

VOICES OF THE AMERICAN CANCER SOCIETY

Great Lakes Division, Inc.



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

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LOCAL AREA SPOTLIGHT

The Mid-Southwestern Indiana Area Service Center and a group of dedicated volunteers are spreading the gift of hope with Daffodil Days. Read their story in this month's local area spotlight.

Page 3

OPPORTUNITIES AVAILABLE

This holiday season, the Great Lakes Division invites you to celebrate the memory of a loved one by giving hope to others through a memorial gift.

An American Cancer Society memorial gift expresses the sense of loss when cancer takes the life of someone important to you. It is also a meaningful way to celebrate the memory of a loved one who cared about the American Cancer Society's mission to prevent cancer, save lives, and diminish suffering from this disease.

To learn more, call your American Cancer Society toll-free at 1-800-ACS-2345 or visit www.cancer.org.

RESOURCE HIGHLIGHT

The Great American Health Check Challenge is January 17. Check out this month's resource highlight to find out how the American Cancer Society can help you reduce your cancer risk.

Page 10

community focus and volunteerism

West Michigan Area Service Center opens at new location as part of Hope Lodge

• *Page 2*



survivorship and patient services

ACS offers free Personal Health Manager kit to help newly diagnosed patients

• *Page 4*



research

Promising lung cancer researcher from Michigan receives new fellowship

• *Page 5*

Cancer Prevention Studies: research today for a cancer-free tomorrow

• *Page 6*



education

The early detection and prevention of cervical cancer

• *Page 7*

Celebrate, remember, and fight back against cancer through Relay For Life

• *Page 8*



advocacy

Indiana Lobby Day brings together volunteers and legislators to discuss smokefree air

• *Page 9*



• community focus and volunteerism

West Michigan Area Service Center opens at new location as part of Hope Lodge

Construction is nearing completion on the new Hope Lodge Grand Rapids, comprised of the Peter M. Wege Guest House and the Robert & Barbara Wood Service Center. The Society's local service center will relocate to the new Robert & Barbara Wood Service Center in late December, and the entire facility will open its doors to welcome its first guests in February 2008.

The West Michigan Area Service Center is a community resource offering a full complement of cancer information and patient resources to assist in the prevention, early detection, and treatment of cancer.

Thanks to the generosity of Robert and Barbara Wood, the service center, currently located at 400 Ann St. NW, will find office space and meeting rooms for local staff and volunteers at the new location at 129 Jefferson SE. This will eliminate the need for leased offices and create a more centrally located and accessible service center for the people in and around Grand Rapids.

Robert Wood, chairman of G&T Industries, has been a volunteer for



the American Cancer Society for more than 30 years, beginning in Grand Rapids where he was volunteer Chairman for Kent County's Crusade.

Since 1993, Bob has contributed his insight and vision as a member of the American Cancer Society Great Lakes Division Research and Development Task Force. Through this Task Force, he spearheaded the development of the American Cancer Society Foundation, Great Lakes Division, Inc., and served as its Inaugural Chair.

This dedication and service to the Society was recognized in 2000 when Bob was awarded the St. George National Award. This prestigious award is the highest honor bestowed upon an individual who has made a significant contribution to the Society's goal to eliminate cancer.

"When I started working on cancer, I wanted to cure cancer in my lifetime," explained Bob. "That was 30 years ago. We haven't cured it, but we have prevented a lot of deaths from cancer. And now we are improving the quality of life of those surviving cancer and those involved in cancer. That's where the Hope Lodge comes in."

Hope Lodge Grand Rapids, the only Hope Lodge in Michigan, will be the 23rd such facility in the



country and expects to accommodate approximately 600 patients and provide 7,200 complimentary nights of lodging for cancer patients and caregivers annually. The facility will not only reduce the financial burden for patients and caregivers traveling to Grand Rapids for treatment, but also provide a much-needed supportive environment for healing.

"This is really exciting and both Barbara and I are happy to be a part of it," said Bob, who will continue his involvement with the Hope Lodge Grand Rapids after the facility opens to guests. "Any extra time I have, I give to the American Cancer Society."

The American Cancer Society, Great Lakes Division, is working to establish an endowment to assist in covering annual operational expenses. For more information on donor and volunteer opportunities, please call Teresa Schaal at (616) 364-2540.

Pictured left: Peter M. Wege Guest House. Pictured above: Robert & Barbara Wood Service Center.

• local area spotlight

Martin County Daffodil Days volunteers come together to share the gift of hope

For 35 years, the American Cancer Society's Daffodil Days program has offered daffodils to donors in support of their contributions. But Daffodil Days is about more than just the flowers. As the first flower of spring, the daffodil represents the hope we all share for a future where cancer is no longer a life-threatening disease.

In Martin County, Indiana, a group of volunteers who call themselves the "Daffy Ladies" come together every spring to share the gift of hope.

This group of dedicated volunteers is passionate about finding a cure for cancer, which has translated into a successful program. In 2007, the Daffy Ladies increased their donations by 40% compared to the previous year.

Kim Howell, Martin County Daffodil Days chair, attributes the program's success to two things: a good rapport with the local newspapers to promote Daffodil Days and other ACS events on a weekly basis, and the personal commitment from those who have been touched by cancer in some way.

Sandy Haseman is one of the Daffy Ladies and became involved to fight back for her son who has cancer. "Daffodil Days is the most fun I've ever had and a worthwhile project," said Sandy. "I would do anything to raise money for a cure."

A few years ago, the volunteers in Martin County made it their mission to make sure every resident at the local

nursing homes received daffodils. With the support of sponsors, all of the nursing home residents received a bud vase of daffodils for their night tables.

This follows the concept that is the most unique to Daffodil Days, the Gift of Hope program, in which anyone can make a donation and have daffodils anonymously delivered to cancer patients in a local hospital or treatment facility. These gifts bring the hope and beauty of spring to those currently fighting cancer.

Over the last 13 years, Daffodil Days has raised more than \$200 million to support ACS programs. Donations received through the Daffodil Days program enable the Society to offer free programs and services that help people fight cancer with courage and optimism, while providing physical and emotional assistance and financial information to ease the cancer experience.

Additionally, daffodil contributions provide the Society with much-needed dollars to fund groundbreaking cancer research, educate people about the importance of cancer prevention and early detection, and advocate for meaningful public health policies that benefit the community.

"[Daffodil Days] is a wonderful, easy way to get donations for the American Cancer Society," said Kim. "It is the easiest way out there."



Volunteer coordinators will begin taking requests for daffodils in January, and flowers will be delivered in March, the first month of spring.

"Things are still kind of gloomy in March and it makes you have a brighter outlook because you see the flowers there," explained Kim. "It just makes everyone happy."

To participate in Daffodil Days and help raise awareness and funds to help fight cancer, visit www.cancer.org/daffodils.

Pictured: Daffodil Days Chair Kim Howell, ACS Associate Director Eric Herndon, and Sandy Haseman (front row). Marcella Hardwick, Betty Reitmeyer, Karen Swatzenruber, Betty Huelsman, Barbara Boyd, and Judy Yarnell (back row). Not pictured: Jeanette Templin, Susan Arthur, and Nancy Russell.

ACS offers free Personal Health Manager kit to help newly diagnosed patients

Being diagnosed with cancer can be stressful and confusing. The American Cancer Society wants to help newly diagnosed patients understand their cancer and prepare them for their cancer experience. The Personal Health Manager is a free care management tool that helps patients organize and manage the information that they receive from their health care provider, treatment facility, ACS, and other sources.

The Personal Health Manager comes in a sturdy plastic case that is filled with information specific to each patient's cancer, as well as the Society's programs and services. The Personal Health Manager also allows patients to organize their information and materials, insurance information, test results, and medical bills as well as write notes about their appointments, treatments, and questions for their healthcare provider.

The Personal Health Manager is currently offered in English and Spanish. In 2008, the American Cancer Society will reach more

patients by offering the kit in nine additional languages: Arabic, Chinese, French, Haitian Creole, Hindi, Korean, Polish, Russian, and Vietnamese. The Great Lakes Division has bilingual volunteers who are currently reviewing content that has been translated into Arabic, French, and Polish.

The Great Lakes Division's Patient Resource Center recently received a call from a woman diagnosed with breast cancer. After explaining the Personal Health Manager kit, the woman said, "Really? You give out such a thing? For free! I was just telling my husband the other day that I'm going to need something to keep all my information in."

As someone who is facing cancer for a second time, the woman said that her experience with cancer this time around has been much more supportive and encouraging. "There is so much more information out there now! Fifteen years ago, no one offered to send me information or offered programs like Look Good...Feel Better!"

and services discussed with him during the call. The man, an ACS volunteer, was very grateful for the information. "Now I know why I've been donating to the American Cancer Society all these years," he said. "This information is great and I never knew it was available."

The American Cancer Society is here to help and can do so by:

- Providing accurate, reliable and timely information about cancer and treatment options
- Providing resources and referrals to help during the treatment process
- Teaching skills that will facilitate communication between patient/caregiver and their healthcare provider(s)
- Providing an opportunity to interact with cancer survivors and staff who can offer support during this time

If you or someone you know needs assistance, support, or resources, please call your American Cancer Society at 1-800-227-2345.



The Patient Resource Center also recently offered a Personal Health Manager kit to a patient receiving treatment for lung cancer. His kit included information on lung cancer, a booklet about treatment, a booklet on nutrition, and brochures on other ACS programs

Promising lung cancer researcher from Michigan receives new fellowship

The American Cancer Society is the nation's largest private, not-for-profit source of funds for scientists studying cancer. Lung cancer is the top cause of cancer death in the U.S., and ACS is currently funding 76 lung cancer research grants across the country, totaling more than \$42 million. More than \$1.5 million of this funding goes to lung cancer researchers in the Great Lakes Division.

The American Cancer Society recently joined the LUNGeVity Foundation, the leading private provider of lung cancer research funding, to fund three promising lung cancer researchers whose novel approaches may help improve the understanding of how lung cancer develops and could lead to more effective treatments. This first-ever collaboration provides \$370,000 in support of Postdoctoral Fellowships, provided in part by a generous estate gift to the Society from Catherine and Timothy Fitzgerald.



Dr. Steven Zielske, a researcher in the Department of Radiation Oncology at the University of Michigan, is one of the researchers whose work is being funded, thanks to both this new fellowship and an earlier ACS grant. With previous experience researching stem cell gene therapy, Dr. Zielske was attracted to the lab at the University of Michigan because of the cancer gene therapy work being done by Dr. Theodore Lawrence, who is now his mentor.

"I've gotten more interested in cancer working in this lab because of all the projects going on here," explained Dr. Zielske. "Being exposed to the different people in the Department has exposed me to different aspects of cancer and I think my prior experience can be useful in the area of cancer."

Dr. Zielske's research project is on mesenchymal stem cell gene therapy. Mesenchymal stem cells, or MSCs, are adult stem cells that are found in bone marrow. It was recently discovered that these cells are attracted to cancerous tumors in the brain or lungs, a trait that researchers are hoping can be used to treat cancer more effectively.

Dr. Zielske's work involves modifying MSCs to express an anti-cancer enzyme called cytosine deaminase. Carried by MSCs to the cancerous tumor, this protein converts a non-toxic compound, 5-fluorocytosine, into a therapeutic used in cancer

treatment, 5-fluorouracil. In simpler terms, this means the special cells are modified so they can deliver higher concentrations of chemotherapy to lung tumors, shrinking them in size. The advantage to this approach is that stronger concentrations of chemotherapy can be used in a localized area while also minimizing side effects.

In the past year, Dr. Zielske has found that when the lung cancer tumor is exposed to radiation prior to introducing the MSCs, the number of MSCs migrating to the tumor increases. This may serve to improve the efficacy of this approach because as Dr. Zielske says, "The more you get in there, the more likely you're going to have an effect on tumor size."

By funding groundbreaking research, the American Cancer Society has contributed to many important discoveries that have led to a better understanding of cancer and cancer treatment. For more information on the Society's research program and funding, visit www.cancer.org/research.

Pictured: Dr. Steven Zielske.

Cancer Prevention Studies: research today for a cancer-free tomorrow

An opportunity to participate in actual ACS cancer research is coming to Michigan and Indiana. From 2006 to 2011, the American Cancer Society is planning to enroll 500,000 adults in a special research project called Cancer Prevention Study 3 (CPS-3).

Participants must be between the ages of 30 and 65, must never have been diagnosed with cancer, and must be willing to make a long-term commitment to the study, which simply means filling out follow-up surveys at their home periodically. To enroll in the study, individuals will be asked to complete a brief written survey, provide a waist measurement, and give a small blood sample at select Relay For Life enrollment sites.

Within 3-4 months after enrolling, participants will receive a baseline survey that will take about 45-60 minutes to complete. Follow-up questionnaires will be sent every few years over at least 20 years. For the first time in more than 50 years of conducting these kinds of studies, the Society is making it possible for participants to complete their baseline and follow-up questionnaires online. All information provided is kept completely confidential.

The American Cancer Society began conducting large-scale behavioral studies in the 1950s. Large groups of individuals are recruited and then followed over time to assess their health outcomes and determine how those outcomes are related to exposure data, such as lifestyle.

The Hammond-Horn Study (1952-1955) was the first large prospective study to examine the effect of cigarette smoking on death rates from cancer and other diseases. It included 188,000 U.S. men and set the methodology for Cancer Prevention Studies (CPS).

CPS-1 (1959-1972) surveyed approximately one million men and women in 25 states. It was designed to study a wide range of potential exposures, in addition to tobacco use, that may increase or decrease cancer risk.

CPS-2 (1982-ongoing) was also designed to study a wide range of exposures that may affect cancer risk. It includes 1.2 million participants in 50 states who have been followed for over 20 years to determine causes of death.

These studies have played a major role in cancer prevention with findings that have contributed to tobacco-related research and to the understanding of obesity, diet, physical activity, hormone use, air pollution, and various other exposures in relation to cancer and other diseases.

The commitment of participants has been vital to the success of past studies. Participating in research studies allows people to contribute to a better understanding of how to prevent disease. For CPS-3, this means a once in a lifetime opportunity to



contribute to knowledge that will reduce the burden of cancer for this and future generations.

If you want to fight back against cancer by enrolling in CPS-3, there are six Relay For Life events in the Great Lakes Division that have been chosen as CPS-3 sites for 2008:

- Relay For Life of Canton (MI)
- Relay For Life of Monroe (MI)
- Relay For Life of Berrien County (MI)
- Relay For Life of Dearborn and Ohio Counties (IN)
- Relay For Life of Tippecanoe County (IN)
- Relay For Life of Jackson County (MI)

To learn more about CPS-3 or find out when CPS-3 is happening at a Relay near you, visit www.cancer.org/cps3.

The early detection and prevention of cervical cancer

Cervical cancer was once one of the most common causes of cancer death for American women. But since 1955, the number of deaths from cervical cancer has declined by more than 70%, due mainly to the effectiveness of the Pap test. The Great Lakes Division would like to help you learn more about the early detection and prevention of cervical cancer this January, which is National Cervical Cancer Awareness Month.

The most important risk factor for cervical cancer is infection with HPV (human papilloma virus). HPVs are a group of viruses that are sexually transmitted. Some types cause genital warts and others cause cervical cancer. High risk behavior includes having unprotected sex, especially at a young age; and having multiple sexual partners or having sex with someone who has had multiple partners.

There is also currently no treatment for HPV, but there are treatments for the cell changes in the cervix that HPV can cause. The Pap test was developed to detect these cell changes and pre-cancers. When found and treated early, cervical cancer is one of the most treatable cancers.



The American Cancer Society guidelines for early detection of cervical cancer are:

- All women should begin having the Pap test about three years after they start having sex (vaginal intercourse), but no later than 21 years of age. The test should be done every year if the regular Pap test is used, or every two years if the newer liquid-based Pap test is used. Women who have certain risk factors (HIV infection, weakened immune system) should have a Pap test every year.
- Beginning at age 30, women who have had three normal test results in a row may get the test every two to three years. Another option for women over 30 is to have a Pap test every three years plus the HPV DNA test.
- Women 70 years of age or older who have had three or more normal tests in a row (and no abnormal tests in the last 10 years) may choose to stop having the test. Women who have had cervical cancer or who have other risk factors should continue testing as long as they are in good health.
- Women who have had a total hysterectomy for reasons other than having cancer or a precancerous lesion may choose to stop having the test. Women who have had a simple hysterectomy should continue to follow the guidelines.

There is currently an FDA-approved vaccine on the market that is used to prevent HPV infections, and others will soon be released. The American Cancer Society recommends vaccination for girls when they are 11 or 12, before they begin having sex. Vaccination is also recommended as a “catch up” for women aged 13 to 18. Women between the ages of 19 and 26 should talk to their doctor about whether vaccination is right for them.

For more information about cervical cancer, visit online at www.cancer.org/cervicalcancer.

Celebrate, remember, and fight back against cancer through Relay For Life

Relay For Life, the American Cancer Society's signature event, brings together more than 3.5 million people each year who are from all walks of life but share a common goal: eliminating cancer.

During the event, teams of people gather at schools, fairgrounds, or parks and take turns walking or running laps. But Relay For Life is much more than a walk around a track: it is a time to celebrate the lives of those who have battled cancer, remember loved ones lost to cancer, and get inspired to fight back against the disease.

The celebration aspect of Relay For Life kicks off with the Survivors Lap. Seeing the strength of survivors walking this opening lap inspires others to continue to fight. The Ceremony of Hope gives participants the opportunity to remember loved ones lost to cancer and honor cancer survivors. Luminaria candles are lit and left burning throughout the night to remind participants of the incredible importance of their contributions.

Beginning in 2008, Relay events across the country will introduce their Relay communities to a new, powerful ceremony that will inspire and symbolize the emotional commitment made to the fight against cancer: the Fight Back Ceremony.

The fight against cancer is one that lasts year round. The Fight Back

ceremony is designed to motivate and inspire Relay communities to fight back for themselves, their loved ones, and their community against a disease that has already taken too much.

Each Relay For Life event will feature a Celebrate. Remember. Fight Back. banner for participants to sign, demonstrating their commitment to take action and save one life this year. Encouraging a loved one to get their cancer screenings, supporting advocacy efforts to increase access to care, and participating in a research study are all ways you can make a difference and fight back against cancer.

The virtual home of Relay For Life, www.RelayForLife.org, is an interactive web site that offers support and resources to Relay For Life participants across the nation. The site is also a great source of inspiration for ways to celebrate, remember, and fight back against cancer throughout the year.

You have the power to continue the American Cancer Society's progress towards a future where cancer doesn't take the lives of our friends and family. To find out how you can join the fight against cancer, call your American Cancer Society toll-free at 1-800-ACS-2345.



Indiana Lobby Day brings together volunteers and legislators to discuss smokefree air

Cindy Cable is excited about Indiana Lobby Day 2008. As a Legislative Ambassador, this will be her fourth time attending, but each Lobby Day event is critical in the fight against cancer.

“It’s really important for [legislators and volunteers] to work together,” explained Cindy. “Legislators also need to be reminded that they work for us. Unless we go and talk to them, they don’t know how we feel or how strongly we feel.”

This year’s event, scheduled for February 5, is somewhat unique in that all of the grassroots efforts will be focused on one issue: the enactment of a statewide smokefree air law for Indiana.

“There are so many benefits to smokefree air,” said Cindy. “And we have the research to back it up.” Unfortunately, many workers do not yet have a smokefree policy to protect them on the job. Studies show that individuals who work in

smoke filled buildings have higher cancer rates. For example, nonsmokers who work in bars and restaurants have a 50 percent higher risk of lung cancer than all other nonsmokers. The issue is so critical that recently ACS helped form the Indiana Campaign for Smokefree Air (ICSA). ICSA is a statewide coalition of organizations committed to the enactment of a comprehensive statewide law to make all workplaces, including restaurants, bars, and casinos, smokefree.

A resident of Greenfield, Indiana, Cindy is aware of the health hazards related to secondhand smoke.

“When I originally started as an ACS volunteer, no one in my family had cancer. Since then my father, brother, and sister-in-law have all been diagnosed.”

Cindy has been an ACS volunteer for about 10 years, first working in local Relay For Life events. As time went by, she wanted to do more.

When the opportunity to become a Legislative Ambassador presented itself, she took it. As an experienced volunteer, Cindy believes that Lobby Day is invaluable to everyone involved.

“We go to Indianapolis and often we can bring [legislators] information that they don’t know and make it easier for them to do the right thing. It’s good to go to Lobby Day.

Cancer is something that we can stop. Why shouldn’t we?”

Lobby days give volunteers the chance to fight back through advocacy by speaking with lawmakers about important cancer-related issues.

Indiana Lobby Day 2008 will be held rain or shine on Tuesday, February 5 and registration will be open through Friday, January 25. To find out more about Indiana Lobby Day 2008 and to register for the event, visit www.acsgld.org/inlobbyday.



For a healthier 2008, take the Great American Health Check Challenge

With New Year's resolutions just around the corner, many Americans will set goals to get healthier, whether by eating better, getting more exercise, or quitting smoking. The American Cancer Society's Great American Health Check Challenge provides the resources to help turn those resolutions into reality.

The Great American Health Check Challenge is part of the Great American Health Challenge, a prevention and early detection campaign that encourages people to take control of their health and adopt healthy lifestyle behaviors. Good health has been shown to significantly reduce the risk of cancer – at least 66 percent of cancer

deaths could be avoided if people made healthier choices and took steps to protect themselves.

The Great American Health Check Challenge web site offers several resources to help you and your loved ones improve your health. The site provides an online health check assessment that takes only five minutes to complete. After completing the health assessment, you will receive a personalized action plan, which you can discuss with your doctor. This action plan includes a list of changes to diet, exercise, and personal habits that could help improve your overall health, as well as a list of cancer screenings that are recommended for you based on age,

gender, and family history. Screening can prevent cancer or detect it at its earliest, most treatable stage.

The site also offers the Health Reminder Assistant, which will call or send you personalized e-mails or instant messages to remind you to make the necessary appointments for screening, vaccinations, or check-ups to keep your health up-to-date even during busy times. Another valuable tool is the Health Messaging Assistant, a series of e-mail messages that include useful information to help you make the best possible health decisions. Visit www.cancer.org/healthcheck to take advantage of these great resources and learn more about

the programs offered by the American Cancer Society to help educate you about cancer risks, early detection methods, and prevention.

To help you take action and improve your diet, ACS offers The Great American Eat-Right Cookbook. The book, which received top honors in the general cookbook category in the fourth annual National "Best Books" Awards, is filled with healthy, fast, and easy recipes, along with tips to help make your current favorites more healthy and flavorful. Visit www.cancer.org/bookstore to order The Great American Eat-Right Cookbook.

Do something great for yourself and your loved ones this holiday season – take the Great American Health Check and encourage others to take it as well. Take steps towards reducing your risk of cancer with the help of your personal action plan and accept the challenge to become healthier in 2008!

For more information, please call your American Cancer Society toll-free at 1-800-ACS-2345.

