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COMM 101

November 18, 2014

**General Purpose:** To persuade.

**Specific Purpose Statement:** We want to persuade our audience to actively participate in Susan G Komen.

**Thesis Statement:** There is a lack of active and effective participation to find a cure, therefore people need to find more ways to make a difference.

**Type of Persuasive speech according to purpose:** Actuate

**Type of Persuasive speech according to proposition:** Proposition of policy

Aaron Holland

Did you know about 1 in 8 women will develop breast cancer in their lifetime? That women is an actual somebody, she has a sister, a family, a husband, a son or daughter. She actually has a life and contributes to the needs of others. There is a way to contribute to the needs of breast cancer. For example actual research. You could donate to American Association for Cancer Research. Another is you could greatly help by donating to the Susan G Komen organization, in which this organization also does special events such as race for the cure. The Susan G Komen Is an ideal tangible organization plus it is local so everyone can help out if they would like!

Clay Kuznia

Throughout time research has been the main component that has enhanced our knowledge and technology. Research shows cause and effects of elements, situations, problems, etc. Research is a way to collect data and solve solutions. Medical research is what has allowed people to live longer, healthier lives and stay safe from diseases that would have otherwise killed them. Therefore research is a vital part in discovering ways to prevent, treat, and cure cancer.

The American Association for Cancer Research only stresses that fact. According to their report quote “We face a future in which the number of cancer-related deaths will increase dramatically unless new and better ways to prevent, detect, and treat cancer can be developed.” End quote. That same report stated that the number of cancer deaths worldwide is increasing. In 2012 there were approximately 8.2 million cancer related deaths, it is expected that in 2035 there will be around 14.6 million deaths. The fight for the cure clearly isn’t over. Cancer holds its place as the leading cause of disease-related deaths among children in the U.S. In fact the report by American Association for Cancer Research states quote “Every 1 in 4 deaths in the United States is due to cancer” End quote. This brings cancer up as the second leading cause of death in America for all ages, and will soon be the first leading cause if correct action is not taken. These gruesome statistics show how deadly cancer can, and will be.

The only way that these issues can be solved is if funding is provided. The cancer research center’s 2014 report states that the economic cost of cancer for just the U.S in 2009 was $216.6 billion, and in 2030 it is predicted that costs will reach $458 billion. The cost of cancer isn’t cheap, and cancer research severely lacks adequate funding. George J. Bosl, chair of the department of medicine at Memorial Sloan-Kettering Cancer Center mentions that funding for cancer research for common cancers can be difficult, but funding cancer research for rare forms of cancer is an extreme challenge. This is because people are much more likely to fund a cancer that is extremely common rather than a cancer that is only seen in a few hundred patients per year. This leads to doctors having little information or experience about rare cancers. Michael J. Oberman, an assistant professor at the University of Texas, states that the lack of rules and guidelines for rare cancers make it difficult for oncologists to treat their patients. When presented with a rare cancer, the doctor may be unsure as of how to treat it. While at the same time, that doctor does not have a database to find treatment standards. Because of this, patients with rare forms of cancer cannot get the required treatment and support they need to stay healthy. Insufficient information about diseases can cause death.

As you can see there is a great need to develop ways to prevent, diagnose, treat, and cure a variety of cancerous diseases. The American Association for Cancer Research states that research is quote “…our best defense against cancer.” End quote. Therefore it is crucial that individuals start stepping in and helping the fight for the cure. And as you will see there are possibly a variety of different ways to help stimulate funding for cancer programs.

Barbara Francis

It is an unfortunate reality that while the scientific community is learning more about cancer and effective treatments, the money donated to this cause by the Government is going down. For instance, a report done by the National Cancer Institute to summarize the 2013 fiscal year, and address questions, showed that money donated by the government to the cancer cause decreased by 5.5%, or about 293 million dollars. In 2011 to 2013, the same report showed that spending on breast cancer decreased by 65.9 million dollars. Another organization, Susan G. Komen, submitted reports for the 2011-2012 fiscal year as well as the report for the 2012-2013 fiscal year, which showed that total gross revenue from the public support decreased between 2011 and 2012 by 42, 853 dollars and spending on services like research decreased a total of 15,453 dollars. Also, on April 1, 2014, Susan G. Komen published an article that outlined how the tools we have to catch and treat cancer now are becoming outdated. Specifically, the article talked about how the machines we have now for mammograms do not produce as accurate results as previously thought. Not only could this cause a risk for inaccurate diagnosis, but also raises the risk of overtreatment.

So why give you all these large figures? So that we can better see the fiscal need and be able to satisfy it. The above numbers show that while funding has dropped, the realization of needed funds has increased. Meaning that now, the scientific community really needs extra support. Not just support from the government, as that can fluctuate and be unreliable, but consistent support from the public. However, raising money and support for organizations like Susan G. Komen is not as daunting as it may seem. Specifically, there are two needs—national and local.

Donating money to the cancer cause at the national level is helpful as this can go towards large research companies, treatment centers, and an overall budget for treatment and diagnostic equipment. Large, usually government supported groups like the National Cancer Institute will need more financial support in upcoming years. If this need is met, more money can go to the labs and medical centers and research for not only breast cancer, but also other cancers, such as lung and prostate cancer.

Now for local. Incoming money for local facilities and Cancer organizations can have a more tangible (from our point of view) affect. For instance, one thing Susan G. Komen does is use funds to help not only research facilities, but also individual families. The organization does this by helping pay for free mammograms, free clinical exams, aiding in transportation fees when patients have to travel for treatment, scholarships for kids who have lost parents to cancer, and even free treatment for those who need it.

Niki Hatch

According to the Susan G Komen Foundation one of the most important tools in the fight against breast cancer is early detection. Susan G Komen prides themselves on the increased percentage of women who receive regular mammograms. According to their website quote “Currently about 70% of women 40 and older receive regular mammograms” end quote. Susan G Komen is responsible for more hope, more research, and more survivors. This wasn’t done single handedly, strong women across the world have paved the way, creating a support system to fight this disease. So here are some of Susan G Komen’s survivors.

First is Carrie Vieceli, a woman who contributes her survival to her love for life and the strength instilled in her by the infinite love and support from her family. She was diagnosed just months after marrying her husband and while carrying their unborn child. Just weeks later she miscarried, Carrie writes quote “My faith was challenged and I felt stripped of my courage” end quote. However no matter how hard the journey through her treatment got she had the love and support of her family to get her through it and remind her she was not in it alone. She now enjoys life to the fullest and has been blessed with three beautiful children after her recovery.

Second is Tanya Clark, she was diagnosed when she was 42, she was going through a divorce and had no family in state. She was dating someone during the time, but the week of her lumpectomy, he ended things by simply never calling her again. What she did have though, were friends who surrounded her with love. She never felt alone throughout her treatment. Tanya says, quote “Looking back, I had so much love and support from so many incredible people that I felt like, despite cancer, I was the luckiest girl in the world” end quote. A year later she is cancer free, has met the man of her dreams, and recently moved in with him. She writes quote “As much as I wish I could have met him before cancer, I truly believe that everything happens for a reason and now I am enjoying every moment in life, one day at a time, with him, my family and friends all surrounding me with love” end quote.

Lastly is Mandi Hudson, who contributes her strength to her husband, who was there for her every step through her treatment. He worked, cooked, cleaned and rarely complained. Mandi writes quote” Many times when I just didn’t think I could handle the next step, or get up the next day, when the tears wouldn’t stop, my husband would talk me off the ledge. He still does. I don’t know how I would do it without my husband, he gives me strength” end quote.

All these inspirational women had a reason to fight, a reason to wake up every day and fight for their lives. Susan G Komen provides a safe place that provides support and hope.

Savannah Richardson

Now I would like to tell you exactly how you can show your support. Susan G Komen is a wonderful organization that provides numerous ways to donate and fundraise, 83% of proceeds going towards research, treatments, screenings and education. According to their website, the organization’s goal is to end breast cancer forever by funding research that will help find new methods for and improve current methods for early detection, ensure more accurate diagnoses, develop new ways to prevent, and enable specific treatments that are personalized to the victim’s case. Since they started in 1982, the Susan G Komen Foundation has raised $800 million, just in research funding. They have helped support 2,500 researchers, 700 emerging scientists, 450 clinical trials, and more.

So, if you feel like having fun while also helping banish a deadly disease, Susan G. Komen has many suggestions and events to help you accomplish just that. I’ve compiled a few of these suggestions and event ideas that are easy and affordable.

First of all, here are a few ways to support Susan G. Komen in your community.

Suggest to your neighborhood, block, or dormitory floor to participate in a Pink Snowman Contest. Each participant builds their own snowman, and must make it pink in some way. Once their snowman is built, they have until their snowman melts to raise as much money as they can. This money gets donated directly to Susan G. Komen and the winner can either get bragging rights, or a prize if you so choose. How fun would it be to have a bunch of pink snowmen standing outside your dorm building or even in the quad?

You can also get together with your friends and put together a pink lemonade stand, with proceeds going towards funding research with Susan G. Komen Foundation’s help.

Another super fun fundraiser would be to find a hopefully cooperative friend, bring them somewhere very public, tie them up with pink ribbon, boas, duct tape, etc. and place a ransom note next to them claiming something like, “Need to raise $100 for breast cancer research in order to get released.”

Of course if none of these ideas appeal to you, there are always the classics like bake sales, car washes, pet washes etc.

Not only can promoting breast cancer awareness and cures bring fun to a community, it can also be a really fun way to lighten up the work place, or even the classroom. You can help do this by suggesting a few easy ways to fundraise as a company.

Suggest a casual pink day to your manager, this could be a weekly, monthly or even yearly event where employees sport pink outfits, in a retail situation cashiers may ask customers to donate their change to Susan G. Komen. In any other situation the company you work for may come together by each person making a small donation, resulting in one large donation.

Another fun suggestion would be to hold an auction, for something like a parking spot or other kind of office luxuries. These things could be auctioned off for certain periods of times and have whatever guidelines the office chooses. Proceeds may be donated to Susan G. Komen.

The Susan G. Komen website also has a sweet set up that allows for companies to sign up to match the donations of their employees automatically.

All of the previous mentioned suggestions and ideas could be made official events by using Susan G. Komen’s Passionately Pink Program. Anyone can make a Passionately Pink Event, where you can fundraise or advocate anyway you want and get free information, posters, and kits from Susan G. Komen.

There are also specific Susan G. Komen events you can participate in, such as the well-known Susan G. Komen Race for The Cure. The 2015 Race for the Cure will be held on Saturday, May 9th. Unfortunately, applications are not available until 2-3 months prior to the event.

To participate in the Race for the Cure, you can obviously run or walk, which can be done in the Kendall Ford Competitive 5K Race or the 5K Fun Run/Walk, which can also be reduced to 1 mile. You can also participate by volunteering for booths, entertainment, or maintenance for the event. All of these things can be done by applying online sometime in February-March.

If you are more of the straight up donating kind, Susan G. Komen Association makes it very easy to donate quickly straight from the website. They also have a very extensive list of wonderful products ranging from clothing to electronics on their website ShopKomen.com.

Komen Idaho has an office at

Susan G. Komen Idaho

1409 Main Street, Suite 120 here in Boise.

Or call them at (208) 384-0013

Aaron Holland

Conclusion today, we have learned the following: About donations to cancer reach from the American Association for Cancer Research and how the research actually matters, also about Susan G Komen and how you can either donate or do other special events they have lined up. Breast cancer is on a pathway of destruction for us all, especially women. There is no better feeling than stopping cancer in its tracks. I’m sure we all know someone with breast cancer, or even cancer for that matter, and we know the pain and suffering they must go through. Leets all contribute and stop this madness. Thank you.

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