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The National Consortium of Breast Centers (NCBC) Heart of Advocacy Award

The **NCBC Heart of Advocacy Award** recognizes individuals who demonstrate extraordinary dedication, passion, and commitment in their efforts to improve the lives of those affected by breast cancer. This prestigious award celebrates the unsung heroes in the breast cancer community—those who go above and beyond to provide unwavering support, raise awareness, and advocate for vital change in breast cancer care.

Award Criteria:

The Heart of Advocacy Award honors advocates who show outstanding leadership and compassion in several key areas, including:

1. **Advocacy and Awareness:** Nominees for this award actively raise awareness about breast cancer, ensuring that important information reaches patients, caregivers, and the general public. Through campaigns, educational outreach, and public speaking, they help break down barriers and promote understanding of the disease.
2. **Community Support:** The award recognizes individuals who provide ongoing support to breast cancer patients and their families. Whether it's offering emotional support, creating resources for coping, or establishing survivor networks, these advocates make a lasting impact on those affected by breast cancer.
3. **Leadership in Action:** The Heart of Advocacy Award is given to those who lead initiatives aimed at improving patient care, influencing policy, or creating sustainable change within the breast cancer care system. These advocates collaborate with healthcare professionals, policymakers, and organizations to bring about tangible improvements.
4. **Inspiration and Perseverance:** Above all, this award honors individuals who inspire others through their resilience and determination. They demonstrate that advocacy is not just a job—it's a calling. Their drive to make a difference, despite challenges, serves as a beacon of hope for others in the breast cancer community.

Why the Heart of Advocacy Award Matters:

The NCBC Heart of Advocacy Award shines a spotlight on those whose work might otherwise go unnoticed but whose contributions are vital to the progress we've made in breast cancer care. These advocates exemplify the compassion, commitment, and strength that are at the core of the fight against breast cancer.

By honoring individuals with this award, we not only celebrate their extraordinary achievements but also inspire others to continue the important work of raising awareness, supporting patients, and advocating for better care and treatment.

The **NCBC Heart of Advocacy Award** is a reminder that every voice matters, every action counts, and together, we can continue to make a lasting impact in the fight against breast cancer.

Nomination Process:

Nominations for the **Heart of Advocacy Award** are open to all who meet the eligibility criteria, and the award is presented annually during the **NCBC Survivors & Advocates Summit**. Individuals can nominate themselves or others who they believe demonstrate the heart and soul of breast cancer advocacy.

Please use the link below for nominations

<https://www.surveymonkey.com/r/DFSFCP8>

The Deadline is January 31, 2025 (Midnight Eastern Time)