



VOICES

Sharing Stories of Hope, Progress, and Answers Across Indiana and Michigan

Great Lakes Division, Inc.

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A month of appreciating

We cannot thank you enough. You know who you are...You might be:

- that person who takes time out of their day to drive cancer patients to treatments,
- that survivor who comforts a newly diagnosed breast cancer patient, giving them insight and hope,
- that stylist who donates a wig or shows a woman how to apply her makeup differently after treatment,
- that spirited Relay participant who walks the track day and night to remember loved ones lost, celebrate survivors, and fight back against cancer,
- that person who makes meals for caregivers and cancer patients at the Hope Lodge,
- that bubbly camp volunteer who makes a child with cancer feel like a regular child again.

In whatever capacity you serve and volunteer at the American Cancer Society, you are valued, and we couldn't do it without you. Thank you so much.

Suban Nur-Cooley
Communications Coordinator



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Q. & A. with dynamic volunteer Melissa Olson

Meet Melissa Olson, one of the many American Cancer Society volunteers making a difference everyday.

When did you get involved with ACS...how did you hear about ACS?

I got involved about 12 years ago. The first time I heard about RFL my mother asked me if I wanted to walk in the survivors lap. I was too embarrassed thinking that I wasn't worthy of a survivors lap. I didn't feel like my battle with cancer was that rough since I only had surgery to remove my thyroid and lymph nodes and radioactive iodine treatment. But the next year I walked my first survivors lap, the next year I was a team captain, and the following year I was the event chair.

Why do you volunteer for ACS?

I volunteer for ACS because it gives me an opportunity to give back and make a difference in the lives of people who are currently battling cancer...to give them a voice. I volunteer to make a difference in the lives of other cancer survivors, so that they can have HOPE that someday this disease will be eradicated. And I volunteer in honor, and to pay tribute to loved ones lost to this disease so that their voices may never be lost. But mostly I volunteer because I can!

What's your reason to participate in Relay?

I participate in Relay because it fills a need within me. It is a place that is safe for me to share my passion, my sorrow, and my joy. It is a place where I feel proud to be a survivor.

What has been your most memorable experience of being an ACS volunteer?

I love doing Picture A Cure. I love to hear other stories and to be surrounded by the everyday miracles that we overlook: The 50 year breast cancer survivor, or the 15 year

lung cancer survivor. These are the people that give me HOPE that someday cancer will be a vague memory. So every year, that is something that I love to do and fills me with more passion.

Of course one of the biggest emotional times for me would have to be as a legislative ambassador during Celebration on the Hill (COH) in 2006. That was a life-event for me. COH fired up my passion for advocacy and inspired me to become a larger voice through ACS CAN.

Tell us your story in one sentence (challenge question!)

I had cancer, I fought cancer, I defeated cancer, I am a survivor.

How has being a survivor changed your perspective on life?

As a cancer survivor you have choices. You can choose to be bitter and think "why me?" I think that a better way to look at it is, "why not me?"

Having cancer changed my entire course in life. It brought me front and center into the American Cancer Society where I am making a difference everyday. I now can be a voice for those who cannot speak. I don't think that having cancer made me who I am...it just allowed me to be who I am.

How has being an ACS volunteer fulfilled you?

Being a volunteer for ACS has fulfilled my need to make a difference. I feel that I am now worthy of being called a cancer survivor. It is not the battle, but what you do with the battle. ACS had filled me with passion - set me on fire.

I am always thankful for the staff of ACS and ACS CAN for the passion that they have for their jobs and that it seems to be more than just a job. That makes me even more excited to do more.



What inspires you?

I am inspired by passion. People who are excited about sharing their story, whatever that story is. People who are making a difference in lives of others.

Those people who light up the room when they walk in. I am inspired by others who are choosing to make a difference in the lives of others. By creativity and the HOPE that someday we will live in a cancer-free world ...let's start today by living in a smoke-free Michigan!

Anything else you would like to say/share?

I am thankful for the caregivers in my life... My husband, parents, aunts, sisters, brothers, nieces and nephews, and children who were by me when I was newly diagnosed. The healing kisses of my young children, the gentle touches of family and friends. The selfless acts of kindness. I am thankful for those who made a difference in my survival and encourage me to make a difference today.

HOPE is more than a four letter word. It is a choice, a passion and a way of thinking, a way of acting and sharing that can make such a difference in life.



VOICES

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Calls to Quitline emphasize demand for smokefree air in Michigan

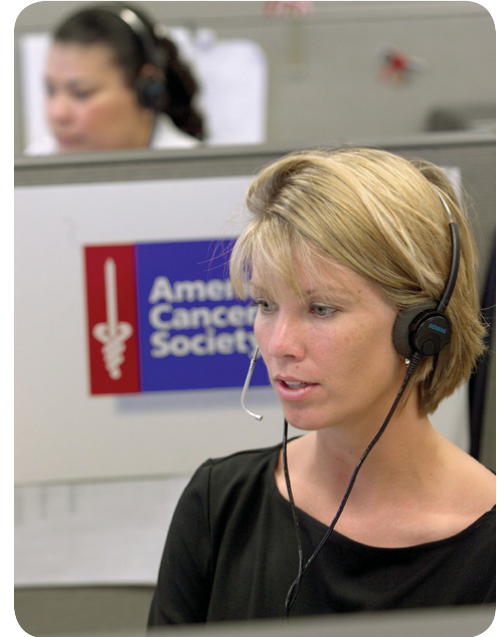
For years, the American Cancer Society has helped people double their chances of quitting smoking through programs and services offering educational resources and support. In 2008, the American Cancer Society announced that for the first time ever, the national smoking rate had dropped to below 20 percent. Staff and volunteers throughout the Great Lakes Division have been actively urging their state lawmakers to follow more than 50 percent of the country in enacting smokefree laws in Indiana and Michigan.

The evidence is now clearer than ever that Michigan wants to go smoke free. In early March, the Michigan Tobacco Quitline, the free service funded by the State of Michigan (and serviced by ACS) to assist people in their efforts to quit smoking, announced it would offer free nicotine replacement products for a limited time for people who want to quit smoking.

The response was overwhelming. Prior to the announcement, the Michigan Tobacco Quitline had received over 44,000 calls since it was launched in October, 2003. In the first five days following the announcement that free two-month supplies of nicotine patches, gum, or lozenges would be available, the Quitline received more than 65,600 callers, with more than 21,000 calls received the first day. Previously, the record of daily Quitline callers stood at 4,901 – less than a quarter of the calls received on the first day the free nicotine replacement products were offered.

Unfortunately, due to state budget constraints in combination with the unprecedented volume of calls received for free nicotine replacement products, the Michigan Department of Community Health (MDCH) announced that the Tobacco Quitline has been shut down until further notice and is searching for alternative sources of funding to continue to provide this important service to the community. The Quitline will still be available for Medicaid Michigan residents where ACS has agreements with their health plans, although the free nicotine replacement program will not continue.

“What this says to us is that people really do want to quit smoking, and will take advantage of programs and services to help them kick the habit,” said Deb Sprague, Corporate Relations Director for the American Cancer Society, Great Lakes Division, and the Division’s Quitline liaison. “There is no longer any debate on the harmful effects of smoking, and people no longer want to be helpless against their addictions. The response to the Quitline offering free nicotine replacement therapy only served to provide more evidence that, in addition to the consideration of the increase in cigarette costs, our message of wellness and prevention is getting out there, and people are listening.”



Until the Michigan Quitline is back up and running, people interested in quitting smoking can print Quit Kits from the from the MDCH Tobacco section Web site www.michigan.gov/tobacco. The American Cancer Society also has valuable smoking cessation information at www.cancer.org, and additional resources can be found at www.becomeanex.org.



Release of Cancer Facts and Figures for African Americans 2009-2010

Cancer Facts & Figures for African Americans 2009-2010 presents statistics on cancer incidence, mortality, survival, and risk factors for cancer among people who describe themselves as African American or black (recognizing the enormous diversity within the African American population and the limitations of characterizing individuals by race or ethnicity without taking into consideration the many social or economic factors that can affect cancer risk).

Accumulating evidence suggests that modifiable rather than inherited factors associated with race account for most disparities related to cancer. The report finds:

- While death rates from cancer continue to drop among African Americans, the group continues to be diagnosed at more advanced stages and have lower survival rates at each stage of diagnosis compared to whites for most cancer sites.
- African Americans have the highest death rate and shortest survival of any racial and ethnic group in the U.S. for most cancers.
- The causes of these inequalities are complex and are predominantly thought to reflect social and economic disparities as opposed to biologic differences associated with race. These include inequalities in work, wealth, income, education, housing and overall standard of living, barriers to high-quality health care, and racial discrimination.
- Although the overall racial disparity in cancer death rates is decreasing, in 2005 the death rate for all cancers

combined continued to be 33 percent higher in African American men and 16 percent higher in African American women than in white men and women, respectively.

- Death rates for all cancers combined have decreased faster in African American men than white men, primarily because of rapid declines in the death rates from lung and prostate cancers.
- While overall cancer death rates have also decreased among African American women, they are dropping at a slower rate than among white women. The slower decline in African American women is largely due to smaller decreases in breast and colorectal cancer death rates.
- According to the most recent data (2005-2006) from the National Health and Nutrition Examination Survey, 76 percent of African Americans adults are overweight and 46 percent are obese, compared to 66 percent and 33 percent, respectively, of whites.
- Only half of African American women aged 40 and older reported getting a mammogram within the past year, slightly less than the 53 percent of whites. Forty percent of African Americans reported a recent colorectal cancer screening test in 2005 compared to 50 percent of whites.
- African American boys and girls, among whom smoking rates have been



decreasing since the late 1990s, have lower smoking rates than any other racial/ethnic group.

The report also includes highlights of American Cancer Society efforts to save lives and eliminate disparities in cancer morbidity and mortality. In 2006, the American Cancer Society built on a long history of research and programs designed to understand and describe the impact of health disparities, and to implement and advocate for evidence-based strategies to reduce or eliminate them, by launching an ambitious effort to address inequities in cancer prevention services, access to care, incidence, and mortality.

Since 1999, the American Cancer Society has funded 106 studies totaling \$87 million devoted to the poor and medically underserved. Forty-two percent of this research focuses on the African American population, encompassing the cancer continuum from helping people stay well through prevention efforts to helping people get well through programs and hands-on support for survivors. In addition, the Society's internal research departments focus substantial resources on disparities research.

For more information on the report, visit www.cancer.org/statistics.



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National Volunteer Week

Without the generous work of more than three million volunteers nationwide, the American Cancer Society would not be the organization it is today. Our dedicated Volunteers mobilize and empower communities to prevent cancer, save lives, and diminish suffering. More than 180,000 volunteers give their time and talent to fight back against the disease for the ACS Great Lakes Division.

The 2009 National Volunteer Week's theme is "Celebrating People in Action" and runs from April 19-25. This theme represents what this week is all about – expressing gratitude to the individuals who have strived to continue the tradition of service in America by taking action and helping out their communities. "Celebrating People in Action" will seek to honor all of the volunteers who selflessly give of themselves to benefit others with their efforts.

Sponsored by the Points of Light Institute and Hands on Network, National Volunteer Week began in 1974 when President Nixon signed an executive order establishing the week as an annual celebration. Every President since has signed proclamations promoting National Volunteer Week.

The American Cancer Society is the nation's largest health organization, relying heavily on our dedicated volunteers to help in our mission to end cancer. Volunteers contribute



to the fight against cancer through a variety of ways and programs including Relay For Life, Road to Recovery and Making Strides Against Breast Cancer.

Largely due to the work of our volunteers, people facing cancer are receiving information, daily help, and a much-needed dose of emotional support to assist them with every step of their cancer journey. By raising funds and awareness, our volunteers are also fighting diligently against the disease.

The American Cancer Society wishes to thank all of our dedicated volunteers for everything they do, as they are our most valuable asset. The support they provide

is truly making a difference in their communities and throughout the nation. Thank you all for taking a stand against cancer.

If you're looking to make a difference in your community, to help cancer patients and their families, and build relationships and networks that last a lifetime, then call your American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org/volunteer to find out more about where you can begin making a difference.



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Successful murder mystery fundraiser

On Friday March 13, the Michigan Congressional District 6 Ambassador Constituent Team (ACT!) hosted a unique and successful fundraiser for the benefit of the American Cancer Society Cancer Action Network (ACS CAN).

ACS CAN is the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society and works to encourage elected officials and candidates to make cancer a top national priority. For more information, visit www.acscan.org.

More than 75 people attended the event which was held at Bronson Hospital in Kalamazoo, Michigan, and featured a murder mystery-style live performance. This fundraiser was the result of a lot of hard work of the district's ACT! Committee, and Janelle Nagy, the ACT! Staff Partner for Michigan Congressional District 6. The event raised \$1,095 for ACS CAN, exceeding its goal of \$1,000.



Everyone was getting into the The ACT! Committee, ACS Staff Partner Janelle Nagy and her husband, along with ACS Community Representative Shelli Knoll and her husband Scott, served as the actors.

Congratulations to the ACT! Committee and everyone involved for hosting this great event.

Register Now for Michigan's 2009 Celebration at the State Capitol!

Your American Cancer Society is proud to once again unite the voices of survivors and volunteers at Michigan Celebration at the State Capitol in Lansing, Michigan. **This year's event is scheduled for Tuesday, June 9, and registration is now open!**

Hundreds of volunteers throughout the state will meet with their lawmakers on the lawn of the Capitol to highlight the need for increased support of cancer-related legislation. It's a great way to take our message of hope directly to our senators and representatives!

This year, volunteers will be asking legislators to support HB 4341, a bill that would make all workplaces, including restaurants and bars, smokefree. Volunteers will urge their state lawmakers to increase funding for cancer and tobacco prevention and control programs such as the Breast and Cervical Cancer Program (BCCCP) and the Michigan Quitline.

Visit www.acsgld.org/micelebration/ to register for Michigan Celebration at the State Capitol today!



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National Minority Cancer Awareness Week April 19-25

Since 1987, the third week in April has been set aside as National Minority Cancer Awareness Week, a time when researchers and health care professionals across the country focus on educating minority populations about cancer and learning why some ethnic minorities are more likely to develop and die from certain types of cancers.

National Minority Cancer Awareness Week is April 19-25, 2009. This week gives the American Cancer Society the opportunity to inform the minority community about the dangers of cancer and ways to prevent it.

The following quiz tests your knowledge of cancer disparities among minority populations and the medically underserved.

1. Members of racial and ethnic minority groups often have less access to early detection and high quality treatment, which denies them the advantage of existing cancer advances.

True

False

2. Latinos have the highest death rate from colorectal cancer of any ethnic group in the United States.

True

False

3. If colon cancer is found in the earliest stages, the survival rate is 90%.

True

False

4. There are little or no resources available to diverse populations to meet their needs.

True

False

5. Income, employment, culture and language do not play a role in the risk of developing cancer and detecting or treating cancer.

True

False.

6. People can overcome these factors by increasing their awareness of cancer and getting tested in accordance with Society guidelines.

True

False

ANSWERS

1. True

2. False - African Americans have the highest death rate from colorectal cancer of any ethnic group in the United States and are less likely to have

colon cancer diagnosed in the earliest most treatable stages, and their survival rate is not as high as other racial groups.

3. True

4. False - As the leader in the fight against cancer for all people, ACS has a variety of programs and services to meet to needs of ethnic and medically underserved populations. Many of the Society's programs and services

have been developed with diverse populations and are available in other

6. True

language barriers, and low literacy rates.

5. False - Factors contributing to this wide gap include poverty, little or no health insurance, lack of access to health information and services,

risk.

Healthy Living is a collaboration with the National Cancer Institute and promotes nutrition in African American churches to help reduce cancer risk. Aconseja a su Amiga® is a program which encourages Latino women to get mammograms and Pap tests. Body & Soul: A Celebration of

It is important to reach out to the minority community throughout the entire year. We need to target minorities and educate them about ways to prevent cancer, and why it's important to find cancer at an early, treatable stage. For free information and ways to reduce cancer in the minority community, call the American Cancer Society toll free at **1-800-227-2345**, 24 hours a day, seven days a week.



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VOICES photo and video contest!

As Relay For Life events gear up in the Great Lakes Division, we want to give you the opportunity to highlight some of your amazing Relay moments through our VOICES Relay For Life photo and video contest!

We know many of you may have some incredibly fun, moving, and inspiring photos or footage taken at your Relay event...why not take this opportunity to share your Relay memories with the rest of the Division?

Does your Relay event partake in a fun and unique activity each year worth recording?

Are there any crazy contests at your Relay event?

Does your Relay event have a moving Luminaria ceremony... or an inspiring Fight Back Ceremony?

Have you seen some great team shirts that should be highlighted?



We want to **SEE** what the Great Lakes Division is doing to celebrate, remember, and fight back at Relay For Life!

The photos and videos submitted will be judged by a panel of American Cancer Society staff from across the Division. The top five photos and videos will then appear in the September issue of VOICES **to be voted on by you, the readers!**

All qualified entry videos will also be featured on the GLD YouTube page, and all qualified entry photos submitted will appear on a web site. Watch future issues for details!

Contest Rules

1. This contest is open to Michigan and Indiana residents age 18 or older.
2. Videos should be no longer than five minutes in length.
3. No more than five photo or video submissions per person. Only the first five of each submitted will be considered for the contest.
4. No copyrighted music can be used. You can acquire approved music from www.sharingHope.tv/music.php to use on your videos. You may also use originally recorded music or music from Apple loops. If you use copyrighted music, you must present proof of license from the artist or representative of the artist approving you to use their music in your video.
5. All photos and videos must be family friendly.
6. Photos and videos must be e-mailed to youracsgreatlakes@cancer.org by Monday, August 31, 2009.
7. Movies must be in one of the following formats: .mp4, .wmv, .avi, .mov.

8. By e-mailing your photo or video, you grant the American Cancer Society permission to use the photo or video for internal and external promotion of Relay For Life in multi-media formats.

Winning/Prizes

The people who submit the winning video and photo will win a digital photo frame!

Lookout in future VOICES issues for submission highlights!

Criteria for Winning Videos

Some things we will be looking for include:

- Needs to be obvious that it is related to Relay For Life.
- Video/sound quality/clarity.
- Excellence in editing.
- Does your photo/video elicit emotion?

This contest is void where prohibited

Buttermilk Chocolate Drops

1 cup light brown sugar; packed	1-3/4 cups all-purpose flour
½ cup shortening	2 tablespoons baking powder
4 1-ounce squares unsweetened chocolate	½ teaspoon baking soda
1 egg	¼ teaspoon salt
1 teaspoon vanilla extract	½ cup buttermilk

Preheat oven to 350°F.
 Melt chocolate on low heat in top portion of a double broiler.
 Cream brown sugar and shortening in a mixer bowl until light and fluffy.
 Add chocolate, egg, and vanilla, and mix well.
 In a small bowl, combine flour, baking powder, baking soda, and salt, mixing lightly.
 Add dry ingredients to creamed mixture alternately with buttermilk, mixing well after each addition.
 Drop dough by teaspoonfuls onto lightly greased or nonstick cookie sheets.
 Bake for 12 to 15 minutes or until brown.
 Bake the full amount of batter and send treats home with guests or freezer half the dough for later use.

Half the recipe serves 8.

End result: I used semi-sweet chocolate chips instead of the unsweetened chocolate squares and they tasted great. Nice healthier alternative to other after dinner treats!



Buttermilk gets the thumbs up!

Buttermilk is made from fresh pasteurized or ultra-pasteurized low-fat or skim milk, usually with nonfat dry milk solids added. Buttermilk is a relatively low-fat product – 1 cup contains about 2 grams of fat (a cup of whole milk contains 8 grams of fat, and a cup of 1% milk contains 2.5 grams of fat).

Great Lakes Orientation (GLO) for New Staff

GLO is a three day program to orient new staff to the American Cancer Society and the Great Lakes Division. It is at GLO that new staff receive an overview of the Great Lakes Division through presentations by key staff members who will provide support and resources to set them up for success in achieving our mission.

One of the most important pieces of GLO is the relationship building that occurs with the participants. When they leave GLO, they not only are armed with information and resources, they also know they have the opportunity to make a difference in the fight against cancer.

Lauren Otis - Administrative Assistant - Northeast Indiana Area Service Center



“Even though I’m an AA and I’m completely behind the scenes, I see how my work affects all the CRs who are out in the community and how they help all of these people who are dealing with cancer. It’s extremely rewarding to be in this kind of job.”