

Op-Art

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THURSDAY I RANG THE DEPUTY PHYSICIAN IN CHIEF FOR BREAST CANCER PROGRAMS AT MEMORIAL SLOAN-KETTERING CANCER CENTER AND THE SCIENTIFIC DIRECTOR OF THE BREAST CANCER RESEARCH FOUNDATION, DR. LARRY NORTON, TO ASK HIM...

WHY HAVEN'T WE WON THE WAR ON CANCER?

ME, AT MY USUAL SPOT



DR. NORTON IS ONE OF THE GENERALS IN THE WAR ON CANCER, BUT HE PREFERS YOU CALL HIM "LARRY."

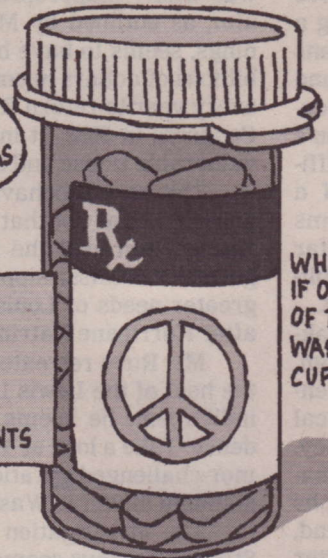


LARRY

AT A TIME WHERE WE'VE HAD MORE SCIENTIFIC LEADS THAN EVER, THE NATIONAL CANCER INSTITUTE HAS HAD TO ASK US TO PUT 10% FEWER PATIENTS ON CLINICAL TRIALS THIS YEAR BECAUSE THERE JUST ISN'T ENOUGH MONEY.*

*UNDER \$150 MILLION FOR ALL TRIALS OF ALL KINDS OF CANCER.

FEWER CLINICAL TRIALS = FEWER NEW TREATMENTS



WHAT IF ONE OF THEM WAS A CURE?

...THE WHOLE N.C.I. BUDGET IS \$5 BILLION, THE PHARMACEUTICAL COMPANIES' BUDGET FOR CANCER RESEARCH IS \$4.5 TO \$5 BILLION, PRIVATE FUNDING IS ANOTHER \$1.5 BILLION, WHICH TOTALS \$11.5 BILLION --



--LARRY, HANG ON! I CAN'T WRITE THAT FAST!

NOTE TO SELF: FIND A CELLPHONE WITH A BUILT-IN TAPE RECORDER, ASAP.

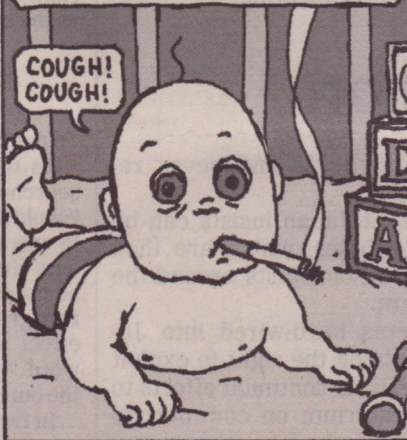
O.K., READY?

\$11.5 BILLION SOUNDS LIKE A LOT, BUT...

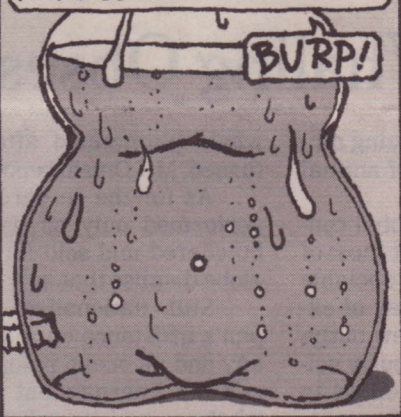


...THAT'S ONLY 2/3 OF WHAT THE TOBACCO INDUSTRY SPENDS ON ADVERTISING--THEY SPEND \$15.5 BILLION ENCOURAGING TEENAGERS TO SMOKE...

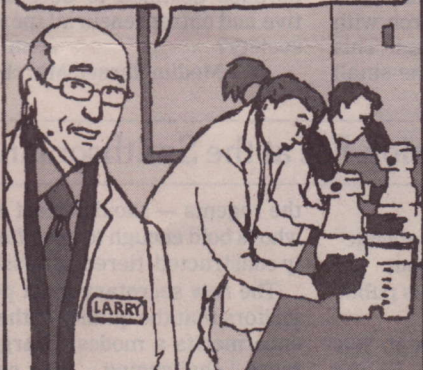
COUGH! COUGH!



...THAT'S 1/6 OF WHAT AMERICANS SPEND ON SUGARY SOFT DRINKS--WE AS A NATION SPEND \$68 BILLION ON SODAS THAT MAKE US FAT.



MONEY IS SO TIGHT THAT ONLY 18% OF GOVERNMENT GRANT APPLICATIONS THE N.C.I. WANTS TO SUPPORT GET FUNDED. HOW INNOVATIVE CAN A RESEARCHER BE WHEN THERE'S AN 82% REJECTION RATE?



WILL THE RESEARCHERS STOP SHARING INFORMATION, AND START COMPETING WITH EACH OTHER, AND TAKE THEIR EYES OFF THE REAL ENEMY?



I'VE BATTLED BREAST CANCER ARMED WITH A POSITIVE ATTITUDE, BUT HOW CAN YOU STAY POSITIVE WHEN YOU HEAR THESE HORRIFIC STATISTICS?



MAYBE IT'LL CHANGE ONCE THE PUBLIC REALIZES HOW DESPERATE WE REALLY ARE.

