SAVING LIVES
TEACHING PEOPLE HOW TO DETECT CANCER EARLY

“15-40 CONNECTION TAUGHT ME TO RECOGNIZE HEALTH CHANGES AND WHEN TO TAKE ACTION.”
Asa Floyd, Cancer Survivor

He learned 3 steps detect and used it to beat cancer.

40% of the audience he is talking to will need it too.

Now they and thousands more have it.

2016 / 2017 Annual Report
A recent study concluded that the survival rates for people diagnosed early with eight of the most common cancers* is more than three times higher than if it is diagnosed in later stages. Three times higher! This means that if your cancer is diagnosed early, you have an 80% chance of surviving at least 10 years. If diagnosed at late stages, your chance of surviving 10 years drops to only 25%.

The people who are part of the 40% who will be diagnosed with cancer in their lifetime are our friends, parents, children, brothers, sisters and grandparents. Alarmingly, many will not expect it and will not have a family history.

This is our urgency! People need to learn how to detect cancer early, well before cancer is ever a concern.

Just a few short years ago, talking about cancer symptoms and the incredibly important role you play in your own diagnosis was so new to people that we called it the New Cancer Conversation. With more and more people tuned into this new way of thinking and acting, we now simply call it 3 Steps Detect.

Every month we are hearing from more schools, organizations and work places. They want their communities to learn 3 Steps Detect so they can have the lifesaving advantage of early detection. They are also seeing how early detection reduces health care costs – another win for all. This is our momentum!

This urgency and momentum fuel our passion to save lives through the power of early detection. Knowing that your contributions help save lives is powerfully rewarding.

Every year, we meet people who did not learn 3 Steps Detect before their diagnosis, and know that if we could turn back the clock, likely we may have helped improve their prognosis. With this motivation over the next year, 15-40 Connection will launch new products and communications campaigns to reach more people, train more trainers and multiply the impact of early detection. High-risk groups such as firefighters who are 9% more likely to be diagnosed with cancer and 14% more likely to die from cancer are being prioritized.

We will not stop until 3 Steps Detect becomes a normal routine for all, just like buckling your seat belt or recognizing symptoms of a heart attack.

We are very grateful that you are part of this success and the 15-40 Connection team.

Sincerely,

TRICIA LAURSEN
EXECUTIVE DIRECTOR

NANCY COGHLIN
CO-FOUNDER

JIM COGHLIN, SR
CO-FOUNDER

BOARD OF DIRECTORS
Karen H. Albritton, MD
James W. Coghlin Sr.
Christopher J. Coghlin
Eric B. Coghlin
Christopher J. Palermo, CPA

BOARD OF ADVISORS
Nancy M. Coghlin
Jill C. Conant
Matthew Cote
John M. Heald
Justin A. Maykel, MD
Matthew O’Connor

MEDICAL ADVISORS
Karen H. Albritton, MD
Justin Maykel, MD

*most common cancers: bladder, colon and rectum, breast, cervical, uterine, skin (melanoma), ovarian, and testicular

“Survival three times higher when cancer is diagnosed early”, Cancer Research UK, Aug 10, 2015
15-40 Connection’s innovative 3 Steps Detect education program teaches people how to recognize early warning signs of cancer, when to seek medical care, and how to collaborate with healthcare professionals to accelerate diagnosis.

These actionable steps are easy to understand and remember. 3 Steps Detect incorporates the experiences of cancer survivors who share their initial symptoms, what they thought of them at the time, and lessons they learned about the best ways to partner with doctors. Much like awareness campaigns that changed the public’s behavior in response to the warning signs of a heart attack, 15-40 Connection changes the way people think about cancer and their role in saving their own lives.

Your support helped us teach more people than ever before. Now, enhanced programs like train-the-trainer, live webinars, and video assisted education open up more opportunities to share our lifesaving education.
2016 / 2017

3 STEPS DETECT

It’s easy to understand and remember. It’s actionable foundation incorporates the experiences of cancer survivors who share what their initial symptoms were, what they thought of them at the time, and lessons they learned about best ways to partner with doctors.

EDUCATION IMPACT
MESSAGES FROM SURVIVORS JOHN HEALD AND ASA FLOYD

“It’s because of 15-40 Connection, I knew this wasn’t normal for me. I pushed and that helped me get an accurate diagnosis.”

John Heald, Cancer Survivor

“15-40 Connection taught me to notice health changes and if they don’t go away in 2 weeks, to go to a doctor. I did and they diagnosed my cancer right away.”

Asa Floyd, Cancer Survivor

50K
PEOPLE REACHED WITH 3 STEPS DETECT EDUCATION

With new products that can reach even more people, the impact has been significant. Our education has been delivered in high schools and college classrooms, at community events and corporate wellness programs. Our webinars, website and social platforms provide additional opportunities to learn how to detect cancer early.

NATIONWIDE GROWTH
Continued growth across all of our social media platforms have allowed us to keep teaching people how to detect cancer early. We utilize experiences of cancer survivors who share their stories.

152%
INCREASE IN EDUCATION PROGRAMS

Much like awareness campaigns that changed how the public responds to the warning signs of a heart attack, 15-40 Connection is changing the way people think about cancer and what their role is in saving their own lives.

114% increase
8% increase

2015 2016 2017

LEARN FROM ME TEAM GREW 190%

LEARN FROM ME MEMBERS ARE CANCER SURVIVORS WHO CONTINUE TO SHARE THEIR EXPERIENCES.

Your generous support helped us drive our message to more people than ever before. We offered enhanced products, including train-the-trainer programs and webinars, which opened up more opportunities to share our lifesaving education.

Reaching more people every year
Stephanie and Judith Wentzell  
Michael and Melissa Wharf  
David and Marianne Wharf  
Jim Amorellis Whelan  
Worcester Business Development Corporation  
Danny Manning Jr.  
Manning Family  
Danny and Dan Manning Sr.  
Dorothy Manning  
Lane Marks  
Paul and Lynn Marks  
Samuel "Chubby" Marks  
Your friends at GRN  
Shrewsbury office  
Joe McDonough Jr.  
Elizabeth A. McDonough  
Francis "Frank" McGraw  
Bian and Linda Allen  
Coghin Family  
Frank Maise  
Myron and Stacey Wale  
Michael & Aunt Betty  
Pitts Family  
Mary and Richard McHarg  
Lauren DeFumeri  
Marcia Mobilia  
Laura Roy  
Gloria Moran  
James and Beverly Alagostino  
Nancy and Janet Tate  
Rebecca Moss  
William and Eleanor Moss  
Elis O'Brien  
Elizabeth Getchell O'Brien  
Elaine Trifon  
Patrick B. O'Keefe  
Niall and Sarah Pulsifer  
Vito Pandolfi  
Frank and Joanie Vaccaro  
Regina Pearson  
James and Nancy Coghin and Family  
Maureen L. Coghin  
Mary-Ellen C. Boyle  
Heinz M. Fitzgerald  
William and Patricia Gibbons  
Ann F. Hartnett  
Jacqueline C. Kehlner  
Adolfo V. Lu  
Lawrence and Anne Maguire  
Diletta Horin  
Nicola A. Puccio  
Dea Rakoff  
John and Diane Staples  
Connie Richards  
Jerry and Kayn Wixman  
Stephen Roney  
Roger A. Daughnais  
Jodie Schauer  
Mike and Tracy Bosina  
Matthew Shea  
Philip L. Shea  
Edith and Max Steinberg  
Richard and Marsha Steinberg  
David Ungerer, Debbie Mancini  
Wharf and Kim Abuschney  
Ronald and Melinda Johnson  
Marquette Wentzell  
Dave and Sue Russell  
Jim Wilson  
Nancy Wing  
Stuart Wing  
Yufan Yu  
Scott Zenaro  
Ronald and Carol Zenaro  

HONORARY GIFTS  
2016-2017  
In Honor Of:  
Deborah Baldwin  
Tommy and Cory Lee  
Oliver Baddicks  
Lou and Wendy Griffith  
Carl Caraway  
Ruth Caraway  
The Coghin Family  
Michael and Patricia Barry  
James Cog Lisbon  
Jim Coglin Sr.  
Paul and Ann Bergin  
Conor Coglin  
Jonathan and Jill Conant  
Darrel and Susan Cyr  
Stephen A. Davis  
John and Jeanne Esler  
Arthur and Rael Glogson  
Robert and Josie Roy  
Michael and Ellen Sandifer  
Jim Coglin Jr.  
6 CREW  
The Glogson Family  
Jim and Nancy Coglin - 50th  
Wedding Anniversary  
Paul and Ann Bergin  
Daniel and Janet Cobb  
Thomas and Elizabeth Coglin  
Maureen L. Coglin  
Jacqueline C. Kehlner  
Douglas and Patricia Laursen  
Sandra Lien  
Joseph and Rita Resia  
John and Diane Staples  
Nancy & Jim Coglin  
Maureen L. Coglin  
Jan and Cynthia Crawford  
Douglas and Patricia Laursen  
Jeffrey and Elvira Ross  
Ted and Maureen Coglin  
James Cog Lisbon  
Steve Davis  
James and Nancy Coglin  
Bryan DelMarco  
Theresa Hayward  
Linda Snyder  
Jennifer DeMaria  
Margaret Altmann  
Ashley Emerson  
Aliza Superstock  
Kelly Fattman  
Anonymous  
Bill Gibbons Sr  
William and Patricia Gibbons  
Lou and Wendy Griffin  
Bob and Adelle Krumpolz  
Robert Harrington  
Kevin B. Harrington  
Liz Hatch  
David Hatch  
John Heat  
The Carlin Family  
Chris, Kim, Brady, Haley and Colby Coghin  
John Heatd and Ann Ash Zelesky  
Stephen C. Sallo and Patricia Losco-Calli  
Mark Kehlner, Joan Fisher,  
Susan Mailman, Christopher Coglin, Kristen Bennett and  
Jim Cogin, Sr.  
Ann C. Ratte  
Peter Kindberg and Teresa Morris  
Jean Tate  
Tricia Lauren  
Matthew and Catherine Brunell  
Aileen Leonard & Roy Fortny  
Mary Ann Curley  
Jack MaKeen  
Anonymous  

HENRY CARR  
Henry Carr lived a short but vibrant life. Henry had not been taught  
3 steps Detect before he was first diagnosed with cancer. When he learned  
about 3 steps Detect, he understood it, valued it and knew the role early  
detection plays in cancer survival. Henry wanted to make sure others had the  
information that he didn’t. Because of Henry, 15-40 Connection has reached  
7 school districts and 500 students. His impact will be felt for years.  

DEENA COPLIN  
Deena Coplin was only 37 but facing the end of her life because of cancer.  
Her priority in her last weeks was to help spread the word about early  
cancer detection education. While in hospice, she recorded a video about  
the lessons she learned and how others can take control of their health  
outcomes. Deena’s video has been viewed over 250,000 times.
YOUR GIFT PAVES THE WAY TO EARLY CANCER DETECTION SO PEOPLE CAN CONTINUE LIVING THEIR LIVES.