



SUPPORTING THE FIGHT AGAINST CANCER: A LIVESTRONG BRIEF

NOVEMBER 2011

“SHORTLY BEFORE I RECEIVED MY FINAL DOSE OF CHEMOTHERAPY, my oncologist came to see me. He wanted to talk about the larger implications of cancer. He wanted to talk about the ‘obligation of the cured.’

Dr. Nichols told me that there was every sign now that I was going to be among the lucky ones who cheated the disease. He said that as my health improved, I might feel that I had a larger purpose than just myself. Cancer could be an opportunity as well as a responsibility. Dr. Nichols had seen all kinds of cancer patients become dedicated activists against the disease, and he hoped that I would be one of them. I hoped so too. I was beginning to see cancer as something that I was given for the good of others.

I had a new sense of purpose, and it had nothing to do with my recognition and exploits on a bike. Some people won’t understand this, but I no longer felt that it was my role in life to be a cyclist. Maybe my role was to be a cancer survivor.”

(It’s Not About the Bike by Lance Armstrong with Sally Jenkins)

For more than a decade, cancer survivors have engaged with **LIVESTRONG**, to share their stories, to make a difference and to raise awareness – often simply by wearing a yellow wristband that has united individuals, communities and countries around the world in a show of support for people affected by cancer. While we know that the fight against cancer has benefitted greatly from the millions of people worldwide who have joined with **LIVESTRONG**, a groundbreaking new study has shed light on the fact that individuals who support the fight against cancer feel that they benefit greatly from the experience.

In this study, comprised of nearly 10,000 people, we learned many people say supporting the fight against cancer makes them feel physically and emotionally better.

Overall, the majority of study participants reported taking part in a wide range of cancer-related activities – and almost all (86 percent) had engaged with **LIVESTRONG** in some way,

such as holding a **LIVESTRONG** Day event or participating in an athletic event like a marathon or triathlon. In addition to their participation with **LIVESTRONG**, more than half of the respondents indicated that they were active in three or more additional community activities such as paying more attention to health care policy decisions, helping other people through their cancer experience and speaking up more about the needs of people affected by cancer. See Figure 1 for

examples of how individuals have engaged with **LIVESTRONG** and in their community.

Respondents, both those diagnosed with cancer and others affected by cancer (e.g., caregivers and loved ones), believed that supporting the fight against cancer provided positive outcomes, as outlined in Figure 2.

Interestingly, post-treatment survivors who experienced more physical and emotional concerns in the survivorship

FIGURE 1: ENGAGEMENT IN THE COMMUNITY

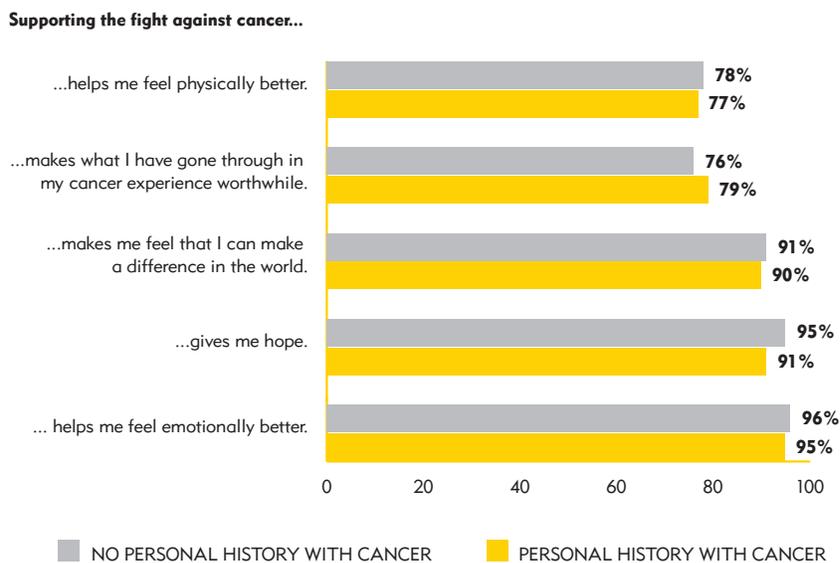
Items Included	Total Percentage
Worn a LIVESTRONG wristband or purchased other LIVESTRONG merchandise.	72%
Pay more attention than I did before to health care policy decisions being made in my nation’s capital.	60%
Have helped other people affected by cancer through their cancer experience.	56%
Now take a more active role in speaking up about cancer and urging people I know to have screenings and be aware of the symptoms of cancer.	56%
Speak up more now about the needs of people affected by cancer.	45%
Made a donation to LIVESTRONG .	44%
Have taken action online to help raise awareness about cancer.	31%
Have raised awareness about cancer in my community.	31%
Engaged in a LIVESTRONG event.	22%

period actually reported engaging in more community activities. Results from this same study showed that post-treatment survivors often do not receive help for their challenges because they have “learned to live with these concerns.” While study participants may feel that they have learned to live with these issues, it is also possible that supporting the fight against cancer is a way in which they are dealing with these concerns.

Among survivors and others affected by cancer, participation in more cancer-related activities was associated with reports of more of the positive outcomes shown in Figure 2—all experienced as a result of supporting the fight against cancer. This may mean that those who expect to experience personal benefits are most likely to join in activities, but it is also possible that participation in cancer-related activities provides important personal benefits to those who engage in the fight against cancer.

At **LIVESTRONG** we are excited to see that those who are helping to improve the lives of people affected by cancer are also benefitting themselves through giving back. By uniting a community of cancer survivors to take action, we can change the world for all people affected by cancer.

FIGURE 2: PERCEIVED BENEFITS FROM SUPPORTING THE FIGHT AGAINST CANCER



How Can You Take Action with LIVESTRONG?

Go to **LIVESTRONG.org** and sign up to join the fight against cancer. Whatever your strengths, whatever your goals, whatever your personal battles, you can work toward a world without cancer by taking action in your neighborhood, nationally or globally.

Want to show your support?

- Find other **LIVESTRONG** supporters in your community who follow their passions to raise awareness and funds for the fight against cancer.
- Host an event or participate in an existing one.

“As a survivor I have a responsibility to others who have been recently diagnosed. To let them know that there is hope, that hair is only hair, that there is a wonderful life beyond chemo.”

— Survey respondent

Quick Facts
28 million cancer survivors worldwide.
LIVESTRONG has distributed more than 80 million wristbands, raising awareness of the fight against cancer.
More than 100,000 participants have raised awareness by running, walking or riding with Team LIVESTRONG .
270 LIVESTRONG Leaders have actively improved their communities in 35 countries.

VISIT **LIVESTRONG.ORG/TAKEACTION** TO LEARN MORE.

ABOUT THE RESEARCH

At **LIVESTRONG** we know that we have benefitted greatly from the millions of people worldwide who have engaged with us in the fight against cancer. In a recent study, we sought to understand how engaging in the fight against cancer impacts the participants as well. In 2010 we fielded the **LIVESTRONG** Survey for People Affected by Cancer. Nearly 10,000 (N = 9,950) U.S. residents completed at least 75 percent of the survey items. Respondents included people who had been diagnosed with cancer as well as loved ones or caregivers of someone who had been diagnosed. This **LIVESTRONG** brief focuses on how respondents feel supporting the fight against cancer impacts them personally.

ABOUT LIVESTRONG

LIVESTRONG serves people affected by cancer and empowers them to take action against the world’s leading cause of death. Created as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known publicly by its powerful brand—**LIVESTRONG**—and is a leader in the global movement on behalf of 28 million people around the world living with cancer today. Known for its iconic yellow wristband, **LIVESTRONG** has become a symbol of hope and inspiration to people affected by cancer around the world. Since its inception, the organization has raised more than \$400 million for the fight against cancer. For more information visit **LIVESTRONG.org**.

TO READ OR DOWNLOAD THE FULL REPORT ON THE **LIVESTRONG** SURVEY, VISIT **LIVESTRONG.ORG/SURVIVORSURVEYREPORT** OR REQUEST A COPY BY EMAILING **RESEARCH@LIVESTRONG.ORG**.

LIVESTRONG