

# About Ysabel Duron

Founder | President | Executive Director



THE LATINO CANCER INSTITUTE

Connect. Convene. Advocate.

[www.latinocancerinstitute.org](http://www.latinocancerinstitute.org)

The Latino Cancer Institute (TLCI) is a nationwide community and research network dedicated to solving the issues and burden of Latino cancer.

**Ysabel Duron** is a pioneering, award-winning Latina journalist, a cancer survivor, and for the last 23 years, a leading patient activist around Latino community engagement. Her encore career as a cancer patient advocate and non-profit agency builder commenced when she was diagnosed with cancer in 1999. This past February President Joe Biden appointed Duron to the National Cancer Advisory Board which advises the Director of the National Cancer Institute. She is the first patient advocate to serve on the NCAB.

Duron describes her “work in and with community,” as a learning classroom and credits the experience with preparing her for her advocacy role. Among other things, her former agency developed programs for low income, Spanish-speaking and immigrant communities to address gaps along the cancer continuum including cancer awareness education, navigation into screening, psychosocial support groups and a lay community navigator program to support and guide low income, Spanish-speaking cancer patients in the public health care system in Santa Clara County (San Jose), California.

Between 2008 and 2016, under her leadership at Latinas Contra Cancer (LCC), Duron convened 5 unique National Latino Cancer Summits, turning its lens on cancer issues in the Latino community, collaborating with advocacy groups, researchers and health care providers to investigate, and address cancer related impacts. LCC also created linguistically and culturally appropriate education tools using a bingo game model to dispel myth and misinformation, promote healthy eating and exercise as well as screening and early detection; training up to 200 promotores aka community health workers to use these tools to raise awareness and navigate eligible participants into screenings. This bingo concept was adapted for the African American and Pacific Islander communities, and cited by the NIEHS - IBCERCC Committee, on which Duron served, in the 2012 Breast Cancer and the Environment, Prioritizing Prevention Report.

In 2017, Ms. Duron launched her third and current agency, The Latino Cancer Institute (TLCI), to amplify Latino voices about the cancer burden – acting as a force multiplier through a nationwide network of stakeholders; dedicated to promote the work of Latino community service agencies; to provide collaboration with the global cancer research community; and to drive policy to improve health outcomes and diminish disproportionate Latino cancer mortality.

The Institute has since convened 4 National TLCI virtual Forums as Duron continues to bring together researchers, clinicians, advocates, government and industry officials across the cancer landscape.

TLCI's collaborations include engagements with academic partners such as the Stanford Cancer Institute, Universities of California at San Francisco and Davis, Georgetown University Lombardi Comprehensive Cancer Center, George Washington Cancer Center, the California Primary Care Association (FQHCs), San Diego and San Jose State Universities. Duron is a published co-author in over 10 research papers.

TLCI's robust engagement has resulted in two invitations to the White House, once for a re-launch (Feb 2022) of President Joe Biden's Cancer Moonshot initiative to drive cancer screenings and decrease cancer mortality by 50% in 25 years. The 2nd White House event (Oct 2022) spotlighted the American Cancer Society launch of the newly formed National Breast Cancer Roundtable (NBCRT) on which Duron was invited to serve. NBCRT aims, among other policy initiatives, to address disparities in cancer screening and access, advanced diagnostics and quality treatment impacting racial and ethnic populations.

Duron also serves on the Institutional Review Board (IRB) of the All of Us Research Program at the National Institutes of Health; invited to join in 2016 by former NIH Director Francis Collins, as a patient advocate.

Duron is also a member of the California Initiative to Advance Precision Medicine Advisory Council (CIAPM), which advises the Governor on the direction of Precision Medicine issues in the state.

As a member of the Independent Citizen's Oversight Committee (since 2019) of the California Institute for Regenerative Medicine (CIRM), a tax-payer funded stem cell research program, Duron successfully drove a motion that requires research proposals to include a plan on recruiting a proportionate number of racial and ethnic minorities into newly funded COVID Clinical Trials. The expansion of diversity, equity and inclusion (DEI) has since been incorporated into the majority of Requests for Proposals funded by the Institute and drives frameworks for internal organizational operations. CIRM CEO, Maria Millan, said that the “culture,” has changed amongst CIRM scientific reviewers who now more vigorously question the quality of the DEI plan in the research proposals, which are also scored by patient advocates and can be returned to applicants for improvements.

As a member of the National Rapid Research Coalition, for the Johns Hopkins University Center for Health Security between 2020 and 2022, Duron advised on the community's role in an equitable and effective Covid vaccination rollout (titled CommuniVax), supported the research site team in California (one of five sites around the country), consulted on and assisted in editing the three CommuniVax national reports.

Duron was also elected in 2021 to the University of California Center for Data Drive Insights and Innovation (UCCDI2) which engages in a collaborative approach with UC Health to build a pre-eminent data-driven learning healthcare system that improves the human condition.

A broadcast journalist for 43 years, Duron was inducted into the National Association of Hispanic Journalists Hall of Fame in 2009. A 1970 graduate of San Jose State University with a B.A. in Journalism, Duron distinguished herself in both the journalism and non-profit worlds winning a number of prestigious awards. These include two Emmys, a Radio-TV News Director Award, the Girl Scouts Juliette Gordon Award for her Trouble with Teacher Series, the Silicon Valley NAACP Chapter W.E.B. Dubois Award, as well as the Living Legacy Award from the Chicana- Latina Foundation, the 2005 Bay Area Most Influential Latino from the SF Business Times, a Lifetime Achievement Award from the International Women's Media Association, and the 2011 Latino Spirit Award from the Latino Caucus of the California Legislature.

Duron's non-profit work garnered her the 150-thousand dollar Purpose Prize (2013) from ENCORE, and won her the Distinguished Public Service Award from the American Psychosocial Oncology Society among others.

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