betsy" Mullen
Founder, President/CEO

Betsy Mullen was diagnosed with breast cancer in 1992 at the age of thirty-three. Her personal experience transformed her from a confused and frightened patient into an informed patient advocate. Her determination and strength are focused toward helping others with breast cancer.

The Women's Information Network Against Breast Cancer (WIN ABC) is a national non-profit organization that grew from a partnership between Betsy and her surgeon. They realized that there was a vast need to enhance the level of care, education and support for breast cancer patients.

WIN Against Breast Cancer has helped thousands of breast cancer patients and their families throughout various stages of breast cancer, via the Breast Aid® and the Breast Buddy® Breast Care Programs. The Breast Buddy® Program is the signature program that has brought WIN ABC into the forefront of patient advocacy organizations throughout the United States.

Mission Statement and Goals

"Our commitment is to increase public awareness about breast cancer and to ensure that individuals from all cultural and socioeconomic backgrounds have rapid access to state-of-the-art education, support and information about this disease."

To equip breast cancer patients with the knowledge and tools necessary to facilitate confident and informed decisions regarding their treatment options.

To collaborate with the health care community in addressing the complex medical and psychosocial issues facing breast cancer patients in order to establish improved standards of care.

To provide ongoing peer support for breast cancer patients throughout the diagnosis, treatment and recovery process.

To educate breast cancer patients, their families and the public about the importance of personal health responsibility and how to partner with their health care team to receive the comprehensive care and support they need.

Current Programs

The Breast Buddy® Breast Care Program

A multi-faceted, comprehensive program that provides information and Survivor-to-Patient mentoring through decision making, treatment and recovery. Each Breast Buddy volunteer is a survivor, extensively trained to educate and support breast cancer patients.

★★★★ Recognized by the American Association of Health Plans as an "exemplary practice... an outstanding women's health program that really is making a difference in improving women's health."

The Breast Aid® Program

Provides educational books, pamphlets, video and audio tapes (in English and Spanish) to assist breast cancer patients, their families and the community-at-large. Up-to-date information is quickly disseminated through mail and telephone support. Services are free of charge and include information about breast cancer screening, referrals to other support organizations and services for the medically underserved.

The Breast Buddy® Breast Care Program for Indigent and Underserved Patients

Provides a specially designed Breast Buddy Program to meet the complex needs of medically underserved and indigent patients. The program connects patients to the necessary support and information previously not available to them. Educational materials offered are culturally sensitive and linguistically appropriate.

The WIN ABC Speakers Bureau

Qualified professionals are available for community events, seminars, and advisory panels. Speakers include Breast Cancer Survivors and experts in the Health Care Industry, Media, Public Health, Public Education and Patient Advocacy.

I support *WIN Against Breast Cancer*.

Please accept my donation:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 Other \$ _____

This gift is given:

In Memory of: _____

In Honor of: _____

☐ Get Well wishes ☐ Birthday ☐ Special Occasion _____
(Please specify)

Please send acknowledgment to:

Name: _____

Address: _____

City/State/Zip _____

Please make checks payable to *WIN Against Breast Cancer*.

Donations to *WIN ABC* are tax deductible.

Name of contributor: _____

Address: _____

City/State/Zip _____

Telephone (_____) _____

☐ Please send me more information about **WIN ABC**.

☐ I am interested in volunteer opportunities, please give me a call.

*WIN Against Breast Cancer
19325 E. Navilla Place
Covina, CA 91723-3244*



Women's Information Network Against Breast Cancer

*Thank You for helping us
to
WIN Against Breast Cancer*

A
RIBBON OF LIFE®
TO SUPPORT
BREAST CANCER
AWARENESS & EDUCATION

GlaxoWellcome



All women have a 1 in 8 chance of developing breast cancer in their lifetime. Please remember to have a mammogram, an annual physical exam and do monthly self exams.

SHOW YOUR SUPPORT BY USING THIS UNIQUE REUSABLE PINK EMBROIDERED RIBBON. PEEL AND STICK ON CLOTHING, DATE BOOKS, PHONES, COMPUTERS, NAME BADGES, ETC. — ANYWHERE AN ATTRACTIVE, PERMANENT REMINDER IS APPROPRIATE.

*Display with Pride... Display with Love...
Display with Hope for a better tomorrow.*

©1997 Creative Organization, Inc., Dallas, Texas



Cancer victims survive together

Breast Buddies helps fight the fear

By Letisia Marquez
Daily Bulletin

Angie Quinones broke down when her doctor told her she was diagnosed with breast cancer in November 1995.

Then her fear of dying turned into overwhelming courage to survive the disease.

Christine Sansone reacted calmly to learning a cancerous lump was growing on her right breast. Nevertheless, Sansone instantly thought of her friend who had breast cancer 10 years ago and died.

Sansone and Quinones are surviving breast cancer together now. They're grateful the other has cried through the same ordeal and understands the disease's pain and frustration.

In January, only a few weeks after Quinones' breasts were removed, Sansone, 39, of Rancho Cucamonga called Quinones, 43, of Ontario.

The Breast Buddies program at Fontana's Kaiser Permanente Medical Center, which is also sponsored by the Women's Information Network Against Breast Cancer, matched the women together.

"Having breast cancer, you go through all the feelings that are out there," Sansone said. "If you've gone through any tragedy in your life, you want someone else who's been through it."

Breast Buddies started in 1995 with \$400,000 from the Southern California Permanente Medical Group and \$250,000 from another private foundation, said WIN founder and breast cancer survivor Betsy Mullen.

The program is the first in the nation that brings together a nonprofit breast cancer organization with a hospital to match breast cancer survivors and patients together, she said.

Laura Ward, Kaiser's breast care coordinator, said the Fontana and Riverside
See **BUDDIES/A4**

Stan Lim/Daily Bulletin

Christine Sansone, 39, of Rancho Cucamonga, top, and Angie Quinones, 43, of Ontario, have been Breast Buddies for almost a year. The program, sponsored by Kaiser Permanente, pairs up victims of breast cancer so they can help each other's fears.

Buddies/ from A1

Centers were selected because they have a high number of breast cancer patients and support programs for breast cancer patients.

The program has 36 volunteers who have gone through an intensive two-day training. The Fontana hospital had about 200 breast cancer patients last year while Riverside had 85.

Breast cancer is the most common type of cancer among women, according to the American Cancer Society. In 1995, an estimated 20,230 were diagnosed with breast cancer in California and 5,035 died of it.

Mullen conceived the program after she found herself talking to other women who had been diagnosed with breast cancer each time she visited her hospital.

"Dr. Brad Edgerton asked me to talk to other breast cancer patients who weren't doing so well," said Mullen, a former marketing analyst who quit her job to start WIN. "After talking to them, I definitely saw a need for this type of support program."

In May, 1994, Mullen had received \$900,000 in funding from a private foundation to start WIN, which has its main office in West Covina. The organization provides information to women with breast cancer about the latest treatment and research and follows closely state and federal legislation about breast cancer.

Mullen, 37, was diagnosed with breast cancer in 1992. Doctors at the Kaiser hospital in West Los Angeles removed and reconstructed her breast and treated her with six months of chemotherapy.

Mullen was a "breast buddy" to Sansone before the program even started in Fontana.

"She really motivated me," said Sansone as she sat in her home with Quinones. "It just wonderful to see a cancer survivor who had hair and looked beautiful."

As Quinones and Sansone talked, the conversation shifted from one topic to another. They discussed how breast cancer has touched so many aspects of their lives.

During the last eight months of her chemotherapy, which ended last week for Quinones, she would often call Sansone to ask her if all the ill-side effects had also hit Sansone. They also shared books, pamphlets and other information about breast cancer.

Chemotherapy treatments kill the cancerous cells in a person's body, but also affect some healthy cells. The women experienced a rise in their body temperature, or "hot flashes," often lost their sense of taste and appetite, and had severe hair loss.

The lack of estrogen in their bodies, which can cause the cancer to come back, also sent the

women into early menopause.

The hardest aftermath for Sansone has been dealing with her infertility.

"I always wanted a daughter, but I can never have children again," said Sansone, who has a son. "Angie has her daughter, something I've always wanted."

But then Sansone thinks about her friends who didn't have children, were diagnosed with breast cancer, and are now going through menopause. She reminds herself that she's survived a "dark moment in her life" with courage and a profound desire to help others in a similar situation.

And the women can also laugh about some of their ordeal now, like the fake breasts Sansone offered Quinones to wear.

Sansone joked that the fake breast was "too small for Angie to wear" while Quinones made fun of "the sock," a fake breast made out of flimsy material and foam. Quinones settled on a thicker breast that looks fuller and fits her better.

They are both encouraging their younger friends to start self-breast examinations in their early 20s. Both women found out they had breast cancer after they examined their breasts and then went to see their doctor.

For more information about the program or to receive information about breast cancer, call WIN at (818) 332-2255.

Breast Buddies®

A Comprehensive Breast Care Program

A program of WIN Against Breast Cancer®

in collaboration with The American Cancer Society



Program Overview

The Breast Buddy Program® is a multi-faceted program that includes the following main elements:

- A Breast Buddy - A breast cancer survivor trained to provide peer support and information to patients *throughout* the diagnosis, treatment and recovery process.
- A Volunteer Training Curriculum - Part of a unique training program specially developed and designed to address the complex psychosocial and educational needs of the breast cancer patient and the volunteer who supports them.
- A Breast Care Coordinator - A dedicated R.N. with extensive expertise and sensitivity to help guide newly diagnosed breast cancer patients through the Breast Buddy Program and connect her to the other services available at the medical center and in the community.
- A "Survivors' Bag of Books" - Includes an extensive resource guide, educational books and support materials given to each patient upon diagnosis.
- The Shared Decision-making Program™ - An interactive computer/video program (available in regular video format) to assist patients, their families and friends in learning more about breast cancer and treatment options. Patients and providers receive a print out of information after viewing the Program.
- A Lending Library - Offering patients books / videos relating to breast cancer, treatment, emotional and psychological aspects, other educational materials.
- A "Living Room" / Resource Center - An aesthetically pleasing, comfortable environment for patients, their families and providers. (Houses the Shared Decision-making Program and lending library).

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	Letter to Betsy Mullen re: WIN/ABC (partial) (1 page)	06/28/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
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28 June 1998

Betsy Mullen, President, CEO
WIN Against Breast Cancer
19325 E. Navilla Place
Covina, CA 91723-3244

Dear Ms. Mullen,

I would like to acknowledge and compliment WIN/ABC for the Breast Buddy Support Program that was made available to me.

On September 5, 1997, while showering I palpated a mass in the lower outer quadrant of my left breast. Initially the fine needle aspiration revealed fibroadenoma. What a relief! However, I was not convinced of such a favorable outcome. My maternal grandmother was reported to have a breast mass. She died of a pulmonary embolus. My mother succumbed to neurological complications of breast cancer in 1996. My sister was diagnosed with breast cancer in 1994, she is doing well. Had I escaped this familial breast cancer syndrome? No. The lumpectomy revealed breast cancer, tubular histology, which is considered rare. Axillary dissection revealed no tumor. Radiation therapy was done.

I cried for three consecutive days after learning of the diagnosis. Since reading is one of my hobbies and the library is my favorite place to visit, I journeyed to the bookroom to find information. One of the books I read listed WIN/ABC. Since this was a local group, I called for advice.

I met Renee Gaines. She was very supportive. Her voice expressed empathy and compassion. She promptly sent me information about the organization, the breast buddy program, books on breast cancer, general information on malignancy and links to the Internet. After I hung up the phone I felt better because there was some one to talk to. Renee still calls or writes a note to say hello. It is people like her who make the world special.

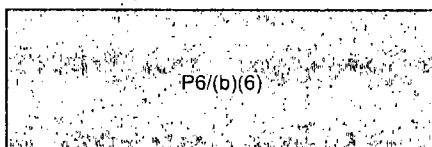
Lynn, the breast buddy was outstanding! She provided written and verbal words of encouragement. I have tried to contact her on several occasions, but I have not been successful. I hope that she is doing well.

Please continue the fine community outreach. Women and men in indigent and underserved communities need your support. When one is diagnosed with cancer, it is so painful to accept. Many friends and families do not know how to help. Some patients have to cope with cancer alone. It does not have to be that way. Please write to your sponsors so that they may provide grants to the organization.

Once I reach the one year anniversary as a breast cancer survivor I would like to become a breast buddy. Please send an application to me.

I am forever grateful to WIN/ABC!

Sincerely,



Lo013

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002. letter	Letter re: WIN/ABC (partial) (1 page)	06/05/1998	P6/b(6)

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6/5/98

2.

Dear Gene,

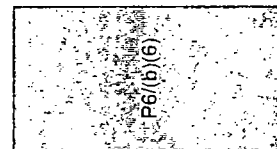
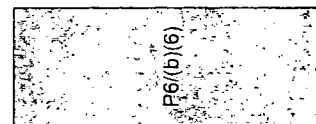
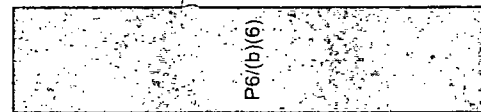
The article about your Cancer Information Network (CIN ABC) on the L.A. Times on 5-8-98 came just at the right time for me. I was facing the frightening fact that I must have a mastectomy soon. There were so many questions plaguing me and upsetting emotions were making my life so difficult. Thank God for your network's help in calming me with excellent information concerning my particular cancer and its management.

It is so good to have you there for me. I feel your concern and appreciate the packages of enlightening information. You've sent videos and tapes and books free of charge. They have been so helpful in understanding all that I need to know.

I am only one out there among many who will be eternally grateful for the help and genuine concern you've given through your wonderful network. I wish for the sake of future cancer patients the your network will appear nationwide soon. Please keep up this special work. We need you and thank you. May I extend my heartfelt thanks for what you have done for me.

Sincerely,

[002]



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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. letter	Letter re: WIN/ABC (partial) (1 page)	01/01/1998	P6/b(6)

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Attn: WIN Against Breast Cancer
Kaiser Permanente

June 1, 1998

I am writing this letter to tell you how happy I am that Kaiser Permanente now has the Breast Buddy Program. I had a mastectomy in 1993 and at that time there was no program. Boy, could I have used a buddy! I have a sister who had Breast Cancer in 1991. She was of great help to me but there are times when as much as you love your family and as much as they help and support you and want to help, it sometimes helps to talk to someone outside the family.

[003]

Later, I did go to [REDACTED] support group and she was of great help to me. When I was given the chance to be a Breast Buddy, I was pleased and honored. I now have two Buddies and it feels good giving them the support and help I'm able to give them. I think they help me as much as I help them. Thank you for giving me the chance to be a part of such a wonderful program. It is my hope that some day every woman diagnosed with breast cancer will have a chance to have a Buddy.

I also must add a special thanks to Laura Ward and Betsy Mullen, without whom we may never have had the chance to be part of a program like this.

Thank you,

[REDACTED]

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004. letter	Letter re: WIN/ABC (1 page)	04/08/1998	P6/b(6)

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005. letter	Letter re: WIN/ABC (partial) (1 page)	n.d.	P6/b(6)

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P6(b)(6)

[006]

You have Breast Cancer! Someone else hears these words-not me! What happens now? Am I going to die? I watched my best friend die-- Will I lose my breast? Will I become another statistic? A woman's worst nightmare is mine now.

Those were just some of my thoughts and questions when I first received this terrible news. But then I became one of the lucky patients to have the benefit of WIN Against Breast Cancer at my disposal. I walked out of my doctor's office with my "Bag of Books and Information" and answers to many of my questions feeling much more positive about making a very important decision that would affect my future. But somehow the books and knowledgeable and caring Health Care Team were just not enough. No one can know how you feel at a time like this except another woman who has experienced the same trauma.

I am now a Breast Buddy Volunteer because I want and need to give back what I was given. I am working with my first patient and seeing the change in her since she was first diagnosed, through her surgery and recovery from a frightened individual to one with such a positive outlook I have been rewarded ten-fold. Having a supportive family helps a great deal, but as she continues to tell me, I was and still am her best medicine, because I alone know what she is going through.

Her outlook is wonderful now and just being there for her means so much to both of us. This disease is not going to conquer us. We have conquered it!

This is a program that needs to be available for all women in all walks of life who are diagnosed with this devastating disease.

P6(b)(6)

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
006. letter	Letter re: WIN/ABC (partial) (1 page)	06/02/1997	P6/b(6)

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Kaiser Permanente
10800 Magnolia Ave.
Riverside, Ca. 92505

June 02, 1997

Dr. Michael Neri, Medical Director

Dear Dr. Neri,

This letter is to tell you how very much I have appreciated the program you have begun for Breast Cancer patients. The care I have received from Susan Robson, RNP-C,MSN has made a situation I found myself in so much easier to deal with. The entire program, starting with the Breast Buddy support group, most especially my Breast Buddy [redacted] P6/(b)(6) who [006] called me within two days after I learned of the need for a mastectomy. The wonderful way she came over & called & took me to a meeting and the calls and visits since the surgery has made a great deal of difference in adjustment to this unexpected challenge.

Susan Robson is as sweet and compassionate a person as any one I have ever met in the Medical field. And I have had considerable experience with your profession through the years my husband was so very ill. That's not to say there weren't others I admired, but she has a lovely gentle approach that makes you feel as though you are the only one she has to think about. She is a very special lady an a definite asset to the Breast Cancer Care program.

Thank you for taking the time to read this and thank you for a very special approach to the mental & emotional needs of your patients.

Very Sincerely'

[redacted] P6/(b)(6)

[redacted] P6/(b)(6)

cc: Dr. Edward Tyau: Chief of Surgery
Sandi Findley: Dept. Administrator, Surgery Clinic
Susan L. Robson, RNP-C,MSN

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
007. letter	Letter re: WIN/ABC (partial) (1 page)	11/26/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

November 26, 1996

Shelly Blechman, Administrator
WIN Against Breast Cancer
19325 E. Navilla Pl.
Covina, Ca 91723-3244

Dear Ms. Blechman:

I am writing this letter in support of the WIN ABC program.

I hardly know where to begin to explain to you what this program has meant to me and my family and friends, but let me try with the following:

1. For myself - I have benefitted from the education and support from other breast cancer survivors. It was wonderful to meet someone that has beaten the odds. I saw these brave individuals as role models. They gave me hope and courage to fight for my life.
2. For my family/friends - They know that I have received the best care and information available. They know I can make well informed decisions about my care, thus reducing their stress level and concerns about my survival.
3. For Non-Kaiser Members - I have co-workers referring newly diagnosed breast cancer patients to me, because they know I am a well informed survivor, and they know I am willing to work with anyone that needs help. [REDACTED] [009]

[REDACTED] P6/(b)(6)

Looking back I remember the fear I felt when I was told I had breast cancer (Dec. 92). I was # 4 out of 5 family members with breast cancer, at that time not one of them had enjoyed one year of remission. The first thing I did was get all the information I could lay my hands on so I could make well informed decisions and so I could feel like I had some control of my life again.

I shudder to think about what happens to Non-Kaiser patients that have so many questions and fears, and are in need of some hope and support but don't necessarily get that information from their caregivers, I know this happens far too often because Non-Kaiser breast cancer patients have told me time and time again.

The WIN ABC program is a ONE STOP SHOP for all the information any one could possibly want regarding breast cancer. When a person is newly diagnosed, they have enough to worry about without having to run around town trying to get bits and pieces of breast cancer information.

Needless to say I would love to see this program expanded to include Non-Kaiser Members.

Thank you for this opportunity to write to you about this wonderful program.

Sincerely,

[REDACTED] P6/(b)(6)

Nov. 25, 1996

WJN Against Breast Cancer
19325 East Navilla Place
Corona, California
91723-3244

Att: Shelly Blechman

Dear Shelly,

This is to thank you so much for taking the time to listen to me & answer my many questions. I especially appreciated your follow-up contact to ensure all was well.

There is so much that women don't know about breast cancer - both before & after their diagnosis. The source info you provided to me was extremely helpful. In fact, I've provided it to others who have also been grateful to receive it. The info. one gets from the media more

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
008. letter	Letter re: WIN/ABC (partial) (1 page)	11/25/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

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Freedom of Information Act - [5 U.S.C. 552(b)]

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is quite superficial & this are
so busy that it's a god send to
get sources you can use to
fully comprehend the extent
of your disease &, most
importantly, your options.
Once I finish radiation I in-
tend to become active - probably
in the advocacy area as it's
become clear to me that there
are far too many unanswered
questions with respect to breast
cancer & too much that
women need to know and
do not.

Although there are no
words to "properly" convey
my thanks for all your
support, I do greatly appreciate
it. Thanks for being there.

P6/(b)(6)

P6/(b)(6)

[008]

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
009. letter	Letter re: WIN/ABC (1 page)	11/16/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S
rc292

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
010. letter	Letter re: WIN/ABC (partial) (1 page)	12/05/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

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Freedom of Information Act - [5 U.S.C. 552(b)]

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P6/(b)(6)

[010]

December 5, 1996

Dear Shelly,

Words can't express my gratitude to you for the help and support you gave me when my 31 year old daughter was diagnosed with breast cancer. Your compassion and caring were of such a great help to me. I appreciate all of the printed information you sent me and especially the video you sent my daughter. It was very beneficial for her right when she needed it most. Your response was immediate and your follow-up calls let me know I wasn't alone. WIN is a wonderful program which I heartily endorse. Breast cancer can be very frightening and more women need the wonderful support of the WIN program. The expansion of your services to reach a greater number of women newly diagnosed with breast cancer would be a blessing. I wish WIN was available for every woman and her family in every state of our nation.

Sincerely,

P6/(b)(6)

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
011. letter	Letter re: WIN/ABC (partial) (1 page)	06/06/1997	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

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RR. Document will be reviewed upon request.

P6(b)(6)

[011]

June 6, 1997

Shelly Blechman, Administrator
WIN ABC
19325 East Navilla Place
Covina 91723-3244

Dear Shelly:

I wish to express my sincerest appreciation to you and WIN ABC for generously, courteously, and patiently providing me with information and professional guidance.

Shelly, your personal concern and prompt, responsive support has been incredibly important to me during this life crisis. You and WIN ABC truly provide a unique resource that is invaluable to women who are at their most vulnerable--financially, medically, emotionally, and psychologically.

As a veteran educator, let me say that all of my life experience and education did not prepare me for this on-going traumatic ordeal.

Again, thank you so much for being there!

Sincerely,

P6(b)(6)



KAISER PERMANENTE

November 7, 1997

Elizabeth Mullen
WIN ABC
19325 E. Navilla Place
Covina, Ca 91723

Ms. Mullen,

This letter of support confirms the collaboration between Kaiser Permanente and WIN ABC on the Breast Buddies Program in the Fontana/Riverside MSA.

WIN ABC has been instrumental working to assist Kaiser Permanente to educate women with breast cancer by providing support networks, resource materials and comprehensive educational services. This has been an extremely successful effort between both entities resulting in a great benefit to the community.

We would like to strongly support the continuing efforts of WIN ABC in the future. It would be our desire to see this program expand to other areas throughout the country.

Sincerely,

Nancy Young
Department Administrator
Department of Preventive Medicine

Pat Sloman
Department Administrator
Department of General &
Plastic Surgery

Robert L Rudek M.D. Southern California Permanente Medical Group
10800 Magnolia Avenue
Riverside, Calif. 92505

July 16th, 1996

To Whom it may concern,

Regarding Elizabeth "Betsy" Mullen; it is my pleasure to offer my recommendation and support to this very dynamic lady. She has virtually single-handedly put together a seminal organization for the benefit of women with breast cancer. WIN ABC (Women's Information Network Against Breast Cancer) has thrived under her tutelage. It has brought many resources to Kaiser's breast cancer patients in an abundant and timely fashion. The materials and resources are now being made available to the entire community. WIN ABC has become a form of one-stop shopping for information and resources for women at a crucial and desperate time in their lives. It brings the resources of the National Institute of Health and American Cancer Society to those stricken with cancer and who can benefit from having this information at their fingertips!

WIN has also brought the "Wellness Community" within the reach of our patients. She initiated the collaboration of Kaiser, and its members, with this valuable organization.

It has been a very positive experience to be the site of her pilot project entitled "Breast Buddies". This peer support program for women, who have been newly diagnosed with breast cancer, has proven to be a valuable source of emotional support for patients. It has also proven to be a valuable adjunct to the physicians who oversee and provide care for these women. The tandem approach has proven workable and the patients have benefited greatly as a result.

Much has been accomplished over the last two years thanks to this indefatigable lady. She is a great resource to herself (She is a Cancer Survivor!) as well as others. Supporting her plans for the future of WIN ABC should yield multifold benefits in terms of supportive cancer patient care.

Sincerely,

 M.D.

Robert L. Rudek



Women's Information Network
Against Breast Cancer

MAIN Office
19325 E. Navilla Place
Covina, CA 91723-3244
Office 626 332-2255
Fax 626 332-2585

Shelly Blechman
PROGRAM DIRECTOR

SAN DIEGO Office
5150 BAYARD STREET
SAN DIEGO, CA 92109
Office 619 488-6300
Fax 619 488-7300

E-mail: winabc@primenet.com



Women's Information Network Against Breast Cancer

First Lady of the United States
Mrs. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

July 2, 1998

Elizabeth Mullen
President, CEO

Shelly Blechman
Program Director

Re: Breast Cancer Research Stamp Ceremony – July 29, 1998

Board of Directors

Bradford W. Edgerton, M.D.
Gary E. Erickson
Dotty Ewing
Sharon Goldsmith, R.N., M.S.
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Scott Karlan, M.D., F.A.C.S.
Vladimir Lange, M.D.
Carol Mechanic
Christine A. Norvell, Ph.D.
Carol Scott, J.D., M.P.H.
Nina Aguayo Sorkin, L.C.S.W.

Dear Mrs. Clinton:

The U.S. Postal Service has informed us about the ceremony for the first day of issuance of the Breast Cancer Research Stamp that will be taking place at the White House on July 29, 1998. We are delighted to hear the news that you will be the Honored Mistress of Ceremonies for the day's events. It is with extreme pleasure that we offer our services to help make this historical day most memorable. The American People will view this as a true reflection of the spirit in which our country was founded: teamwork, volunteerism and the partnership of individuals working with the government.

We would like to inform you about the role that Elizabeth "Betsy" Mullen and WIN Against Breast Cancer played in getting this legislation passed. This began as an idea of Dr. Balazs "Ernie" Bodai of Sacramento, CA., who together with Ms. Mullen dreamed of an end to breast cancer. They began their arduous journey together two and a half years ago and had their vision realized when President Clinton signed the *Stamp Out Breast Cancer Act* into law on August 13, 1997. This ceremony at the White House is the culmination of years of hard work and determination. There were a number of key legislators who also helped in this effort including, Senators Dianne Feinstein, Alfonse D'Amato and Representatives Vic Fazio and Susan Molinari (please see enclosures).

I have enclosed a media packet about Betsy and the **WIN Against Breast Cancer** organization. This will give you a better understanding as to the scope of our programs and services. WIN Against Breast Cancer's signature program, **Breast Buddies**, was just recognized by the American Association of Health Plans as the benchmark of care for breast cancer patients in this country. This is a one-of-a-kind program that provides information, education and peer support from the time of diagnosis, and throughout the treatment and recovery process. This is accomplished by giving patients rapid access to all the up-to-date information and support that they need to help them make informed treatment decisions. They are also given the unique opportunity to be paired with a **"Breast Buddy"**, a specially trained breast cancer survivor who can shepherd them through this most difficult time.

We look forward to honor of meeting you and again are pleased to offer our assistance. Please feel free to contact our office at 626/332-2255 should you have any questions or need additional information.

Sincerely,

Shelly Blechman
Program Director

Enclosures



HACIENDA HEIGHTS

HIGHLANDER

July 7, 1994

Volume XXIX, No. 48

3 Sections 26 Pages

This Week

Cancer survivor devotes her life to helping others

BY FATTI STEGER
Staff Writer

It was an October morning in 1992 when 33-year-old Elizabeth "Betsy" Mullen received the phone call that changed her life. Her doctor was on the line with the results of her biopsy. The diagnosis was breast cancer.

As Mullen recalls, "I felt like I was hit by a freight train." That was the first blow. The second came when she walked out of her doctor's office scared and confused because she was given no written information on which to base the life-and-death treatment decisions she was being pressured to make. Should she have just the lump removed, or the entire breast? And what type of chemotherapy was best?

Terrified of making the wrong decision, she picked up her phone and began calling doctor after doctor.

"It was my way of taking a situation that felt absolutely out of my control and gaining some control and power in deciding what was going to happen to me," she said.

In searching for answers she discovered that her experience was not uncommon among women diagnosed with breast cancer. This takes on greater significance considering that, according to the American Cancer Society, each year 183,000 new breast cancer cases are diagnosed and 46,000 women die of it.

Many organizations exist to provide treatment information and psychosocial support to help women face their illness with confidence rather than being paralyzed by fear.

The problem lies in linking the resources with the women who need them. Many doctors are in the dark as to what's available.

To serve as the vital link between women and resources, Mullen founded WIN Against Breast Cancer, a project of Community Partners. The acronym WIN stands for Women's Information Network. In giving lectures



BESTY MULLEN takes a rare breather from her duties as founder of a network that helps women deal with breast cancer.
Staff photo by **KEITH BIRMINGHAM**

and sending mailings, Mullen provides support to women with breast cancer.

"I am devoting my life to helping other women with breast cancer to spare them from unnecessary fear and frustration," she said.

Mullen does her work commuting between Covina, her hometown where she has set up a satellite office, and San Diego, where she lives with her husband, Ken, and her cat. Her work has been praised by both health care professionals and cancer survivors.

Recently WIN was awarded an

\$87,000 grant. The organization's proposed projects include the development and distribution of a breast health/breast cancer resource list and newsletter, and the production of a video featuring a "live" breast examination and breast reconstruction patients.

One project close to Mullen's heart is the development of a breast buddy program. At the time of diagnosis, a woman will be paired with a breast cancer survivor to provide the support and guidance that only someone who has been in the same situation can offer.

In her own treatment, Mullen opted to have a mastectomy followed by an immediate reconstruction enabling her to awaken from surgery with a natural-looking reconstructed breast in place of the removed breast. She wants

women to be aware that this may be an option for them.

Her prognosis is good, but Mullen must be ever vigilant. Every four months she has blood work, every six months a mammogram and every year a bone scan.

Doctors have advised her against having children.

Her husband, her high school sweetheart, has stood by her every step of the way. She is upbeat about the unexpected turn her life has taken.

"I think I'm better than ever," she said.

"I've got a great purpose in the organization. Ken and I may not be able to have kids, but this organization is my baby. It's my child and we're going to nurture it and as long as there's a breath left in this body we're going to help other people."

To contact Betsy Mullen, write her at 5150 Bayard St., San Diego, Calif. 92109. For cancer information call 1-800-4-CANCER.

Hacienda Heights Youth Softball announces all-stars. Page 13

COVINA PRESS COURIER

HIGHLANDER

June 18, 1998

Volume XXXIII, No. 42

3 Sections - 36 Pages

Covina Argus-Citizen

Breast cancer advocate honored by YWCA

BY CHRISTINA CHANES

Correspondent

ONE woman's solution to dealing with the horrific news of being diagnosed with breast cancer was "Don't get mad, get even."

Arming herself and others with the most current and up-to-date information on the subject, Elizabeth Mullen

went the distance and won.

Her battle is private at times, but in a very public way. Betsy, as she is known by friends, is young, dynamic, educated and tireless. She is a woman who looked adversity in the face, smiled and simply rolled up her sleeves to begin working and helped to create one of the most unique and valuable tools in the war against one

of the foremost women's health issues.

"My initial reaction when I was diagnosed was 'Excuse me?' But when they continued on and said that I had to choose between a lumpectomy or a mastectomy, and chemo, I knew this disease would be a vehicle for me to help myself and others," said Mullen. "I want people to have the information to make

confident and informed decisions about their treatment."

WIN — for Women's Information Network — is Mullen's baby. It's a soft name with hardcore political implications.

"I have an agenda and it is to change the culture in which cancer is detected, treated and diagnosed," Mullen said. "It all boils down to politics and money and I am working with other people to affect change — to WIN!"



Please see YWCA /16

ELIZABETH MULLEN

YWCA

Continued from page 4.

With no political experience, backing or even the slightest knowledge of lobbying, Mullen sat at the table with some of the biggest, brightest and toughest politicians and helped to create a U.S. postal stamp that would benefit breast cancer research.

The 40-cent stamp was unveiled at the Revlon Run/Walk for Women held in Los Angeles in early May.

"We are one step closer to raising much needed research dollars to fight this deadly disease," said Sen. Diane Feinstein. "This stamp represents an innovative

way to raise breast cancer research funds without raising taxes. I urge everyone to buy them so that we can fund the fight to find a cure."

Mullen's purpose with WIN is to help women, children and families dealing with breast cancer to become better informed about their treatment, recovery and all their options.

She wraps it all in a package of bilingual peer counseling, videos and pamphlets to stamp out some of the fear associated with breast cancer.

Breast Buddies are peer counselors who meet newly diagnosed breast cancer patients and help them though the fear associated with this terrible disease.

"In the beginning, I found

'I have an agenda and it is to change the culture in which cancer is detected, treated and diagnosed. It all boils down to politics and money and I am working with other people to affect change — to WIN!'

Elizabeth Mullen

the Women's Information Network on the Internet and soon after received my information packet. It literally led me out of the darkness," said LuLu Jacobsen, breast cancer survivor. "The understanding and compassion they gave me truly made me feel loved and gave me back the respect I had lost for my body."

Mullen has received the support and admiration of many and has touched the lives of millions of women she may never meet. But one thing is certain, her dedication and perseverance to help women deal with one of the biggest killers of women has not gone unnoticed.

Along with seven other extraordinary San Gabriel Valley women, Mullen was honored by the YWCA for her efforts at the 14th annual Women of Achievement Awards luncheon June 5 at Industry Hills.

"When I get up there to accept the award I won't be up there by myself," said Mullen. "With me comes all those people who have worked so hard and shared my vision. Really it's their award. I'm just the one picking it up and I couldn't be in better company than to be with all those women. I am awe struck at who they are and what they have accomplished."

Mullen is proud of her work and the success of her efforts, not for herself but for the daughters and granddaughters she will never have except in her heart.

"Being able to be at the table and truly affect change is only part of it," said Mullen. "The other part, the big part, is reaching women who do not know what to do in the wake of darkness and helping them to find a way to cope and make decisions that they won't later think back

about and say 'What if?'"

To find out more about WIN and the Breast Buddies program, call (626) 332-2255.

About 30 women were nominated for the Women of Achievement award this year, all of whom at some time lived or worked in the San Gabriel Valley. The eight honorees were selected based on their level of success, contributions they've made to the community and their role model characteristics. Past recipients have included an Olympic medalist, hospital chief of staff, scientist and chief of police.

"I think sometimes women are so busy trying to be successful that they tend to forget the impact that they've had on people, and so I think this award gives them the opportunity to sort of stop and smell the roses," said Barbara Rehmer, executive director of the San Gabriel Valley YWCA.

Los Angeles Times

SUNDAY, MAY 10, 1998

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METRO NEWS

Stamping Out Cancer s Her Goal

By PETER Y. HONG
TIMES STAFF WRITER

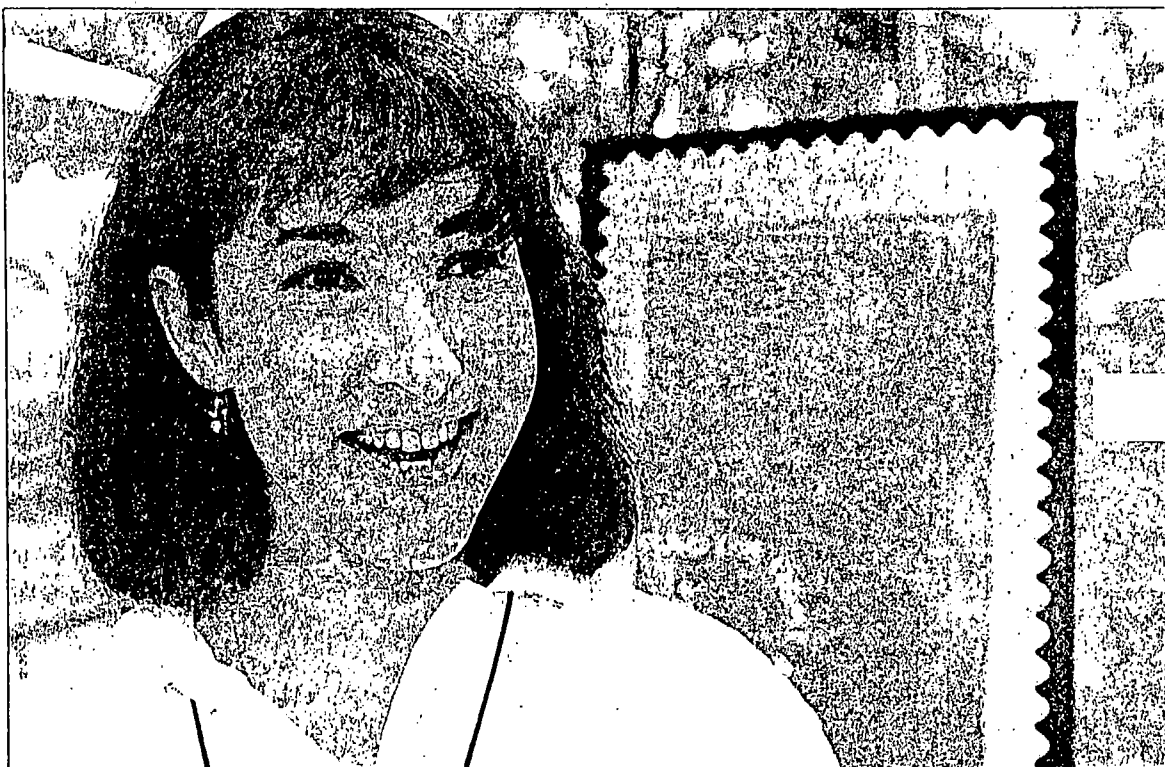
For Elizabeth Mullen, the August release of a new postage stamp to raise funds for breast cancer research will be somewhat like the birth of a child.

A breast cancer survivor who was one of two leading advocates for the creation of the stamp, the 39-year-old founder and CEO of the Covina-based Women's Information Network Against Breast Cancer (WIN ABC) works with a mother's devotion. "Chemotherapy made me sterile, so for me this work is akin to bringing up a child," she said.

Since starting the nonprofit WIN ABC four years ago in a spare room in her mother's house, Mullen—who now lives in San Diego—has built a network of 125 breast cancer survivors who have mentored more than 1,500 patients in Southern California.

The 40-cent stamp will function like a regular 32-cent, first-class stamp, with the eight extra cents turned over to breast cancer research programs.

Sacramento surgeon Ernie Bodai, who specializes in breast cancer surgery, came up with the idea last year and called on Mullen for help. The pair of Californians made numerous trips to lobby Congress, which passed special legislation to



FERRY C. RIDDLE / Los Angeles Times

Elizabeth "Betsy" Mullen has used her own experience with cancer to help others via the Postal Service.

create the stamp.

The stamp's design—which features a line drawing of a woman's upper body with the words "Fund the fight. Find a cure"—was unveiled Saturday at the Los Angeles Memorial Coliseum during the annual Revlon Run and Walk for Women, a fund-raiser for women's health programs.

Mullen decided to work full time on breast cancer awareness after her diagnosis in 1992. At that time, Mullen said she was given a week to choose between a lumpectomy or mastectomy and different chemotherapy protocols. With little knowledge of breast cancer or

its treatment regimens, the former market research analyst said her life became a "scramble" to find information.

As she found journal articles, brochures from breast cancer support groups and other resources, Mullen began to mail copies to her doctor, Bradford Edgerton, asking him to pass the information on to other patients to spare them the trouble of finding it themselves. Edgerton told Mullen she ought to set up a clearinghouse for such information, and helped her get the \$90,000 foundation grant with which WIN ABC was founded.

Along with providing informa-

tion in English and Spanish, WIN ABC pairs cancer treatment veterans with newly diagnosed patients through a program called Breast Buddy. That program is now run out of three hospitals in Los Angeles and Riverside counties, and WIN ABC has applied for a grant to start Breast Buddy networks at Martin Luther King Jr./Drew and Harbor-UCLA medical centers.

"If we can make a program work in L.A. County," said Mullen, "I have great confidence it can work nationwide."

WIN ABC can be reached at (626) 332-2255.



United States Senate

WASHINGTON, DC 20510-0504

March 11, 1998

Ms. Louise Fasana
Women of Achievement Committee
YWCA of San Gabriel Valley
961 S. Glendora Avenue
West Covina, California 91790

Dear Ms. Fasana:

I am writing to bring to your consideration Ms. Elizabeth (Betsy) Mullen, for the Women of Achievement award.

Ms. Mullen founded and is President of Women's Information Network (WIN) Against Breast Cancer, a non-profit organization to help save the lives of women affected with breast cancer. Ms. Mullen has dedicated her life to the mission of saving others.

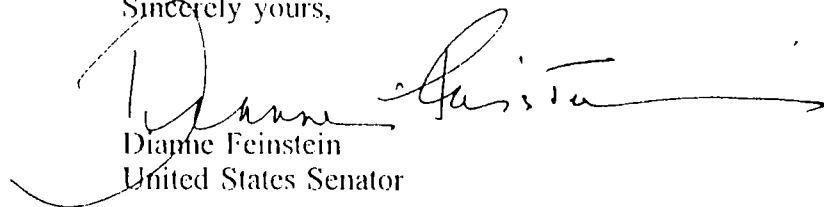
Having been diagnosed with breast cancer in her early thirties, Betsy spent her recuperation educating herself so that she could make informed decisions. At the same time, she began visiting other patients afflicted with breast cancer in order to share her knowledge and provide much needed moral support. This was the beginning of WIN, Against Breast Cancer. Five short years have passed, and her organization has become one of the largest national resource organizations in the country. Indeed, Betsy has accomplished much more in five years than most people could do in one lifetime.

In addition to her superior leadership and ability to mobilize hundreds of volunteers, Betsy has demonstrated political service. She was highly instrumental in helping pass my recent Breast Cancer Research Stamp legislation earlier this past year. Due to her determination, the United States Postal Service will print and sell a stamp priced at pennies above the current price, with the extra penny going directly to fund breast cancer research.

I hope that you will give Ms. Betsy Mullen every consideration as you review nominees for the Women of Achievement award.

With warmest personal regards.

Sincerely yours,



Dianne Feinstein
United States Senator

DF:llm

Stamp to aid fight against breast cancer

CHARITY: Profits from sales of the new postage design will help fund research.

The Associated Press

LOS ANGELES — A postage stamp that will benefit breast cancer research was unveiled Saturday at the Coliseum, just before a charity run-walk for women's health attended by thousands of people.

The stamp, the first to raise money for charity, features a drawing of a woman's torso with the words "Fund the fight. Find a Cure." A large version of the stamp was presented at the 5th annual Revlon Run/Walk for Women, which raises money for women's health and breast and ovarian cancer awareness and research.

Actor Kelsey Grammer, actress-model Salma Hayek and entertainer Nell Carter were among the celebrities who participated.

The 40-cent stamp is valid for regular postage like a 32-cent stamp. About 70 percent of the extra 8-cent surcharge will go to the National Institutes of Health and the Defense Department for breast cancer research.

The stamp will go on sale in August.

"Literally, stamp by stamp, penny by penny, the American people can raise millions of dollars a year," said Elizabeth Mullen, 39, founder and chief executive of the Covina-based Women's Information Network Against Breast Cancer.

The Postal Service has been reluctant to issue such stamps, fearing a rush of charities who also want to benefit from postage sales. Collectors who say the surcharge is an unfair tax also opposed charity stamps.

"We never wanted to be in a position of picking which charity would benefit," U.S. Postal Service spokesman Don Smeraldi said.

At least 100 million of the stamps will be printed during a two-year test run, Smeraldi said.

Dr. Ernie Bodai of Sacramento and Mullen, who lost one breast to cancer, were instrumental in getting approval for the stamp from the U.S. Postal Service and Congress.

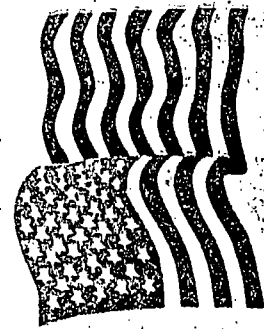
Mullen said Bodai first called her with the idea after performing three mastectomies in one day.

"I was really getting frustrated," Bodai said. "The chances of dying from this disease are the same now as they were mid-century."



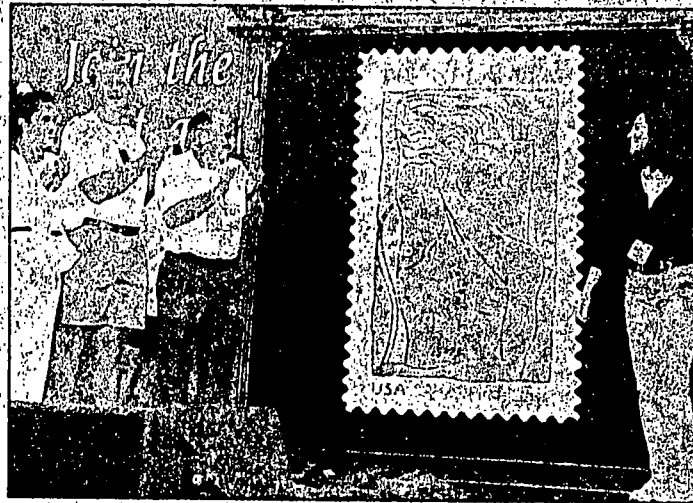
MIKE JONES/The Associated Press

FIRST-CLASS EFFORT: Lilly Tartikoff, co-founder of the Revlon/UCLA Women's Cancer Research Program, unveils the U.S. Postal Service's new breast-cancer stamp Saturday in Los Angeles.



SUNDAY, MAY 10, 1998

SAN GABRIEL VALLEY TRIBUNE



ASSOCIATED PRESS

LILLY TARTIKOFF, right, co-founder of the Revlon-UCLA Women's Cancer Research Program, unveils the stamp as actress Salma Hayek, left, actor Kelsey Grammer and Dr. Tirso del Junco applaud Saturday.

Stamp to fund breast cancer research unveiled

Associated Press

LOS ANGELES — A postage stamp that will donate net profits to breast cancer research was unveiled Saturday at the Coliseum just before a charity run-walk for women's health attended by thousands of people.

The stamp, the first to raise money for charity, features a drawing of a woman's torso with the words "Fund the Fight. Find a Cure." A large version of the stamp was presented at the 5th annual Revlon Run/Walk for Women, which raises money for women's health and breast and ovarian cancer awareness and research.

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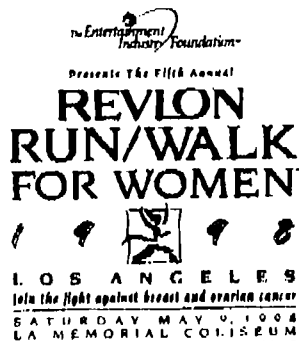
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FOR IMMEDIATE RELEASE

Media Contact: Don Smeraldi
US Postal Service, (202) 268-6524
E-Mail: dismerald@email.usps.gov
USPS Web Site: www.usps.com
Stamp News Release Number 98-048

NATION'S FIRST BREAST CANCER RESEARCH 'SEMIPOSTAL' STAMP UNVEILED AT REVLON RUN/WALK FOR WOMEN

LOS ANGELES, Calif. – The engaging, colorful design of the first U.S. postage stamp in history to have its net proceeds from sales earmarked for research organizations was unveiled today by the U.S. Postal Service at the Los Angeles Memorial Coliseum.

The Breast Cancer Research "semipostal" stamp was unveiled during the opening ceremony of the Fifth Annual REVLON RUN/WALK for Women. The self-adhesive stamp will be issued nationwide in August 1998, after which the Postal Service, breast cancer organizations and other groups will participate in awareness events at various locations and times through National Breast Cancer Awareness Month in October.

The REVLON RUN/WALK for Women is presented by the Entertainment Industry Foundation, an umbrella organization made up of film studios, networks, guilds, unions and independent production companies whose goal is to raise money for more than 250 charitable causes.

"The Postal Service has a proud tradition of issuing stamps to help raise awareness of social issues," said Dr. Tirso del Junco, Los Angeles surgeon and presidentially appointed member of the Postal Service Board of Governors, who unveiled the stamp. "This stamp continues our active role in the fight against breast cancer, one of the deadliest diseases among women."

Among those who joined Dr. del Junco at the stamp unveiling ceremony were event host and actor Kelsey Grammer; Lilly Tartikoff, co-founder of REVLON/UCLA Women's Cancer Research Program; George Fellows, President/CEO, REVLON; Dr. Ernie Bodai, M.D., chief of surgery, Kaiser Permanente, Sacramento, Calif.; and Elizabeth Mullen, founder, president and CEO, WIN Against Breast Cancer. Dr. Bodai's vision for a stamp to help save women's lives led to the development of the breast cancer research stamp, while Mullen, along with Senator Dianne Feinstein (D-CA), Senator Lauch Faircloth (R-NC), and Congressman Vic Fazio (D-CA) were among the stamp's leading proponents.

C/O THE DAVIS GROUP
1119 COLORADO AVENUE
SUITE 112
SANTA MONICA, CA 90401
310.395.6779 TELEPHONE
310.395.9299 FACSIMILE

As a 40-cent semipostal stamp, the Breast Cancer Research stamp will be deemed valid for postage at the prevailing First-Class rate, currently 32 cents. Seventy percent of the net proceeds will be given to the National Institutes of Health (NIH), and 30 percent will be given to the Department of Defense (DoD). The NIH and DoD, both of which conduct breast cancer research, were identified as recipients of the funds by legislation enacted in 1997. The legislation directed the Postal Service to issue a semipostal stamp which would be valid for postage but would cost an additional amount above the First-Class rate not to exceed 25 percent, and allow for the recovery of reasonable costs associated with the stamp.

Although the self-adhesive Breast Cancer Research semipostal stamp is purchased at the 40-cent rate and serves as First-Class postage, it is nondenominational, bearing the words "USA" and "First-Class." The background of the vertically formatted stamp design features blue, yellow, orange and green washes of watercolor. Along the top are the words "breast cancer" in capital letters. A black ink drawing of a female figure is the main element, while the phrases "fund the fight" and "find a cure" appear in capital letters flowing left to right into a clockwise, circular pattern.

The stamp was designed by Ethel Kessler of Bethesda, Md., and illustrated by Whitney Sherman of Baltimore, Md. This is the first postage stamp illustration by Sherman, and is the first stamp design completed by Kessler, who is currently working on other stamp design projects for the Postal Service and has a personal interest in helping raise awareness about breast cancer as she is a survivor of the disease.

Breast cancer is considered the most commonly diagnosed cancer among women in every major ethnic group in the U.S. Experts say when breast cancer is diagnosed early (stages I and II), five-year survival rates are nearly 95 percent and there are better options for breast conserving surgery.

Visit the Postal Service's Web site at http://www.usps.gov/fr_stamps.html to view the Breast Cancer Research stamp. For other postal products and services, visit the Postal Service Home Page at www.usps.com/.

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News from . . .

Senator Dianne Feinstein

of California

FOR IMMEDIATE RELEASE:

Contact: Susan Kennedy
202/224-9629
www.senate.gov/~feinstein

STATEMENT OF SENATOR DIANNE FEINSTEIN
U.S. Postal Service Unveiling of the Breast Cancer Research Stamp
at the Revlon Run/Walk for Women in Los Angeles
May 9, 1998

"With the unveiling of this new Breast Cancer Research stamp, we are one step closer to raising much needed research dollars to fight this deadly disease. This historic semi-postal represents an innovative way to raise breast cancer research funds without raising taxes. When the stamp comes out in August, I urge everyone to buy one book per month so that we can fund the fight to find a cure.

"The idea for this stamp originated with Dr. Ernie Bodai, Chief of Surgery at Kaiser Permanente in Sacramento, who has treated more than 1,000 women for breast cancer. Thanks also must go to Betsy Mullen and David Goodman of WIN Against Breast Cancer in Los Angeles who were a tremendous driving force in helping us assure passage of the federal legislation. Betsy herself is a survivor of breast cancer, and David lost his beloved wife a little over a year ago to breast cancer. They and the many others who tirelessly walked the halls of Congress to fight for this stamp deserve our enormous thanks.

"As the author of the Senate legislation, I would also like to thank my Senate co-sponsors, Senators Al D'Amato (R-NY) and Lauch Faircloth (R-NC) and recognize the authors of the House legislation, led by our own Vic Fazio of Sacramento and former Congresswoman Susan Molinari of New York."

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FOR IMMEDIATE RELEASE
May 9, 1998

Contact: Don Smeraldi
(202) 268-6524
E-Mail: dsmerald@email.usps.gov
USPS Web Site: www.usps.com
Stamp News Release Number 98-048

NATION'S FIRST BREAST CANCER RESEARCH 'SEMIPOSTAL' STAMP **UNVEILED AT REVLON RUN/WALK FOR WOMEN**

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"The Postal Service has a proud tradition of issuing stamps to help raise awareness of social issues," said Dr. Tirso del Junco, Los Angeles surgeon and presidentially appointed member of the Postal Service Board of Governors, who unveiled the stamp. "This stamp continues our active role in the fight against breast cancer, one of the deadliest diseases among women."

Among those who joined Dr. del Junco at the stamp unveiling ceremony were event host and actor Kelsey Grammer; actress Olivia Newton-John; Lilly Tartikoff, co-founder of REVLON/UCLA Women's Cancer Research Program; George Fellows, president and CEO, REVLON; Dr. Ernie Bodai, M.D., chief of surgery, Kaiser Permanente, Sacramento, Calif.; and Elizabeth Mullen, founder, president and CEO, WIN Against Breast Cancer. Dr. Bodai's and Mullen's vision for a stamp to help save women's lives led to the development of the breast cancer research stamp, while Sen. Dianne Feinstein (D-CA), Sen. Lauch Faircloth (R-NC), and Congressman Vic Fazio (D-CA) were among the stamp's leading proponents.

As a 40-cent semipostal stamp, the Breast Cancer Research stamp will be deemed valid for postage at the prevailing First-Class rate, currently 32 cents. Seventy percent of net proceeds will be given to the National Institutes of Health (NIH), and 30 percent of net proceeds will be given to the Department of Defense (DoD). The NIH and DoD, which both conduct breast cancer research, were identified as recipients of

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Visit the Postal Service's Web site at http://www.usps.gov/fr_stamps.html starting May 11 to view the Breast Cancer Research stamp. For other postal products and services, visit the Postal Service Home Page at www.usps.com/.

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continued from previous page

First-class effort

Stamping out breast cancer is the goal

Los Angeles. The U.S. Postal Service unveiled a new stamp May 9 that sponsors hope will raise at least \$7 million for breast cancer research programs in the first 90 days of its release.

The 40-cent stamp, which won't go on sale until August, will function like a regular 32-cent first-class stamp. The eight extra cents from each stamp sold will be turned over to research programs run by the National Institutes of Health and the Defense Department.

The stamp is a line drawing of the Roman goddess Diana reaching back to retrieve an arrow from her quiver, which places her torso in the position of a woman receiving a mammogram. The words "Fund the fight. Find a cure" are written across the stamp.

Elizabeth Mullen, a Covina breast cancer survivor and founder and CEO of Women's Information Network Against Breast Cancer, worked to convince the government of the stamp's benefits with Ernie Bodai, MD, a Sacramento surgeon who specializes in breast cancer surgery and who came up with the idea of the stamp. The stamp marks the first time that some of the proceeds of stamp sales have gone to fund research.

Mullen hopes business and individuals will support the program by buying the stamps for letters and for gifts. "It's a way for people close to patients to do something on their behalf to raise funding and increase knowledge," she said. If only 10 percent of people who use first-class stamps purchase the new stamp, approximately \$60 million a year would be raised for breast cancer research.

May 15, 1993

Nurses Week

Vol. 11 No. 10



DEMOCRATIC CAUCUS

U.S. HOUSE OF REPRESENTATIVES

Vic Fazio, Chairman
Barbara B. Kennelly, Vice Chair

NEWS

For Release: April 6, 1998

Contact: Steven Maviglio 226-0741

POSTAL SERVICE BOARD APPROVES SPECIAL BREAST CANCER STAMP FIRST PROPOSED BY CONGRESSMAN FAZIO

Washington, D.C. -- The U.S. Postal Service Board of Governors today approved a special 40-cent stamp that will provide Americans with the opportunity to fund breast cancer research, acting on a legislation first proposed by Rep. Vic Fazio (D-Calif.).

Introduced by Rep. Fazio in May of 1996, and re-introduced with Rep. Susan Molinari (R-N.Y.) last year, the Breast Cancer Research Stamp Act was signed into law by President Clinton on August 13, 1997. The law authorized the Postal Service to launch a two-year program to issue its first "semi-postal" stamp, which will allow the eight cents above the cost of a regular 32 cent first-class stamp to go directly to fighting breast cancer.

Extra funds from stamp sales will go to the National Institutes of Health and the Department of Defense for breast cancer research. Estimated revenue from the sale of 100 million breast cancer research stamps is projected to generate \$8 million for breast cancer research.

The idea was first proposed by Fazio constituent Dr. Balazs "Ernie" Bodai, chief surgeon for Kaiser Permanente Medical Center in Sacramento, Calif. Legislation introduced by Rep. Fazio and the unflagging efforts of Dr. Bodai and Betsy Mullen -- a breast cancer survivor and founder of WIN Against Breast Cancer -- generated the grassroots support that was largely responsible for making the stamp a reality.

"The stamp will increase awareness throughout the nation of the need to find a cure for this disease, which we still know relatively little about and which has taken the lives of nearly one million women since 1960," said Fazio. "This is an innovative idea whose time has come. The Postal Service has been extremely cooperative and I'm pleased the Board of Governors is acting swiftly to help us fight this disease."

-more-

1420 Longworth House Office Building Washington, DC 20515
Phone: 202 226 3210 Fax: 202 225 9253 E-mail: democratic.caucus@mail.house.gov

STAMP 222

The design of the breast cancer research stamp will be unveiled on Mother's Day weekend, on Saturday, May 9 at the Revlon Run/Walk For Women in Los Angeles. The first day of issue has not been confirmed, but will most likely be sometime in August.



HOUSE OF REPRESENTATIVES
WASHINGTON, D. C. 20515

SUSAN MOLINARI
THIRTEENTH DISTRICT
NEW YORK

July 25, 1997

Ms. Betsy Mullen
Founder and President
WINABC
19325 East Navilla Place
Covina, CA 91723

Dear Betsy,

I would like to take a moment to thank you for all your hard work and dedication in developing and driving the Stamp Out Breast Cancer Act. Your personal contributions to this landmark legislation have been invaluable, and as a result, the millions of lives, including ours, which have been touched by this disease now have the security of knowing that a great effort is being made on their behalf.

Thanks so much again, Betsy, for your hard work and for bringing the stamp to my attention.

With warm regards,

A handwritten signature in cursive script that reads "Susan Molinari".

Susan Molinari
Member of Congress

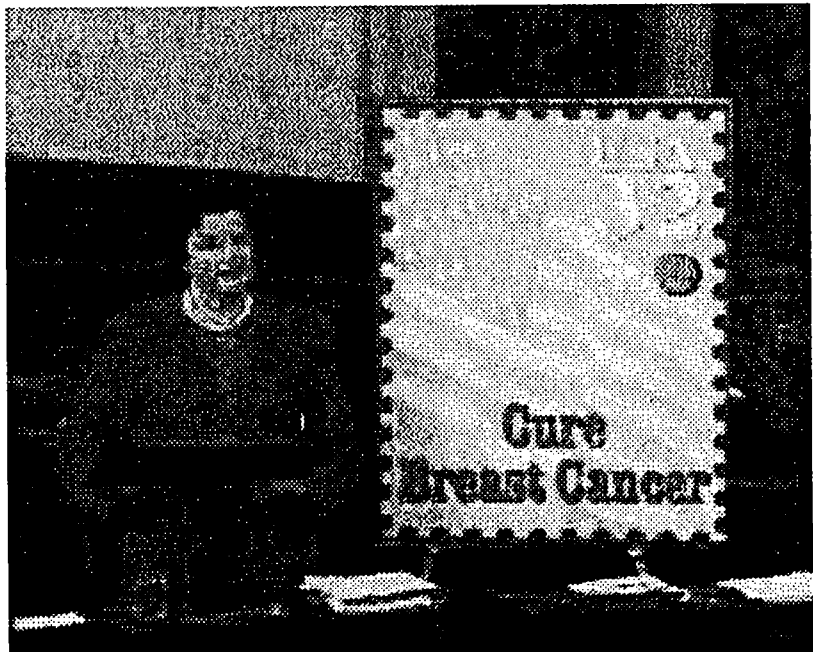
Senator Dianne Feinstein

Breast Cancer Research Stamp

Signed into law on August 13, 1997

On August 13, 1997, President Clinton signed legislation creating the first-ever breast cancer research stamp. Earlier this year, Senator Feinstein introduced legislation to create a Breast Cancer Research Stamp with the goal of raising additional dollars for research funds to fight breast cancer. Now that effort has become a reality.

On August 13, 1997, President Clinton signed legislation co-sponsored by Senator Feinstein along with Senators Alfonse D'Amato (R-NY) and Lauch Faircloth (R-NC), and Representatives Vic Fazio (D-Sacramento) and Susan Molinari (R-Staten Island) to create a Breast Cancer Research Stamp. The law directs the U.S. Postal Service to create a special first class postage stamp priced at up to 25% above the cost of a regular first class stamp to be purchased voluntarily by the public. Proceeds from funds raised by the stamp will be directed to breast cancer research.



Senator Feinstein speaks on the Senate floor about the Breast Cancer Stamp.

Photo courtesy of the US Senate

The idea of the Breast Cancer research stamp originated in California from the very beginning. It came from Dr. Balazs I. "Ernie" Bodai, Chief of Surgery at Kaiser Permanente in Sacramento, California, who has treated more than 1,000 women for breast cancer.

Under the Stamp Out Breast Cancer legislation:

- The Postal Service will establish a special rate of postage for first class mail, not to exceed 25% of the first class rate, as an alternate to the regular first class postage. The additional sum would be contributed to breast cancer research.

- The rate would be determined in part, by the Postal Service to cover administrative costs and the remainder by the Governors of the Postal Service.
- 70% of the funds raised would fund Breast Cancer Research at NIH and 30% of the funds raised would go to Breast Cancer research at DoD.
- The Postal Service would provide the stamp within a year from the date of enactment.
- Within 3 months prior to the Stamp's 2 year anniversary, the Bill requires the Comptroller General to evaluate the effectiveness and the appropriateness of this method of fund-raising and report its findings to Congress.



Senator Feinstein speaks at a Capitol Hill press conference on the day the Senate passed the Stamp Out Breast Cancer Act. Also appearing (left to right) are Congressman Vic Fazio, Senators Alfonse D'Amato and Lauch Faircloth and Betsy Mullen of WIN Against Breast Cancer.

Breast cancer claims a woman's life every 12 minutes in the United States. There are more than 2.6 million women living with breast cancer in America today, one million of whom have yet to be diagnosed. Despite the need for additional breast cancer research funding, the National Institutes of Health has been able to fund only 26% of applications by research institutes.

If only 10% of all first class stamp users purchased the Breast Cancer Research Stamp, approximately \$60 million additional dollars could be raised for breast cancer each year. The research stamp is a way to raise funds to find a cure for breast cancer without raising new taxes or taking scarce research dollars from other programs.

Please read the information provided for you here and contact your Senators and Representatives to express your support.

Further information about the Breast Cancer Stamp is available below:

- [View President Clinton's statement after signing the Breast Cancer Stamp Act into law.](#)
- [Breast Cancer Research Stamp Becomes Law](#)
- [Breast Cancer Research Stamp Agreement Reached](#)
- [Senate Passes Feinstein Breast Cancer Research Stamp](#)
- [Senator Feinstein Introduces Bill for Breast Cancer Research Stamp](#)
- [Text of The Stamp Out Breast Cancer Act of 1997 \(PL 105-41\)](#)

" Betsy Mullen and David Goodman of WIN Against Breast Cancer in Los Angeles, have been a huge driving force for passage of this Bill. Betsy is herself a survivor of breast cancer, and David lost his wife just a few months ago to breast cancer. They deserve our enormous thanks."

Congress Approves Stamp to Raise Research Money

by MAKINA DUNDJERSKI

WASHINGTON

Congressional approval of a special postage stamp to raise money for breast-cancer research could pave the way for many charities to take advantage of a new way to use the mail to reach people who support their causes.

Congress last month passed a bill to authorize the sale of a new first-class stamp that would generate funds for breast-cancer research. The measure, which President Clinton is expected to sign, marks the first time that the U.S. Postal Service has been told by legislators to help raise money for a specific cause. Congressional supporters said they believed that the stamp would raise at least \$60-million a year.

"Stamp by stamp and penny by penny, we're hoping we can find a cure for breast cancer," says Elizabeth Mullen, founder of the Women's Information Network Against Breast Cancer in Los Angeles, which pushed for the bill. "We're also hoping that we are establishing a mechanism that ultimately could be used for fund raising for other cancers and other diseases."

Some charities are elated by the possibilities of using stamps to raise money. But many others think it is a bad precedent—and so does the Postal Service.

The Stamp Out Breast Cancer

Act would require the Postal Service to test the idea of a first-class fund-raising stamp for three years. The service would charge customers up to 25 per cent more than the regular first-class rate for the stamp and funnel some of the additional money to breast-cancer research.

Supplementing Federal Aid

The special stamp is expected to cost anywhere from 33 cents to 40 cents, depending on how much the Postal Service decides would be needed to cover printing, sale, and distribution costs.

People could buy the breast-cancer stamps at their local post offices for use on their first-class mail. Seventy per cent of the money remaining after the Post Office covers its costs would go to the National Institutes of Health and 30 per cent to the Department of Defense, which would channel the money to a major breast-cancer research effort being conducted by the Army.

The legislation says the federal government must use the new funds to supplement current research spending—and cannot reduce appropriations to those agencies just because the fund-raising stamp exists.

The Postal Service would have one year to design and market the stamp. The General Accounting

Office would then be asked to judge the stamp's effectiveness in raising money for research and assess how well it works for the Postal Service to be involved in such a fund-raising effort.

If the stamp proves to be popular, many charities are expected to lobby for stamps for their own causes. But if it does not sell well, then Congress probably will end the experiment and reject all similar proposals.

"The most important thing to note about this is that an opportunity should be open to all charities if this stamp is successful," says Ernie Bodai, an oncological surgeon in Sacramento, Cal., who thought of the idea for the stamp after growing frustrated by seeing

women after woman in need of a mastectomy. "But if the stamp isn't successful, then we're all sunk."

Congressional support for the fund-raising stamp was extremely strong: It was approved unanimously in the Senate and by 422 to 3 in the House of Representatives. But several charities and other groups are cautious about endorsing the precedent-setting stamp. And the Postal Service fears that the measure could open a Pandora's box because any charitable cause could ask Congress for a stamp.

The Postal Service has long promoted awareness of specific causes by issuing commemorative stamps, such as one for AIDS in 1993 and one now on sale that is designed to remind women to ex-

amine themselves regularly for signs of breast cancer. But it says fund-raising stamps would be a big administrative headache, especially for an agency that for years has been criticized for waste and inefficiency and has had to work hard to polish that image.

Some charity officials agree with the Postal Service, saying that calling attention to specific causes through commemorative stamps should be enough.

Critics say that fund-raising stamps would do nothing but enter charities in a competition pitting one worthy cause against another for a spot on a postage stamp.

"The philosophy of calling attention to different diseases is appropriate," says Arthur Ammann, president of the American Foundation for AIDS Research. "But what's emerging is a disease-versus-disease issue, and that's dangerous."

Dr. Ammann says charities already have plenty of ways to raise dollars from individuals.

'Effect of Synergy'

Many other charities are much more optimistic about the possibilities of the new stamp.

"The attention to one life-threatening illness will probably have an effect of synergy and raise broader awareness for other diseases," says Edward Boland, director of major gifts for the Gay Men's Health Crisis, who adds that he hopes that Congress will consider a fund-raising stamp for AIDS.

Diane Canova, vice-president of advocacy for the American Heart Association, also says that she does not see the proposed stamp as a

threat. "Research dollars to the National Institutes of Health to be expanded across the board for all diseases and all health needs."

Supporters say the real issue is whether the public wants to buy the stamps. When Sen. Dianne Feinstein, Democrat of California, introduced the stamp bill in May, she said she thought that if 10 per cent of the people that currently buy 32-cent first-class stamps to send their mail opted for the new stamp, it would produce \$60-million in a year's time. But others believe that a greater percentage of people would switch over to the new stamp, enabling it to raise as much as \$300-million per year.

Support From Charities

Supporters of the breast-cancer stamp hope charities will buy the stamp to use for their direct-mail solicitations and other mailings, much like a conscious effort to buy recycled paper products. They say it is in charities' self-interest to show that the stamp can be a successful fund-raising tool.

"If this doesn't work, it will never happen again," says Dr. Bodai. "So it is important for other charities to use them and support this cause. That will prompt the Postal Service to keep the cause going and move from breast cancer to AIDS to other causes."

MEDICAL INDUSTRY TODAY

October is Breast Cancer Awareness Month, a time when many organizations are trying to heighten awareness about the disease.

One group that has taken an active role in the cause is WOMEN'S INFORMATION NETWORK AGAINST BREAST CANCER (WIN ABC; Covina, CA), which provides breast cancer patients with free resources to help them make informed decisions about their treatment options. The group offers information, referrals and companionship to help both women and men cope with the potentially traumatic situation.

"I think it (WIN) helps them feel they're not alone and that they're able to overcome the fear and that there is life after breast cancer," Renee Gaines, program assistant for the group, told Medical Industry Today.

WIN, founded in 1994, serves about 20,000 men and women annually. The group is active primarily in the Southern California area, but it may expand its services to reach larger numbers of people nationwide, said Dr. Vladimir Lange, a board member.

One of the services offered by WIN is the Breast Buddy Program, in which a breast cancer survivor is paired up with a newly diagnosed patient. The survivor provides the new patient with support, guidance and an empathetic ear. The program, which also includes services such as an interactive computer/video program about breast cancer, is offered in the Southern California area.

The Breast Aid Program provides information about topics such as mammography screening and referrals to other support groups. The information is disseminated through pamphlets, books and video and audiotapes. This program is available to people nationwide.

Such information is important because newly diagnosed people may leave the doctor's office feeling scared and confused, Gaines said.

"We're not giving medical advice," Gaines told Medical Industry Today. "We're giving them information to help them make an informed decision regarding their treatment."

WIN also offers a Breast Cancer Resource Center that features an interactive video computer program to help newly diagnosed patients make informed decisions. The program is offered in three Kaiser Permanente facilities in the Southern California area.

In addition, WIN is developing the Breast Aid Program for Underserved and Indigent Patients. The program will provide modified Breast Buddy Program to people with insufficient support and information, such as women who lack health insurance. The group hopes to officially launch the program at several Southern California medical centers by January 1998.

WIN receives funding from sources such as corporations, private foundations and individuals.

Lange, the WIN Board member, is aware of the emotional toll that a breast cancer diagnosis can take. His wife was diagnosed with breast cancer about 10 years ago, but she has survived.

Through Lange's profession, he helps people understand the various issues related to breast cancer. He is the president and CEO of Lange Productions, a developer of breast care educational videos. WIN uses some of his materials to educate women about breast cancer.

It is important for breast cancer survivors to participate in decisions relating to their treatment, Lange told Medical Industry Today. WIN provides breast cancer survivors with access to reliable information to help them do this, Lange said.

"...With facts comes a feeling of regaining control of your life," he said.

Meanwhile, members of WIN may be heartened by some encouraging news. A study published Tuesday shows that it may be possible to better identify women who are likely to carry genetic mutations linked to breast and ovarian cancer.

"Family history, age of onset and ethnicity are all essential ingredients to the cancer puzzle," said Donna Shattuck-Eidens of Myriad Genetics in Salt Lake City, Utah, in a Reuters report.

"This study will assist physicians in determining which patients are at highest risk of having a ...mutation and will help those women and their family members to seek care that may save lives."

Shattuck-Eidens, in collaboration with 20 institutions in the United States, Italy, Germany, Finland and Switzerland, analyzed the gene known as BRCA 1 in 798 women, Reuters reported. The research involved the use of a model containing risk factors, such as family history, they help identify women who are likely to be carrying a mutation.

An estimated 5 to 10 percent of female breast cancer is due to inheriting an altered or mutated copy of one of two genes, BRCA 1 and BRCA 2, according to the study, published in this week's Journal of the American Medical Association.

The model used in the study "can be an important tool for clinicians as they incorporate genetic susceptibility into their medical practice," according to the study.

American Cancer Society figures show an estimated 18,200 new invasive cases of breast cancer among women in the United States during 1997. About 1,400 new cases of breast cancer will be diagnosed in men in 1997, according to the society.

This SPECIAL REPORT contains all original material developed, researched and written by Medical Industry Today staff reporters for exclusive publication by Medical Data International.

HEALTH WATCH

THE INLAND EMPIRE MAGAZINE

THE REPORT

COPING WITH BREAST CANCER

BY CHRISTIE ROSE

"I couldn't believe it. The doctors must have made a mistake." "I thought it meant I was going to die." "Crazy as it sounds, chemo scared me more than losing my breast." "I was terrified. I felt totally alone. As if nothing and nobody could help me."

If you've been diagnosed with breast cancer, you are *not* alone.

Women haven't been *completely* alone, really, for many years now. There have been outreach services for cancer patients, a widespread effort to increase awareness—even special programs for mastectomy patients.

But that's not enough.

A woman with breast cancer is a woman in crisis. *To Page 98*

Here to respond to that crisis is Breast Buddies, a program designed as a one-on-one personal guided tour down the rocky path of breast cancer. Breast Buddies, founded by Betsy Mullen, president and CEO of WIN Against Breast Cancer, helps cancer patients cope with their crisis of cancer.

This is a program of women helping women. Cancer survivors helping cancer patients.

Sheila Crigler and Lynda Halsey are two such women. There was no support program when they were diagnosed; no buddy to help them through the ordeal of testing, treatment and surgery.

Perhaps that, more than any other reason, is why they do what they do.

Who are these women? What do they do? What can they do for *you*?

Once a woman is diagnosed, she is matched up with a Buddy, a volunteer. Volunteers like Sheila and Lynda make themselves available to breast cancer patients 24 hours a day. They are there to walk you through second opinions, treatment, surgery and follow-up. They are there to talk you through your fears.

"The beauty of volunteers being survivors," says Crigler, "is that our patients look at us and think, 'This person *knows*. She's walked this storm.'"

Breast Buddies will comfort a patient's family, be a force to reckon with at a doctor's office, or accompany patients to the City of Hope for treatment. They talk, they listen, they try to help patients laugh.

Lynda Halsey holds luncheons where her "ladies" can laugh and cry together. They share chemo stories. They give each other hope.

"With us," says Crigler, "these women know it's okay to cry. It's okay to be angry, hurt, frightened. It's okay."

Both women are advocates. Sheila fought for sensitivity training for male doctors. Lynda wrote a proposal and won a \$10,000 grant from her employer, the Mattel Corporation.

Kaiser Permanente, the first area hospital to adopt the Breast Buddies

Program, is paving the way to total comprehensive services for breast cancer patients. With an in-house support program such as Breast Buddies, no woman falls through the cracks of imperfect referral. Hopefully, other hospitals will soon follow suit.

In the meantime, Betsy Mullen urges women to be vigilant. "Get mammograms, do a regular breast self-check. And, *don't leave everything to your doctor. Take your life into your own hands.*"

For those women who may one day hear, "I'm sorry, but you have breast cancer," learn from the volunteers at Breast Buddies.

"Don't write yourself off," says Lynda Halsey.

Be a survivor—not a victim.

TO CONTACT

Breast Buddies: (818) 332-2255

The California Breast Cancer Treatment Fund Program: (Desert Sierra Regional Partnership, Riverside) Angela Fox, (909) 697-6565

American Cancer Society: 1-800-ACS-2345

PROGRESS AGAINST BREAST CANCER

Cure Breast Cancer Stamp: Breast Buddies founder Betsy Mullen joined a crusade initiated by Dr. Ernie Bodai of Kaiser Permanente of Northern California for a voluntary 33¢ stamp, with the extra penny going to breast cancer research. The stamp act was signed last August by President Clinton.

Drive for the Cure: To further breast cancer research and build awareness of the disease that afflicts one in nine American women, BMW of North America has teamed up with the Susan G. Komen Breast Cancer Foundation and will contribute \$1 for every mile test driven at special events hosted by BMW Retail Centers until November 1997. Contributions will be made by BMW on behalf of each test driver, and will result in a gift of \$1 million being made to the Susan G. Komen Breast Cancer Foundation. ●



**CALIFORNIA COMMUNITY
FOUNDATION**

News Release

**FOR IMMEDIATE RELEASE
Thursday, June 4, 1998**

**Contact: Allan Parachini
(213) 413-4042
After hours: (213) 206-1921**

Contact at WIN Against Breast Cancer: Shelly Blechman (626) 332-2255

**CALIFORNIA COMMUNITY FOUNDATION AND
WOMEN'S INFORMATION NETWORK AGAINST BREAST CANCER ANNOUNCE
PIONEERING "BREAST BUDDY" PROGRAM FOR WOMEN
IN INNER CITIES WHO NEED SUPPORT TO FIGHT DISEASE**

In an historic new program to increase equality of treatment for women suffering from breast cancer in poor communities, the California Community Foundation and Women's Information Network Against Breast Cancer announced today the launch of the "Breast Buddy" peer support program.

In this two-year pilot project, 300 women—primarily women of color, including African-Americans and Latinas, from economically disadvantaged neighborhoods—will be able to participate in a peer support program in which they will be paired with women who have survived breast cancer. Announcement of the new program came at a news conference sponsored by the community foundation and WIN ABC at Martin Luther King/Drew Medical Center, where the pilot project will initially be based.

The announcement was made by Elizabeth Mullen, president and chief executive officer of the Covina-based WIN ABC, and Judy Spiegel, senior vice president of programs for the California Community Foundation. The pilot project is being underwritten in part by a \$90,000, two-year community foundation grant. WIN ABC is actively pursuing additional funding to expand the program to penetrate deeper into affected communities throughout Los Angeles County. The organization hopes to expand the program statewide in the future.

Said Mullen: "We are excited about the opportunity to bring this cutting edge program to people who have such a great need. We applaud the vision and support of the California Community Foundation in providing us with the means to launch this project.

"As a breast cancer patient, it is not a good feeling to look back at one's own treatment and wonder, 'If I only knew then what I know now.' A patient's best chance of surviving this disease is to receive timely and accurate information and support. Second chances are not a

WIN Against Breast Cancer news release June 4, 1998, page 2

luxury. WIN ABC is committed to providing this critical support and information to all women regardless of socio-economic status."

"For many years, women fortunate enough to be able to afford comprehensive health coverage have benefitted both from the latest medical treatment and emotional support. Emotional support is a critical weapon in winning one's personal battle with breast cancer," said Spiegel. The potential for benefit for a breast cancer patient in having someone with direct, personal experience battling this life-threatening disease is enormous. Until now, however, it has been largely unavailable to economically disadvantaged women. Most support programs do not address the unique needs of either low-income women or women of color.

"The Breast Buddy program strikes an important blow for equal access to the kind of moral and medical support that many studies have shown can make a huge difference in the quality of a woman's survival from breast cancer—and, sometimes, whether she survives at all."

Under the California Community Foundation grant to WIN Against Breast Cancer, the Breast Buddy program will serve at least 300 breast cancer patients in its first two years, as well as train between 65 and 75 survivor/volunteers who will become the peer support volunteers on whom the project depends.

The project has been operated successfully by WIN ABC at two Southern California Kaiser Permanente Medical Group facilities. Under the Kaiser program, more than 1,500 women have received peer support services and 125 support volunteers have been trained. The Breast Buddy program has received awards within the Kaiser Permanente system as a best practice model. This program has also been recognized by the American Association of Health Plans as "an exemplary practice" and an outstanding program for women's health care in the nation.

In the new pilot program beginning in South Central Los Angeles, the Breast Buddy program will target low-income, under- or un-insured women, who are predominantly women of color. Under the program, a woman who is diagnosed with breast cancer will be paired with a specially trained peer survivor who will help her meet the challenges of fighting the disease. Specifically, the peer survivor will help the patient negotiate her course of treatment and cope with the physical and emotional challenges of fighting the disease for a period of up to one year.

After training an initial cadre of volunteers at King/Drew, the Breast Buddy program hopes to expand to Harbor-UCLA Medical Center later this year and to Los Angeles County-USC Medical Center and Olive View Medical Center in 1999.

"This grant to the Breast Buddy program is a statement of our commitment to improving equity in access to critically important medical services for women throughout our county," said Spiegel. "In a sense, the Breast Buddy program does the reverse of what we so often see. Usually, new medical initiatives are initially tested on poor patients and then, once these treatments are proven, their use expands to more affluent patient populations.

"Here, we have a methodology that has proven for many years that it benefits women in their struggles to survive breast cancer. However, until now, only middle class and affluent women had access to survivor peer support programs. Our intention here is to change that paradigm. And I hope we can change it quickly and permanently."

###

18 PAGES SENT TO:
(20) 456 2878

FAX COVER SHEET 10K2

TO: MS. NEERA TANDEN
ASSOC. DIR., DOMESTIC POLICY
FROM: BETSY MULLEN
CEO, WIN ABC

DATE: 7-31-98

RE: AARP HEALTH PLAN MAGAZINE
ARTICLE ("DROP DEAD" IS TODAY)

MESSAGE

PLEASE EXCUSE THIS AD HOC COVER
SHEET & EDIT JOB. (I'M STILL ON
THE ROAD) THE FOLLOWING TEXT
IS THE ARTICLE I'VE WORKED
ON W/ AARP {1,000 HEALTH PLANS/
143 million members represented}

I WOULD LOVE FOR THE FIRST LADY'S
INVOLVEMENT W/ THE STAMP (& MORE
IMPORTANTLY W/ THE ISSUE OF
BREAST CANCER) TO BE REFLECTED
INCLUDED IN THIS ARTICLE.
THE 1ST PART OF THE FAX IS MY
SUGGESTIONS FOR EDITS W/ PAGES
TAKEN OUT OF SEQUENCE; THE
BALANCE IS THE REMAINDER
OF THE ARTICLE.

Withdrawal/Redaction Marker

Clinton Library

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012. fax	Fax cover sheet to Neera Tanden (partial) (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S
rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

2 of 2

FAX COVER SHEET

ATTN: NEERA TANDON - PLS. CALL OR

[012]

PAGE

P6/(b)(6)

W/ANY?'S

P6/(b)(6)

MESSAGE (CONT'D)

I DON'T WANT TO BLIND SIDE
AAHP AS I HAVE NOT
BRIEFED THEM OUTSIDE OF
TODAY'S FAX (INCLUDED IN YOURS)
BUT, AS TODAY IS DROP DEAD
& I'LL BE IN THE AIR BACK
TO CALIF, I'M BREACHING
PROTOCOL & SENDING THIS
TO YOU.

JENNIFER PROCTOR IS HANDLING
THE EDITS FOR AAHP (I DON'T
KNOW HER TITLE)

HER PH # IS:

P6/(b)(6)

I'LL TAKE THE RAP IF YOU
THINK IT'S WORTH YOUR
WHILE TO CONTACT HER

SUSAN PISANO IS AAHP'S
DIR OF COMMUNICATIONS.

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
013. fax	Fax cover sheet to Betsy Mullen (partial) (1 page)	07/28/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

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Women's Information Network
Against Breast Cancer

19325 E. Navilla Place
Covina, CA 91723
(626) 332-2255 Fax (626) 332-2585
e-mail: winabc@flash.net

Fax Transmission Cover Sheet

Date: 7/28/98

To: Betsy Muller - Hotel Guest

Fax#: 202 / 646-4456

From: Shelly

Message: _____

Fax comments to

P6/(b)(6)

[013]

phone

P6/(b)(6)

Tennifer Proctor

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Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

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FAX COVER SHEET

TO: JENNIKER PROCTOR
AAHP

FROM: BETSY MULLEN
WIN ABC

RE: SUGGESTED EDITS, (1) STAMP.WPD
(TRUE GAIT: STAMPING OUT BREAST CANCER),
(2) STAMPSB3.WPD (SPOTLIGHTING
WOMEN'S HEALTH)

DATE: 7-31-98

MESSAGE

SUGGESTED EDITS, AS TRANSMITTED.

I WOULD LOVE FOR YOU TO INCLUDE
TEXT RE: THIS WEEK'S WHITE HOUSE
CEREMONY DEDICATING THE STAMP.

YOU CAN CONTACT MS. NEERA TANDEN,
ASSOC. DIR., DOMESTIC POLICY FOR
MRS. CLINTON. I BRIEFLY DISCUSSE
THE ARTICLE WITH HER: (202) 456-0275;
HER FAX IS: (202) 456-2878

5 PAGES SENT TO:

P6/(b)(6)

[014]

PLEASE PAGE

P6/(b)(6)

P6/(b)(6)

IF YOU DO NOT RECEIVE
THE COMPLETE TRANSMISSION,
OR CALL

P6/(b)(6)

Tree Girl: STAMPING OUT Breast Cancer

leaders, who called Bodai a female-deforming surgeon [a little bit more explanation. Why were they mad?]. (One leader began to physically throw out Bodai's supporters, some still wearing the symbols of the vulnerability of chemotherapy, wigs and anti-infection masks.) And, despite the fast-track of the campaign and introduction of the bills, the group experienced intense heartache for the dozens of friends and patients who did not survive breast cancer long enough to see the legislative outcome.

Before leaving the House in the summer of 1997, former Rep. Susan Molinari, R-NY, joined the fight for the bill's passage. Molinari, who lost her grandmother to breast cancer, defended the stamp on the House floor. "If the Postal Service can issue a stamp in honor of Bugs Bunny or Elvis Presley, surely we can ensure that ... women who have suffered the ravaging effects of breast cancer will not go unnoticed," she urged.

Finally On the night of July 22, 1997, high in the bleachers above the House of Representatives, Bodai, Mullen, and Goodman breathlessly awaited the vote. Fazio abandoned his seat on the floor and made his way up the long staircase to sit with the team. "It was surreal watching it happen," Mullen says of the 433 to 3 vote in favor of the bill. "We had our hearts in our mouths. We were witnessing history. But we still had to face the Senate." There, with some last-hour damage control following compelling remarks from opponents, Feinstein lobbied to win support for the bill which, at last, was passed and signed into law by President Clinton on August 13, 1997.

Finally, in the afternoon of July 29, 1998 First Lady Hillary Rodham Clinton and Postmaster General William Henderson issued the new stamp at a ceremony held in the East Room of the White House.

Substitute Ms. Molinari's vote from Congressional record during House vote re. buying the stamps for gifts etc. (more positive & call to action by our audience)

"About 2 million American women suffer from breast cancer today," said the first lady.

"This deadly disease, which claims a woman's life every 12 minutes, has touched the lives of so many families, including the President's own. I am proud to build on the President's long-standing commitment to breast cancer prevention and research. This historic stamp will be invaluable in our efforts to increase research funding and save lives."

2

Each monograph supplies women with questions related to the health topic they can ask health plans in order to determine a plan's quality of care. Here are some examples of questions related to breast cancer care:

Filename: stamps4

Wordcount: 124

Women's Information Network Against Breast Cancer (WIN ABC) is a national nonprofit organization founded in 1994 to provide rapid access to up-to-date information, education, and support to breast cancer patients and their families. WIN ABC programs include:

The Breast Aid Program disseminates information free of charge, including pamphlets, books, videos, and audio tapes, and a WIN ABC Resource Guide. In addition, trained information

specialists provide telephone support *and resource information referrals*

The Breast Buddy Program trains breast cancer survivors to educate and support newly diagnosed patients. WIN ABC is also developing a *specialized Breast Buddy Program* for the indigent and underserved.

For more information contact WIN ABC at 19325 Navilla Place, Covina, CA 91723-3244, (626) 332-2255 or (619) 488-6300; fax (626) 332-2255 or (619) 488-7300; e-mail winabc@flash.net.

→ to other support organizations and services for the medically indigent and underserved.

Filename: stamp.wpd

Wordcount: 2324

True Grit: Stamping Out Breast CancerThe story behind the breast cancer research stamp.

By Genevieve Belfiglio

After a near-fatal car crash, they told this long-distance runner she would never run again. When the diagnosis was breast cancer, they said she would never live. When she teamed up with a surgeon and a widower to challenge the norms of the U.S. Postal Service, they said she would never win. They were wrong.

The American Association of Health Plans (AAHP) is a proud partner of the U.S. Postal Service in a major nationwide effort to promote the first-ever postage stamp with proceeds allocated to breast cancer research.

Betsy Mullen woke up in her Washington hotel room to do what she had done the day before and the day before and what she had been dreaming about the night before. Flinging her feet over the side of the bed, she prepared that day to take countless steps up and down the cool, hard floors of the U.S. Capitol, from office to office, knocking on every door, and speaking to anyone who would listen. People told her it would take nothing short of an Act of God to convince Congress to pass a type of bill that before her arrival, would never have been considered. Together with Kaiser Permanente surgeon Ernie Bodai, MD, and David

Goodman, who lost his wife to breast cancer, Mullen lobbied for legislative approval for the creation of the first U.S. stamp that would raise money for a special cause--breast cancer research.

That day, her legs buckled, and the breast cancer survivor of three and a half years feared the worst: That the disease had metastasized to her bones. On wobbly legs, she left her room to pound the unforgiving, marble floors of the Capitol. She witnessed Acts of God before and was determined to see at least one more.

Fed Up with Breast Cancer

The idea of a "semipostal" stamp originated with Kaiser Permanente Sacramento's Chief of Surgery, Balazs Imre (Ernie) Bodai, MD, one evening as he prepared a speech for the American Cancer Society on the history of breast cancer surgery. He was looking through various slides and illustrations, including some drawings of surgeries from ancient times, when he began thinking in terms of pictures instead of words. The idea of a stamp illustration came to mind, followed by the idea of raising the postage rate by one penny to generate badly needed research dollars.

Born in Budapest, Hungary, Bodai escaped with his parents during Hungary's 1956 revolution against Soviet occupation. He immigrated to America at the age of 5, learned English in school, and eventually attended medical school in [year ?]. After operating on more than

1,500 women, Bodai saw no direct impact on the disease and worse still, little progress toward a cure. The 47-year-old surgeon was fed up. "If you went through the experience that I go through every time I have to tell a patient that they have breast cancer and walk them down the path to treatment and recovery, you would understand how terrible it is," says a frustrated Bodai.

The tragedy of Bodai's daily experience with breast cancer in Sacramento, Calif. is magnified even further by the national and global perspectives:

- 2.6 million women in the United States have breast cancer; this year 200,000 more will learn they have the disease; 50,000 will die
- 1.6 million women are undiagnosed
- Worldwide, 900,000 women discover they have the disease each year. [verify?]

These sobering statistics, along with the steady mortality rate for women with breast cancer, unchanged in 70 years, created a passion within Bodai to find new ways to finance research against his life's nemesis.

His one-penny-a-stamp concept was hardly a matter of pennies. The U.S. Postal Service delivers 180 billion pieces of mail each year, and one-third of those are sent with first-class postage. If one-half of customers purchased first class stamps at 33 cents, the fund-raising potential equals \$300 million annually—double the amount of National Institutes of Health (NIH) funding available for breast cancer research.

Bodai's letter exchange with the U.S. Postal Service seemed less than encouraging. They had already received 50,000 other requests that year [what year?] from people pressing for special stamp designs, and the U.S. Postal Service could approve about 10. In addition, the U.S. Postal Service was not in the fund-raising business. They feared opening a Pandora's box, with innumerable requests flooding in from every special interest group in the nation. Undaunted by their refusal, Bodai put his American citizenry to the ultimate test. Honing up on the mechanics of government with an eighth-grade civics book, he decided to push his concept into Congressional legislation.

"I paid for a ticket and flew to Washington, D.C. In the hotel, I made a little map. There were six different buildings. Up and down the hallway I went, knocking on doors. This convinced people that my motives were honorable," Bodai says. "I developed blisters on my hands from carrying brochures and on my feet from walking the halls of Congress. I fell into the project blindly and had no idea what it would take to get it done."

Bodai called on Betsy Mullen to join him in his Washington campaign. Doctors diagnosed Mullen, a market research analyst, with breast cancer in 1992 at age 33. She abandoned her career to form the Women's Information Network Against Breast Cancer (WIN ABC), which provides information and support for life-and-death decisions about treatment options. When WIN Board Member David Goodman, who had lost his wife to breast cancer less than a year before, learned about the lobbying effort, he called Bodai and volunteered for service. The

team—a survivor, a surgeon, and a widower—proved hard to refuse. Congressional doors started to open and overworked legislative aides took time to listen.

Bodai formed the nonprofit Cure Breast Cancer ^{organization} foundation to help get the stamp up for a vote in Congress. The stamp won the support of Rep. Vic Fazio, D - Calif. , who introduced "The Breast Cancer Research Stamp Act" to the House of Representatives in May 1996. A few weeks later, Democratic Sen. Dianne Feinstein of California, who lost her father to breast cancer, introduced the bill in the U.S. Senate. [Stars on Men with breast cancer??] By the end of the congressional term [what year?], 86 lawmakers had given their support. But due to the pressures of election year politics, lawmakers postponed voting on the bill until the next legislative session, bringing the campaign into its second year—and the activists' personal cash outlay well past \$100,000.

The Second Year

paragraph out of order.

Moving into the next legislative session, the campaign had its share of high drama and bittersweet victories. One such moment occurred during the cold pre-dawn hours in New York, when the jet-lagged Californians jockeyed for position outside NBC's *Today Show* set. The group's early-morning paid off when the roving camera caught their oversized picture of the stamp and flashed it to the show's national audience. Mullen also discovered that her breast cancer had not metastasized, but that she was "merely" suffering from arthritis. The group weathered a storming of their first press conference by a national breast cancer organization's

1998

"They [Bodai, Mullen, and Goodman] and the many others who tirelessly walked the halls of Congress to fight for this stamp deserve our enormous thanks," Feinstein says.

Mullen credits her success in Washington lobbying to tutoring she received from Don Parsons, MD, associate executive director for health policy development at the Kaiser Federation. "The success of this effort demonstrates that the American dream of participatory democracy is still alive," Parsons says. "Individuals who are passionate and very highly focused on a single issue can move Congress. And they did it."

A Call To Action

Bethesda, Md.-Designer Ethel Kessler, whom the U.S. Postal Service commissioned to create the stamp, had a personal stake in this job. A breast cancer survivor herself, she knew its design would play a key role in motivating people to buy the stamp. "It had to get to the heart," Kessler says. "It had to show that women who have to go through this disease are heroic. That was very important to me." Working with Whitney Sherman, an illustrator from Baltimore, the two developed colorful art depicting Artemis, goddess of the hunt (also known as Diana, protector of women) reaching behind her to pull out an arrow from her satchel--her arm raised in the same position as it would be for a mammogram. In place of one breast are the commanding words: "fund the fight, find a cure."

The design, unanimously approved by the U.S. Postal Board of Governors, was unveiled May 9, 1998, in Los Angeles at the Revlon Run/Walk for a Cure. "The Postal Service has a proud tradition of issuing stamps to help raise awareness of social and medical issues," remarked Postmaster General William Henderson. "With a simple act--buying this stamp--every one of us can continue to fight a deadly disease."

The stamp price was set at 40 cents following U.S. Postal Service consumer research that revealed customers would be as likely to spend eight additional cents on postage as they would a penny. Of the additional eight cents, 70 percent of net proceeds will be donated to the breast cancer research efforts of the NIH, and 30 percent of net proceeds will be donated to the breast cancer research efforts of the Department of Defense. The Department of Defense may seem like an unlikely recipient, but it strongly encourages the scientific community to undertake innovative research by calling for proposals that foster new directions, address neglected issues, and bring new investigators into the field of breast cancer research. Funds from the stamp are intended to create new resources, not take away from other federal funding mechanisms for breast cancer research.

On July 29, 1998 -- following a two-and-a-half year struggle that consumed their lives--Mullen and Bodai finally saw the breast cancer research stamp in U.S. post offices for the first time, reacting with cautious ecstasy. They knew that the final accounting was yet to come. In the year 2000 the General Accounting Office will evaluate the success of the stamp and determine whether to continue the program and perhaps expand it to other interest groups.

"It's great to have a bill, to have a stamp," Bodai remarked. "But real success lies in people buying the stamp. It's up to the American public to make it work. Health plans can take up the mantra by promoting the stamp and by increasing women's chance of survival through earlier detection."

Mullen says AAHP and Kaiser Permanente's support can inspire more health plans to get behind the stamp. "AAHP represents 143 million health plan members," Mullen says. "If we can get that constituency excited about the project, they can reach those members. Kaiser Permanente intends to write to its nine million members about the stamp. If we can get other health plans to follow suit, we can't miss."

As one of the four partners of the U.S. Postal Service, AAHP will play a role in promoting the stamp by disseminating information through publications and other communications to its more than 1,000 member health plans and to AAHP employees and their families. AAHP also held an unveiling of the stamp in June at the association's annual meeting, the AAHP Institute.

"The stamp is part of a solution to the scourge of this disease, a way for everyone to become part of the solution," Mullen adds. "It took tenacity and faith and prayers to make it happen. But people will need to buy the stamp to make it work."

Genevieve Betfiglio is a freelance writer in the Princeton, N.J. area. She has been writing about health care issues for about 15 years.

Filename: stampsb2.wpd

Wordcount: 182

What Health Plans Can Do

The success of the semipostal stamp depends on how many people buy it. In 2000, the General Accounting Office of the U.S. Postal Service will evaluate costs and sales to determine whether or not the breast cancer stamp was effective and, also whether or not to consider requests from other interest groups. Here are some ways health plans can help guarantee the success of the breast cancer research stamp:

- Use the stamp. If not for every mailing, then at least for select mailings, perhaps those to women or related to women's health issues.
- Mobilize your members. An article about the stamp in your member newsletters will help get the word out to many people who might otherwise not hear about it.
- Show pictures of the stamp. On your women's health promotion brochures, newsletters, and other communications. To get artwork, contact Don Smeraldi, U.S. Publicity Specialist, (202) 268-6524.

For additional ideas about how you can help raise awareness about the breast cancer research stamp, contact Betsy Mullen, Women's Information Network Against Breast Cancer at (626) 332-2255.

-G.B.

Potential Pull Quotes:

The success of this effort demonstrates that the American dream of participatory democracy is still alive. —Don Parsons, MD, the Permanente Foundation.

"The stamp is part of a solution to the scourge of this disease. a way for everyone to become part of the solution. It took tenacity and faith and prayers to make it happen. But people will need to buy the stamp to make it work."—Betsy Mullen, Women's Information Network Against Breast Cancer (WIN ABC).



American Digestive Health Foundation

American Gastroenterological Association • American Society for Gastrointestinal Endoscopy • American Association for the Study of Liver Diseases
Working Together for Better Digestive Health

To: Neera Tanden
From: Amy Manela
Subject: Survey
Date: July 31, 1998

Based on our tight timeframe, we are moving ahead with the survey. Attached are the questions we will be asking to 1000 adults aged 50 and older.

We never connected but I will continue to fax you documents and leave you messages.

Hope to talk to you soon.

**Survey Questions of Older Americans' Awareness of Colorectal Cancer
Screening Procedures**

1. Have you ever been screened for colorectal cancer either as part of a general physical exam, or as a special procedure? Screening means having tests to detect a disease when you have no symptoms.
 1. Yes
 2. No
 3. Don't know/No answer/Refused

2. Has your personal physician ever recommended that you be screened for colorectal cancer either as part of a general exam, or as a special procedure?
 1. Yes
 2. No
 3. Don't know/No answer/Refused

3. One screening method involves the use of paper cards at home to test for blood in the stool. Your doctor would have provided cards for you to take home to take a sample and then send it in for evaluation. Have you had this method of screening for colorectal cancer?
 1. Yes
 2. No
 3. Don't know/No answer/Refused

4. One screening method involves the use of an endoscope, which is a lighted tube that is inserted in the rectum so the doctor can look for abnormalities. This procedure is called a flexible sigmoidoscopy or colonoscopy. Have you had this method of screening for colorectal cancer?
 1. Yes
 2. No
 3. Don't know/No answer/Refused

5. One screening method is called a barium enema, an x-ray examination after you have had an enema with barium which allows the doctor to visualize the inside of the colon. Have you had this method of screening for colorectal cancer?
 1. Yes
 2. No
 3. Don't know/No answer/Refused

American
Digestive
Health
Foundation



Facsimile Cover Sheet

ADHF, 7910 Woodmont Ave., Suite 700, Bethesda, MD 20814

To: Neera Tanden

Company:

Phone:

Fax: 202-456-2878

From: Amy Manela

Company: American Digestive Health Foundation

Phone: (301)941-2628

Fax: (301)652-3890

Date: July 30, 1998

Pages including this  cover page:

Survey questions

- ☐ ***Urgent reply or action needed!!!***
- ☐ ***Respond at your convenience***
- ☐ ***For your information***
- ☐ ***In response to your request***

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
015. fax	Erin Davy to Neera Tander re: remarks (partial) (1 page)	07/28/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).
RR. Document will be reviewed upon request.

STAMP SERVICES



Fax Cover Sheet

DATE: July 28

TIME: _____

TO: Neera Tanden

PHONE: 456-2878

FAX: _____

FROM: Erin Dwyer

PHONE: Pager

FAX: _____

RE: Remarks

P6/(b)(6)

[015]

Number of pages including cover sheet: _____

Message: Here are the PMG's

final remarks -

Page me with any
questions -

Thanks

Erin

Please
copy to
all who
need

475 L'ENFANT PLAZA SW
WASHINGTON DC 20060-2435

JAMES TOLBERT

07/28/98 TUE 16:46 FAX 202 268 7009



FAX from . . .

Senator Dianne Feinstein

of California

331 Hart Senate Office Building
Washington, DC 20510
(202) 224-3841

DATE:

7/28

TIME:

TO:

Neera Tanden

FROM:

Press

Jim Hock

COMMENTS:

TOTAL NUMBER OF PAGES (INCLUDING COVER SHEET):

3

NOTE: The information contained in this facsimile is confidential. If you receive this transmission in error, please notify the sender immediately.

**Statement of Senator Dianne Feinstein
On the Issuance of
the Breast Cancer Research Stamp
July 29, 1998**

Today, over 2 million women have breast cancer in the United States. And over **one million women** have disease, but do not know it yet.

This is a disease that will affect **one in nine** American women over the course of their lifetimes.

Today's issuance marks the culmination of over 2 years of effort by many breast cancer research advocates and Congressional co-sponsors who worked tirelessly to make it possible.

Many said that a stamp to raise money for breast cancer could not be done. But you should never underestimate California ingenuity.

This stamp is a tribute to its originator -- **Dr. Ernie Bodai**, a Sacramento oncologist who has treated over 1,000 women with breast cancer.

We also owe a debt of gratitude to **Betsy Mullen of WIN Against Breast Cancer** in Los Angeles and **David Goodman** of Orinda, California for their tireless efforts to promote and lobby for the stamp.

Their effort provides testament to the fact that a few people can make a difference.

According to the American Association of Cancer Research, **8 million** people are alive today as a result of cancer research.

Since I have been in the Senate, we have increased breast cancer research dollars **by 600%** -- But it is not enough.

8 cents from each stamp will go to this research effort. I hope Americans will buy them so one day there will be a cure.

Introduction of Postmaster General

I am now pleased to introduce our new Postmaster General, William J. Henderson. Mr. Henderson is the son of a postal clerk and a 26-year veteran of the agency. (Last served as C.O.O. for 4 years at USPS)

Remarks

**William J. Henderson
Postmaster General
U.S. Postal Service**

**First Day of Issue and Dedication
Breast Cancer Research
Semipostal Stamp**

Wednesday, July 29, 1998

**White House
Washington, DC**

Thank you, Senator Feinstein.

**Mrs. Clinton,
Members of Congress,
Governors of the Postal
Service, ladies and
gentlemen:**

**On behalf of the
United States Postal
Service, I want to say
how honored we are to be
at the White House today
for the official issuance
of the Breast Cancer
Research semipostal
stamp, and how much
we appreciate
the First Lady hosting
this special ceremony.**

JUL-28-98 TUE 15:31

CORP REL HQ

FHA NO. 2022004010



FACSIMILE COVER LETTER

PLEASE DELIVER THE FOLLOWING PAGES

TO: Erin Davy

FROM Desiree French
Media Relations Representative
Ph: (202) 268-6502

FAX: (202) 268-5392

FAX: 268-7009

DATE: JULY 28, 1998

NUMBER OF PAGES (INCLUDING COVER): 11

Comments: Henderson's remarks.

2

We are particularly pleased that the East Room was chosen for this event.

This grand room, as Mrs. Clinton knows, has long been associated with some of the most important and memorable events in our nation's history.

Treaty signings, artistic performances, medal presentations, social gatherings and much more have all taken place in the very spot where we gather today.

3

**And the dedication
of the Breast Cancer
Research semipostal
stamp is no exception.**

**This, too, will soon
become part of our
nation's history.**

**It is not the first stamp
issued by the Postal
Service to raise awareness
of the many important
issues concerning our
country; but it is the first
American stamp ever
that will directly fund
research to help
a specific cause.**

4

**As you will see, this
extraordinary stamp
depicts Diana, Goddess of
the Hunt,
a mythological Icon of
strength and
independence.**

**Its call to action — "Fund
the fight, Find a Cure" —
will be carried on millions
of letters and cards across
the country.**

5

The stamp was designed by Ethel Kessler of Bethesda — herself a breast cancer survivor — and illustrated by Whitney Sherman of Baltimore, both of whom are with us today.

Ethel and Whitney, will you please stand?

(Lead applause)

6

I would also like to acknowledge the group of 13 citizens that comprise the U.S. Postal Service Citizens Stamp Advisory Committee, who have the tough task of evaluating the more than 40,000 stamp suggestions the Postal Service receives each year.

Thank you all for being here.

(Lead applause)

7

People purchase stamps every day, and now they can turn that simple act into a meaningful and effective way to participate in the fight against breast cancer.

So often when we read or hear about breast cancer, we say, "What can I do?" Now there's an answer: Buy this stamp.

It is now my honor to invite Mrs. Clinton to join me as we officially dedicate the Breast Cancer Research Semipostal Stamp.

(Unveil the stamp with Mrs. Clinton, then return to the podium to introduce Ms. Mullen.)

At this time, it is my pleasure to introduce Elizabeth "Betsy" Mullen, a remarkable woman who has compassionately reached out to thousands of breast cancer victims across the country.

You see, Betsy herself is a breast cancer survivor.

9

**Her battle with
~~Her battle with~~ CANCER**
inspired her to start WIN
ABC – the Women's
nformation Network
Against Breast Cancer.

**Betsy's organization is
dedicated to shattering the
myths about breast cancer
and linking the resources
with the women who
desperately need them.**

**Betsy is a huge proponent
of the Breast Cancer
Research semipostal
stamp, and we're proud to
have her.**

10

**Please join me in
welcoming Betsy Mullen.**

*(Lead applause as Ms.
Mullen joins you.)*

###

FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT UNVEILING OF BREAST CANCER STAMP
THE EAST ROOM
JULY 29, 1998

Welcome to the East Room and the White House. Starting today, Americans will be able to open up their mailboxes and help stamp out breast cancer once and for all. And when we do, it will be in part because of the people in this room. It will be because of the Postal Service, which is delivering -- along with our mail -- a new weapon in the fight against breast cancer. I especially want to thank our incredible new Postmaster General, Bill Henderson, for his vision and commitment and leadership; the Postal Board of Governors; the New Stamp Advisory Committee; and all the postal employees, some of whom are watching by satellite right now.

When we stamp out breast cancer it will be because of advocates like Dr. Ernest Bodai [Bo-die], the original champion of the Stamp. And because of survivors like Betsy Mullen, who are helping other women battling breast cancer get the information, care and support they need. It will be because of Secretary Shalala's extraordinary leadership at the Department of Health and Human Services.

And it will be because of the Members of Congress who, year in and year out have demanded that breast cancer be placed at the top of our national agenda -- where it belongs: With us today are [tbd]. And I want to say a special thanks to the architects of the Stamp Out Breast Cancer Act -- Senator Feinstein and Congressman Fazio. It was their creativity that brought this idea to the Halls of Congress...and their commitment that made it the law of the land.

In fact, back in 1996, when Dr. Bodai [Bo-Die] came to talk to his Congressman about the possibility of a breast cancer stamp, he encountered a leader who has always cared deeply about finding a cure for breast cancer. Someone who knows that we must continue to increase funding for all biomedical research. And someone who has always backed up these convictions with action. It is my great honor to introduce Congressman Vic Fazio.

[Fazio speaks.

Feinstein speaks.

Postmaster General Henderson speaks and you unveil stamp with him

Betsy Mullen speaks and introduces you.]

Thank you, Betsy for that introduction...and for all you've done to educate and inspire us all to "WIN Against Breast Cancer." As I was listening to your story...I thought about your journey, and it what it says not only about your courage and commitment, but also the distance we've all traveled. Many of us remember the time -- not too long ago -- when the words breast cancer were whispered in the dark, if they were said at all. Now, we have an entire generation of women who call themselves breast cancer survivors -- and their words, once whispered, have turned into a national call for action that must never again go unheard.

Because of today's announcement, every time we send a letter, we can also send a message of hope to 2.6 million women with breast cancer and their families. Every time we look at the woman pictured on this new stamp, we can see the face of someone we know -- a sister, mother, daughter, friend, neighbor, or colleague.

I think of the group of 12 volunteers in our White House Social Office. They are much like any group of women. Similar hopes and dreams. Similar challenges. Two of them -- Tibby Turner and Diane Sopenfield -- once heard those dreaded words: You have breast cancer. But, both of them fought it with courage...supportive families...caring doctors...and treatments borne from years of research. Both of them are living completely free from the disease today. And both of them are helping others to do the same.

It was almost 10 years ago that Diane's cancer was found...the very same year that her God son was born. She talks about him as a positive marker to look at every morning. Every clothing size he grows out of, every class he graduates from is a living reminder of how long she's been healthy.

In much the same way, all of us can look back and take stock of how very far we've come as a nation. Back even 10 years ago, who would have thought that we'd see breast cancer death rates decline? Who would have thought we'd find genes linked to hereditary breast cancer? That Tamoxifen would give us such hope? Who would have thought that the number of women getting recommended mammograms would increase by 30 percent?

This didn't just happen by accident. It took dedicated individuals in this room and throughout America. And, it took a President -- one who knows what it means to lose his own mother to breast cancer in 1994...and one who has made it his personal mission to "fund the fight...and find a cure."

Since he came to office, we've seen funding for breast cancer research, treatment and prevention nearly double. The Department of Defense Breast Cancer Research Program has dramatically expanded. Women receiving Medicare can now get annual mammograms -- without any deductibles. And we've launched a yearly campaign to educate older women about the screening benefit. Since the President came to office, we've seen the birth and growth of the National Action Plan on Breast Cancer -- a public/private partnership working towards one goal: the final eradication of breast cancer. I believe it will happen.

Now, clearly, we still face obstacles. But, whenever they seem too tough, I am reminded of what my late mother-in-law might say. Those of you who may have met Virginia Kelly, will remember that she never wanted anyone to feel sorry for her. As with every other adversity she faced, my mother-in-law looked her cancer square in the eye, put on her lipstick and false eyelashes every single morning...and went on to celebrate life. She was a great inspiration to us. She understood how important it is to fight this disease every minute in every way we can. I remember the sampler by her nightstand that read: "Lord, help me to remember that nothing is going to happen to me today that you and I can't handle."

It is the same for us today. If we continue to build on our progress...continue to work together...there is nothing we can't handle. Together we can ban genetic discrimination...and we must. When we walk into our doctor's office we should be confident that our genes will be used to heal us, not deny us the job we want or the health insurance we need. Insurance is supposed to be there...not when you're healthy, but when you're sick and need it the most.

Together, we must ensure that new initiatives like this Stamp complement -- but never supplant -- our federal commitment to wipe out cancer. Which is why the President has asked Congress for an additional 65 percent increase in cancer research. Together, we can expand coverage for Medicare cancer clinical trials.

And together we can ensure that whether Americans choose managed care or traditional care, they always get the best care. When a woman is told she has breast cancer, she should know that every effective treatment is being used to help her. She and her physician should be the ones making decisions about her health. Not a business person in an office hundreds of miles away.

And if a woman with breast cancer has worked out a course of treatment with her doctor...even if her employer switches insurance plans, she must still have access to that doctor. She should never have to switch doctors in the middle of her treatment. Unfortunately, there are those in Congress who don't want to give her that protection. The President has proposed a Patient's Bill of Rights that always puts patients ahead of profits. And I hope Congress enacts it.

Together, we must ensure that we never have arguments about whether we need research, treatment, education, or prevention to triumph over breast cancer. We must use every weapon at our disposal. Just as we must do with colon cancer, with prostate cancer, with ovarian cancer. With all cancer. It's been more than 25 years since we declared War on Cancer. On September 26, thousands of people will gather on the Mall to conquer all cancer for all time.

We will need the commitment of an entire nation. We will need the courage of women like Betsy Mullen, Edith Kessler, Tibby Turner, Diane Sopenfield, Virginia Kelly and every woman, every family, who has fought this disease by day and prayed for a cure by night. And it will take the confidence to know that if we do all this, if we continue to come together as we have today, then one day, when Diane Sopenfield's godson is all grown up...his children and grandchildren will have to turn to the history books to learn about a disease called cancer.

Thank you very much.



DEMOCRATIC CAUCUS

U.S. HOUSE OF REPRESENTATIVES

Vic Fazio, Chairman
Barbara B. Kennelly, Vice Chair

FAX COVER SHEET

Date: 7/28/98

To:

Megan Turner

Fax: 456-2878

Phone: _____

From:

Betsy Mullins,
Executive Director/Communications Director

Message:

Draft Remarks
for Rep. Fazio

Number of pages to follow: 2

JULY 28, 1998

DRAFT REMARKS FOR REP. VIC FAZIO

Good afternoon.

I want to extend a special thanks to the First Lady for hosting today's event.

I want today to pay tribute to the person without whose vision and perseverance we would not be celebrating the "day of first issue" of the Breast Cancer Research Stamp — my friend and constituent, Dr. Balzs "Ernie" Bodai.

Disheartened by having performed more than 1200 mastectomies and lumpectomies as a surgeon with Kaiser Permanent Medical Center in Sacramento, Ernie Bodai came up with an idea two and a half years ago.

Why not create a stamp priced above the rate of normal first class postage and enable anyone in America to contribute voluntarily to the fight against breast cancer, simply by purchasing the stamp?

In January 1996, Dr. Bodai created the non-profit organization "Cure Breast Cancer," to campaign for the creation of the stamp, with all of the extra proceeds from the sale of the stamp be used directly for research.

Ernie became the stamp's chief lobbyist and mastered the art of generating grass roots support for his cause.

Such energy and commitment are a hallmark of an extraordinary person.

Perhaps such perseverance is attributed to Ernie's experience with beating the odds.

When his family left their native Hungary during the 1956 revolution -- Bodai's father, a nuclear physicist, was determined to reach the west.

The family made it into Austria, and came to the U.S. in 1957.

Dr. Bodai went to UCLA and graduated from the University of California at Davis medical school in 1977.

The people in my community have had the privilege to call Ernie Bodai their neighbor ever since.

It is a fine example of how the commitment of one doctor in Sacramento and the overwhelming spirit of volunteerism in this country can make a difference that will hopefully save the lives of American women.

Please join me in thanking and honoring Dr. Ernie Bodai.

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
016. fax	Elizabeth Mullen to Neera Tanden re: Semi-postal Dedication (1 page)	07/29/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
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FOLDER TITLE:

Breast Cancer Stamp Event 7/29

2011-0619-S

rc292

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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urgent

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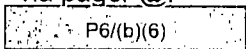
To: **Ms. Neera Tanden, c/o: Social Office**
Company:
Fax Number: +1 (202) 456-2878
Business Phone:

From: **Elizabeth S.Mullen**
Fax Number: +1 (818) 331-1239
Business Phone:
Home Phone:

Pages: 5
Date/Time: 7/29/98 6:50:19 AM
Subject: Semi-postal Dedication

Draft remarks for your review and approval as discussed and transmitted.

Please verify receipt of this transmission to Betsy Mullen @: 202-484-1000 ex. 12157 or via pager @:

 P6/(b)(6) 20163

Thank you for your critiques and patience. I look forward to meeting you at today's event.

--Betsy

Breast Cancer Research Stamp Press Dedication -- July 29, 1998

I am extremely honored to be here today.

When I was diagnosed with breast cancer 5-1/2 years ago at the age of 33, not only was I shocked at the diagnosis, but also shocked and dismayed to find out how very little we know about this terrible disease.

I quickly learned the simple fact that being a woman put me at risk.

My physicians estimated that the malignancy had been there for 7 to 10 years. That meant that on my wedding day, at the age of 23, I might have already had breast cancer. Breast cancer that was diagnosed just when my husband and I had decided to start a family. But, our plans quickly changed. Because of my treatment protocol, I will never be able to have children. Chemotherapy unexpectedly threw me into permanent menopause.

When I was told that I had breast cancer, I was also told that I might die in 2 to 3 years. When I completed my treatment, I was then told that even after undergoing a mastectomy and 6 months of chemotherapy ; I still had a 60% chance of a recurrence – but, I am lucky, and am here today to speak on behalf of the all too many **women** who have lost their lives to breast cancer.

/

Breast Cancer Research Stamp Press Dedication -- July 29, 1998

(continued)

Luck should not be a part of the equation. We need to put an end to this **insidious disease** that continues to claim another life in the United States every 12 minutes.

When I first heard the words, "Mrs. Mullen, you have breast cancer", I felt as though I had been hit by a freight train. My husband said he could literally see the wind knocked out of me.

After I caught my breath and regained my equilibrium, I decided that if I were going to have to deal with breast cancer, I would do so to the best of my ability. I was determined to take control of a situation that felt entirely out of control.

Breast cancer was *not* going to get the best of me. I vowed, instead, to turn the tables on the disease and get the best of it. I immediately made up my mind that I would be a survivor and not a victim.

I became informed and got involved.

I involved myself in educating other breast cancer patients to do the same, and soon learned that getting involved was actually a part of the healing process for all concerned.

Breast Cancer Research Stamp Press Dedication -- July 29, 1998

(continued)

I lost a breast and my ability to have children to breast cancer, but, in learning to cope with these losses, I gained the drive and determination to work to ensure that this does not happen to others.

One of the reasons that I am so excited about the new Breast Cancer Research Stamp is that everyone can become involved so that more women and future generations will benefit from the vital research the stamps will fund.

One stamp at a time, and pennies at a time, the American people can realistically raise millions of dollars a year to fund cutting edge research to end this rampant disease that has become a blight on our nation.

Far too often people feel that they cannot make a difference, that charitable giving is something they would like to do, but something they cannot afford to do. That volunteering to benefit a cause as worthy as the fight against breast cancer is time well spent but time that they just don't have.

Today represents a novel new opportunity to involve all of us in the fight against breast cancer.

Breast Cancer Research Stamp Press Dedication -- July 29, 1998

(continued)

In the time it takes to mail a letter, we can all participate in the effort. Just as clinical trials and experimental therapies hold promise for the future, so does the Breast Cancer Research Stamp.

The money the stamp will raise for breast cancer research is an investment in the future. It may well ensure that future generations of women will not have to face what I had to face in dealing with this life-threatening and life-altering disease.

It is now my great honor and privilege to introduce to you, a leading advocate in the battle against breast cancer and a tireless advocate for *all* women, ***the First Lady of the United States, Mrs. Hillary Rodham-Clinton.***

####

July 28, 1998

**UNVEILING OF FIRST BREAST CANCER
RESEARCH STAMP**

Date: Wednesday, July 29
Time: 2:00 p.m. to 2:40 p.m.
Location: East Room, The White House
From: Jennifer Klein
Neera Tanden

I. PURPOSE

To host the unveiling of the nation's first breast cancer research stamp and highlight the importance of investing in breast cancer prevention and research.

II. BACKGROUND

Overview

You will formally unveil the new Breast Cancer Research stamp, which will be available for sale for the first time in Washington, D.C. on Wednesday. The stamp will be sold across the country beginning Thursday, July 29. This stamp is the result of legislation signed by the President on August 13, 1997, and it is the first so-called "semipostal" stamp in U.S. history -- in which the net proceeds above the cost of postage are earmarked for research. You will be joined by Postmaster General William Henderson, Representative Vic Fazio, Senator Dianne Feinstein, and Betsy Mullen, a breast cancer survivor who founded the Women's Information Network Against Breast Cancer. In addition, the event will be sent live via satellite to Postal Service headquarters in Washington, where postal employees, friends and members of the public can watch the proceedings. The audience at Postal Service headquarters is likely to number anywhere between 500 and 1500.

The Stamp

The Postal Service will issue this stamp for two years. The stamp will cost 40 cents, but will be valid for 32-cent postage. Seventy percent of the proceeds from the additional 8 cents will be spent on breast cancer research at the National Institutes of Health (NIH), and 30 percent will be dedicated to the Medical Research Program of the Department of Defense (DoD). The Postal Service is producing 200 million breast cancer stamps, which are expected to yield \$16 million in revenue if every stamp is sold. (*A model of the stamp is attached*).

Legislative History

Dr. Ernie Bodai, Chief of Surgery for Kaiser Permanente in Sacramento and a pioneer in breast cancer research, developed the idea of using a postage stamp to increase funding for breast cancer

research. Betsy Mullen, the breast cancer survivor scheduled to speak at this event, joined efforts with Dr. Bodai as an early advocate of the stamp. In May 1996, Representative Vic Fazio introduced legislation, "The Stamp Out Breast Cancer Act," in the House, and Senator Dianne Feinstein introduced a companion bill in the Senate. There was little movement on the bill in the 104th Congress, and it was reintroduced in the 105th Congress with the support of former Representative Susan Molinari and Senators Alfonse D'Amato and Lauch Faircloth. The bill passed 422-3 in the House and was cleared by unanimous consent in the Senate. -

Other Activities Around the Country

This White House event will mark the beginning of the issuance of the stamp as well as the start of a series of awareness events around the country which will culminate during National Breast Cancer Awareness Month in October. Postmasters in Arizona, Alaska, California, Delaware, Illinois, Massachusetts, Nevada, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Texas and Tennessee are planning events to take place before October.

Breast Cancer Background and the Administration Record

More than two and a half million American women suffer from breast cancer today. In 1998, 43,500 women are expected to die from the disease -- in fact, breast cancer claims a woman's life every 12 minutes in this country. However, according to the National Cancer Institute, the death rate for women with breast cancer declined 1.7 percent per year between 1991 and 1995-- with the greatest reductions in death rates among younger women and white women. In addition, new trials have shown a *45 percent reduction* in breast cancer incidence for high-risk women using the cancer drug, tamoxifen. While the results are still preliminary and there may be side effects that render tamoxifen inappropriate for certain women, these numbers are encouraging.

As you know, the Administration has a strong record on promoting both research and prevention efforts for breast cancer. Federal funding for breast cancer research, prevention and treatment has increased from \$276 million in FY 1993 to \$513 million in the President's FY 1998 budget. The Administration's efforts include: (*See attached accomplishments on breast cancer*)

- expanded Medicare coverage for mammograms for all beneficiaries over age 40
- improved mammography quality standards
- continued funding for Department of Defense breast cancer research and the growing partnership between the military, scientists, physicians and the community selecting innovative research grants to study this disease
- increased funding for genetic research, which has led to the discovery of two breast cancer genes -- BRCA-1 and BRCA-2-- and holds tremendous promise for the future

III. PARTICIPANTS

Meet and Greet

Secretary Shalala

Senator Dianne Feinstein, California

Representative Vic Fazio, California

Postmaster General William Henderson

Deputy Postmaster General Michael Coughlin

S. David Fineman, Board of Governors
LeGree Daniels, Board of Governors
Azeez Jaffer, Executive Director of Stamp Services
James Tolbert, Jr., Manager of Stamp Development
Virginia Noelke, Chair of Citizen's Stamp Advisory Committee
Ethel Kessler, stamp artist, breast cancer survivor
Whitney Sherman, stamp illustrator
Betsy Mullen, breast cancer survivor
Jane Fisher (Betsy's mother)
Paige Hess-Fisher (Betsy's niece)
Dr. Ernie Bodai, Chief of Surgery for Kaiser Permanente
Mrs. Carolyn Louise Bodai (Ernie's wife)
Bradley Bodai (Ernie's son)
Matthew Weatherly (Ernie's son)
Deborah ("Debbie") Willhite, Senior Vice President, Government Relations, U.S. Postal Service
Mary Willhite (Debbie's mother), breast cancer survivor
Teresa Malaby (Debbie's sister), breast cancer survivor
Robert Malaby (Debbie's brother-in-law)
Monica Rojas Baker (Debbie's niece)
Amber Valletta (Debbie's niece)

Speaking Program

The First Lady
Representative Vic Fazio
Senator Dianne Feinstein
U.S. Postmaster General William Henderson
Betsy Mullen

Members of Congress

Sen. Dianne Feinstein (D-CA)
Sen. Alfonse D'Amato (R-NY)
Sen. Lauch Faircloth (R-NC)
Sen. Patrick Leahy (D-VT)
Rep. Vic Fazio (D-CA)
Rep. Rosa DeLauro (D-CT)
Rep. John Dingell (D-MI)
Rep. Mike Forbes (R-NY)
Rep. Sheila Jackson-Lee (D-TX)
Rep. John McHugh (R-NY)
Rep. Constance Morella (R-MD)
Rep. Nancy Pelosi (D-CA)
Rep. Tom Lantos (D-CA)
Rep. Ciro Rodriguez (D-TX)

Audience

Guests at the White House event will include Members of Congress, breast cancer survivors and advocates, and representatives from the Postal Service.

IV. SEQUENCE OF EVENTS

- You arrive in the Blue Room for meet and greet.
- You deliver brief welcoming remarks and introduce Representative Vic Fazio.
- Representative Fazio delivers brief remarks and introduces Senator Feinstein.
- Senator Feinstein delivers brief remarks and introduces Postmaster General Henderson.
- Postmaster General Henderson delivers brief remarks.
- You and the Postmaster General jointly unveil an enlarged image of the stamp.
- Breast cancer survivor, Betsy Mullen, delivers brief remarks.
- You deliver remarks and conclude the event.

V. PRESS PLAN

Open Press/WH Photo

VI. REMARKS

Prepared by Laura Schiller.

CLINTON ADMINISTRATION INITIATIVES TO FIGHT BREAST CANCER

- **Called for Legislation to Prevent Discrimination Based on Genetic Information Both by Health Plans and Employers.** The President has urged Congress to pass bipartisan legislation to prohibit health plans from inappropriately using genetic screening information to deny coverage, set premiums, or to distribute confidential information. He also has supported legislation that ensures that employers do not use genetic information to discriminate against employees. For many diseases, such as breast cancer, we are beginning to identify hidden genetic disorders which can spur early treatment. However, genetic testing also can be used by insurance companies and others to discriminate and stigmatize groups of people. In fact, studies show that a reason women do not get genetic testing for breast cancer is because they fear the information will be used to discriminate against them.
- **Expanded Medicare to Pay for Annual Screening Mammograms for all Medicare Beneficiaries Age 40 and Over.** The balanced budget expands coverage to pay for annual screening mammograms for all Medicare beneficiaries age 40 and over, enabling women to follow the National Cancer Institute's (NCI) recommendations to undergo regular mammogram screening at forty. President Clinton has also taken action to bring Medicaid and federal employee health benefits in line with NCI recommendations.
- **Made Medicare Mammograms More Affordable and Accessible.** The balanced budget enacted by the President this August waived deductibles for all mammograms, making mammograms more affordable for older women. Costs can be a significant barrier for older women to get mammograms. Although Medicare has covered screening mammography since 1991, only 14 percent of eligible beneficiaries without supplemental insurance receive mammograms.
- **Built on HHS Commitment to Breast Cancer Research, Prevention and Training.** Since the President took office, funding for breast cancer research, prevention and treatment has nearly doubled, from about \$276 million in FY 1993 to \$513 million in the President's FY 1998 budget.
- **Continued Department of Defense Funding for Breast Cancer Research.** In FY 1997, the DOD will spend \$112 million on breast cancer research. This is an unprecedented partnership between the military, scientists, physicians, and the community to fund grants to invigorate breast cancer research. One of the most important and innovative aspects of the program is that breast cancer survivors are actively engaged in defining the program and serve on scientific panels which review grant proposals.
- **Increased Funding for Genetic Research.** HHS-funded research led to the discovery of two breast cancer genes -- BRCA-1 and BRCA-2 -- which holds great promise for the development of new prevention strategies. On October 26, 1996, President Clinton

announced \$30 million in new funding for research into the genetic basis of breast cancer.

- **Educating Older Women to Use the Medicare Mammography Screening Benefit.** The First Lady has launched a yearly mammography campaign to inform and encourage older women to use the Medicare mammography screening benefit. This year the First Lady's campaign focuses on populations with particular low mammography utilization rates.
- **Improved Mammography Quality Standards.** The President supported regulations that strengthen and improve the program the FDA implemented for mammography standards in 1994 to ensure that they meet standards for equipment, personnel, record-keeping, and quality control. Women and their families can look for the FDA certificate as evidence that the facility meets quality standards. These new standards will ensure women that they can rest assure they received a high quality mammograms which give accurate readings. Women can also find a certified mammography facility by calling 1-800-4-CANCER.
- **Preventing Women From Being Forced Out of the Hospital Only Hours After a Mastectomy.** President Clinton has endorsed bipartisan legislation to ensure that women are not forced out of the hospital before they are ready because of pressure from their health plan. The Department of Health and Human Services also sent a letter to all Medicare managed care plans making it clear that they may not set ceilings for inpatient hospital treatment or set requirements for outpatient treatment, and that a woman and her doctor should make decisions about what is medically necessary.
- **Providing Screening for Low-Income Women.** CDC's National Breast Cervical Cancer Early Detection Program offers free or low-cost mammography screening to low-income elderly and minority women. On October 1, 1996, Secretary Shalala announced the expansion of the program to all fifty states. The goal is to reduce breast cancer deaths among these women by 30% and cervical cancer deaths by 100% through increased mammographies and pap testing.
- **Applying Space Technology to Detect and Treat Breast Cancer.** NASA is applying cutting edge technology improving ways to diagnose and treat breast cancer. For example, NASA uses the microgravity of space to grow human tissue for research and transplantation, gaining valuable knowledge important to the treatment of breast and ovarian cancer. Mars Pathfinder technology has been developed to enhance pictures is being modified to make three-dimensional models of breast tissue. This enables doctors to differentiate breast tissue more accurately without using painful invasive procedures.

Elizabeth " Betsy Mullen"
Founder, President, CEO -- WIN Against Breast Cancer®

Betsy Mullen is the Founder, President and CEO of the Women's Information Network (WIN) Against Breast Cancer Organization -- a national nonprofit organization.

Prior to founding WIN ABC, Ms. Mullen was a Market Research Analyst with a strong background in political science, public administration, marketing, advertising and public relations. At the age of 33, Betsy was diagnosed with breast cancer and given difficult choices to make with no information to facilitate an informed treatment decision. It was at that point that she committed her career and life to helping breast cancer patients, their families, health professionals, policy makers and researchers in their fight against this life-threatening disease.

Ms. Mullen works at the local, regional, state and national levels as a public spokesperson, committee member and consultant. Her efforts include developing breast cancer screening, patient, and provider and public outreach, support and health education programs, focusing on the unmet needs of the medically indigent and underserved. She also focuses her energy on increasing public awareness about the need to fund cutting-edge research, and the need for responsible public policy around issues pertaining to breast cancer. Betsy also serves as a consultant to the U.S. Army Medical Research and Materiel Command's Breast Cancer Research Program.

Mullen's efforts include on-going involvement in breast cancer research, helping to lead the efforts of Dr. Balazs "Ernie" Bodai in his Cure Breast Cancer® (CBC) Program resulting in the passage of *The Stamp Out Breast Cancer Act* in July 1997.

Ms. Mullen can be reached by contacting WIN Against Breast Cancer at (626) 332-2255, e-mail: winabc@flash.net.

CONGRESSMAN VIC FAZIO (Third District, California)

Biography

Congressman Vic Fazio represents the Third Congressional District of California in the 105th Congress. At the end of 1996, Fazio was re-elected by an overwhelming majority of his colleagues as the Chairman of the Democratic Caucus, the third ranking Democratic leadership position in the House of Representatives. Since first coming to Washington in 1979, he has earned a reputation as "one of Capitol Hill's most effective legislators," according to The Sacramento Bee, and the National Journal recognizes him as one of the most influential leaders in the House of Representatives. Fazio was rated first among the California Congressional delegation, according to California Magazine, based upon intelligence, integrity, diligence and effectiveness, and The California Journal describes him as "one of the California delegation's most respected members." The New York Times wrote of Fazio as "the House Democrat his colleagues lean on" while at the same time The Sacramento Bee noted that "although they might not admit it, Republican members often seek (Fazio's) guidance on issues where the need for bipartisanship is manifest."

In November 1996, Congressman Fazio was re-elected to serve a tenth term, representing Northern California's large Third District. About 40 percent of the district's residents live in the northern portion of Sacramento County, which includes the suburb of Carmichael. Diversity characterizes the Third District, which stretches from the Sacramento Delta region of Solano County following the Sacramento River north through the agriculturally-rich Sacramento Valley to Tehama County. The district includes all of Yolo, Sutter, Colusa, Glenn and Tehama counties, and parts of Solano, Sacramento and Butte counties.

Congressman Fazio was appointed to the Appropriations Committee in 1980 and served as the ranking Democrat on the Appropriations Subcommittee on the Legislative Branch until 1996. He is still a member of the subcommittee, but he relinquished the ranking position 1996 in order to gain a seat on the Appropriations Subcommittee on Agriculture, Rural Development, Food and Drug Administration and Related Agencies. Fazio also serves as the ranking Democrat on the Appropriations Subcommittee on Energy and Water Development, which oversees a variety of independent agencies and programs in the Departments of Energy, Interior and Defense. In addition, Fazio served on the Military Construction Subcommittee from 1986 through 1994, which has responsibility for projects on U.S. military installations around the world. In the 104th Congress, Fazio served as the ranking member of the House Oversight Committee.

Fazio served as the Vice Chair of the Democratic Caucus from 1989 to 1994, when he was selected as Chairman. From 1990 to 1994, Fazio was also the Chairman of the Democratic Congressional Campaign Committee (DCCC), the political arm of the House Democrats. During the 101st Congress, Congressman Fazio was elected to serve as a regional representative on the Steering and Policy Committee which acts a "Board of Directors" for the House of Representatives, and now sits on the new Steering Committee. Previously, Fazio served as co-chair of the House Bipartisan Task Force on Ethics, and was a Majority Whip-at-Large. From 1982 to 1988 Fazio worked on the Budget Committee, and he gave eight years to the Committee on Standards of Official Conduct, otherwise known as the "Ethics Committee." He also served on the Select Committee on Hunger.

Following completion of the Coro Foundation honors program in California for careers in public service, Congressman Fazio co-founded the California Journal, a highly regarded periodical covering state government and politics. Prior to his election to Congress in 1978, he served in the California State Assembly for three years where he was chairman of a Ways and Means Subcommittee.

Other Facts

- Career: Legislative Consultant, 1966-75; Co-founder, California Journal; Assistant to the California Assembly Speaker, 1971-74; Member, CA Assembly, 1975-78.
- Offices: Capitol: 202-225-5716, 2113 Rayburn House Office Building, Washington, D.C., 20515; Main district office: 916-666-5521, 722 B Main Street, Woodland, CA, 95695.
- Personal: born October 11, 1942 Winchester, MA; home, West Sacramento, CA; Union College, B.A. 1965; California State University-Sacramento, graduate work; Episcopalian; married (Judy Kern), four children, Dana & Anne (d. 1995) Fazio, and Kevin & Kristie Kern, and one grandchild, Kendra Kern.

U.S. Senator Dianne Feinstein

U.S. Senator Dianne Feinstein began her public service career with an interest in criminal justice when she was elected to serve on the California Women's Parole Board from 1960 to 1966. In 1969 she was elected to the San Francisco Board of Supervisors and was re-elected for two additional four-year terms as Supervisor, serving three terms as Board President.

In 1978, Dianne Feinstein became the first female Mayor of San Francisco. In 1987, City and State Magazine named Dianne Feinstein the nation's "Most Effective Mayor."

In 1992, Dianne Feinstein was elected to the U.S. Senate with the most votes cast for a senator in American history. Following her election, she was re-elected in 1994 to serve a full six-year term.

Currently sitting on three Senate Committees, Feinstein continues to make public safety her primary concern, fighting for gun control, pressing for a victims rights amendment to the U.S. Constitution, aggressively pursuing the 'War on Drugs' and battling the alarming rise of gang violence.

Senator Feinstein has also been working on legislation to hold tobacco companies accountable for years of marketing cigarettes to our young people and a bill to allow doctors to determine the length of a patient's hospital stay and not insurance companies. She is the author of a law that creates the first ever Breast Cancer Research Stamp coming out later this summer and she has also worked over the last few years to improve excellence and accountability in our schools, both nationally and in California.

Feinstein received a B.A. in History from Stanford University in 1955, where she served as Student Body President from 1954-55.

She was born on June 22nd, 1933, the daughter of a respected surgeon and professor at the University of California at San Francisco Medical School. She is married to Richard C. Blum, Chairman of Richard C. Blum and Associates, and her daughter Katherine is an attorney in San Francisco. The family resides in San Francisco.



**WILLIAM J. HENDERSON
POSTMASTER GENERAL AND CHIEF EXECUTIVE OFFICER
OF THE UNITED STATES POSTAL SERVICE**

William J. Henderson is the 71st Postmaster General of the United States and the fifth career employee to lead the world's largest postal system. His appointment became effective May 16, 1998.

A 26-year veteran of the agency, Henderson brings a rich background of postal experience and a track record of ingenuity and success to the helm of the \$58 billion-a-year agency.

From 1994 until his appointment as Postmaster General and Chief Executive Officer, Henderson served as Chief Operating Officer with responsibility for nationwide postal operations, daily delivery of more than 630 million pieces of mail to 130 million addresses. During that time, the Postal Service achieved record service performance levels on local First-Class Mail as independently measured by Price Waterhouse, took advantage of automated technology to contribute significantly to the Postal Service's three consecutive operating surpluses, and explored operational initiatives to improve customer service and delivery.

Henderson has been an innovator throughout his postal career. As Postmaster and Division General Manager of Greensboro, North Carolina, he was the first to commit to serve retail customers in "Five Minutes or Less," which has since become a national standard. In 1992, he moved to Postal Headquarters as Vice President of Employee Relations, where he introduced 360 Degree Feedback for executives and oversaw the largest downsizing in postal history. Ten months later, he became Chief Marketing Office and Senior Vice President, launching today's more customer-focused approach to the communications marketplace.

"Bill is an outstanding leader and innovator," said Chairman of the Postal Service Board of Governors Sam Winters in announcing his appointment. "He has the vision, the creativity, and the enthusiasm to lead the Postal Service to still higher levels of performance as we move into the 21st century."

Born on June 16, 1947 to a career postal clerk, Henderson's career also includes experience in labor relations, human resources, and line management. Besides service in Greensboro and Washington, D.C., he has served in postal management positions in Chicago, Memphis, Stockton, Calif., among other locations.

In 1997, Henderson received the Postal Service's prestigious John Wanamaker Award, and in 1998 he received American University's Roger W. Jones Award for Executive Leadership, presented to federal career executives who best epitomize superior leadership.

He is a graduate of the University of North Carolina at Chapel Hill, and served in the U.S. Army. He has two sons, Ryan and Brett.





ANTICIPATED QUESTIONS & ANSWERS

- **What is a semipostal stamp?**

A stamp priced above the First-Class mail rate plus an additional charge earmarked for some charitable purpose. The Breast Cancer Research stamp is the result and implementation of the Stamp Out Breast Cancer Act, Pub. L. No. 105-41, 111 Stat. 1119 (1997). This legislation provides the public a convenient way to make a contribution to fund breast cancer research through the voluntary purchase of a semipostal stamp.

- **How did this stamp come about?**

There were many proponents for this stamp, including key members of Congress. Dr. Ernie Bodai, Chief of Surgery for Kaiser Permanente in Sacramento an advocate of women's health issues, suggested the idea of using a stamp to fund research for breast cancer. Betsy Mullen, a breast cancer survivor and founder of WIN/ABC, also offered support to make this stamp a reality.

- **Why is the USPS selling stamps to raise money for breast cancer?**

Congress directed the Postal Service to undertake this effort. The semipostal stamp is intended to give the public a convenient way to make contributions to fund breast cancer research through the voluntary purchase of semipostal stamps.

- **How much will the semipostal stamp sell for?**

The self-adhesive stamp will sell for 40 cents or \$8.00 per sheet of 20 stamps.

- **Can these stamps be sold individually?**

Yes. Although it is a self-adhesive stamp special perforations were applied through the backing of the stamp, allowing for sales of individual stamps.

- **What portion of the money raised goes to research?**

The Act provides that the Postal Service Board of Governors establish the differential. The differential may not exceed 25 percent of the current First-Class rate. Recently, the Governors voted to set the rate at 40 cents, based on the current First-Class mail rate of 32 cents. This means that the differential will be 8 cents per stamp. The Act also permits the U.S. Postal Service to deduct reasonable costs from the differential.

- **Will the rate change affect the selling price of the semipostal stamp?**

A decision has not been made at this time. A decision will be reached by the Postal Service Board of Governors within the next few months. The stamp will be produced without a denomination.



ANTICIPATED QUESTIONS & ANSWERS CONT...

- **Who receives the revenue raised from the semipostal stamp?**

Of the amount of net proceeds raised through the differential, the distribution will be 70 percent to the National Institutes of Health and 30 percent to the Medical Research Program of the Department of Defense. Both organizations were selected during the legislative process.

- **Why was the Department of Defense selected to receive funds?**

The Department of Defense Medical Research Program was selected because it is a leader in the field of breast cancer research.

- **Can I select a local charity to receive funds?**

No. The Act provides that the net proceeds from the differential may only be given to the Department of Defense and the National Institutes of Health to help fund the fight to cure breast cancer.

- **Why don't we apply the entire 40 cents to postage?**

Although the stamp costs 40 cents, it is valid for postage only in the amount of the current First-Class rate (32 cents). The eight-cent differential is set aside for a non-postal purpose, i.e., funding breast cancer research.

- **Did the Postal Service include information on the stamp about breast cancer research?**

Yes. The outside selvage of the stamp sheet includes information about the proceeds and the telephone number for the National Cancer Institute.

Stamp Out Breast Cancer Act

*THE WHITE HOUSE
Office of the Press Secretary
August 13, 1997*

STATEMENT BY THE PRESIDENT

Today, I signed into law H.R. 1585, the Stamp Out Breast Cancer Act. This legislation requires the U.S. Postal Service to establish a special rate of postage for first-class mail that patrons may use voluntarily to contribute to funding for breast cancer research. Special postal stamps will be made available for this purpose.

Research and the prompt application of research results are the strongest weapons we have against breast cancer. Today, breast cancer remains the most commonly diagnosed cancer among women. It affects one in eight women in their lifetimes and has touched the families of nearly every American, including my own. But we are making great strides in the study of this disease. Our goal must be to find a cure and a way to prevent breast cancer in the near future.

The bill I am signing into law today builds on this Administration's long history of support for breast cancer research and prevention. Between 1993 and 1997, funding for breast cancer research at NIH increased 75%. We will work to ensure that the new funds from this legislation are not used as a replacement for our current commitment. It creates another way for Americans to further support the important research that will make a difference in the lives of millions of families.

To comment on this service: feedback@www.whitehouse.gov

Deborah Waxman

Time line of events leading to "day of first issue" of the Breast Cancer Research Stamp

5/7/96 Fazio introduces Breast Cancer Research Stamp Act, H.R. 3401

7/10/96 Feinstein introduces Breast Cancer Research Stamp Act, S. 1937

1/9/97 Fazio introduces Breast Cancer Research Stamp Act, H.R. 407

5/8/97 Feinstein introduces Breast Cancer Research Stamp Act, S. 726

5/13/97 Molinari/Fazio introduce Act to Stamp Out Breast Cancer, H.R. 1585

7/22/97 H.R. 1585 passed the House

7/24/97 H.R. 1585 passed the Senate

8/1/97 presented to the President

8/13/97 signed into public law 105-41 by President Clinton



Marty J. Hoffmann
07/28/98 11:58:07 AM

Record Type: Record

To: See the distribution list at the bottom of this message

cc: Janet Murguia/WHO/EOP, Tracey E. Thornton/WHO/EOP, Lisa M. Kountoupes/WHO/EOP

Subject: Breast Cancer MOC list

* Janet Murguia received a call from Rep. Ken Bentsen (D-TX) wanting to make sure his wife would be invited to the event (she is a co-chair for the Breast Cancer Race for the Cure). I wanted to give you heads up that we will be inviting his wife, Tamra.

Here is a confirmed list (12) of members as of 11:45 AM:

Sen. Feinstein (D-CA) ✓
Sen. D'Amato (R-NY) ✓
Sen. Faircloth (R-NC) ✓
Sen. Leahy (D-VT) ✓
Rep. Fazio (D-CA) ✓
Rep. DeLauro (D-CT) ✓
Rep. Dingell (D-MI) ✓
Rep. Mike Forbes (R-NY) ✓
Rep. Jackson-Lee (D-TX) ✓
Rep. McHugh (R-NY) ✓
Rep. Morella (R-MD) ✓
Rep. Pelosi (D-CA) ✓

Rep. Lantos -
Rep. Rodriguez -
Sen. Boxer

Pending (18):

Sen. Boxer (D-CA)
Sen. Glenn (D-OH)
Sen. Landrieu (D-LA)
Sen. Murray (D-WA)
Sen. Reid (D-NV)
Sen. Specter (R-PA)
Sen. Stevens (R-AK)
Rep. Gephardt (D-MO)
Rep. Gingrich (R-GA)
Rep. Bonior (D-MI)
Rep. Eshoo (D-CA)
Rep. Fattah (D-PA)
Rep. Kolbe (R-AZ)
Rep. Tom Lantos (D-CA)
Rep. Pallone (D-NJ)
Rep. Rodriguez (D-TX)
Rep. STark (D-CA)
Rep. Waxman (D-CA)

**Staff: We have 3 staff members from both Feinstein's and Fazio's office that will be coming as well.

Message Sent To:

Sharon K. Gill/WHO/EOP
Jennifer L. Klein/OPD/EOP
Laura D. Schwartz/WHO/EOP
Neera Tanden/WHO/EOP
Kim B. Widdess/WHO/EOP
Bronson J. Frick/WHO/EOP

WHSO LAYOUT FINAL

a/o 7/28/98 L. Schwartz

BREAST CANCER STAMP UNVEILING**Wednesday, July 29, 1998**

East Room

Gate Opens: 1:00 p.m.
Invite time: 1:30 p.m.
FLOTUS Time: 2:00 p.m. Brief
2:05 p.m. Meet
2:15 p.m. Event

Approx 180 Guests/Open Press/Business Attire

*8-9 Social Aides*11:30 a.m. House cleared.11:30 a.m. Post Office staff to bring display, pins, programs and T-shirts.1:00 p.m. East Visitors Gate opens and guests proceed to event in the East Room.

Note: Post Master General will arrive at 1:30 to EV Gate -- Earlene Fleming (PO) will ID seated guests.

SET UP NOTES: 10x24 stage at gold curtain in ER; draped stamp image (8x6) on stage; toast lectern on stage; water at podium; 5 gold chairs on stage; 180 chairs for audience; WHCA announce from Blue Room; screens up on Ground Floor; strings & piano in Grand Foyer for before/after music & light march for entrance; press risers on both sides of Cross Hall doorway; programs on chairs; Residence to light event; 6-ft skirted table in Booksellers for distribution of T-shirts after event; people to distribute pins on entry; 16x20 framed image on easel in Blue Room (1 easel placed in Blue Room)

2:00 p.m. **THE FIRST LADY** receives briefing in the Red Room.

2:05 p.m. **THE FIRST LADY** proceeds to the Blue Room for a Meet and Greet.
Note: A framed sheet of first-run stamps will be presented to THE FIRST LADY by the Postmaster General.

Blue Room Participants:

Secretary Shalala
Senator Feinstein
Representative Fazio
Postmaster General William Henderson
Deputy Postmaster General Michael Coughlin
S. David Fineman, Board of Governors
LeGree Daniels, Board of Governors
Azeez Jaffer, Executive Director of Stamp Services
James Tolbert, Jr., Manager of Stamp Development
Virginia Noelke, Chair of Citizen's Stamp Advisory Committee
Whitney Sherman, stamp illustrator
Ethel Kessler, stamp artist
Betsy Mullen (survivor), Jane Fisher (mother), Paige Hess-Fisher (niece)
Dr. & Mrs. Ernie Bodai, Bradley Bodai (son), Matthew Weatherly (son)
Debbie Willhite, Mary Willhite (mother), Teresa Malaby (sister),
Robert Malaby (brother-in-law), Amber Valletta (niece), Monica Rojas
Baker (niece)

2:15 p.m. **THE FIRST LADY** accompanied by stage participants is announced to the East Room.

Press Note: Event will be aired live via satellite to public gathering at Post Office Headquarters.

PROGRAM

THE FIRST LADY makes welcoming remarks and introduces Rep. Fazio.

Rep. Fazio makes remarks and introduces Sen. Feinstein.

Sen. Feinstein makes remarks and introduces Postmaster General William Henderson.

The Postmaster General makes remarks and unveils the stamp image with **THE FIRST LADY**.

Note: Two Social Aides standing by to assist if needed with the unveiling.

The Postmaster General introduces Betsy Mullen.

Betsy Mullen makes remarks and introduces **THE FIRST LADY**.

THE FIRST LADY makes remarks.

3:00 p.m. **THE FIRST LADY** departs.

1
Guests depart East Gate; some participants proceed to North Lawn for press interviews.

FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT UNVEILING OF BREAST CANCER STAMP
THE EAST ROOM
JULY 29, 1998

Welcome to the East Room and the White House. Starting this week, all Americans will be able to open up their hearts and mailboxes and help stamp out breast cancer once and for all. And when we do, it will be in large part because of the people in this room.

It will be because of the Postal Service, which is delivering -- along with our mail -- a new weapon in the fight against breast cancer. I especially want to thank our incredible new Postmaster General, Bill Henderson, for his vision and commitment and leadership; the Postal Board of Governors; the New Stamp Advisory Committee; and all the postal employees, some of whom are watching by satellite right now.

When we stamp out breast cancer it will be because of the artistry of Ethel Kessler and Whitney Sherman. And the advocacy of Dr. Ernest Bodai [Bo-die], Betsy Mullen and all the survivors who are standing up and speaking out to stop breast cancer and heal those it strikes. It will be because of Secretary Shalala's extraordinary leadership at the Department of Health and Human Services.

And it will be because of the Members of Congress who, year in and year out have demanded that breast cancer be placed at the top of our national agenda -- where it belongs. [With us today are...] And I want to pay special tribute to the architects of the Stamp Out Breast Cancer Act -- Senator Feinstein and Congressman Fazio. It was their creativity that brought this idea to the Halls of Congress...and their commitment that helped make it the law of the land.

In fact, back in 1996, when Dr. Bodai [Bo-Die] went to his Congressman with the idea for a breast cancer stamp, he encountered a leader who has always cared deeply about finding a cure for breast cancer. Someone who knows that we

must continue to increase funding for all biomedical research. And someone who has always backed up these convictions with action. It is now my great honor to introduce Congressman Vic Fazio.

[Fazio speaks.

Feinstein speaks.

Postmaster General Henderson speaks and you unveil stamp with him

Betsy Mullen speaks and introduces you.]

[LATER IN PROGRAM -- AFTER MULLEN]

Thank you, Betsy for that introduction...and for all you've done to help other women get the support and care and information they need to "WIN Against Breast Cancer." As I was listening to your story...I thought about your journey, and what it says not only about your own courage and commitment, but also about the distance we've all traveled. Many of us remember the time -- not too long ago -- when the words breast cancer were whispered in the dark, if they were said at all. Now, we have an entire generation of women who are breast cancer survivors -- and their words, once whispered, have turned into a national call for action that must never again go unheard.

Because of today's announcement, every time we send a letter or pay a bill, we can also send a message of hope to women battling breast cancer today. Every time we buy a stamp, we can all contribute to the research that will, for our children, transform breast cancer from a daily threat to a distant memory. And, every time we look at the woman pictured on this new stamp, we can see the face of someone we know -- we can see our sister, mother, daughter. We can see our friend, neighbor, colleague.

I think of the small group of staff and volunteers in our White House Social Office. They are much like any group of women. Similar hopes and dreams. Similar challenges. Two of them -- Tibby Turner and Diane Sapenfield -- once heard those dreaded words: You have breast cancer. But, both of them fought it with courage...supportive families...caring doctors...and treatments borne from years of research. Both of them are living completely free from the disease today. And both of them are helping others to do the same.

It was almost 10 years ago that Diane's cancer was found...the very same year that her God son was born. She talks about him as a positive marker to look at every morning. Every clothing size he grows out of, every class he graduates from is a living reminder of how long she's been healthy.

In much the same way, all of us can look back and take stock of how very far we've come as a nation. Back even 10 years ago, who would have thought that we'd see breast cancer death rates decline? That we'd find genes linked to hereditary breast cancer? That Tamoxofin would give us such hope? Who would have thought that the number of women getting recommended mammograms would increase by 30 percent?

None of this happened by accident. It took dedicated individuals in this room and throughout America. It took steady and sustained investments in research. And, it took a President -- a President who knows what it means to lose his own mother to breast cancer in 1994...and who has made it his personal mission to "fund the fight...and find a cure."

Since he came to office, we've seen funding for breast cancer research, treatment and prevention nearly double. The Department of Defense Breast Cancer Research Program has dramatically expanded. Women receiving Medicare can now get annual mammograms -- without any deductibles. And we've launched an annual campaign to educate older women about the screening benefit. Under Secretary

Shalala's leadership, we've seen the birth and growth of the National Action Plan on Breast Cancer -- a public/private partnership working towards one goal: the final eradication of breast cancer. I believe it will happen.

[Because we are facing a critical juncture in the war on cancer -- a time when our commitment to research is beginning to pay off. And a time when, with more investments, we can do more than just hope...we can finally anticipate the day when our children won't have to live in fear of this dreaded disease.]

Now, clearly, we still face many obstacles in this fight. But, whenever we bump up against them, I am reminded of what my late mother-in-law might say. Those of you who may have met Virginia Kelly, will remember that she never wanted anyone to feel sorry for her. As with every other adversity she faced, my mother-in-law looked her cancer square in the eye, put on her lipstick and false eyelashes every single morning...and went on to celebrate life. She was a great inspiration to us. She understood how important it is to fight this disease every minute in every way we can. I remember the sampler by her nightstand that read: "Lord, help me to remember that nothing is going to happen to me today that you and I can't handle."

It is the same for us today. If we continue to build on our progress...continue to work together...there is nothing we can't handle. Together we must ban genetic discrimination. When you walk into your doctor's office you should be confident that your genes will be used to heal you, not deny you the job you want or the health insurance you need. Insurance is supposed to be there...not when you're healthy, but when you're sick and need it the most.

Together, we must expand coverage for Medicare cancer clinical trials. We must ensure that new initiatives like this Stamp complement -- but never supplant -- our federal commitment to wipe out cancer. Which is why the President has asked Congress for an additional 65 percent increase in cancer research.

And together we must ensure that whether Americans choose managed care or traditional care, they always get the best care. When a woman is told she has breast cancer, she should know that every effective treatment is being used to help

her. She and her physician should be the ones making decisions about her health. Not a business person in an office hundreds of miles away.

And if a woman with breast cancer has worked out a course of treatment with her doctor...even if her employer switches insurance plans, she must still have access to that doctor. She should never have to switch doctors in the middle of her treatment. Unfortunately, there are those in Congress who don't want to give her that protection. The President has proposed a Patient's Bill of Rights that always puts patients ahead of profits. And I hope Congress enacts it.

And I hope that there will never again be arguments about whether we need research, treatment, education, or prevention to triumph over breast cancer. Because together we must use every weapon at our disposal. Just as we must do with colon cancer, with prostate cancer, with ovarian cancer. With all cancer. It's been more than 25 years since we declared War on Cancer. On September 26, thousands will gather on the Mall for a March to conquer all cancers for all time.

To do that, we will need the commitment of every single person in this country. We will need the same courage shown by women like Betsy Mullen, Ethel Kessler, Tibby Turner, Diane Sapenfield, and Virginia Kelly....the courage shown by every woman, every man, every family, who has fought this disease by day and prayed for a cure by night. And we will need the confidence to know that if we do all this, if we continue to come together to support research as we have done today, then one day, when Diane Sapenfield's godson is all grown up...his children and grandchildren will have to turn to the history books to learn about a disease called cancer.

Thank you very much.

DRAFT NOT FOR RELEASE
July XX, 1998

Contact: Don Smeraldi
(202) 268-6524
E-Mail: dsmerald@email.usps.gov
USPS Web Site: www.usps.com
Stamp News Release Number 98-070

NATION'S FIRST BREAST CANCER RESEARCH 'SEMIPOSTAL' STAMP
TO BE ISSUED AT WHITE HOUSE CEREMONY

WASHINGTON – First Lady Hillary Rodham Clinton will host a White House ceremony July 29 at which she and Postmaster General William Henderson will officially issue a postage stamp to help raise funds for breast cancer research.

The Breast Cancer Research stamp is the first U.S. stamp in history to have its net proceeds above the cost of postage earmarked for research organizations.

QUOTE FROM MRS. CLINTON

"The Postal Service is honored to have the First Lady dedicate this very special stamp," said Postmaster General William Henderson. "Mrs. Clinton is supporting our national commitment to funding the fight against breast cancer and to finding a cure, and we hope this stamp will play an important part in that fight. We are printing 200 million stamps, and want every single one to be bought and used."

Following the July 29 issuance of the Breast Cancer Research stamp, the Postal Service, breast cancer organizations and other groups will participate in awareness events at various locations and times up to and through National Breast Cancer Awareness Month in October. Details of the White House first day of issue ceremony will be released as soon as they become available.

As a "semipostal" stamp, it will cost 40 cents and will be valid for postage in the amount of the prevailing First-Class letter rate, currently 32 cents. Seventy percent of net proceeds above the cost of postage will be given to the National Institutes of Health (NIH), and 30 percent of net proceeds above the cost of postage will be given to the Medical Research Program of the Department of Defense (DoD). The NIH and DoD, which both conduct breast cancer research, were identified as recipients of the funds by legislation enacted in 1997.

The self-adhesive Breast Cancer Research stamp is a nondenominational stamp, bearing the words "USA" and "First-Class." The background of the vertically formatted stamp design features blue, yellow, orange and green washes of pastel colors. Along the top are the words "BREAST CANCER." A black line drawing of a female figure is the main element, while the phrases "FUND THE FIGHT. FIND A

CURE." appear flowing left to right across the stamp in a clockwise, circular pattern, outlining where the figure's right breast would be.

The stamp was designed by Ethel Kessler of Bethesda, Md., and illustrated by Whitney Sherman of Baltimore, Md. This is the first postage stamp illustration by Sherman, and is the first stamp design completed by Kessler, one of six art directors developing stamp designs. Ms. Kessler has a personal interest in helping raise awareness about breast cancer as she is a survivor of the disease.

Breast cancer is considered the most commonly diagnosed cancer among women in every major ethnic group in the U.S. Experts say when breast cancer is diagnosed early (stages I and II), five-year survival rates are nearly 95 percent and there are better options for breast conserving surgery.

For six decades, the Postal Service has issued new stamps to help raise awareness for a variety of health and social issues including drug abuse, AIDS, and environmental protection and conservation.

For more information on the Breast Cancer Research stamp or other stamps and stamp-related products, visit the Postal Service's Web site at <http://www.usps.com> and click "Stamps."

#

TECHNICAL DETAILS

Issue:	Breast Cancer Research
Denomination & Type of Issue:	NDN first class rate, Semipostal
Format:	Self-adhesive pane of 20 (one design)
Series:	N/A
Issue Date & City:	July 29, 1998 Washington, DC 20066
Illustrator:	Whitney Sherman, Baltimore, MD
Designer:	Ethel Kessler, Bethesda, MD
Engraver:	North American Roto
Art Director:	Ethel Kessler, Bethesda, MD
Typographer:	Ethel Kessler, Bethesda, MD
Modeler:	Avery Dennison SPD
Manufacturing Process:	Gravure
Printer:	Avery Dennison (AVR)
Printed at:	AVR, Clinton, SC
Press Type:	Dia Nippon Kiko
Stamps Per Pane/Sheet:	20
Print Quantity:	200 million stamps
Paper Type:	Pre-phosphored Type II
Gum Type:	Self-adhesive
Processed at:	AVR, Clinton, SC
Colors (PMS Colors):	Green, Copper, Yellow, Magenta, Cyan, Black
Image Area:	0.840 x 1.410 in. / 21.336 x 35814 mm
Overall Size:	0.990 x 1.560 in. / 25.146x 39.624 mm
Full Pane Size:	5.900 x 7.250 in. / 149.86 x 184.15 mm
Plate Size:	160 stamps per revolution
Plate Numbers:	"V" followed by six (6) single digits
Marginal Markings:	"© USPS 1998" • Position Diagram • Plate Numbers • Text
Catalog Item Number:	553040 Pane of 20 - \$8.00 553061 First Day Cover - \$.61

United States Postal Service
Breast Cancer Research Semi-Postal

First Day of Issue
Planning Meeting

Thursday, July 9, 1998

I. Ceremony

- Commence: 10:00 a.m.
- Length: 30 - 40 minutes
- Site: South Lawn
- Participants: First Lady, PMG Henderson, Survivors
- Presentation of framed stamp image from PMG to the First Lady
- Stamp image (4x6) on riser/platform to be undraped
- Programs: 1,000

II. Invitations

- Extended from First Lady & PMG
- Sent to individuals and one guest
- Print: 350
- In the mail by July 16
- RSVPs by July 22

former First Lady?
Survivors

III. Access

- Pre-event set-up
- Delivery of programs and stamp image
- Guest arrival & seating
- Requirements for entry (social security/date of birth)
- Staff
- USPS photographer and videographer

4 by 6 -
- repro of stamp:

IV. Budget

- USPS: programs, invitations, presentation pieces
- White House

2:00 pm July 27th / 2:00 pm

V. Media

- Press kits created by USPS
- Media Advisory
- Video News Release (& Radio)
- Interviews

VI. Miscellaneous

- Staged photos with event participants
- Retail for invited guests

Elizabeth " Betsy Mullen"
Founder, President, CEO -- WIN Against Breast Cancer®

Betsy Mullen is the Founder, President and CEO of the Women's Information Network (WIN) Against Breast Cancer Organization -- a national nonprofit organization.

Prior to founding WIN ABC, Ms. Mullen was a Market Research Analyst with a strong background in political science, public administration, marketing, advertising and public relations. At the age of 33, Betsy was diagnosed with breast cancer and given difficult choices to make with no information to facilitate an informed treatment decision. It was at that point that she committed her career and life to helping breast cancer patients, their families, health professionals, policy makers and researchers in their fight against this life-threatening disease.

Ms. Mullen works at the local, regional, state and national levels as a public spokesperson, committee member and consultant. Her efforts include developing breast cancer screening, patient, and provider and public outreach, support and health education programs, focusing on the unmet needs of the medically indigent and underserved. She also focuses her energy on increasing public awareness about the need to fund cutting-edge research, and the need for responsible public policy around issues pertaining to breast cancer. Betsy also serves as a consultant to the U.S. Army Medical Research and Materiel Command's Breast Cancer Research Program.

Mullen's efforts include on-going involvement in breast cancer research, helping to lead the efforts of Dr. Balazs "Ernie" Bodai in his Cure Breast Cancer® (CBC) Program resulting in the passage of *The Stamp Out Breast Cancer Act* in July 1997.

Ms. Mullen can be reached by contacting WIN Against Breast Cancer at (626) 332-2255, e-mail: winabc@flash.net.

HACIENDA HEIGHTS

HIGHLANDER

7, 1994

Volume XXIX, No. 48

3 Sections - 26 Pages

Cancer survivor devotes her life to helping others

BY FATTI STEGER
Staff Writer

It was an October morning in 1992 when 33-year-old Elizabeth "Betsy" Mullen received the phone call that changed her life. Her doctor was on the line with the results of her biopsy. The diagnosis was breast cancer.

As Mullen recalls, "I felt like I was hit by a freight train."

That was the first blow. The second came when she walked out of her doctor's office scared and confused because she was given no written information on which to base the life-and-death treatment decisions she was being pressured to make: Should she have just the lump removed, or the entire breast? And what type of chemotherapy was best?

Terrified of making the wrong decision, she picked up her phone and began calling doctor after doctor.

"It was my way of taking a situation that felt absolutely out of my control and gaining some control and power in deciding what was going to happen to me," she said.

In searching for answers she discovered that her experience was not uncommon among women diagnosed with breast cancer. This takes on greater significance considering that, according to the American Cancer Society, each year 183,000 new breast cancer cases are diagnosed and 46,000 women die of it.

Many organizations exist to provide treatment information and psychosocial support to help women face their illness with confidence rather than being paralyzed by fear.

The problem lies in linking the resources with the women who need them. Many doctors are in the dark as to what's available.

To serve as the vital link between women and resources, Mullen founded WIN Against Breast Cancer, a project of Community Partners. The acronym WIN stands for Women's Information Network. In giving lectures



BESTY MULLEN takes a rare breather from her duties as founder of a network that helps women deal with breast cancer.
Staff photo by KEITH BIRMINGHAM

and sending mailings, Mullen provides support to women with breast cancer.

"I am devoting my life to helping other women with breast cancer to spare them from unnecessary fear and frustration," she said.

Mullen does her work commuting between Covina, her hometown where she has set up a satellite office, and San Diego, where she lives with her husband, Ken, and her cat. Her work has been praised by both health care professionals and cancer survivors.

Recently WIN was awarded an

\$87,000 grant. The organization's proposed projects include the development and distribution of a breast health/breast cancer resource list and newsletter, and the production of a video featuring a "live" breast examination and breast reconstruction patients.

One project close to Mullen's heart is the development of a breast buddy program. At the time of diagnosis, a woman will be paired with a breast cancer survivor to provide the support and guidance that only someone who has been in the same situation can offer.

In her own treatment, Mullen

women to be aware that this may be an option for them.

Her prognosis is good, but Mullen must be ever vigilant. Every four months she has blood work, every six months a mammogram and every year a bone scan.

Doctors have advised her against having children.

Her husband, her high school sweetheart, has stood by her every step of the way. She is upbeat about the unexpected turn her life has taken.

"I think I'm better than ever," she said.

"I've got a great purpose in the organization. Ken and I may not

THIS WEEK

In contact: Betsy Mullen, founder of WIN Against Breast Cancer.

Los Angeles Times

SUNDAY, MAY 10, 1998

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METRO NEWS

Stamping out Cancer Her Goal

TER Y. HONG
STAFF WRITER

Elizabeth Mullen, the creator of a new postage stamp to raise funds for breast cancer research will be somewhat of the birth of a child.

Mullen, a breast cancer survivor who is one of two leading advocates for the creation of the stamp, the 40-cent founder and CEO of the Irvine-based Women's Information Network Against Breast Cancer (WIN ABC) works with a mother's devotion. "Chemotherapy is so sterile, so for me this is as close as I can get to bringing up a child," she said.

After starting the nonprofit WIN ABC four years ago in a spare room in her mother's house, Mullen now lives in San Diego—has built a network of 125 breast cancer survivors who have mentored more than 1,500 patients in Southern California.

The 40-cent stamp will function as a regular 32-cent, first-class stamp with the eight extra cents going over to breast cancer research programs.

Dr. Ernest Boice, a breast cancer surgeon, came up with the idea and called on Mullen for help. The pair of Californians made two trips to lobby Congress, and passed special legislation to



PERRY C. RIDDLE / Los Angeles Times

Elizabeth "Betsy" Mullen has used her own experience with cancer to help others via the Postal Service.

create the stamp.

The stamp's design—which features a line drawing of a woman's upper body with the words "Fund the fight. Find a cure"—was unveiled Saturday at the Los Angeles Memorial Coliseum during the annual Revlon Run and Walk for Women, a fund-raiser for women's health programs.

Mullen decided to work full time on breast cancer awareness after her diagnosis in 1992. At that time, Mullen said she was given a week to choose between a lumpectomy or mastectomy and different chemotherapy protocols. With little knowledge of breast cancer or

its treatment regimens, the former market research analyst said her life became a "scramble" to find information.

As she found journal articles, brochures from breast cancer support groups and other resources, Mullen began to mail copies to her doctor, Bradford Edgerton, asking him to pass the information on to other patients to spare them the trouble of finding it themselves. Edgerton told Mullen she ought to set up a clearinghouse for such information, and helped her get the \$90,000 foundation grant with which WIN ABC was founded.

Along with providing informa-

tion in English and Spanish, WIN ABC pairs cancer treatment veterans with newly diagnosed patients through a program called Breast Buddy. That program is now run out of three hospitals in Los Angeles and Riverside counties, and WIN ABC has applied for a grant to start Breast Buddy networks at Martin Luther King Jr./Drew and Harbor-UCLA medical centers.

"If we can make a program work in L.A. County," said Mullen, "I have great confidence it can work nationwide."

WIN ABC can be reached at (626) 332-2255.

~~10000~~ Remarks

Breast Cancer Research Stamp Comments -- Elizabeth "Betsy" Mullen

In addition to my work with WIN Against Breast Cancer, I have been working for the past 16 months with a true modern day hero -- Dr. Ernie Bodai. In concert with David Goodman; a WIN board member who lost his wife to breast cancer this last February, we secured strong bi-partisan support for legislation that will ultimately lead to a cure for breast cancer.

When I was diagnosed with breast cancer 5-1/2 years ago at the age of 33, not only was I shocked at the diagnosis, I was also shocked and dismayed to find out how very little we know about this terrible disease.

When I was told that I had breast cancer, I was also told that I might be dead in 2 to 3 years -- that even after undergoing a mastectomy and 6 months of chemotherapy, I still had a 60% chance of a recurrence but, I was lucky, and am here today to speak on behalf of the all too many women and men who have lost their lives to breast cancer. **Luck should not be a part of the equation.** We need to put an end to the breast cancer epidemic that continues to claim another life in the United States every 12 minutes.

Working in partnership with my surgeon, I established the WIN Against Breast Cancer organization. We saw the overwhelming need to make things better for breast cancer patients and their families. The need is vast and the work is endless, but, as long as I am able, we will continue to work to reform breast cancer care, to work to bring more money into breast cancer research to find a cure and a way to prevent this horrible disease, and that the spirit of those who have lost their battles against breast cancer will continue to shine and to be an inspiration for the work that we do.

- more -

Breast Cancer Research Stamp Comments – Elizabeth “Betsy” Mullen

(Continued)

The impact and devastation of breast cancer is not the oft quoted 1 in 8 -- because it is a disease that reaches into the households of almost every American family. Breast cancer is a disease that does not discriminate; it affects all of us.

WIN Against Breast Cancer was founded to be a catalyst for change and for partnership to bring people and organizations together to find solutions to the myriad of problems and obstacles encountered by breast cancer patients, their families, health care providers and researchers.

The Breast Cancer Research Stamp Act captures the essence of innovation, volunteerism and partnership that are such an integral aspect of our country's history and spirit. The breast cancer research stamp will give all of us the opportunity to come together and to work together to eradicate breast cancer -- one stamp at a time, and pennies at a time, the American people can realistically raise \$300 million a year to fund cutting edge research to end this rampant disease that continues to claim the lives of nearly 50,000 women and men each year in this country.

I lost a breast and my ability to have children to breast cancer, but, I have gained the drive and determination to work to ensure that this does not happen to others: neither in the remainder of this century, nor beyond.

The Breast Cancer Research Stamp Act represents the opportunity for the American people to join together to raise money for breast cancer research to ensure that children can one day grow up with a future free of the specter of breast cancer.

- more -

Breast Cancer Research Stamp Comments -- Elizabeth "Betsy" Mullen

(Continued)

Working together to support this vital legislation was a major step forward in the fight against breast cancer and I applaud Congressman Fazio, Senator Feinstein, former Congresswoman Molinari and their colleagues, President Clinton and the United States Postal Service for working to make the Breast Cancer Research Stamp a reality.

Elizabeth S. Mullen

Founder, President, CEO

WIN Against Breast Cancer

(626) 332-2255

Fax: (626) 332-2585

E-mail: winabc@flash.net

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Biographical Sketch -- Elizabeth "Betsy" Mullen, President/CEO, WIN Against Breast Cancer

Elizabeth Mullen is the Founder, President and CEO of Women's Information Network Against Breast Cancer® (WIN ABC), a national non-profit organization. Ms. Mullen resides in San Diego, California with her husband, Ken. Prior to founding WIN Against Breast Cancer, Ms. Mullen was a Market Research Analyst with a strong background in political science, public administration, marketing, advertising and public relations. Ms. Mullen has maintained on-going involvement in research for cure efforts, helping to lead the efforts of Balazs Imre Bodai, M.D., F.A.C.S., in his Cure Breast Cancer (CBC)® Program, resulting in the passage of the Stamp Out Breast Cancer Act in July 1997.

Elizabeth was diagnosed with breast cancer in 1992 at the age of thirty-three. What she learned and experienced from her personal journey in combating this disease transformed her from a confused, frightened patient into an informed patient advocate. Elizabeth is determined to use her knowledge and expertise to assist others battling breast cancer so that they will be able to undergo the same positive transformation. Ms. Mullen sits on a variety of breast cancer advisory councils at the local, state and national levels. She is a recipient of the San Gabriel Valley YWCA's Women of Achievement Award, Los Angeles County Award of Merit, Los Angeles County Resolution – *Outstanding Advocate for Women's Health for Establishment of New National Standard of Care for Breast Cancer Patients*, California State Senate Certificate of Recognition, and California State Assembly Certificate of Recognition.

WIN Against Breast Cancer was founded in 1994 to shatter the myths that exist about breast cancer that are the source of unnecessary fear and anxiety. WIN was also created to help empower breast cancer patients to become informed partners with their health care team and to travel through diagnosis, treatment and recovery with confidence and grace. The organization provides rapid access to up-to-date information, education and support to breast cancer patients and their families. As a cancer patient, it is not a good feeling to look back at one's own treatment and ponder; *"If only I knew then what I know now."* It is crucial that breast cancer patients have ready access to educational and psychosocial resources to assist them in making confident and informed decisions when presented with their treatment options. *Timely and accurate information about breast cancer can save lives.* A patient's best chance for surviving breast cancer is in receiving the appropriate treatment from the beginning; second chances are not a luxury.

The WIN Against Breast Cancer® Story



Elizabeth "Betsy" Mullen
Founder, President/CEO

Betsy Mullen was diagnosed with breast cancer in 1992 at the age of thirty-three. Her personal experience transformed her from a confused and frightened patient into an informed patient advocate. Her determination and strength are focused toward helping others with breast cancer.

The Women's Information Network Against Breast Cancer (WIN ABC) is a national non-profit organization that grew from a partnership between Betsy and her surgeon. They realized that there was a vast need to enhance the level of care, education and support for breast cancer patients.

WIN Against Breast Cancer has helped thousands of breast cancer patients and their families throughout various stages of breast cancer, via the Breast Aide® and the Breast Buddy® Breast Care Programs. The Breast Buddy® Program is the signature program that has brought WIN ABC into the forefront of patient advocacy organizations throughout the United States.

Mission Statement and Goals

"Our commitment is to increase public awareness about breast cancer and to ensure that individuals from all cultural and socioeconomic backgrounds have rapid access to state-of-the-art education, support and information about this disease."

To equip breast cancer patients with the knowledge and tools necessary to facilitate confident and informed decisions regarding their treatment options.

To collaborate with the health care community in addressing the complex medical and psychosocial issues facing breast cancer patients in order to establish improved standards of care.



To provide ongoing peer support for breast cancer patients throughout the diagnosis, treatment and recovery process.

To educate breast cancer patients, their families and the public about the importance of personal health responsibility and how to partner with their health care team to receive the comprehensive care and support they need.

Current Programs

The Breast Buddy® Breast Care Program

A multi-faceted, comprehensive program that provides information and Survivor-to-Patient mentoring through decision making, treatment and recovery. Each Breast Buddy volunteer is a survivor, extensively trained to educate and support breast cancer patients.

★★★★ Recognized by the American Association of Health Plans as an "exemplary practice... an outstanding women's health program that really is making a difference in improving women's health."

The Breast Aide® Program

Provides educational books, pamphlets, video and audio tapes (in English and Spanish) to assist breast cancer patients, their families and the community-at-large. Up-to-date information is quickly disseminated through mail and telephone support. Services are free of charge and include information about breast cancer screening, referrals to other support organizations and services for the medically underserved.

The Breast Buddy® Breast Care Program for Indigent and Underserved Patients

Provides a specially designed Breast Buddy Program to meet the complex needs of medically underserved and indigent patients. The program connects patients to the necessary support and information previously not available to them. Educational materials offered are culturally sensitive and linguistically appropriate.

The WIN ABC Speakers Bureau

Qualified professionals are available for community events, seminars, and advisory panels. Speakers include Breast Cancer Survivors and experts in the Health Care Industry, Media, Public Health, Public Education and Patient Advocacy.

WIN Against Breast® Cancer Program Descriptions

The Breast Buddy Program for Indigent and Underserved® A Comprehensive Breast Care Program

Breast Buddies® is a unique program that offers education and peer support to newly diagnosed breast cancer patients. This innovative program trains breast cancer survivors to guide and support patients throughout the decision-making, treatment and recovery process.

The Program addresses the complex psychosocial and informational needs of breast cancer patients and greatly assists each patient in learning her treatment options, connecting her to resources upon diagnosis. The Breast Buddy Program is medical center based, ensuring that patients receive the service and remain connected to the Program.

- ♦ The Breast Buddy Program has been identified as a "best practice" model (*Kaiser Permanente, 1997*) and is well positioned for implementation at multiple medical sites in California and across the nation.
- ♦ The Breast Buddy Program has recently been identified as an exemplary practice by the American Association of Health Plans (AAHP). Representing over 130 million health plan members throughout the country, this recognition has established Breast Buddies as "an exemplary practice...an outstanding women's health program that really is making a difference in improving women's health."

WIN Against Breast Cancer is now taking steps to bring the Breast Buddy Program into the lives of uninsured and medically underserved patients throughout the United States. This patient population typically has low access to the timely information and psychosocial support that are so critical to breast cancer survival and quality of life.

Program Design

WIN Against Breast Cancer is currently implementing a three-year Breast Buddy Program expansion. The effort has commenced in L.A. County, California as a two-year pilot project at two county-run medical centers. Year three will begin Program replication at two additional sites. A rigorous evaluation of the Implementation process and of participant outcomes will allow the expansion of the Breast Buddy Indigent Program state-wide and nationally.

The Breast Buddy Program for Indigent and Underserved will enable WIN Against Breast Cancer to:

1. Define a new standard of care, education and support for underserved breast cancer patients.
2. Build strategic community relationships.
3. Develop effective community outreach strategies.
4. Develop culturally sensitive, linguistically appropriate educational materials.
5. Strengthen hospital leadership to improve the capacity and functioning of systems that impact breast cancer care.
6. Change the culture in which breast cancer care is delivered to underserved patients by creating an integrated and seamless system of services.

Breast Buddies® -- A Comprehensive Breast Care Program

The Breast Buddy Program meets the following strategic goals:

1. Integration of medical center and community resources and services.
2. Consistency across medical centers, across departments and within departments regarding:
 - The manner in which a breast cancer patient receives the diagnosis.
 - Compliance with the state mandated breast cancer treatment summary.
 - The information that is provided a breast cancer patient upon diagnosis and throughout the treatment continuum.
3. Continuity of care for breast cancer patients.
4. Provider education on issues of importance to breast cancer patients and to patients awaiting biopsy results.
5. Ready access to psychosocial and educational support for patients and their families.
6. Dedicated Breast Care Nurse to help coordinate the care and identify and meet the informational, psychosocial and clinical needs of breast cancer patients, their families and other medical center members. (This will result in more efficient use of physician time.)
7. Enhanced provider awareness of patient's support system at home and at work.
8. Facilitation of a team approach (multi-disciplinary) to breast cancer treatment and care.
9. Improved integration with Primary Care providers for breast cancer patient management.
10. Improved patient and member awareness of importance of screening and early detection, including BSE and mastectomy scar exams, with instruction on how to perform self-exams.
11. Standardization of diagnosis protocol.
12. Standardization of patient information packets including a Breast Health and Breast Cancer Resource Guide.
13. Involvement of breast cancer patients in informed treatment decisions. Facilitation of patient-provider partnerships throughout the decision-making, treatment and recovery (follow-up care, etc.) continuum.
14. The Program affords each patient "one-stop" shopping in the integrated care, peer support and informational resources it offers.
15. Inservice presentations to providers and ancillary staff regarding the Program and resources available at the medical center, member service areas (MSA), throughout each health care delivery system and within the community.
16. A Lending library and aesthetically pleasing Breast Cancer Resource Center within the Surgery/Plastic Surgery Department(s) featuring Shared Decision-making™ videos.
17. An internal and external communications and marketing plan to inform health plan members and the community-at-large regarding the availability of the Program and the services and resources available within each health care system. This will result in an enhanced image for health plans with their members and throughout the community.

WIN Against Breast® Cancer Program Descriptions

The Breast Aid Program*

Breast Aid is a national program that provides information, resources and referral sources, free of charge, for breast cancer patients and their families through telephone counseling, mail support and community outreach at health fairs and special events. The Breast Aid Program also disseminates timely information and referral sources for mammography screening and breast self/clinical examination. In addition, **Breast Aid reaches out to underserved and indigent patients** statewide in California through a partnership with the Department of Health Services Breast Cancer Early Detection Program and the California Health Collaborative/Breast Cancer Treatment Fund, linking them to low and no-cost screening and treatment services.

Trained information specialists are on-hand to provide callers and special event participants with one-on-one support and educational services. Breast cancer patients receive on-going follow-up from WIN ABC staff via telephone consultations and mailed information and resources. Each patient is tracked with in depth progress reports maintained by WIN ABC and is sent an individualized educational kit of peer/medical expert reviewed material that includes:

1. A comprehensive WIN Against Breast Cancer Breast Health and Breast Cancer Resource Guide with an annotated bibliography of relevant books.
2. A detailed booklet on breast anatomy and breast self-examination.
3. A relaxation and guided imagery relaxation audio tape and the book.
4. *A List of Questions to Ask Your Doctor About Breast Cancer* (available in English and Spanish).
5. A National Cancer Institute (NCI) approved paperback book entitled *Fighting Cancer* (available in English and Spanish).
6. An NCI approved paperback book entitled *Guide for Cancer Supporters*.
7. An informational booklet entitled *What You Need to Know About Breast Cancer*.

Additional patient education materials include:

8. Video tapes about dealing with the side effects of chemotherapy and radiation therapy.
9. Video tapes on post-mastectomy and post-lumpectomy exercises (available in English and Spanish).
10. Video tapes about Tamoxifen (available in English and Spanish).
11. Video tapes about breast reconstruction.
12. Booklets about nutrition and eating hints for cancer patients.

Breast Cancer Issues Workshops*

Breast Cancer Issues Workshops are professional in-service training programs conducted by WIN Against Breast Cancer designed to enhance health care providers' understanding of the issues and needs of breast cancer patients and their families. Qualified medical staff can receive Continuing Medical Educational Units for attending each session.

The sessions include practical information and discussion about how best to help patients and their families deal with breast cancer in a sensitive, supportive and positive manner. Participants include surgeons, oncologists, nurses, primary care physicians and mental health and social service providers.



DEMOCRATIC CAUCUS

U.S. HOUSE OF REPRESENTATIVES

Vic Fazio, Chairman
Barbara B. Kennelly, Vice Chair

FAX COVER SHEET

Date: 7/28/98

To: Marian Tondor

Fax: 456-2878 Phone: _____

From: **Betsy Mullins,**
Executive Director/Communications Director

Message: Draft Remarks
for Rep. Fazio

Number of pages to follow: 2

JULY 28, 1998

DRAFT REMARKS FOR REP. VIC FAZIO

Good afternoon.

I want to extend a special thanks to the First Lady for hosting today's event.

I want today to pay tribute to the person without whose vision and perseverance we would not be celebrating the "day of first issue" of the Breast Cancer Research Stamp — my friend and constituent, Dr. Balzs "Ernie" Bodai.

Disheartened by having performed more than 1200 mastectomies and lumpectomies as a surgeon with Kaiser Permanent Medical Center in Sacramento, Ernie Bodai came up with an idea two and a half years ago.

Why not create a stamp priced above the rate of normal first class postage and enable anyone in America to contribute voluntarily to the fight against breast cancer, simply by purchasing the stamp?

In January 1996, Dr. Bodai created the non-profit organization "Cure Breast Cancer," to campaign for the creation of the stamp, with all of the extra proceeds from the sale of the stamp be used directly for research.

Ernie became the stamp's chief lobbyist and mastered the art of generating grass roots support for his cause.

Such energy and commitment are a hallmark of an extraordinary person.

Perhaps such perseverance is attributed to Ernie's experience with beating the odds.

When his family left their native Hungary during the 1956 revolution -- Bodai's father, a nuclear physicist, was determined to reach the west.

The family made it into Austria, and came to the U.S. in 1957.

Dr. Bodai went to UCLA and graduated from the University of California at Davis medical school in 1977.

The people in my community have had the privilege to call Ernie Bodai their neighbor ever since.

It is a fine example of how the commitment of one doctor in Sacramento and the overwhelming spirit of volunteerism in this country can make a difference that will hopefully save the lives of American women.

Please join me in thanking and honoring Dr. Ernie Bodai.