

VOICES

OF THE AMERICAN
CANCER SOCIETY
Great Lakes Division, Inc.



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

v.21, July 2008

LOCAL AREA SPOTLIGHT

An Indianapolis area Road to Recovery Coordinator shares the benefits of the program for both volunteers and patients. Read more in this month's local area spotlight.

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OPPORTUNITIES AVAILABLE

Making Strides Against Breast Cancer is our premier breast cancer event for raising funds and awareness to fight against the disease. Why not join us this year? The noncompetitive walk provides hope to people facing cancer, and your participation will support the American Cancer Society's lifesaving research, prevention, early detection, and support programs for thousands of patients and their families.

For more information on how you can join Making Strides to make breast cancer a thing of the past, visit www.cancer.org/makingstrides.

RESOURCE HIGHLIGHT

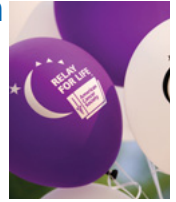
The American Cancer Society has launched a new web site on cancer.org for caregivers. It is designed to help them cope, keep them informed, and give them a way to connect with others. Find out more in this month's resource highlight.

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community focus and volunteerism

Culver community raises more than \$105,000 at their inaugural Relay

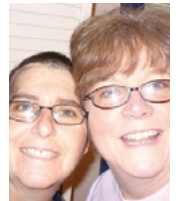
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survivorship and patient services

A sister's story: finding help through 1-800-227-2345

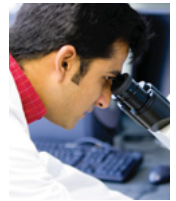
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Culver community raises more than \$105,000 at their inaugural Relay

For their first ever Relay For Life event on April 18, the Culver community of Indiana partnered with its co-educational college preparatory boarding school, Culver Academies, hoping to raise a minimum of \$35,000. The Relay For Life of Culver ended up raising more than \$105,000, making it an incredible success.

To kick off the opening ceremony, a student from Culver Academies sang the national anthem which ended with a bang...literally, from a cannon being fired. The cannon signaled the beginning of the first Relay lap, in which survivors were honored and celebrated. Ali Burton, class of 2010 at Culver Academies, and community member Karen Easterday gave moving survivor testimonies of their personal battles against cancer.

After the survivor testimonies and the caregivers lap, Culver revved up the fun with a toilet paper lap, where all walking participants were mummified from head-to-toe in toilet paper. All throughout the Relay For Life of Culver, people kept busy with performances, testimonies



from teams and survivors, dancing, games like dodge ball, and various competitions.

The luminaria ceremony was a memorable event where Relay participants took time to remember loved ones lost to cancer. The Culver Honor Guard commenced the ceremony with a slow drumming march while a bagpipe player performed "Amazing Grace". The Culver Legion then followed the performance with a 21 gun salute.

"Seeing those young men march out into the field, wait, and observe during the firing was very moving," said Trisha Metz, ACS Community Representative. Marisa Guarino, a student from Culver Academies, also wrote a poem for a loved one lost to cancer and performed it live towards the end of the ceremony.

Many Culver Academies students were involved in the community Relay, with one specific team being the number three team of the event. The Ciel team, named after a Culver dorm, raised more than \$3,000 for the fight against cancer.

Another highlight of the event happened around 4:30 a.m. on April 19. Culver knew they had not yet hit the \$100,000 mark at their Relay. They were so determined to reach their goal that they made announcements to everyone about how they were only



a few thousand dollars short of what they wanted to raise. Teams made up activities and games on the spot to raise extra funds like playing a game to guess how many jelly beans were in a water bottle. In the end, Culver was able to raise more than \$105,000.

The Relay For Life of Culver is a wonderful example of the power of a community coming together to celebrate, remember, and fight back. To learn about the many ways you can participate in a Relay For Life near you, call your American Cancer Society at 1-800-ACS-2345, or visit online at www.RelayForLife.org.

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Road to Recovery coordinator emphasizes the importance of the program

Cindy Day of Indianapolis, Indiana has been an avid volunteer with the American Cancer Society for more than six years. After her best friend was diagnosed with cancer, Cindy became involved with ACS programs like Making Strides Against Breast Cancer and Tell A Friend.

On the same day she was delivering Tell A Friend forms to the American Cancer Society, Cindy found a lump in her breast. She is now a two-time breast cancer survivor who was told she had only 18 months to live. "I am on month 36 and counting," Cindy said cheerfully.

Cindy made the decision not to go back to work after her second cancer diagnosis. That was when she decided to give more of her time to ACS programs. "I wanted to give back and do some volunteering. It provided the flexibility that I needed because I'm still going through some treatments now, not chemotherapy, but other drugs. It was [also] a way for me to keep active."

When Cindy found out about the Society's Road to Recovery program, she knew it was something she wanted to be involved in. Road to Recovery is a service program that provides transportation for cancer patients to and from treatments. Volunteer drivers donate their time and use of their own vehicle to transport these patients.

"I started out driving about 13 months ago and then two months later, I was asked if I would be interested in coordinating," Cindy said, who is now the Road to Recovery Coordinator for the Indianapolis area. On a daily basis, Cindy sends e-mails to the ACS Patient Resource Center to update them with names of the drivers she has listed as volunteers. On top of occasionally driving patients to their treatments, she also communicates with all the volunteer drivers to find rides for patients in the Indianapolis area.

"I just kind of mingle my Road responsibilities with my everyday life," said Cindy. "As I'm kind of passing by my computer, I'm checking to see who's responded. And then while I'm sitting at soccer practices or percussion lessons with my son, I'm normally on the cell phone making phone calls."

There are times when Cindy is unable to find rides for a patient. One woman had to cancel her chemotherapy treatments because she had no way of getting to them. "Cancer's hard enough to go through, and if you didn't have a way to get [to treatments] it would be even harder,"



said Cindy. "I do it just to take that stress off of somebody."

Cindy emphasizes the importance of Road to Recovery but acknowledges the lacking volunteer base for the program. "The drivers that I have, they're just so involved in everything. I mean, they're just really amazing people...but I don't have many drivers on certain sides of Indianapolis and, you know, it just breaks my heart [not to be able to provide a ride]."

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

Pictured: Cindy Day

A sister's story: finding help through 1-800-227-2345

When Patti Moy first walked around a Relay track, the Indiana resident was exposed to signs about the many services the American Cancer Society offers.

"I was amazed with how many things [ACS] does," said Patti. These signs did more than tell Patti about what ACS does in the fight against cancer...they also helped her learn the toll-free number for reliable cancer information: 1-800-227-2345.

Knowing about the number meant Patti had a resource to turn to when her sister Marilyn, who had been battling brain cancer since 1996, had to have surgery in North Carolina. Patti and her mother, who lives in Tennessee, traveled to North Carolina to help Marilyn. They found that they didn't have enough information to prepare for what was to come, and though Patti wasn't the primary caregiver, she knew anyone can call 1-800-227-2345 for help.

"I knew I had to call. Even if there was only one thing that they could help us with, at least it would be one thing. But they helped with everything. It was amazing how much help we got."

Patti was able to get information for Marilyn about transportation to treatment, finding a caseworker, and the special diet she would need to follow after her surgery. Patti also received information about

long distance caregiving and caregiver support groups for herself and her mother.

"It was such a relief to finally have a game plan, which took the load off of my sister so she could focus on herself and getting

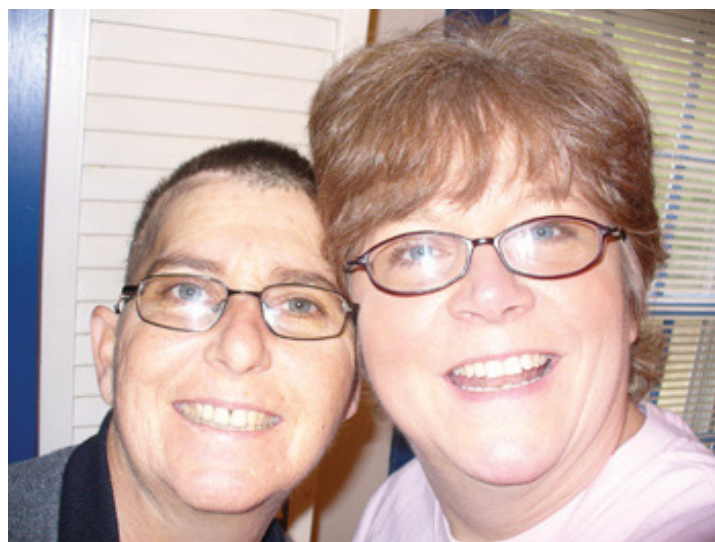
better," said Patti, who was also relieved to find herself connected with a real person.

"She was very empathetic about what we were going through. It was like talking to my best friend. She was absolutely wonderful, so patient. It was great."

Patti, who is a Relay team captain this year, was eager to come back and share her story with others as proof of the important work they were doing to raise money to fight back.

"A lot of times volunteers do fundraisers and they don't see where the money goes," said Patti. "I wanted people to know that this is real, it's something you can hold on to, and it's something you can look forward to and rely on."

Patti's sister was able to move back to her home and begin living her life



again in May. "It's amazing how far she has come in such a short time," said Patti. "I attribute a lot of it to the help we received."

The toll-free number is available day or night for anyone who needs information, day-to-day guidance, and emotional support through their experience with cancer.

"The American Cancer Society is our lifeline to knowledge and hope," emphasized Patti. "You're going to get good information, and you're not going to have to go through it alone."

Having cancer is hard. Finding help shouldn't be. If you or someone you know needs information, resources, or support, please call your American Cancer Society at 1-800-227-2345.

Pictured: Marilyn and Patti

Meet our recent ACS Great Lakes grantees

The American Cancer Society is the largest non-government, not-for-profit source of funding for cancer research in the country. On April 1, 2008, the Society was funding 938 multi-year grants worth \$458 million. In the Great Lakes Division alone, the American Cancer Society is currently funding 45 grants that total more than \$23 million.

The American Cancer Society's Research and Training Program has funded 42 Nobel Prize laureates since its inception in 1946, during which time it has invested more than \$3.2 billion in cancer research. A great deal of those funds is focused on the work of promising new investigators.

This year, ACS has awarded 133 national research and training grants. Among the newly awarded grants approved for 2008 are five researchers in the Great Lakes Division.

James L. Ferrara, MD is the director of the Combined Blood and Marrow

Transplant Program at the University of Michigan in Ann Arbor. He is investigating ways to make bone marrow transplants safer. Dr. Ferrara is looking for genetic biomarkers that will identify patients who are most likely to develop graft-vs-host disease.

Catherine E. Keegan, MD, PhD is an Assistant Professor of Pediatrics - Division of Genetics at the University of Michigan. Her studies will advance the field of cancer biology by improving our understanding of how abnormal telomeres can affect the body's functions. Determining how telomere proteins interact with telomerase may also lead to the development of future cancer therapies that could be targeted to telomere proteins.

Quintin Pan, PhD of the University of Michigan is investigating the role of PKCepsilon in the development of metastasis, a major clinical challenge in head and neck squamous skin cancer management. His

experiments, which are the first of their kind, will provide an understanding of the cancer signaling process through PKCepsilon and advance the development of a treatment strategy against head and neck squamous cancer.

Xiaochun Yu, MD, PhD is an Assistant Professor of Molecular Medicine and Genetics at the University of Michigan. His lab focuses on the mechanisms of cell cycle checkpoint activation, the self-defense system of cells. When cells encounter internal or external hazards, these checkpoints sense damages caused by these hazards and stop cell cycle progression. Loss of cell cycle checkpoints will disrupt the repair process, trigger genomic instability, and ultimately lead to the development of tumors. His lab is studying the roles of several key players in the checkpoint pathways to uncover new ways to suppress tumors.

Cynthia J. Bell, MSN, BSN of Indiana University, Indianapolis, was awarded her second grant with ACS this year, for research exploring an adolescent's subjective experience of living with advanced or incurable cancer. The long-term objective of her research is to develop appropriate and supportive end-of-life interventions that will assist in the quality of life at the end of life for adolescents with cancer and their families.

To learn more about American Cancer Society researchers and the research program, visit www.cancer.org/research.



Early detection and prevention of skin cancer: how to check yourself

Most people look in the mirror daily to get ready, but once a month you should be paying even closer attention to improve your chances of finding any skin cancers that might develop. A thorough self-examination of your skin is one of the most important steps you can take to protect yourself. Melanoma is a cancer that occurs right on the surface where you can see it, but you can't see it if you don't look.

Skin cancer is the most common of all cancers, accounting for about half of all cancer diagnoses in the United States. The two main types are malignant melanomas and non-melanomas (basal cell and squamous cell cancers). Although less common, melanoma is far more dangerous than the latter group, accounting for 79 percent of skin cancer deaths.

First and foremost, take preventative measures daily. Use sunscreen, wear a hat, and protect your skin from too much sun exposure. Finding melanoma at an early stage is also very important. There is roughly a 95 percent cure rate for patients

whose melanomas are detected at one millimeter or less in thickness, but less than 50 percent of patients survive when their cancers are detected at four millimeters or more.

Check your skin once a month in a well-lit room in front of a full-length mirror. Be sure to have a spouse, family member, or close friend help you with these exams, especially for those hard-to-see areas like the lower back.

The first time you inspect yourself, spend an adequate amount of time carefully going over the entire surface of your skin. The American Cancer Society advises you to become familiar with birthmarks, moles, and blemishes so that you will be able to identify any changes in them.

The ABCD rule is a helpful guide to signs of melanoma. Be sure to notify your doctor about any of the following signs:

A – asymmetry: Half of a mole or birthmark does not match the other half.

B – border: Edges are irregular, ragged, notched, or blurred.

C – color: The color isn't the same all over, but may have differing shades of brown or black, sometimes with patches of red, white, or blue.

D – diameter: The area is larger than six millimeters (about the size of a pencil eraser) or is growing larger.

Other warning signs are:

- spread of pigment from the border of a spot to surrounding skin
- a sore that doesn't heal
- redness or a new swelling beyond the border
- change in sensation (itchiness, tenderness, or pain)
- change in the surface of a mole (scaly, oozing, bleeding, or the appearance of a bump or nodule)
- a mole that looks very different from your other moles

Most people have moles and almost all moles are harmless, but it is important to examine your skin monthly and show your doctor any area that concerns you. You should also visit your doctor once a year to check for anything you may have missed. Early detection and preventative action could save your life. For more information on skin cancers and self-examination, visit www.cancer.org/sunsafety.



Great Lakes launches initiative to raise awareness about ACS resources

Since 1913, the American Cancer Society has been working hard to reduce the burden of cancer and improve the quality of life for those facing the disease. From groundbreaking medical discoveries and persistent advocacy efforts to educational campaigns and outreach programs, the Society is striving to eliminate cancer as a life-threatening disease.

Advancements in this fight against cancer are making a difference today, more than ever before. Nevertheless, nearly half of all men and a little more than one third of all women will develop cancer during their lifetime. A high rate of people are expected to be diagnosed, and more caregivers will be needed to care for them. The American Cancer Society is dedicated to measurably improving the quality of life (physical, psychological, social, and spiritual) of all cancer survivors from the time of diagnosis on.

While the American Cancer Society remains one of the most well known voluntary health organizations, many people view it as a research or fundraising organization, rather than a place to turn to when impacted by a cancer diagnosis or for support with cancer-related issues. For this reason, the Society launched an initiative to raise awareness about the many ways ACS can help patients, survivors and caregivers, as well as healthcare providers through its Cancer

Resource Network (CRN) and National Cancer Information Center (NCIC).

The CRN consists of a wide range of resources, including cancer information, programs, services, and community referrals that the American Cancer Society offers to help patients, survivors, and caregivers manage their cancer experience.

The Society's NCIC is a 24-hour, toll-free information service that can be a critical step in helping people facing cancer understand their disease and decide how to overcome it. Trained cancer information specialists are always available to answer questions about cancer.

People have a greater chance of overcoming cancer when they have access to the care they need, relief from worrying about how to get their treatments, and support from others who have been there. The Society is connecting those with cancer with information, day-to-day assistance, and the emotional support they need to help them through every step of their cancer journey.

In late May, the ACS awareness initiative was launched in the Great Lakes Division. Bus signage and billboards were used in both



Indianapolis and Detroit to reach medically underserved communities. The campaign also includes advertising in medical publications and African American and Hispanic newspapers, radio spots across both Michigan and Indiana, and direct mail to lower income communities.

Additionally, posters with tear-off sheets will be distributed to medical clinics, community organizations, and religious groups to maximize the probability of reaching newly diagnosed cancer patients.

You too can help get the word out there about how your American Cancer Society can help those facing cancer. Having cancer is hard, and ACS understands that finding help shouldn't be. No matter who you are, regardless of your background, race, gender, economic status, or geographic location, the Society is here to help you through your cancer journey. Call your American Cancer Society at 1-800-227-2345.

Fight Back Express rolls into Indiana and Michigan

The American Cancer Society Cancer Action Network (ACS CAN) Fight Back Express 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 is working every day to make cancer issues a top national priority. With the Fight Back Express, ACS CAN will bring the stories of cancer patients, survivors, and friends to the presidential candidates to make cancer a priority issue in their administration.

The tour is designed to highlight the fight against cancer and the Fight Back Express serves as a mobile action center. In order to make progress, our elected officials must make the issues facing cancer patients a top national priority. In the battle to eliminate cancer, every voice counts. By getting the Fight Back Express on the road, we will be able to raise the awareness of critical health care issues by making your voices heard to lawmakers and candidates.

“When cancer comes after somebody you love, you feel powerless,” said Patty Avery, Indiana Lead Ambassador from Evansville. By starting this nationwide

movement, ACS CAN is giving volunteers another way to fight back against cancer.

“When I heard the Fight Back Express was coming to my town, I got so excited,” said Patty. “I can see the day it’s going to pull up...it’s going to be a hot day in July, but my congressman’s going to be waiting on it, my state legislator’s going to be waiting on it, our local decision makers will be there.”

Locally, the Fight Back Express will be in the Great Lakes Division from July 13 to July 19. The bus will arrive in Indiana on July 13 and make its way to Michigan on July 16, making a total of 21 stops in the two states.

At each stop, visitors will have the chance to share their 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.

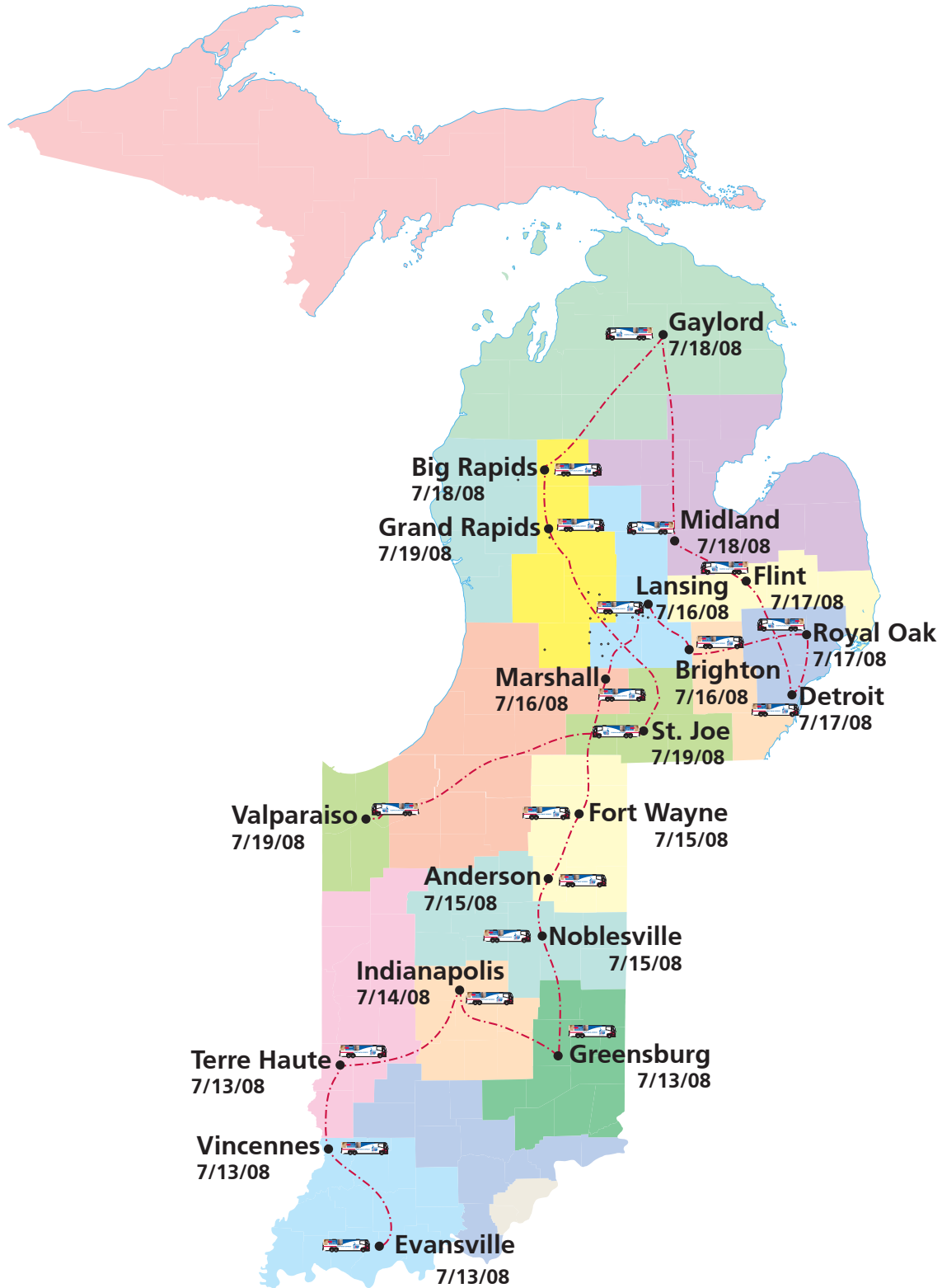
Visitors will also have the opportunity to sign a petition to support access to quality health care for all Americans and encourage lawmakers to promote prevention and early detection programs, boost funds for cancer research, and implement strong tobacco control policies.



If you are 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.

To learn more about how you can support the bus tour and take part in this nationwide effort, visit www.acscan.org/bus.

Fight Back Express rolls into Indiana and Michigan



Please note: this schedule is subject to change.

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ACS launches new section on web site for caregivers

The cancer patient is one of many people affected by their illness. Life also changes for the person who helps the patient through this experience – the caregiver.

The American Cancer Society has recently launched a new section on its web site to meet the needs of caregivers. The section is designed to help caregivers cope; inform caregivers about what they can expect and the resources that are available to them; and allow caregivers to find an online community where they can connect, share, and learn from each other.

Research conducted by the American Cancer Society's Behavioral Research Center shows that cancer caregiving is among the most stressful burdens of all caregiving. Through the new "Caregivers" section, cancer caregivers will find four sections of information to meet their needs.

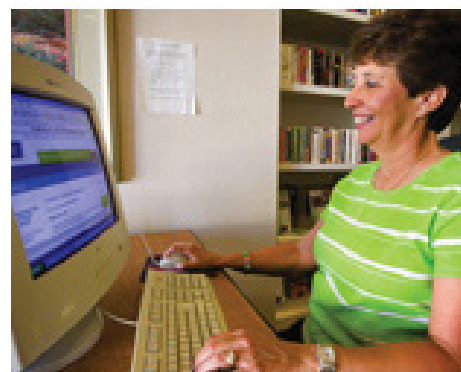
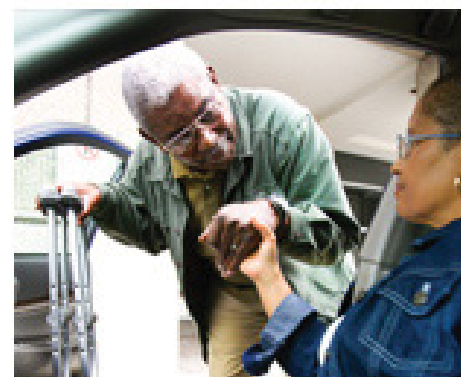
- **Coping as a Caregiver:** Caregivers need to take care of their own needs as well as the needs of the patient. Here they can learn how to manage their emotions, how to talk about the cancer experience, and how to know when they may need help coping.
- **How to Provide Care:** Caregivers will find practical advice for helping with common side effects of treatment, special nutrition

needs of cancer patients, and finding professional agencies to help with caregiving tasks.

- **Nearing the End of Life:** When cancer treatment is no longer working, patients and their caregivers face difficult challenges. Caregivers will learn how to prepare for this time and how to deal with the grief it brings.
- **Connect with Other Caregivers:** Just as there are millions of cancer survivors, there are millions of cancer caregivers. Caregivers will be able to connect with others facing similar issues and find support as they swap suggestions and share stories through the Cancer Survivors Network.

If someone you love has been diagnosed with cancer, you may find yourself taking on new, unfamiliar responsibilities as you help them through treatment and recovery. Taking care of a person with cancer is an important and sometimes difficult job. Organized from a caregiver's perspective, this new resource will allow cancer caregivers to quickly locate information, articles, tools, and communities most relevant to them.

Check out the new section today by using the "Caregivers" link on the main page of cancer.org or by visiting www.cancer.org/caregivers.





Beulah



Carmen



Geraldine



Susan

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The next big step in the fight against breast cancer?
It's the one we take *together*.
Hope starts with us.

*Read about these women at www.cancer.org/stridesonline.

When you join your community for Making Strides Against Breast Cancer, you are doing more than just walking – you are making strides to defeat a disease that affects us all. Learn how you can support the American Cancer Society and be a part of the fight against breast cancer through Making Strides at www.cancer.org/stridesonline.



Hope.Progress.Answers.® / 1.800.ACS.2345 / www.cancer.org/stridesonline