

LOCAL AREA SPOTLIGHT

The Relay For Life of Lawrence Township, Indiana pulled together to meet all of their mission delivery goals. Read more in this month's local area spotlight.

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OPPORTUNITIES AVAILABLE

Volunteers are the foundation of The American Cancer Society. Without their time and energy, ACS could not provide free resources for those facing cancer, change public health policy, or raise much-needed funding to support our causes.

They represent diverse backgrounds and ages, and provide the Society with the hope needed to achieve its mission to save lives, prevent cancer, and measurably improve the quality of life for those facing cancer.

As an ACS volunteer, you will be making a valuable difference in the fight against cancer. To learn about the volunteer opportunities near you, visit www.cancer.org/volunteers.

RESOURCE HIGHLIGHT

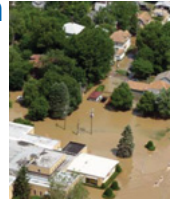
The American Cancer Society offers cancer patients a customized Personal Health Manager that is designed to help them organize, and make sense of their cancer diagnosis. Find out more in this month's resource highlight.

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Columbus, Indiana gains a Road to Recovery program after the floods

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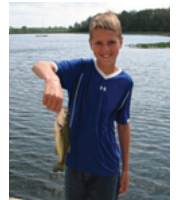
survivorship and patient services

Summer camping programs offer normalcy to young cancer survivors

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Great Lakes residents successfully fighting back against cancer

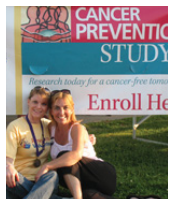
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Columbus, Indiana gains a Road to Recovery program after the floods

When floods hit Bartholomew and surrounding counties in Indiana on June 6, no one could have imagined the impact. Around 1,500 homes, businesses, and facilities were damaged by the accumulation of flood water. Columbus Regional Hospital was one of the facilities that suffered a great deal of damage...it was reported they sustained about \$125 million worth.

Water filled the basement level where the hospital's IT department, labs, radiology department, and food services are housed. In addition, about 18 inches of water covered the first floor of the facility that provides care to Bartholomew and surrounding counties. Providing emergency services was the first priority after the floods. After a few weeks without emergency care, Columbus Regional Hospital can now provide emergency services using mobile units they have obtained. Though the hospital is working very hard to restore the damage, regular hospital services will not be available to the community for an unknown period of time.



"The community was very hard hit," said Terri Jones, ACS Community Program Representative. "For a few days we were unable to get to our American Cancer Society office. When we did, we discovered that although the water was within 100 feet from our building, we had been very fortunate. We didn't sustain any damage."

The middle school that was to be the site of the Relay For Life event of Bartholomew County had become the Red Cross Emergency Shelter for those in the community who were homeless. It later became the Federal Emergency Management Agency headquarters. The Relay was initially scheduled for June 21, but was rescheduled to August 23. "Our volunteers were determined that although we had to reschedule the Relay, we could not cancel," said Terri.

A major concern for ACS staff was that cancer patients who were receiving care at the hospital would need to be treated at facilities outside of Columbus and knew that transportation might be an issue. "We did not have a Road to Recovery program in this community, but knew that we were well positioned to provide one. All we needed were volunteers."

"We sent e-mails to our Relay For Life committee members and utilized the Chamber of Commerce e-mail listing to send an appeal to the community



asking for volunteers to assist in transporting cancer patients. We asked everyone to appeal to any clubs, organizations, churches, friends, and family that they might know to spread the word that we needed volunteers - and they did."

Within a week, The American Cancer Society had received calls from more than 20 volunteers who wanted to help. The Society held a training session on June 28. Thanks to those dedicated volunteers, ACS has a brand new Road to Recovery program ready to assist the patients in Bartholomew County with transportation needs.

"Volunteers make everything that we do possible. This is just one example of the wonderful work that they do to move our mission forward," said Terri.

To learn more about the Road to Recovery program and how you can get involved with one near you, call your American Cancer Society at 1-800-227-2345.

Pictured: Columbus Regional Hospital (top right); Neighborhood in Columbus affected by floods (bottom right).

• local area spotlight

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Mission delivery goals met and surpassed by RFL of Lawrence Township

Despite horrible weather in the region, the Relay For Life of Lawrence Township, Indiana was a success. Not only did they achieve all of the mission delivery goals they had set for the event, but when they surpassed them they were ready to take on more.

Their success in mission and advocacy was due to the hard work of Angie Steeno, this year's Mission and Advocacy Chair. Since Angie is a cancer survivor, the words 'fight back' resonated with her, and her passion was obvious and infectious.

Angie knew the importance of planning and preparing with the committee to meet Relay goals. She made sure that mission and advocacy were discussed at every team captain and committee meeting, taking the time to explain what each component was and why each part was important.

She explained how each committee member, team captain, and participant could 'fight back' through advocacy by becoming an ACS CAN member and discussed what ACS CAN was. She also described how through Picture A Cure, participants could share their story with their legislators, emphasizing the importance of the fight against cancer. Finally, she instructed everyone to make Tell A Friend calls encouraging women not only to get a

mammogram, but to reach out and see if someone they knew might qualify for assistance to receive a free mammogram.

Then Angie asked teams to take the Fight Back Challenge. Each team needed to turn in 10 Picture A Cure forms, 10 Tell A Friend forms, and sign up 10 ACS CAN members. If a team met all of these criteria then they would become Fight Back Champions.

Fight Back Champion teams would receive a Fight Back Champion t-shirt for each member, a yard sign stating that they were "Fight Back Champs 2008," and they would also be recognized during the Fight Back Ceremony.

Out of a total of 22 teams, four teams became Fight Back Champions and 79 participants pledged to fight back at the Relay. In addition, they gained 43 new ACS CAN members, had 48 Picture A Cure forms turned in, and 51 Tell A Friend callers.

To add a little more excitement to the Fight Back Ceremony, there was a punching bag. After participants took their pledge, they were encouraged to physically 'fight back' against cancer. The Relay committee pulled together and brought a whole new level of enthusiasm to the event.



"I really feel that [our success at Relay had] a lot to do with the passion and commitment of the team captains [and participants]. I really didn't have to do tons of coaxing in order to get teams to participate in [meeting all of our mission delivery goals]," said Angie. "I think that planning also played a big part in our success."

The Relay For Life of Lawrence Township is a great example of what can be achieved at Relay when the committee and participants cooperate to meet mission objectives.

To find out how you can join the fight against cancer, call your American Cancer Society at 1-800-ACS-2345.

Pictured: Angie Steeno (center) at Relay with fellow volunteers.

Summer camping programs offer normalcy to young cancer survivors

The journey to cancer survivorship can be hard, especially when you may not be old enough to cross the street alone, drive a car, or attend your first prom. More than 100 young cancer survivors from Indiana and Michigan were able to take their minds off of treatments, hospital visits, and other cancer-related issues to simply enjoy being a child while they attended the American Cancer Society's Camp Catch-A-Rainbow and Young Adult Retreat this summer.

Going to the doctor for check ups or facing another round of chemotherapy to many of these young children is just part of their daily routine. So spending an afternoon fishing on the dock, shopping in downtown Chicago, or just hanging out with other children who have been through similar experiences may be just what the doctor ordered.



Allyce Williams began attending the summer camping programs when she was first diagnosed with Acute Lymphocytic Leukemia. As a Camp Catch-A-Rainbow graduate and Young Adult Retreat attendee, she is now reaching the end of her almost 10 year summer camp journey and has created bonds with other young survivors along the way. The survivors at Young Adult Retreat tenderly call each other the 'cancer kids', displaying the bonds that have been made each year.

"Camp is an experience that you share with people that have been going through the same thing you have," said Allyce. "I continue going each year because I have met great friends and it has always been a lot of fun."

During the summer camping programs, campers are able to participate in activities they normally may never have the opportunity to do, especially considering the financial burden that rests with many families facing cancer.

The restrictions of cancer can be simple things such as not being able to swim in the lake because of the risk of an infection in an IV port or not having the energy to walk across the campgrounds and opting to take



a ride on a golf cart instead. But here, for once, these children do not stand out. They, like all the others at the summer camping programs, have faced cancer. Their spirits are refreshed, and they are reminded that they are just normal kids battling the disease we are all fighting to cure.

"This year is my last year to attend Young Adult Retreat, but I'm not going to miss it because I am going to be a counselor at Camp Catch-A-Rainbow," said Allyce. "It is so easy to be involved with the summer camping programs for a very long time, regardless of your age."

For more information on the Society's summer camping programs, or to learn about volunteer opportunities, contact your local American Cancer Society at 1-800-ACS-2345.

Pictured: An excursion to Lincoln Park Zoo in Chicago during the Young Adult Retreat (top right); A camper holds up his catch from a day fishing on the dock at Camp Catch-A-Rainbow (bottom left).

• survivorship and patient services

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Great Lakes residents successfully fighting back against cancer

Across the Division, people at Relay For Life events are making a difference by getting involved and pledging to 'fight back' against cancer. During a Fight Back Ceremony, teams and participants are encouraged to make a Fight Back pledge to determine how they aim to play a part in the fight against the disease and help save lives.

When the Relay For Life of Daviess County, Indiana held its first Fight Back Ceremony, the pledge of a participant went beyond the committee's expectations. The committee explained to participants that they had the power to save a life this year by fighting back. Brenda Devine approached one of the volunteers, handed her a pack of cigarettes and a lighter and said, "Here, take these, I'm quitting smoking today!"



Brenda also agreed to be tracked in her progress and allowed ACS to assist her in her personal fight against smoking. Staff followed up with Brenda after the Relay and she had still kept her pledge, but they also made sure to let her know about all of the ACS programs that would equip her during the quitting process.

"This is the reason for the Fight Back Ceremony...to help people change their lives in order to help them do what they can to fight back against cancer incidence in their own lives," said Eric Herndon, ACS Associate Director.

In Dearborn, Michigan, two Relay volunteers took it upon themselves to fight back in their community by encouraging businesses to go smokefree. Debbie Malyn and Ernie Oz composed a letter to mail to Dearborn chamber members that included facts about lung cancer and second-hand smoke. Because they both have business relationships with the city's Mayor and State Representative, they were able to get their signatures to indicate their support of this effort. Along with this letter, Debbie and Ernie sent out a form for businesses to mail back that either specified that they were already smokefree, or that they intended to become smokefree to better serve their guests and employees.

Prior to the Relay For Life of Dearborn, Debbie and Ernie received notices from 35 businesses that were already smokefree. During the event's Fight Back Ceremony, the Fight Back speaker mentioned the smokefree initiative and recognized the businesses in the community that had responded. Debbie was also very pleased to make the announcement that she had received a commitment that day from bd's Mongolian Barbeque that they would be going smokefree. This restaurant had donated to the event, and their manager was the first to the microphone to make his pledge to fight back by making his restaurant smokefree.

Fighting back against cancer can be a community initiative, a personal pledge to live a healthier life, or a commitment to help those battling cancer. It is important to remember that one person's pledge can truly make a difference. For more information on how you can fight back against cancer and get involved, call your American Cancer Society at 1-800-ACS-2345.

More than 2,100 people across the Division enroll in CPS-3

For several decades, the American Cancer Society has seen many victories in the fight against cancer. One of the Society's points of pride is our outstanding success with research, having funded 42 scientists early in their careers who have gone on to win the Nobel Prize. This year, the Great Lakes Division's focus on research reached a whole new level when it was selected to host enrollment events for the Society's third Cancer Prevention Study (CPS-3), a long-term study to determine the lifestyle, environment, nutrition, and behavior factors that can cause or prevent cancer.

This year, the Great Lakes Division held CPS-3 enrollment sites at select Relay For Life events in Indiana and Michigan. Participants were asked to provide a waist measurement, small blood sample collected by a certified phlebotomist, fill out a brief survey, and agree to complete follow-up surveys every other year for 20 to 30 years.

CPS-3 is an opportunity for adults ages 30 to 65 who have never been diagnosed with cancer to enroll in what will undoubtedly be one of the most insightful studies into the



lifestyle and behavior choices that cause or prevent cancer, helping the American Cancer Society find a cure to a disease that takes too much from too many.

Previous cancer prevention studies have established the link between smoking and lung cancer, shown that obesity increases one's risk for several cancers, and linked aspirin use to a lower death rate from colon cancer.

As with many of American Cancer Society events and activities, CPS-3 is a volunteer-driven program and this lifesaving research could not be conducted without the help from volunteers. To date, the dedicated volunteers in Indiana and Michigan who have organized the event in collaboration with national and division-based ACS staff have succeeded in enrolling more than 2,100 people in the study in 2008! These volunteers have worked hard to help spread the news in the fight against cancer and their passion and commitment to that fight has created outstanding successes at all CPS-3 events.

Teresa Fitzgerald, volunteer CPS-3 chair at the Relay For Life of Berrien County, was diagnosed with Stage IV melanoma several years ago. Because of breakthroughs in research, she is now in remission and able to continue fighting the disease in other ways, such as encouraging enrollment in CPS-3.



"Someone gave me a second chance at life with the opportunity to participate in research that led to that clinical trial," said Teresa. "Now, you can be someone else's second chance by participating in CPS-3."

ACS is proud of their many volunteers who strive to make a difference in the world by aiding in the fight against cancer. Their commitment to fighting cancer regardless of varying weather and economic conditions is strongly valued.

Thanks to their efforts and constant support, the Society can conduct groundbreaking studies such as CPS-3 that will hopefully lead to new treatment options and prevention methods, eliminating suffering and improving the quality of life for all people.

To learn more about CPS-3 and how you can get involved, visit www.cancer.org/cps3.

Pictured: CPS-3 volunteers at Canton, Michigan (top right); CPS-3 ribbon cutting at Relay For Life of Dearborn and Ohio Counties in Indiana (bottom left).

Nourish! The Great American Eat Right Challenge

Obesity, poor nutrition, and physical inactivity are major risk factors for cancer, second only to tobacco use. For the majority of Americans who do not smoke, the most important ways to reduce cancer risk include maintaining a healthy weight and eating well. That's why the Great American Eat Right Challenge is taking place on August 14, giving everyone a chance to closely examine their nutritional habits and what they can do to improve them.

This year's Great American Eat Right Challenge is designed to help Americans make the right food choices by arming them with helpful information. The web site provides tips and tools to help people take the steps they need towards better health through healthier diets, helpful tips, and habits like portion control.



In addition to information about how to fit more nutrient-packed fruits, vegetables, and whole grains into each day, the site features a healthy eating quiz, calorie calculator, and healthy recipes. Visitors can also check their body mass index (BMI) to determine whether or not they are at a healthy weight.

The Eat Right Challenge is the 'nourish' component of the Society's Great American Health Challenge. The Health Challenge is a yearly initiative that encourages Americans to adopt healthy lifestyle behaviors to reduce their cancer risk. It is divided into four areas important to wellbeing: check, move, nourish, and quit. 'Check' what screenings are right for you and get them done, 'move' more by increasing physical activity, 'nourish' yourself by adopting healthy eating habits, and 'quit' smoking.

"Most of us know that smoking is bad for us...but most of us aren't aware that being overweight or obese also significantly increases the risk of cancer. Since most Americans today do not smoke, that makes nutrition and physical activity one of the most important things people can do for themselves to decrease their risk of cancer," said Dr. Len Lichtenfeld, ACS Deputy Chief Medical Officer.

Being overweight can increase one's risk for developing many cancers,

including cancer of the breast among post-menopausal women, colon cancer, esophagus cancer, and kidney cancer. Despite these facts, statistics show that more than half the adult population in every state is overweight.

According to the American Cancer Society's Guidelines on Nutrition and Physical Activity for Cancer Prevention, a healthy diet with an emphasis on plant sources is important. That means:

- Eating five or more servings of a variety of vegetables and fruits each day.
- Choosing whole grains in preference to processed (refined) grains.
- Limiting consumption of processed and red meats.

Beyond just offering tips and tools to help make healthy eating a part of daily life, the Society's Great American Eat Right Challenge provides resources to help make incorporating these important behaviors fun and enjoyable, and therefore achievable.

Visit www.cancer.org/greatamericans to join your American Cancer Society in the Eat Right Challenge, and learn to make healthy lifestyle changes to reduce your risk of cancer.

Advocates make their voices heard with the Fight Back Express

Braving high temperatures and the occasional rain shower, crowds of advocates across Indiana and Michigan recently welcomed the American Cancer Society Cancer Action Network (ACS CAN) Fight Back Express bus to their communities.

The Fight Back Express visited the Great Lakes Division from July 13 to July 19, making a total of 21 stops in the two states. At each stop, people showed their support for making cancer a top national priority by signing the bus with their fight back messages.

“We were very excited to welcome the Fight Back Express to the Great Lakes Division,” said Jen Hunt, ACS Director of Grassroots Advocacy. “As a mobile action center, the bus gives people the chance to take action right in their own community that will help make cancer a top national priority.”

The bus hit the road in May and is traveling across the country, stopping

in hundreds of communities in all 48 contiguous states to unite the voices of the millions of Americans who believe cancer needs to be an important campaign issue.

ACS CAN is the non-profit, non-partisan sister advocacy organization of the American Cancer Society that gives ordinary people extraordinary power to fight cancer with the training and tools they need to make their voices heard. With the Fight Back Express, ACS CAN will be able to bring the stories of cancer patients, survivors, and friends to the presidential candidates to make cancer a priority issue in their administration.

“There are more than 10.5 million cancer survivors in America today. If each of them can battle cancer, then our nation can rise up to defeat it,” said Janeen Tkaczyk, an ACS CAN volunteer from Lansing, Michigan.

Each stop provided advocates with the opportunity to share their cancer story through the Picture A Cure program, where photos are taken of those affected by cancer and then sent with written personal stories to lawmakers in their area. Visitors were also able to sign a petition to support access to quality health care for all Americans and encourage lawmakers to promote prevention and early



detection programs, boost funds for cancer research, and implement strong tobacco control policies.

If you were not able to see the bus in person, you can still be a part of the Fight Back Express. You can track the bus's progress as it rolls across the U.S. with several online and interactive tools, including updates, blogs, and more. You can also become a member of ACS CAN and take action on state or local action alerts in support of legislative.

In the battle to eliminate cancer, every voice counts. Join the fight against cancer today and make your voice heard at www.acscan.org/bus.



• resource highlight

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The perfect packet: Personal Health Manager

The Personal Health Manager (PHM) is a customized tool that packages American Cancer Society resources and information materials related to a cancer patient's diagnosis and treatment. In the Great Lakes Division, all of the requests for a PHM are fulfilled through the Patient Resource Center (PRC).

When the PRC receives a request for a Personal Health Manager, a Resource Coordinator will call each and every requestor before sending out the PHM to be certain that it is customized to meet their needs. This can include items for children or caregivers, and listings for resources from the Cancer Resource Connection if needed.

So far this fiscal year, over 900 Personal Health Managers have been sent to newly diagnosed patients in our Division. Bill Collins of Sterling Heights, Michigan was one of the individuals to receive a Health Manager. "When I was diagnosed with cancer, I started researching the

different avenues of treatment and the different groups that support you. The American Cancer Society was recommended by a neighbor as being very informative, so I called and actually got in touch with [a Resource Coordinator] and she was quite helpful. She made me feel very comfortable."

The Resource Coordinator talked with Bill and knew that the Personal Health Manager would be of assistance to him in his position. "Her questions qualified me for what I was looking for. You know, you can't just arbitrarily send information out until you know what the situation is," he said.

Because the information was specific to his cancer, Non-Hodgkin Lymphoma, Bill used the Personal Health Manager as his go-to-guide for any cancer related questions he had. It was also a helpful tool he used to explain his cancer to his family. "When you verbalize [cancer], emotion can cause the

true explanation of what your situation is to be lost. When it's in writing, in a simple format like in the health kit, then [your family and caregivers] can understand a little bit better and feel more comfortable."

Bill has copied parts of his Personal Health Manager for others and has told cancer patients to call the Patient Resource Center to attain a packet specific to their diagnosis. "You know, when I received the kit it was very specific [to my] cancer. It was laid out in such a way that I found my questions answered without worrying whether it was good, bad, or indifferent information. [That helps] because there is so much stuff out there that you really get [confused]."

"It's indexed easily for each specific area that you're looking to delve into. From financial support, to group support, treatments – the different types – any kind of treatment trials, and things like that...I mean it had anything and everything that a cancer patient like myself would want to find out about. It was a perfect packet," said Bill.

With the direction and assistance of the Resource Center, Bill was able to get his own customized PHM packet that he is still using today.

For more information about the Personal Health Manager or to get access to your own customized kit, call your American Cancer Society toll-free at 1-800-227-2345.

