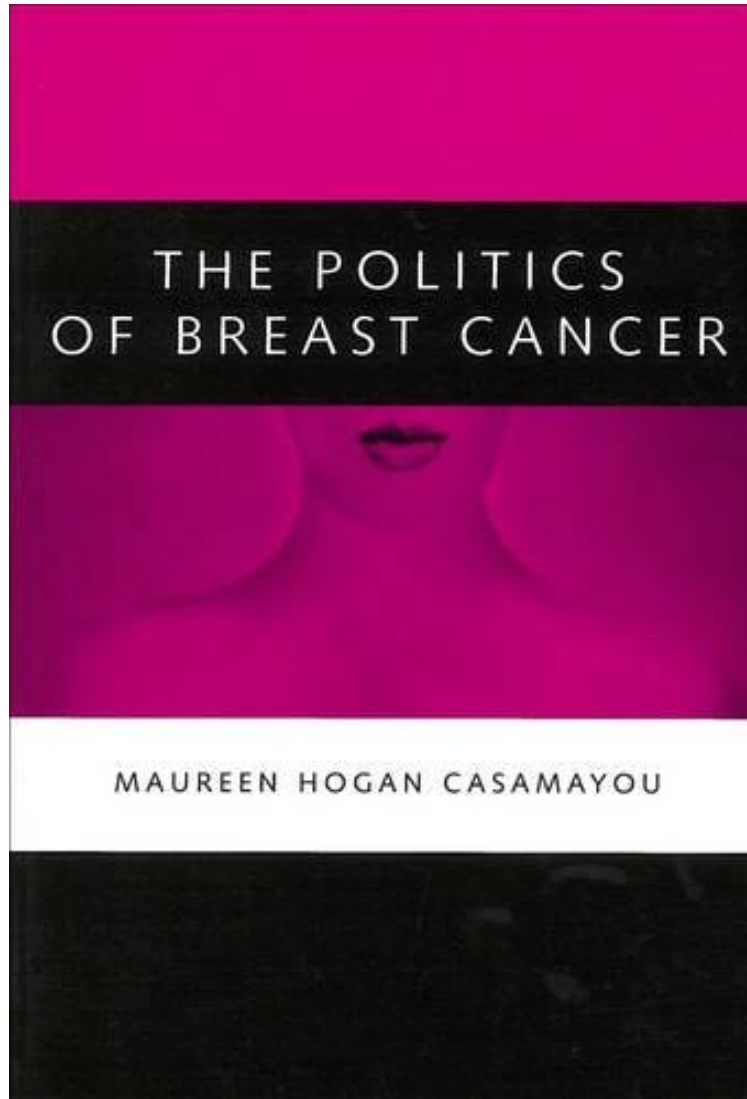


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The Politics of Breast Cancer

Maureen Hogan Casamayou

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Maureen Hogan Casamayou : The Politics of Breast Cancer before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Politics of Breast Cancer:

3 of 3 people found the following review helpful. Fabulous - at last the truth! By A Customer After being diagnosed with Breast Cancer myself and entering into a "world" I knew nothing about I was completely confused by the treatment offered to me. Here you are completely confused, scared, alone and you have to make huge decisions. None of it made sense, yet I complied and went along with what the doctors and other books told me. Then I found this book and now it all makes sense. I knew there was more to breast cancer treatment than what was being told to me, I just

didn't know what! You MUST read this book before you decide to go ahead with Mastectomy, radiation, chemotherapy or hormone therapy. You MUST! This will be the most eye-opening, informative book you will read. It is wonderfully written and the writer is not biased (she doesn't tell you what to do, she doesn't even necessarily criticize), she is simply telling you the history of breast cancer and its treatment. She uncovers why certain things are the way they are, the real statistics, and what is really behind a lot of the research, etc. being done. The writer herself was diagnosed and treated for breast cancer and it was her desire to uncover the "truth" afterward that led her to research and write this book. A MUST.

Between 1990 and 1993, breast cancer activism became a significant political movement. The issue began to receive extensive media attention, and federal funding for breast cancer research jumped dramatically. Describing the origins of this surge in interest, Maureen Hogan Casamayou attributes it to the emergence of politically potent activism among breast cancer survivors and their supporters. Exploring the creation and development of the National Breast Cancer Coalition (NBCC), she shows how many of its key leaders were mobilized by their own traumatic experiences with the disease and its treatments. Casamayou details the NBCC's meteoric rise and impressive lobbying efforts, explaining how in contrast to grassroots movements founded by dedicated individuals the coalition grew from the simultaneous efforts of a network of women who invested their time, energy, money, and professional skills in the fight for increased funding for breast cancer research. This multiple leadership or collective entrepreneurialism, says Casamayou, was crucial to the NBCC's success framing the issue in the minds of the public and policymakers alike.

"Provides an engaging and informative description of the history of funding for cancer research, the political activities surrounding that history, and the role of women legislators in bringing the issue of research parity to the policy agenda. . . . The book provides a very useful telling of a very interesting story of grassroots and congressional advocacy." *American Politics* "Weaves an engaging story with solid theory . . . Rarely can I say that a political science text made me weep and made me rejoice; this one did both." Christine L. Day, University of New Orleans "Maureen Casamayou's perceptive examination of breast cancer politics offers important lessons, both for would-be activists and for anyone wanting to understand how activism arises and drives public policy." Christopher H. Foreman, The Brookings Institution "Carefully and painstakingly chronicles the development of an unusual political movement that is both effective and creative in its use of political strategies." Philip Mundo, Drew University About the Author Maureen Hogan Casamayou is author of *Bureaucracy in Crisis: Three Mile Island, the Shuttle Challenger, and Risk Assessment*.