

VOICES

OF THE AMERICAN CANCER SOCIETY

Great Lakes Division, Inc.



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

v.16, February 2008

LOCAL AREA SPOTLIGHT

The Capital Area Service Center has teamed up with Coach Tom Izzo from Michigan State University to fight cancer. Read more in this month's local area spotlight.

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OPPORTUNITIES AVAILABLE

This February, give the gift of hope with the American Cancer Society's 35th annual Daffodil Days program.

The Gift of Hope program gives people the chance to make a donation and have daffodils anonymously delivered to cancer patients in a local hospital or treatment facility during the month of March.

As the first flower of spring, these gifts of daffodils bring hope and beauty to those currently fighting cancer. Flowers are not delivered to a specific patient nor is the donor's name attached. Therefore, a Gift of Hope is truly an anonymous gift of joy.

To find out how you can give the gift of hope this spring, call 1-800-ACS-2345.

RESOURCE HIGHLIGHT

The American Cancer Society has developed a new web site to recruit and retain talented volunteers and staff. Check out this month's resource highlight to find out how you can save lives and fulfill yours.

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Year in review: 2007 accomplishments of ACS and the Great Lakes Division

With the new year upon us, we can now take the time to look back on some of the many accomplishments of the American Cancer Society and the Great Lakes Division over the past year.

2007 marked the second consecutive year that the actual number of cancer deaths fell –

in spite of an aging and growing population. Incidence rates are poised to go down after remaining relatively stable for more than a decade and five-year survival rates continue to improve.

Nearly 1,000 volunteers participated in Indiana's Lobby Day and Michigan's Celebration at the State Capitol events.

This year also marked the first participation of 39 Workplace Solutions companies in advocacy efforts, including their stories of how going smokefree reduced insurance costs to their companies. In Indiana, volunteers met with 89 members of the general assembly to ask for an increase in the state tobacco tax, leading to a 44 cent increase in tobacco taxes. In Michigan, participants met with 96 State Representatives and 35 State Senators to advocate a statewide smokefree air policy, a bill which passed the House of Representatives in December and currently sits in a Senate committee.



Two former ACS-funded researchers received the Nobel prize, bringing the total of ACS-funded Nobel prize winners to 42.

In October, former ACS grantees Mario R. Capecchi, Ph.D, of the University of Utah and Oliver Smithies, Ph.D, of the University of North Carolina, along with Sir Martin J. Evans of Cardiff University in Wales, received the Nobel prize for physiology or medicine for discoveries that led to a technology known as “gene targeting,” which enables scientists to study specific genes involved in cancer and other diseases.

ACS launched Access to Care,

an initiative which seeks to help all Americans gain equal access to quality health care. Uninsured and underinsured people are less likely to be diagnosed with cancer in an early stage, leading to higher fatality rates. Through this initiative, ACS hopes to help define what the country needs and encourage an open and productive dialogue about how to achieve it.

The Great Lakes Division led all divisions in Relay For Life growth

with the participation of 21 new communities. Overall, nearly 200,000 participants raised more than \$24 million in the Division this year, an 11 percent increase over last year.

Construction was completed on a new Hope Lodge in Grand Rapids.

The lodge will open to guests in February 2008, and the new West Michigan Area Service Center at the site has already opened.

In July, the Division launched its Patient Resource Center,

a specialized call center designed to centralize services to patients, caregivers, families, and the public.

A Division initiative of community outreach programs sought to address disparities,

resulting in 30 new relationships within communities service disparate populations. Body & Soul, a wellness initiative designed for the African American church to emphasize and empower the church and its congregation to eat more fruits and vegetables and increase their physical activity for better health, is currently being implemented throughout Michigan: Detroit, Ann Arbor, Flint, Saginaw, Lansing, and Grand Rapids; and Indiana: Indianapolis, Fort Wayne, Elkhart, and Bloomington.

In addition to these exciting accomplishments, the Great Lakes Division also provided valuable programs and services, such as Camp Catch-A-Rainbow, World Oncology Camp, the School Health Coordinator Leadership Institute, Road to Recovery, Reach to Recovery, and many more.

None of this could have been achieved without our dedicated volunteers and staff. Thank you for all you do to support the mission of the American Cancer Society. We look forward to a successful 2008!

Hope Lodge, Peter M. Wege Guest House opens to guests

In January, the American Cancer Society, Great Lakes Division marked a new era for cancer patients, volunteers, and staff with an official grand opening celebration of the Hope Lodge, Peter M. Wege Guest House in downtown Grand Rapids' Heartside neighborhood.

The Hope Lodge, which is the first in Michigan and 25th in the country, is a temporary, free residential facility for adult cancer patients and their caregivers traveling from outside the area for treatment at Grand Rapids cancer treatment centers. The first guests will arrive in February.

Approximately 3,800 patients receive treatment at Grand Rapids-based hospitals each year. Of those, one in every four patients travels from outside the area for treatment. In addition to the expense of treatment itself and the loss of income, most insurance companies do not cover transportation or lodging costs associated with obtaining treatment. The high cost of hotel stays often places an additional strain on cancer patients and their families during a challenging time of their lives. Offering lodging and transportation free of charge, Hope Lodge helps to ease the financial burden associated with lodging for out-of-area cancer patients while providing access to the full range of patient support services offered by the American Cancer Society.

The approximately 30,000 square-foot facility includes 20 private guest suites, each with a bedroom and private bath; four fully-equipped kitchens with a pantry for personal



and community food items; a large dining area; several cozy living rooms; laundry facilities; an exercise room; a resource library complete with computer access and reading materials; areas for personal meditation; and an outdoor garden patio.

Hope Lodge was built according to green building standards in keeping with lead donor Peter M. Wege's commitment to the environment and expects to gain Leadership in Energy and Environmental Design (L.E.E.D.) certification by the U.S. Green Building Council later this year. Among these features are a high efficiency heating and cooling system; a light-reflective roof to reduce heat island effect; close proximity to public transportation; more than one-quarter of building materials manufactured from recycled content and nearly 90 percent from within 500 miles of the building site; low-emitting interior materials; and sustainably harvested wood products.

As Grand Rapids continues to emerge as a premier destination for cancer treatment in the region,

Hope Lodge will offer convenience, support and, most notably, hope for cancer treatment patients and their caregivers for many years to come.

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: Local philanthropist and lead donor Peter Wege cuts the ribbon at the opening of the American Cancer Society Hope Lodge, Peter M. Wege Guest House. Pictured (L to R): Karyl DeBruyn, Hope Lodge manager; Joe Mahoney, ACS chairman; Nancy Yaw, CEO, American Cancer Society, Great Lakes Division; Peter Wege; Frank Merlotti, Jr. and Alex DeYonker, Hope Lodge Capital Campaign co-chairs; and Teresa Schaal, ACS major gifts officer.

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MSU Coach Tom Izzo and wife Lupe join the fight against cancer

Michigan State University men's basketball coach Tom Izzo has led his Spartan program to 10 straight NCAA tournament appearances, including four Final Four appearances and an NCAA national championship. Now, he and his wife Lupe plan to take that same spirit into the fight against cancer through the American Cancer Society's Coaches vs. Cancer program.

Coaches vs. Cancer is a program founded by the American Cancer Society and the National Association of Basketball Coaches that empowers basketball coaches and their teams and communities to join the fight against cancer by participating in a variety of national and local events. Since 1993, coaches participating in the program have raised more than \$30 million to help ACS fund research, provide up-to-date cancer information and education, advocate for public health policies that benefit the community, and provide services that improve the quality of life for patients and their families.

"Coaches vs. Cancer is a fun program that harnesses the energy and excitement of college basketball and the spirited leadership of great coaches like Coach Izzo to help the American Cancer Society fulfill its vital mission," stated Joe Mahoney, chairman, American Cancer Society, Great Lakes Division. "We couldn't be more proud and excited to partner with Tom and Lupe Izzo and

their quest to make a difference in the fight against cancer and within their community."

Participating coaches promote the program nationally through events such as the national Coaches vs. Cancer Suits & Sneakers Awareness Weekend, which will take place February 1-3, 2008. During this weekend, coaches and coaching staff will sport sneakers with their usual game attire during weekend games to show support for this unifying program within the college basketball community

Along with these national events, coaches host community events to raise awareness as well as funds. The Izzos started by issuing a corporate challenge to businesses throughout the state to support this effort by participating in a state-wide "Dress Down Day" the week of January 28 – February 1, which coincides with the Suits & Sneakers weekend. Participating companies will encourage their employees to dress casually for a donation within their place of business. Through this challenge, Auto Owners Insurance Company signed up to wear sneakers at their 75 offices throughout 25 states.



"As a coach, I have always purposely scheduled tough opponents to play against; however, from a personal standpoint, I imagine cancer to be the toughest opponent one could ever face. Lupe and I have decided to devote ourselves to this battle by partnering with the American Cancer Society," said Coach Izzo. "This effort will allow all of us to be on the same team, battling the same opponent and accomplishing a shared goal."

For more information about Coaches vs. Cancer, visit www.cancer.org or call 1-800-ACS-2345.

Pictured (L to R): ACS Chairman Joe Mahoney, Coach Tom Izzo, Lupe Izzo, and Michigan Economic Development Corporation CEO Jim Epolito show off their sneakers in support of Coaches vs. Cancer.

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Young survivor inspires others to fight back through Relay For Life

For the past eight years, 16-year-old Jesse Pizana has been actively involved in Relay For Life in Lenawee County, Michigan. Jesse devotes many hours to making the event a success and the fact that this busy high school student gives so much of his time to ACS is inspiring. But what makes his story even more amazing is that Jesse is also a cancer survivor.

When the American Cancer Society added the Relay For Life of Lenawee Northeast in 2005, Jesse and his mom, Wendy, took charge of the inaugural event, serving as co-chairs. Jesse was excited about going to his first committee meeting, but it was on the day of the meeting that Jesse, then 13 years old, was diagnosed with Hodgkin's lymphoma. His first reaction was, "I have a committee meeting tonight and I have to be there. Mom and Dad, what time is our meeting?"

Throughout his treatments, which included chemotherapy, radiation, and a stem cell transplant, Jesse

never stopped thinking about or helping with Relay For Life. With the support of his friends, family, fellow students, and teachers, Jesse was able to complete his freshman year at Tecumseh High School with his classmates.

Jesse's dedication has made him an inspiration to other students who have become involved with Relay For Life. With their help, he was able to raise almost \$5,000 last year to support the American Cancer Society. "It's great to receive all of the support from my friends and family," said Jesse.

Danielle, Jesse's sister, leads the Tecumseh High School Challenge and encourages other students to get involved. From holding fundraising concerts to donating their allowance, the students have made a commitment to help find a cure.

The Pizana family shares this commitment, having lost loved ones to cancer and watched family members battle the disease. Jesse's father, Dwayne, was recently diagnosed with cancer, but he is determined to continue the fight and walk the survivor lap with Jesse this year.

The family has always hung on to their faith and never given up, making Relay

For Life a family affair. Jesse's parents helped him with all of his duties when he was receiving his treatments. Dwayne will join Jesse this year as co-chair of the event, and Jesse's sister, grandma, and great aunt are on the survivor committee.

Jesse's story recently received national attention through the virtual home of Relay For Life, www.RelayForLife.org. Jesse and Wendy have both been featured on the web site, thanks in part to local video producer Ken Kintner. Since 2003, Ken has been donating a great deal of time and energy to create videos to recruit Relay volunteers. To watch Jesse's story, visit the Relay For Life web site at www.RelayForLife.org/relay/jessepizana.

By participating in a Relay For Life event near you, you too can honor cancer survivors, pay tribute to the lives lost to the disease, and raise money to help fight it – all right in your community. To find out how you can join the fight against cancer, call your American Cancer Society toll-free at 1-800-ACS-2345.



Pictured: Jesse, Wendy, Danielle, and Dwayne Pizana.

From ideas to implementation: how grants fund cancer research

The American Cancer Society currently funds more than \$441 million in cancer research grants, with almost \$25 million at work in the Great Lakes Division. Within the division, ACS-funded research currently takes place at seven institutions: the University of Michigan, the VanAndel Research Institute, Wayne State University, the University of Notre Dame, Indiana University at Indianapolis, Purdue University, and Indiana University at Bloomington.

To date, ACS has spent over \$3.1 billion on cancer research and training. Much of this money has been spent to support junior investigators in the hopes of not only advancing knowledge about cancer, but also to promote a new generation of scientists for the future.

Funding is often particularly hard to obtain during the early years of a researcher's career. However, ACS has focused its efforts on researchers who are within the first six years of their independent academic appointments. Forty-two ACS-funded researchers have been awarded the Nobel Prize early in their careers, including Mario R. Capecchi, Ph.D., of the University of Utah and Oliver Smithies, Ph.D., of the University of North Carolina, two of the 2007 Laureates in Physiology or Medicine. Beginning investigators currently account for 83 percent of grants in effect.

Twice a year, usually in January and June, 18 discipline-specific Peer Review Committees review grant applications. Each committee, composed of 10-25 scientific advisors, ranks the applications on basis of merit. The Council for Extramural Grants, a committee of senior scientists, then reviews the findings of the Peer Review Committees and recommends funding based on the relative merit of the proposals, the Society's mission and the funds available.

Indiana researchers currently receive more than \$8.3 million to fund a large variety of projects. Celeste Phillips-Salimi, MSN, BSN at Indiana University of Indianapolis, for example, is studying the way adolescent patients connect to their health care providers, with the hopes that this information will help young adult cancer survivors to better manage their health.

In Michigan, more than \$14 million in grants is currently funding researchers such as Dr. Arden Morris at the University of Michigan, whose research hopes to evaluate racial



differences in surgical treatment of colorectal cancer and find specific ways to improve care.

In some cases, projects are approved as worthy of funding, but there are not funds available. These are identified as "pay ifs" – they will receive grant money should it become available, which is why the American Cancer Society relies on your continued support to help researchers find a cure. For more information on the Society's research program and funding, visit www.cancer.org/research.

Understanding the risks and benefits of CT scans

Since the late 1970s, Computed Tomography (CT) scans have been a very important technology in finding cancer. They are able to show a tumor's shape, size, volume, location, and the blood vessels that feed the tumor.

They are particularly effective in detecting and evaluating cancer in the liver, pancreas, adrenal glands, lungs, and bones. They are also used to provide information about cancer in the large and small intestines, esophagus, stomach, brain, prostate, or other organs.

A recent article published in the New England Journal of Medicine has raised concerns over the potential risks involved with undergoing a CT scan. By comparing risk estimates

from the studies of the atomic bomb survivors from World War II with CT scan usage from 1991 through 1996, the authors state that an increase in the use of CT scans may cause 1.5% to 2% of all cancers in the future.

While studies show that these survivors had an increased risk of cancer, it's important to realize that those radiation doses could not be regulated and were sustained for longer periods of time than that of a single CT scan.

No large-scale studies of the cancer risks associated with CT scans have been conducted yet. While the risk with a single CT scan is very low, in the future we hope to have a better understanding of exactly what the cancer risk from multiple scans could amount to.

Dr. Len Lichtenfeld, ACS Deputy Chief Medical Officer, encourages patients to consider both the benefits and the risks of a CT scan.

"You shouldn't refuse a CT scan when you have to have one. They are an incredibly useful tool," says Dr. Lichtenfeld. "But you shouldn't have a CT scan without being aware that there are some risks, especially if it is a scan that is not going to impact the course of a diagnostic work-up or influence your treatment. Getting a CT scan just to get a scan is not a good idea."



Take time to consider these issues before undergoing a CT scan:

- Be aware that every test and type of medicine has some sort of risk attached to it
- Ask your doctor whether you really need the scan and whether it is going to make a difference in your treatment.
- Ask your doctor whether there is another test option (such as an ultrasound) that can provide the same information with less radiation risk.
- Make certain your scan is done on modern equipment and that the machine is set for the lowest radiation dose for your particular scan and circumstance

As with any medical decision, you should consult your doctor and discuss what is best for you.

For more information on imaging tests that are used to detect cancer, visit www.cancer.org/radiology or call 1-800-ACS-2345.

Health Insurance Assistance Service: critical tool in access to care

With health care consistently identified as a top concern, the American Cancer Society has undertaken a unique effort to help cancer patients who have lost or are in danger of losing their health care coverage – the Health Insurance Assistance Service (HIAS).

The Health Insurance Assistance Service is a joint effort between the Society and the Georgetown University Health Policy Institute. The HIAS is a free resource that connects cancer patients who call the ACS cancer information number, 1-800-ACS-2345, with health insurance specialists who work to address their needs.

The specialists, who work at the Society's National Cancer Information Center (NCIC) in Texas, handle inquiries about health insurance, coverage dynamics, and state programs – all specific to the caller's needs. So far, more than 11,500 cases from 28 states have been addressed in the Health Insurance Assistance Service, with plans to continue expanding the program.

While the HIAS is already available in Indiana, it is scheduled to begin in Michigan by February 4. The HIAS will offer callers in the Great Lakes Division unique services.

“HIAS can explain your insurance benefits and also help you find

additional resources. It's tremendously valuable. If you have questions regarding your coverage, experts help you know what questions to ask and who you should be asking. No one else, hospitals or insurance companies, is providing a similar service,” said Deb Dillingham, Director of Quality of Life for the Great Lakes Division.

In addition to actual assistance, the volume and type of calls received are captured as part of an internal database that allows for analysis of trends and emerging issues. This makes the HIAS a useful tool for identifying policy solutions to help others in similar situations.

Brad Burk, Director of Federal Government Relations for the Great Lakes Division, believes that the HIAS is a critical tool in the American Cancer Society's Access to Care campaign, which launched in 2007 to help all Americans gain equal access to quality health care.

“Today, over 47 million Americans are without health insurance, many of which will be diagnosed with cancer. For that reason, we are working hard to ensure that our elected officials address America's health care crisis. Simultaneously, we must work to



ensure that those patients facing financial difficulty are not neglected. This amazing resource has been created to help meet that need.”

By documenting access problems faced by cancer patients, ACS will be able to tell policymakers about the concerns of real cancer patients and work towards policy solutions. The Health Insurance Assistance Service will highlight problems that can be addressed in the short run while also offering lasting insight into the meaning of coverage adequacy.

To learn more about what the American Cancer Society is doing to increase access to care, visit www.cancer.org/access.

ACS offers new resource to explore career and volunteer opportunities

When Sandy Tolle was diagnosed with cancer in 1987, the Indiana resident had no idea it was the beginning of a new life. Within the week of her diagnosis, a tumor and her right kidney were removed, and the healing process began. “A few months later, I received a card in the mail from the American Cancer Society listing several [volunteer] programs...regardless of how busy I was raising a family and working full time, I needed to lend my support to others who were or would be facing some of the same situations I was experiencing.”

Over the years, Sandy has served as a volunteer with ACS in many different ways. When the Hope Lodge in Indianapolis opened in 1997, the same year she retired from her job, she knew that’s where she wanted to volunteer.

“Each time that I worked as a volunteer at the Lodge, the more I wanted to be there,” said Sandy. She is still with ACS today, now working

at the Central Indiana Area Service Center as a part time staff person supporting Hope Lodge activities.

ACS recently developed a web page on cancer.org specifically designed to assist people like Sandy who are considering volunteer and employment opportunities. With media clips of staff and volunteer experiences, the web site is intended to be an insightful resource into the fulfillment gained by being associated with ACS and the steps you can take to get involved.

Potential volunteers and staff members will be able to:

- Experience the passion of current volunteers and staff members by hearing and reading about their personal experiences with ACS
- Easily search and apply for employment and volunteer opportunities
- Learn about the many benefits of working for and volunteering with ACS

pulls on my heart strings! It was extremely well done.”

Laura Reeves, ACS Chief Talent Officer, explains how the theme, ‘Save lives. Fulfill yours’ is “a powerful statement about the value that ACS brings to our employees and volunteers. As dedicated as we are to achieving our mission, we are also dedicated to those who put their talents to work for our organization.”

Sandy has done just that. After losing her 43-year-old son Larry to cancer in 2005, her family formed a Relay For Life team, Remembering Larry. “We wanted to not only remember him, but we needed to celebrate his life together and be together to heal the hurt.” Over the past four years, they have raised almost \$20,000 for the fight against cancer.

“Because of cancer, my dream was realized,” said Sandy. “I know my personal experience with cancer altered my life...and gave me a purpose for doing what we’re placed here to do – care for one another.”

To learn more about volunteer and career opportunities with ACS, visit www.cancer.org/jobs.



“If I hadn’t already volunteered and was not already on staff, it would have given me enough information to decide whether I was interested or not,” Sandy commented. “I tried to be objective because when it comes to ACS, it