

Workshop on Advocacy and Innovation

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Stupid Cancer



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2x testicular cancer survivor

SC board of directors

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***Closing the Gap:
Research and
Care Imperatives for
Adolescents and
Young Adults with Cancer***

Report of the
Adolescent and Young Adult Oncology
Progress Review Group

U.S. DEPARTMENT OF
HEALTH AND HUMAN SERVICES
National Institutes of Health
National Cancer Institute
LIVESTRONG™ Young Adult Alliance

The cover features a grid of six portraits of diverse young adults on a yellow background, with a blue background for the title and subtitle. At the bottom, there are three small images: a person in a lab coat, a molecular model, and two people in lab coats looking at a screen.

“Survival rates
in young adults
have not improved
in thirty years”

EXECUTIVE SUMMARY

Relatively little is known about biologic, genetic, epidemiologic, therapeutic, psychosocial, and economic factors that affect the incidence, disease outcomes, and quality of life of adolescents and young adults (AYAs) diagnosed with cancer. However, it is known that compared with younger and older age groups, this population—defined as those *diagnosed with cancer at ages 15 through 39*—has seen little or no improvement in cancer survival rates for decades.

CALL TO ACTION

Discover why AYA cancer is different
Create standards of care for AYA cancer
Raise public awareness for AYA cancer
Promote AYA cancer advocacy
Create tools to study AYA cancer
Address long-term pediatric “transition”



birth of a
movement

stupid[®]
cancer

stupidcancer[®].org

Stupid Cancer, a 501(c)3 nonprofit organization, is the largest charity that comprehensively addresses young adult cancer through advocacy, research, support, outreach, awareness, mobile health and social media.



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eight years later...

5.5b

media
impressions

30m

monthly
social reach

16m

unique
web hits

3.9m

radio show
listens

258k



25k



4k



45k



800k

AYA patients (15-39)

3.5m

AYA caregivers (all ages)

20m

affected by AYA cancer

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CANCER C N 2015

powered by
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**"THERE ARE NO WORDS TO
ADEQUATELY DESCRIBE HOW
AMAZING IT IS TO BE IN A ROOM
FILLED WITH HUNDREDS OF OTHER
PEOPLE LIKE ME WHO 'GET IT'."**

For the first time, young adult cancer patients, survivors, caregivers, advocates, researchers and digital health partners will unite for change on behalf of the young adult cancer movement.

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You are not alone.

Instapeer ends isolation and changes lives. Now, you can instantly and anonymously connect with a community of patients, survivors and caregivers impacted by young adult cancer **just like you.**



Instapeer® is a free program of Stupid Cancer, Inc, the largest charity that comprehensively addresses young adult cancer through advocacy, research, support, outreach, awareness, mobile health and social media. Learn more at stupidcancer.org.



Instapeer ends isolation and changes lives. As the first mobile health platform of its kind, it provides unparalleled access and insight into the attitudes, behaviors, psychographics and influences for all cancer patients, survivors and caregivers.

Information We Collect

cancer type	race, gender
cancer stage	sexual orientation
treatment type	location
treatment stage	side effects
relationship status	concerns
parental status	medications

Data Driven Results



63%

concerned about
health & wellness

57%

concerned about
peer support

51%

concerned about
recurrence

the average user
is reporting

7

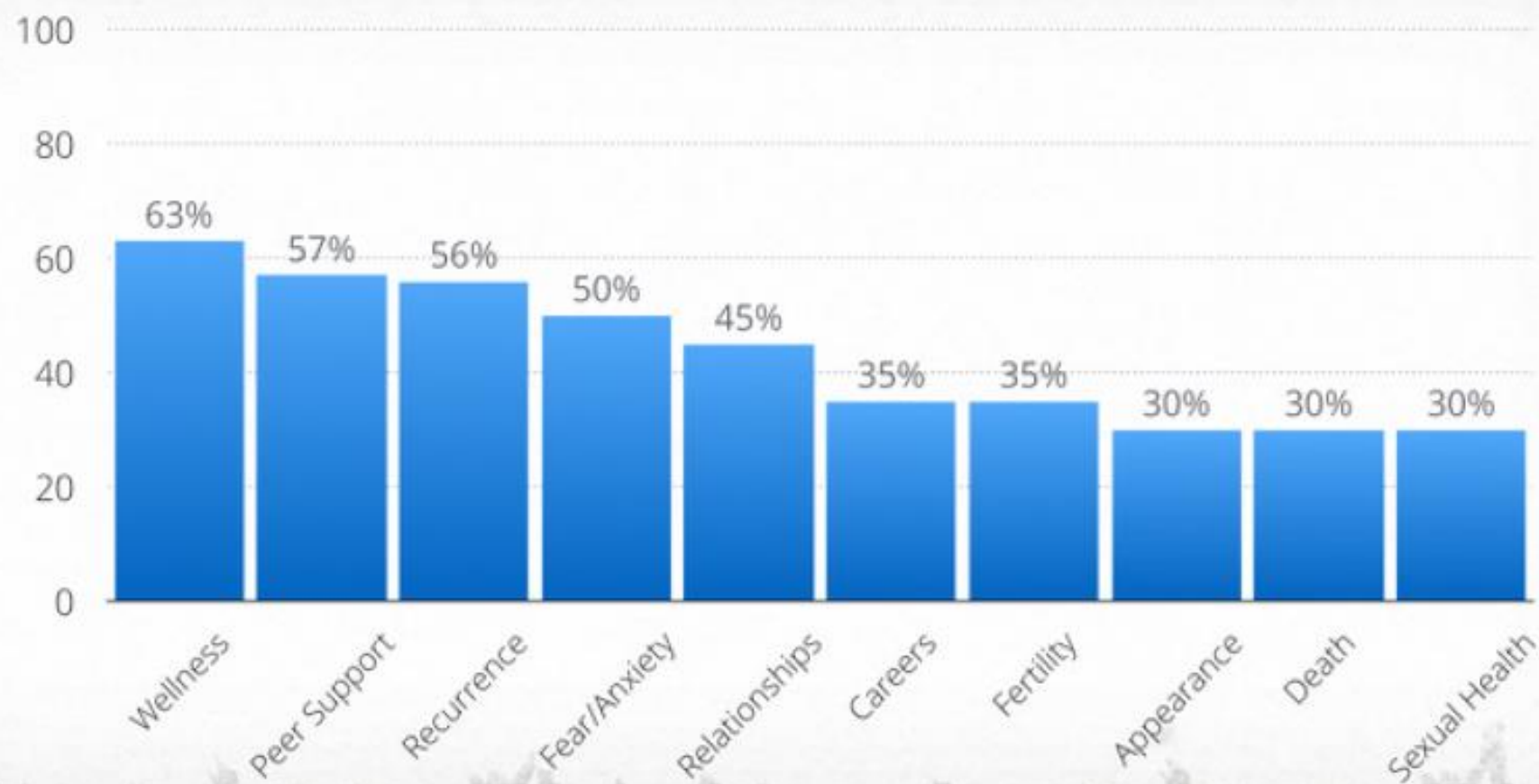
side effects

collectively, users
are reporting

22

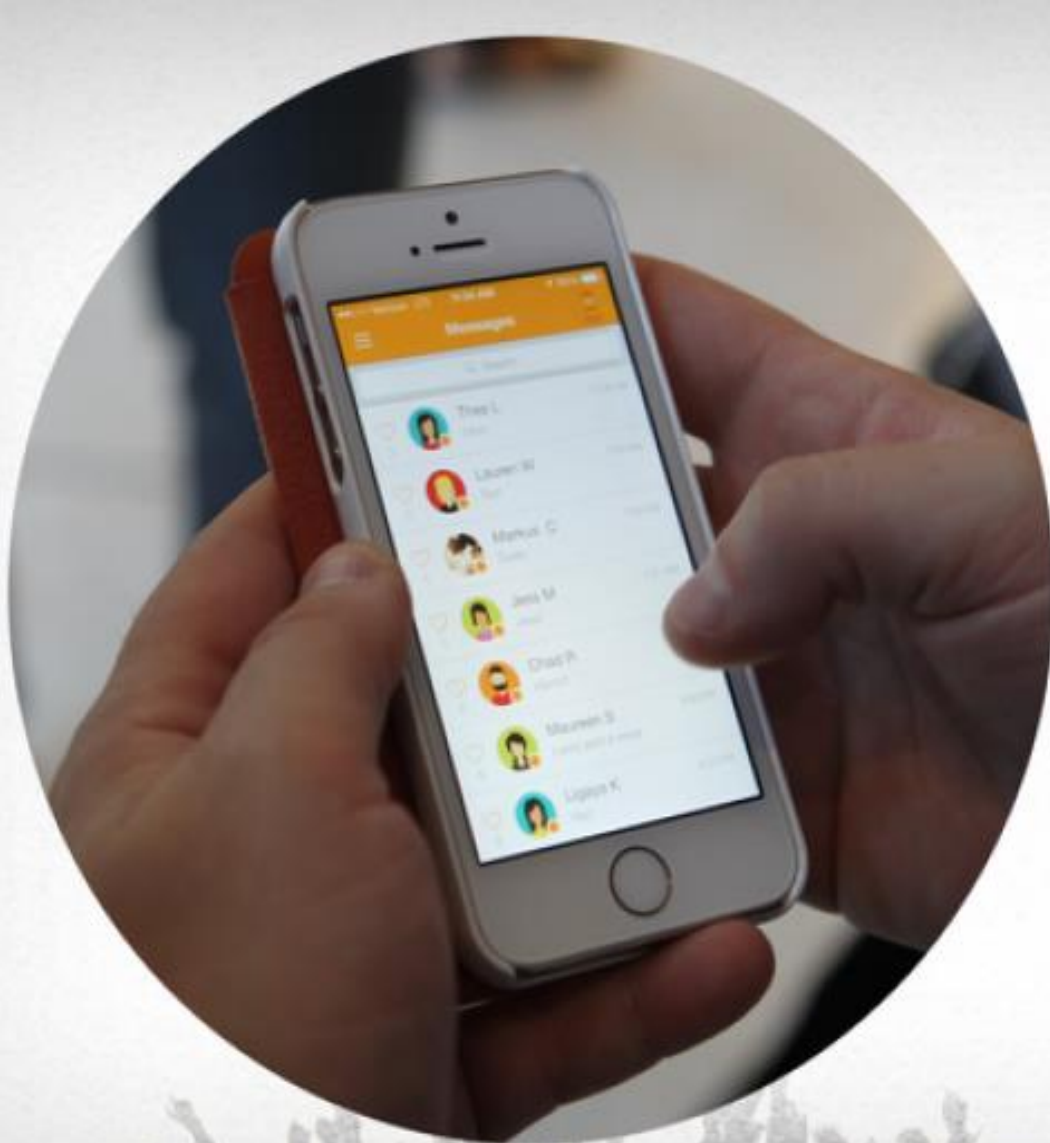
side effects

Psychographic Lifestyle Concerns





Instapeer provides unparalleled access and insight into the attitudes, behaviors, psychographics and influences for all cancer patients, survivors and caregivers.



It's not about
what we have.
It's about what
we have
in common.