

Syracuse- Utica Market Board 3.16.21

AMERICAN CANCER SOCIETY



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ACS CAN ACTION WEEK

It's Virtual Cancer Action Week!

Join fellow volunteers from across NY this week in asking our lawmakers to make cancer prevention and detection a top priority in 2021 by reducing the toll of tobacco, funding programs to prevent kids from using tobacco and help adults quit, and funding programs that improve access to cancer screenings. Send a message to your lawmakers TODAY. Together, we will be heard, and we will make a difference.

[Send Your Message →](#)

NEW YORK

New Yorkers deserve health tobacco-free lives

Tell New York lawmakers to increase the NY cigarette tax by \$1.00 per pack and devote funds to restore full funding to tobacco control programs that prevent youth from starting to use tobacco products and help current tobacco users quit. Long after the pandemic passes, people deserve to live full, healthy lives free from the death and disease caused by tobacco use.

[Send Your Message →](#)

NEW YORK

Protect funding for cancer screening programs

While cancer affects everyone, it doesn't affect everyone equally. And this session, the New York legislature can take an important step to help change that. Please take a minute to send a message today to your lawmakers asking them to protect funding for crucial cancer prevention and early detection programs that provide low-income, uninsured and underinsured New Yorkers access to breast, cervical and colorectal cancer screenings and diagnostic services at no cost.



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The BIG Reveal....

**100% Participation in the Alone Together 5K
100% Participation AND NINE Real Men
ALL IN for Making Strides**

\$43,586 Donated or Raised



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From the Most Comprehensive to the Most Impactful
WHAT DOES IT MEAN?

AMERICAN CANCER SOCIETY

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2021 Cancer Control Priorities

2021 Northeast Region Cancer Control Priorities

Lead efforts in the prevention and early detection of cancer

- Increase access to screening and follow-up treatment for colorectal and breast cancer, and increase HPV vaccination through evidence-based interventions (EBIs) and policy changes in priority health systems, with an emphasis on reducing disparities
- Partner with ACS CAN to advocate for increased access to quality preventive health services and reduction of tobacco use

Improve equitable access to quality care

- Increase volunteer capacity to implement Road to Recovery
- Promote Hope Lodge Program and Extended Stay America Partnership
- Partner with ACS CAN to advocate for improved access to insurance coverage and high-quality cancer care

Accelerate innovations to improve patient outcomes

- Increase ACS funded researchers' engagement in ACS events and donor initiatives
- Partner with ACS funded research institutions to advance the ACS mission
- Partner with ACS CAN to advocate for increased funding for cancer research

Increase revenue support

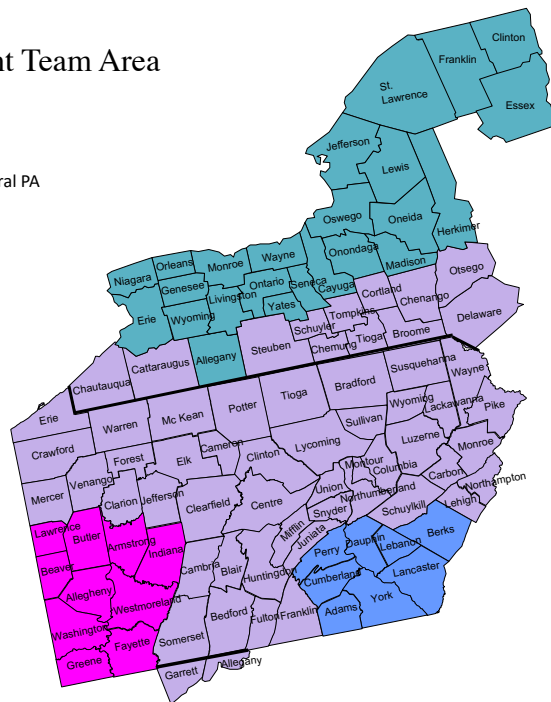
- Support revenue opportunities and partnership enhancement
- Increase revenue raised to support mission priorities
- Partner with ACS CAN to increase revenue and engagement in ACS CAN events



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PA-NY Development Team Area

- Pittsburgh Metro
- Upstate NY
- Grassroots
- South Central PA



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EVENTS- NOW AND THEN

2021: 27 Events in all of UPSTATE NY

Making Strides:

Making Strides Syracuse
Making Strides Utica
Making Strides Buffalo
Making Strides Rochester

Networking Events:

Real Men Wear Pink of Rochester
Real Men Wear Pink of Buffalo
Real Men Wear Pink of Utica
Real Men Wear Pink of Syracuse
Real Men Wear Pink of Northern NY (Plattsburgh)
North Country Goes Pink (Watertown)
ResearchHERS of Upstate NY (NEW!)

Sports:

GOLF Coaches 716 Golf Classic
DetermiNation- Boilermaker Utica
GOLF Section III CVC Tourney

Relay For Life:

Relay For Life of Jefferson County
Relay For Life of Plattsburgh
Festival of Relays
Relay For Life of Rome
Relay For Life of Madison County
Relay For Life of Utica
Relay For Life of the Finger Lakes (Geneva)
Relay For Life of Lewis County
Relay For Life of Grand Island
Relay For Life of Greater Niagara
Relay For Life of Syracuse University
Relay For Life of RIT
Relay For Life of SUNY Geneseo

2018: 28 Events in CNY Market

Syracuse University RFL
March 24 2018
www.relayforlife.org/syracuseuniversity
SUNY Poly Institute RFL
March 30 2018 & April 6 (Ulrica College)
www.relayforlife.org/sunypoly
Clarkson University RFL
April 7 2018
www.relayforlife.org/clarksonuniversity
Fayetteville Manlius RFL
April 14 2018
www.relayforlife.org/fayettevilleny
SUNY Potsdam RFL
April 20 2018
www.relayforlife.org/sunyposdamny
SUNY Oswego RFL
April 7 2018
www.relayforlife.org/sunyoswego
Fight Cancer Fest of Central NY
May 5 2018
www.fightcancerfest.org
Lewis County RFL
June 1 2018
www.relayforlife.org/lewiscounty
Rome RFL
June 2 2018
www.relayforlife.org/romeny
Madison County RFL
June 2 2018
www.relayforlife.org/madisoncounty

Camden RFL
June 2 2018
www.relayforlife.org/camden
Herkimer County RFL
June 6 2018 & June 16 (Dolgeville)
www.relayforlife.org/herkimercounty
Oswego / Fulton RFL
June 9 2018
www.relayforlife.org/oswego
Jefferson County RFL
June 8 2018
www.relayforlife.org/jeffersoncounty
North Country RFL
June 9 2018
www.relayforlife.org/northcountry
Massena RFL
June 1 2018
www.relayforlife.org/massena
Apple Country RFL
June 9 2018
www.applecountry.com/applecountry
Pulaski Area RFL
June 9 2018
www.relayforlife.org/pulaskiny
Cicero North Syracuse RFL
June 9 2018
www.relayforlife.org/cicronorthsyracuse
Greater Utica Area RFL
June 9 2018
www.relayforlife.org/utica

Malone RFL
June 15 2018
www.relayforlife.org/maloney
St. Lawrence County Colors of Cancer Walk
June 16 2018
www.slcwalk.org/stlawrence
North Country Making Strides Against Breast Cancer
October 13 2018
www.makingstrideswalk.org/northcountry
Syracuse Making Strides Against Breast Cancer
October 14 2018
www.makingstrideswalk.org/syracuse
Utica Making Strides Against Breast Cancer
October 21 2018
www.makingstrideswalk.org/utica
Hops for Hope
November 8 2018
www.hopsforhope.org
Real Men Wear Pink of Utica
www.makingstrideswalk.org/herkimercounty
Real Men Wear Pink of Syracuse
www.makingstrideswalk.org/syracuse

Get to know your ACS
Market Development Staff

AMERICAN CANCER SOCIETY

JOE LAVARE- BUFFALO, NY









STARTED WITH ACS-FEBRUARY 2019

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Joan Sterling
Sr Community Development Manager
Home-Based in Rouses Point, NY

16 Years with American Cancer Society
Five-time RFL All-Star


Responsible for:

- Relay For Life of Plattsburgh, NY
- Relay For Life of Finger Lakes, NY
- Real Men Wear Pink of Northern NY

Family is the most important thing to me
Chaplain for the Rouses Point American Legion Auxiliary
I always wanted to be Julie on the "Love Boat" and am happy to say that the American Cancer Society is my "Love Boat" I truly love my job!

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Chris Falzarano, MPA
Associate Director,
Development

- Sits in Rochester, NY
- Been with ACS 8 years
- Have worked on MSABC on Long Island, in Albany, and in Rochester
- Currently manages Buffalo and Rochester MSABC events as well as Rochester area Board

- Married to husband, Sean. Has a dog, Lincoln
- Graduate of Canisius College and Rockefeller College of Public Affairs at SUNY Albany
- Huge Buffalo Bills fan. Also a fan of the Sabres and Yankees
- Currently manages Buffalo and Rochester MSABC events as well as Rochester area Board
- First got involved with ACS at Relay For Life in college

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American Cancer Society
ResearchHERS™
WOMEN FIGHTING CANCER
UPSTATE NY

**CANCER RESEARCH
NEEDS HER LEADERSHIP.
SHE NEEDS YOUR SUPPORT.**

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Proven track record

The American Cancer Society has been a part of most major cancer breakthroughs in the past century.

**First
successful**
chemotherapy
treatment

**Adoption of
the Pap test**
for uterine and
cervical
cancer screening

Largest
non-governmental
funder of cancer
research

**Requiring
warning
label**
on all cigarette
packs

**First to
scientifically
prove a link**
between smoking
and cancer

**Helped pass
legislation**
that banned
smoking in
public places

**First to
demonstrate**
the safety and efficacy
of mammograms
for early detection

Most
contributions to
bedside treatment
breakthroughs

Most
Nobel Laureates
Funded

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Funding female research

- The American Cancer Society is proud to be **a top supporter of women in cancer research**. Currently **half** of grantees are women, most of them early in their careers.
- While the Society has funded 49 Nobel Laureates, as of 2020, all 49 were male. Women are continuously underrepresented in research leadership. ***We want to change that.***

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Who is a ResearchHERS Ambassador?

Female leaders set goals to:

- Raise at least \$2,500 to help the American Cancer Society fund female cancer researchers
- Increase awareness of the ResearchHERS program and purpose
- Encourage other women to join the ResearchHERS program

ACSResearchHERS.org



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ResearchHERS Upstate NY 2021 Goals



\$50,000
to fund women-led
research grants



25
dedicated Ambassadors
engaging with other female
leaders in the region



Boost new female-led discoveries +
advance careers for women in
science + increase number of
potential female award winners

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ResearchHERS Upstate NY 2021 Timeline

April

- Virtual Kickoff

June

- Researcher Panel

August

- Female Leadership Panel

May

- Coffee (or Wine) Talk and Mentoring

July

- Networking & Brainstorm Session

September

- Ambassador Recognition Celebration

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Join the ResearchHERS movement
and fuel her next big discovery!



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Recap and Action Items

AMERICAN CANCER SOCIETY

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THANK YOU

Next meeting: May 18, 2021

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