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**Canyon Ranch Institute Establishes NCTA Council of Experts
to Catalyze Making Cancer Prevention and Survivorship a National Priority**

Nationally-recognized experts to advise multi-sector NCTA Community in achieving the four goals of the
National Call to Action on Cancer Prevention and Survivorship

TUCSON, Ariz., July 30, 2010 – The second anniversary of the *National Call to Action on Cancer Prevention and Survivorship* is distinguished by the formation of the National Call to Action (NCTA) Council of Experts to provide strategic insight and guidance to the diverse NCTA Community. The NCTA Community is a collective of individuals and organizations who share the mission of advancing the four goals of the NCTA by initiating and completing projects focused on improving the health and well-being of the whole person at all stages along the cancer continuum.

“The NCTA Community is open to everyone and includes foremost leaders in cancer prevention and survivorship,” said **Richard H. Carmona**, M.D., M.P.H., FACS, Canyon Ranch Institute President and 17th U.S. Surgeon General (2002-2006). “By exchanging first-hand knowledge about research, public health and community programs, and national and global activities to prevent cancer and improve the survivorship experience, the NCTA Community is already advancing the goals of the *National Call to Action*. I am personally extending this invitation to all organizations to join us in this new war on cancer.”

The formation of the NCTA Council of Experts is one outcome of the 2010 NCTA Workshop: Innovation in the War on Cancer held in Washington, D.C. on March 15, 2010. The Workshop Planning Committee reached consensus that Canyon Ranch Institute (CRI) would serve as the administrative home of the NCTA Community and identify a Council of Experts from among NCTA Community members. The four U.S. Surgeons General who led the development of the NCTA in 2008 all agreed to serve as *Ex Officio* members of the NCTA Council of Experts.

The NCTA Council of Experts members and *Ex Officio* members are:

- **David S. Alberts**, M.D., Director, Arizona Cancer Center, University of Arizona, Regents Professor of Medicine, Pharmacology, Nutritional Sciences and Public Health;
- **Jennifer Cabe**, M.A., CRI Executive Director and co-editor of the *National Call to Action on Cancer Prevention and Survivorship*;
- **Richard H. Carmona**, M.D., M.P.H., FACS, CRI President, 17th U.S. Surgeon General (2002-2006) – *Ex Officio* Member;
- **Adam Michael Clark**, Ph.D., Director of Science and Policy, LIVESTRONG;
- **Joycelyn Elders**, M.D., M.S., 15th U.S. Surgeon General (1993-1994) – *Ex Officio* Member;
- **Peter Greenwald**, M.D., Dr.P.H., Director, Division of Cancer Prevention, National Cancer Institute, National Institutes of Health; Assistant Surgeon General, Public Health Service, U.S. Department of Health and Human Services;
- **Gary Gurian**, Program Director, C-Change;
- **Susan Higginbotham**, Ph.D., M.P.H., R.D., Director of Research, American Institute of Cancer Research;
- **Antonia C. Novello**, M.D., M.P.H., Dr.P.H., 14th U.S. Surgeon General (1990-1993) – *Ex Officio* Member;

- **Steven R. Patierno**, Ph.D., Executive Director, George Washington Cancer Institute, Professor of Pharmacology, Genetics and Urology, the George Washington University;
- **Amelie G. Ramirez**, Dr.P.H., Director, Institute for Health Promotion Research, Associate Director of Health Disparities Research, Cancer Therapy & Research Center, University of Texas Health Science Center at San Antonio;
- **Christine L. Sardo**, M.P.H., R.D., CRI Partnerships and Policies Director – Council Chair
- **David Satcher**, M.D., Ph.D., FAAFP, FACPM, FACP, 16th United States Surgeon General (1998-2002), Director, The Satcher Health Leadership Institute and Center of Excellence on Health Disparities, Morehouse School of Medicine, Morehouse University – *Ex Officio* Member;
- **Laura Seeff**, M.D., Chief (Acting), Comprehensive Cancer Control Branch, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services;
- **Kim Thiboldeaux**, President and CEO, Cancer Support Community; and
- **Mel Zuckerman**, Founder and Chairman, Canyon Ranch.

NCTA Council of Experts member **Steven R. Patierno**, Ph.D., Executive Director of the George Washington Cancer Institute, said, “The NCTA Council of Experts will assist the NCTA Community in sustaining the effort to eliminate the barriers that interfere with access to quality cancer treatment, cancer prevention and control, utilization of available screenings, access to and utilization of support services, and long-term survivorship. The task is enormous, but our collective resources and determination will have a significant impact on the fight against cancer.”

The goals of the NCTA Community are:

- Design and implement cancer prevention and survivorship programs and projects that align with one or more goals of the *National Call to Action*.
- Expand current cancer prevention and survivorship programs to incorporate one or more of the goals of the *National Call to Action*.
- Generate program evaluation and research data to inform future programming and provide a model for other NCTA Community members to develop in their organizations.
- Engage in efforts that provide a continuous evolution of the goals and strategies outlined in the *National Call to Action*.

The NCTA was released by LIVESTRONG Chairman and Founder Lance Armstrong and four U.S. Surgeons General on July 23, 2008. To read the NCTA and join the NCTA Community visit www.NCTAcancer.org or www.canyonranchinstitute.org/partnerships/NCTA.

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About Canyon Ranch Institute

Canyon Ranch Institute (CRI) is a non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower *every person* to prevent disease and embrace a life of wellness. Canyon Ranch Institute and our partners believe in the power and possibility of a healthy world. More information is available at www.canyonranchinstitute.org.