

VOICES

OF THE AMERICAN
CANCER SOCIETY
Great Lakes Division, Inc.



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

v.20, June 2008

LOCAL AREA SPOTLIGHT

Alsons Corporation, a 5-Star Investor in the American Cancer Society's Workplace Solutions program, is giving employees incentives for healthy initiatives in the workplace. Read more in this month's local area spotlight.

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OPPORTUNITIES AVAILABLE

There is still time for cancer survivors and patients between the age of 16 and 20 to register for the 2008 Young Adult Retreat!

Held in South Bend, Indiana, from July 10-13, young adults from Indiana and Michigan get the opportunity to meet and hang out with others who have shared similar experiences. Activities include a day trip to Chicago, late-night movies, and plenty of downtime to enjoy their new friends. Don't let a young adult miss out on this amazing opportunity.

The registration deadline is June 13. For an application, call your American Cancer Society at 1-800-723-0360 or visit www.cancer.org/retreat.

RESOURCE HIGHLIGHT

The American Cancer Society's action alerts keep volunteers aware of the current cancer issues in government and what they can do to take action. Find out more in this month's resource highlight.

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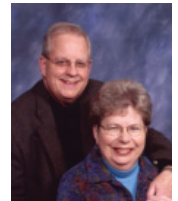
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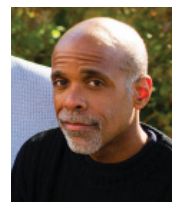
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Volunteers help give hope a home at Grand Rapids Hope Lodge

When Brian and Arlene Patterson heard that a Hope Lodge was going to be built in Grand Rapids, Michigan, the couple knew firsthand how much the facility would support cancer patients and their families. Their adult daughter had needed multiple surgeries for a tumor in her leg, and each one required a trip out of town or state.

“We would have really been able to use the facilities if they had been available to us,” said Arlene. “So we can really understand the need for it because there is such a huge expense involved with the treatment and if you have to put on top of that lodging and meals and everything else that’s involved, it’s a big expense for a family.”

Arlene and Brian lost their daughter to cancer in 2006 and volunteer with the American Cancer Society as a way to continue her fight. They have participated in their local Relay For Life for the past five years, and when the Grand Rapids Hope Lodge opened in January, the Pattersons were there to offer guests understanding and support in their time of treatment.

“I wanted to volunteer just so I could be there because I understood what others are going through,” said Arlene, who answers phones and greets guests at the Lodge. “I just thought that I could really empathize with those who were coming in for treatment because we’d been there.”

Brian is a volunteer driver, giving patients rides to their treatment in the Grand Rapids area.

“We both of course felt a real closeness to others with cancer and wanted to help in some way,” said Brian, who has also lost his father and brother to cancer.

“I enjoy being able to help get people to their treatments, socialize with them a little bit, and have a sympathetic ear if someone is so inclined to share what is going on.”

Approximately 3,800 patients receive treatment at Grand Rapids-based hospitals each year. Of those, one in every four travels from outside the area for treatment. By 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.

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 patients and their caregivers for many years to come, thanks in large part to the dedication and passion of volunteers like Arlene and Brian.



“We’re just thankful and blessed that we can be a part of it and help in any way that we can.”

For more information on donor and volunteer opportunities with the Grand Rapids Hope Lodge, please call Teresa Schaal at (616) 364-2540.

Pictured: Brian and Arlene Patterson

Indiana and Michigan high schools fight back through Coaches vs. Cancer

Since 1993, more than 500 coaches have fought cancer on the basketball court through Coaches vs. Cancer. This program is a joint effort by the American Cancer Society and the National Association of Basketball Coaches that empowers basketball coaches, their teams, and communities to join in the fight against cancer.

Participating coaches have raised nearly \$40 million through the Coaches vs. Cancer program to help ACS fund groundbreaking cancer research, provide up-to-date cancer information and education, advocate for public health policies that benefit the community, and provide free programs that improve the quality of life for patients and their families.

The program leverages the personal experiences, community leadership, and professional excellence of basketball coaches nationwide to raise awareness and support for the American Cancer Society's mission.



Specifically, coaches:

- Host fundraising events such as tip-off breakfasts, galas and local golf events;
- Promote healthy lifestyle and cancer prevention messages to youth attending their summer basketball camps and when making community appearances; and
- Seek pledges from individuals and businesses to benefit the Society's lifesaving work.

Support for Coaches vs. Cancer has typically been at the collegiate level, but this year high schools are getting involved as well. In the Great Lakes Division, both the Indiana Basketball Coaching Association (IBCA) and the Basketball Coaching Association of Michigan (BCAM) are implementing strategies to get high school coaches involved. Currently the Division has more than 160 high schools participating in Coaches vs. Cancer, and they have raised more than \$60,000 for the fight against cancer.

Coaches vs. Cancer high school fundraising activities vary. Some of the high schools have coaches and players wear pink socks or tennis shoes, while other schools have players wear game shoes with their shirts, ties, and dress-pants to collect donations. Silent auctions are held, and some schools donate

\$1 from every ticket purchase to the American Cancer Society.

The Indiana Basketball Coaches Association designated January as Coaches vs. Cancer month for high school basketball in Indiana. "We asked boys' and girls' coaches to pick a game during that month to collect donations," said Steve Witty, Executive Director of IBCA.

In Michigan, high school coaches and coaching staff were encouraged to wear sneakers with their suits at games held between January 28 and February 1 to show support for the Coaches vs. Cancer program.

"By simply wearing sneakers with my game attire, I can serve as a role model in communicating this important message to our fans and community," said Coach Mike Maciejewski of Bay City, Michigan. "This is the first time that Coaches vs. Cancer has come to the area and I'm proud to be the start of something great."

Whether you're a coach or a dedicated fan, you can turn your love for basketball into a lifesaving cause by getting involved with Coaches vs. Cancer. Learn more at www.cancer.org/coaches or call your American Cancer Society at 1-800-ACS-2345.

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Alsons Corporation gives employees incentives for healthy initiatives in the workplace

The American Cancer Society created a Workplace Solutions program knowing that a significant impact can be made by addressing key prevention areas within the workplace. The program equips employers with wellness and cancer solutions geared towards addressing the main areas of prevention with evidence based solutions known to have an impact on the overall health of a workforce.

Alsons Corporation based in Hillsdale, Michigan is a 5-star Workplace Solutions investor with ACS. Established in 1958, the corporation manufactures faucets and other bath related home improvement projects. Alsons now has nearly 150 employees, and they participated in the Society's Active for Life employee wellness program in 2007. The 10-week flexible program encourages employees to be more active on a regular basis by setting individual goals and forming teams for motivation and support.

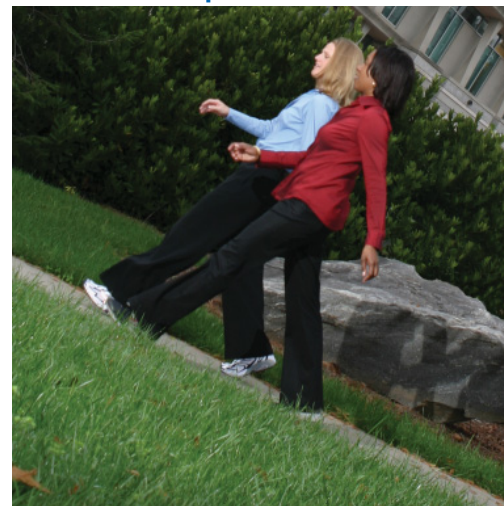
This year, Alsons employees decided to start a "Fit Club" because they wanted to challenge themselves even more. The requirements for the Fit Club are 30 minutes of exercise three times per week, a blood pressure check, a monthly weigh-in, and meeting with a personal trainer weekly.

Alsons has a Wellness Committee made up of about 10 people that

are building and maintaining healthy initiatives among staff. These healthy changes are more of a grassroots effort, as they are embraced by employees and encouraged to stick to it by the Wellness Committee, rather than management telling employees what they should do about their health.

Alsons is also making it easier for employees to make healthier choices. They replaced some vending machine options with healthier choices, and held a "Biggest Loser" challenge last year with cash prizes for the top three employees who lost the most weight. There is a weekly "lunch and learn" session with speakers and informational material, and a "Walk-Out" after lunch each day. These and other activities encourage employees to stay motivated and maintain these healthy lifestyles.

Using ACS Workplace Solutions tools, Alsons encourages prevention and early detection, and health and wellness. If employees participate in a health risk assessment, they are given a credit on their health insurance premium. They are also given a credit if they are a non-smoker. For employees who do smoke, Alsons promotes tobacco cessation through 1-800-ACS-2345, and is interested in implementing the Society's Fresh Start program. All of the techniques



and activities in Fresh Start contain the most effective elements to successfully quit smoking.

On top of all the exciting Workplace Solutions activities going on at Alsons, they also raise about \$10,000 each year for the Relay For Life of Hillsdale County. The company matches funds that the employees raise, showing their true support for ACS and rewarding their employees for taking initiative.

"Healthier employees are happier," said Leann King, Vice President, Administration. "We want people to be healthy and happy at work and at home. It has changed our focus as a company as far as [helping] people to make better choices."

For more information on your American Cancer Society's Health and Wellness programs, please visit www.acsworkplacesolutions.com or contact your local ACS staff partner.

The power of sharing 1-800-227-2345

The American Cancer Society's toll-free hotline, 1-800-227-2345, is staffed around the clock to provide support for patients and caregivers with information, day-to-day guidance, and emotional support at any given time.

With a massive database of local support groups and services, and free and accurate cancer-related information, 1-800-227-2345 can help patients find clinical trials, get answers to their financial and insurance-related questions, cope with appearance-related side effects of treatment, and connect with local support groups.

Melinda Block of Indianapolis, Indiana knows the potential and helpfulness of 1-800-227-2345. Her aunt, Ruthie Dunn, is currently being treated for cancer and Melinda wanted to know if ACS could help Ruthie get a wig. She was referred to 1-800-227-2345 and was connected to our free wig bank. When Ruthie called, not only was she able to get a wig, but she was also going to be able to get rides to and from treatments and was given all kinds of cancer-related information.

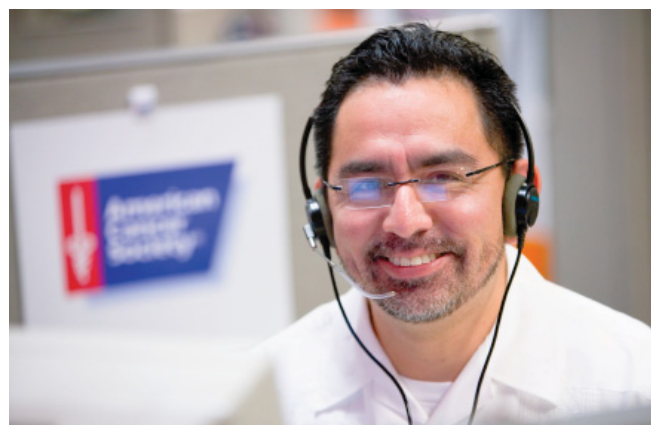
Melinda was amazed. She is a cancer survivor herself, and has been a team captain of the Relay For Life of Johnson County for three years, yet she knew very little about how much ACS could offer patients and

their families who are battling the disease. She witnessed firsthand what resources her money supports when she donates to Relay.

"If I had known about the 800 number [when I was battling cancer] I believe it would have been a great means of support," said Melinda. "ACS has a great number of resources at their disposal that the common person may not even think about."

Melinda was also "most surprised" that the number was a 24-hour service. At any time, you can get access to vital information for understanding your cancer condition, day-to-day assistance through treatment and recovery, and emotional support from individuals who will connect you with others who have been there or are going through the same ordeal. Both Melinda and Ruthie are spreading the word about what 1-800-227-2345 offers.

"My aunt has shared the number with three other people who are fighting against cancer," said Melinda. "I believe we should always share ACS with everyone. You never know who may have a friend or loved one that has been touched by cancer. I would encourage people to call



the 800 number because they are very knowledgeable [in] getting information to share with people who are going through this terrible time in their life."

By calling 1-800-227-2345, your American Cancer Society aims to provide you with the help you need for every step of the way in your fight against cancer. 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.

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Mother and son celebrate survivorship through Relay For Life

Every year, Relay For Life brings together more than 3.5 million people to celebrate the lives of those who have battled cancer, remember loved ones lost, and empower individuals and communities to fight back against a disease that affects too many.

Sherri Brewster of Petersburg, Indiana has been a cancer survivor for four years. For three of those years, she has been actively involved as a committee member of the Relay For Life of Pike County. Cancer survivors like Sherri bring with them a legacy of living hope to Relay, truly making the event a celebration of life. “Being [involved in] Relay feels great because my whole family is in it. And from us, there are more people that have gotten involved,” said Sherri.

Sherri was diagnosed with cancer through a family planning clinic during a routine checkup. “[My diagnosis] sent us in so many different directions. [Having cancer] made me more aware and more open to what

was going on. You always hear about cancer [but] instead of just sitting there [saying] oh well, that’s sad...my reaction was, yeah that’s sad, but we’ve got to do something about this. So it helped me to take more action.”

Sherri’s 17-year-old son Jake is also on the Relay committee and is so proud of his mother for her dedication to making a difference in the fight against cancer. While celebrating survivors during the luminaria portion of their Relay kickoff, Jake brought many to tears. When asked why he does Relay, he said, “Because of my beautiful mom.”

Relay is now an integral part of Jake’s life. “I [may have] joined Relay for my mom, but I enjoy spending time with my family and friends doing something actually worth doing. This is just one county, one Relay For Life...and [to think] every other place has one is unbelievable. And that makes me want to do it even more.”

Nowadays, Jake participates in Relay in hopes of raising more money for cancer research.

“I [am] very proud of him because he has done a lot for Relay,” said Sherri. As a cancer survivor, she understands how important it is to take action.

There is a moment in every Relay when participants

take time to honor and celebrate cancer survivors like Sherri during the Survivor Lap, allowing them to bask in their victory over cancer.

“Now that I’m a survivor, I talk more and I’m more open about [cancer]. I’m more vocal in every aspect,” said Sherri. “I used to be this shy person who’d sit back and watch everybody and I’d follow everybody, and now I’m on the committee and I’m in charge of survivorship. I think this a wonderful organization we’ve got going on here.”

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



Pictured: Sherri and Jake Brewster

Dr. Gary Hammer fights back through cancer research

For Gary Hammer, M.D., Ph.D., an ACS-funded researcher at the University of Michigan, the fight against cancer is both a personal and a professional passion. At age 15, he was introduced to cancer when his uncle was diagnosed with a rare leukemia, and this experience influenced his decision to enter the medical field.

Dr. Hammer now serves as the director of the Endocrine Oncology Program at the University of Michigan Comprehensive Cancer Center. He is also an associate professor for the departments of Internal Medicine and Molecular and Integrative Physiology at the University, and the Millie Schembechler professor of adrenal cancer. Through these roles, Dr. Hammer sees patients, teaches, and does adrenal cancer research.

“Adrenal cancer is an incredibly rare disease and the treatments we have are simply ineffective,” said Dr. Hammer. “We are focusing on adrenal stem cells in the hopes that we find novel genetic mutations that can ultimately lead to targeted therapies.”

Dr. Hammer’s research includes looking at the role of the Wnt signaling pathway. When mutations occur in the Wnt pathway, they are known to cause cancer in many systems. Dr. Hammer has replicated these mutations in a mouse in order to compare them with mutations that happen in patients with adrenal

cancer. By understanding the genetics behind adrenal cancer, targeted therapies can then be developed. Because the adrenal has the same embryologic origin as the testes and ovaries, Dr. Hammer’s research could also lead to a better understanding of testicular and ovarian cancers.

“Over the last eight or nine years, the multidisciplinary Adrenal Program at Michigan has increasingly been asked to direct the international effort in terms of trial coordination together with multidisciplinary and collaborative research around the world,” said Dr. Hammer. “For such a rare disease, it is essential that researchers collaborate.”

Research on another pathway, the IGF signaling pathway, by Dr. Hammer and other University of Michigan investigators has led to support from drug companies for the first ever multi-center, phase 2 targeted therapy trial on adrenal cancer, which will enroll more than 100 patients.

“This is an important step, not just for the adrenal cancer community, but for rare cancers in general as an example of how work done at a university in the pre-clinical arena on a rare disease, funded often times by the American Cancer Society or the [National Institutes of Health], can lead to substantive discussion with drug companies and ultimately to a rational targeted trial for cancer.” Dr. Hammer continues his fight



against cancer outside of the lab by sharing his message at Relay For Life events.

“I wanted to share both my personal experience with cancer in terms of my family and my professional experience with cancer as a clinician to give the participants an intimate account of what type of research is required to really make a difference,” said Dr. Hammer.

“And of course part of my being at these events reflects my deep appreciation to the American Cancer Society and the participants in the Relay. Funding for our work is truly coming from the very people running and walking to make a difference. To me, this is a most powerful experience.”

To learn more about the Society’s research program and funding, visit www.cancer.org/research.

Pictured: Gary Hammer, M.D., Ph.D., Photo by: Lin Jones, University of Michigan Photo Services

Relay For Life of Canton kicks off CPS-3 in the Great Lakes Division

On May 17, the Relay For Life of Canton in Michigan kicked off Cancer Prevention Study 3 (CPS-3) in the Great Lakes Division by enrolling more than 300 participants. CPS-3 is an opportunity to participate in actual cancer research and there will be five more Relay For Life events in the Great Lakes Division this year with CPS-3 sites.

The study, which will enroll a diverse population of half a million people across the United States, will help researchers better understand the lifestyle, environmental, and genetic factors that cause or prevent cancer, and will further efforts to eliminate cancer as a major health concern for future generations.

“Americans believe cancer is the single most important health problem they, personally, could face in the future,” said Jamie Chapman, ACS Associate Director for the Metro Detroit Area Service Center. “CPS-3 is their chance to participate in research right here in our local community that will impact this and future generations.”



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.

Entire Relay For Life teams and families enrolled in CPS-3 at the Canton site, including families who live across the country. One early enrollee heard about the study from an out of state relative. She and her husband enrolled in Canton, and they have more family in Indiana who are planning on attending enrollments there.

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.

“While science can do a lot to explain the biology and genetics of cancer, some of the most valuable information we have is a direct result of the contributions of dedicated individuals over several generations,” said Dr. Eugenia E. Calle, American Cancer Society director of analytic epidemiology, who is overseeing the study.

“We are once again looking to the dedication, compassion, and generosity of Americans to come through and help us provide answers that we know will save lives and improve the outlook for future generations.”

For more information or to learn how to become involved with CPS-3, visit www.cancer.org/cps3.

Pictured: CPS-3 Chair Marion Rozum, State Representative Phil LaJoy, and Event Chair Jan Jacobs kick off the first CPS-3 enrollment site in Michigan

Let your dad know you care about his health this Father's Day

Thinking of a good gift for your dad this Father's Day? The American Cancer Society has wonderful ways to let the men in your life know you care about their health by encouraging them to do what's needed to prevent, detect, and reduce their cancer risk during National Men's Health Week (June 9-15).

While an incredible amount of progress has been made in cancer research, we still don't understand exactly what causes most cancers. However, we do know of many factors that can place us at higher risk for different cancers. It is important for men to know that some factors put them at more risk, and some actions may lower their risk.

The American Cancer Society recommends that all men get cancer-related checkups as part of their general health visits after age 20. This checkup should include health counseling and depending on a

man's age might include looking for cancers of the skin, thyroid, mouth, lymph nodes, and testes, as well as for diseases other than cancer.

There are a couple of ways to encourage the men in your lives to take action. You can encourage them to adopt or maintain healthy, preventative lifestyle behaviors, and you can also encourage them to get all the necessary screenings a man needs to detect cancer early, when it is most easily treated.

You can also provide them with the Society's *Cancer Prevention and Early Detection Worksheet for Men*, available at www.cancer.org/menshealth. This worksheet provides a helpful page-by-page guide of the cancers that commonly affect men. A checklist shows what can increase cancer risks for each type of cancer, and a second checklist shows the behaviors and factors that can lower these cancer risks.

take the worksheet to their doctor to discuss any risk factors they may have, and get the early detection tests they haven't already.

The American Cancer Society also created a series of e-cards to "let your dad know you care" this Father's Day by reminding him to get a health checkup and get tested for prostate cancer. To send one today, visit www.cancer.org/ecards, where you will also find less personal e-cards to remind those over 50 to get regular checkups for colorectal cancer and to encourage someone you love to quit smoking.

During National Men's Health Week, the Society's *Cancer Prevention and Early Detection Worksheet for Men* is a great stepping stone for men to get encouraged to take action against their own cancer risks, and the e-cards are a great way of nudging the men you love to get the cancer-related checkups they need.

For more information on the cancers that most commonly affect men, call your American Cancer Society at 1-800-ACS-2345.



There is also an early detection column presenting ways a man can detect cancer early, and the final column allows for a man to develop and personalize his own action plan for the prevention or detection of these cancers. ACS recommends that men

Michigan advocates celebrate, remember, and fight back at Celebration at the State Capitol

During a day of perfect weather, high anticipation, and emotional tributes, more than 600 volunteers gathered in Lansing for Michigan's Celebration at the State Capitol on May 13.

The annual advocacy event brings together volunteers from across the state to meet with their lawmakers and urge them to make the fight against cancer a legislative priority. Volunteers met with 97 out of 110 state Representatives and 37 out of 38 Senators with two 'asks'.

Advocates urged lawmakers to increase resources for the state funded cancer and tobacco control programs in the Healthy Michigan Fund, which include screening programs for breast, cervical, and colorectal cancers as well as the tobacco Quitline.

Advocates also spoke with their representatives to encourage the passing of a statewide smokefree air bill (HB 4163). Anticipation for passage of a smokefree air bill was running high, as the Michigan Senate unexpectedly passed its version of

the bill on May 8. The legislation contained no exemptions and would make all workplaces in Michigan smokefree. If the House successfully passes the Senate's bill, Michigan would take a huge step towards becoming the 34th smokefree state.

"As a former smoker, I know too well the direct effects of smoking," said Richard Jaeger of Farmington Hills, an ardent supporter of a statewide smokefree air law. "But secondhand smoke is just as bad. One needs only to read the Surgeon General's report to see what must be done to protect people from secondhand smoke. [A smokefree air law] must be passed and signed. This is the year to do it."

Part of Richard's inspiration to get involved in the fight against cancer is to honor Matt, the 20-year-old son of his close friends who recently lost his battle with Ewing's sarcoma. Celebration at the State Capitol offers volunteers a chance to celebrate survivors and remember those who have lost their fight against cancer.

shared on the floor of the Michigan House, honored Alan's impact on advocacy as a dedicated employee of the American Cancer Society for more than 20 years.

"Alan Mills' impact on advocacy and government relations has been felt at all levels of government. However, we cannot speak of Alan Mills without acknowledging the character and caliber of our dear friend. A distinguished gentlemen, true friend, dedicated mentor and loving family man, Alan Mills will remain in the hearts and minds of all who came in contact with him as an individual we should all aspire to be like."

Volunteers at the Capitol vowed to take action to reduce the number of people in Michigan who die from cancer during the day's final event, a fight back ceremony. To find out how you too can get involved in advocacy and help eliminate suffering and death due to cancer, call 1-800-ACS-2345.



During the morning program, Representative Rick Shaffer shared a tribute he co-sponsored in the Michigan House of Representatives declaring May 13 "Alan Mills Advocacy Day in the Fight Against Cancer." The tribute, which was also

Pictured: Survivors hold up a "Fight Back" sign during the opening Relay lap

Action alerts help advocates make a difference on cancer-related legislation

In April 2007, the Indiana General Assembly passed a 44-cent cigarette tax increase, bringing the total tax amount to 99.5 cents per pack. The revenue generated from the tax increase was then assigned to new and existing health initiatives and to help cover the uninsured. This American Cancer Society feat was made possible in part by hundreds of ACS volunteers responding to action alerts, e-mails that are given as a resource to volunteers who want to be made aware of the current cancer issues in government and what they can do to take action.

The American Cancer Society Cancer Action Network (ACS CAN), the Society's sister advocacy organization, led the campaign to increase the tobacco tax in Indiana. In fall 2006, ACS formed Hoosiers for a Healthier Indiana (HHI), a 28-member organization whose sole mission was to advocate for a tobacco tax increase and ensure that any generated revenues were used to fund health programs.

Along with their coalition partners, ACS implemented several statewide initiatives to build grassroots and institutional support for the tobacco tax increase. These included hundreds of legislative meetings, volunteers attending local town hall meetings voicing support for a tobacco tax increase, multi-organizational action alerts, and a direct calling campaign

through our ACS Call Center resulting in over 1,200 calls and e-mails to legislators in support of increasing the tobacco tax.

"It's a real easy thing to use those action alerts," said ACS volunteer Cindy Cable of Greenfield, Indiana. "They send you the information you need [in the e-mail], you can personalize it, click a button, send it off and your voice is heard. I just think that so many people just really aren't aware of that."

Cindy has been an ACS volunteer for 11 years. She started as a Relay volunteer and then found herself being drawn to advocacy after the death of her father, who died 13 days after he was diagnosed with cancer. "Nobody should really have to go through that. So [after that] I really found that my passion was leading more towards advocacy. I just kind of segued from Relay into being really involved with ACS CAN, and working in yet another way to educate and eliminate cancer."

Patricia Ells, ACS Government Relations Manager in Indiana, emphasizes the importance of grassroots efforts like action alerts to attain these legislative goals. "If legislators do not hear from their constituents on an issue, they are much less likely to support that issue. That's why action alerts are a critical part of the advocacy process."



Cindy has responded to all but two action alerts in the four years that she has been an ACS CAN member. "Politicians understand that we elect them to represent us. When we speak, whether or not they agree with it, they need to represent the majority of the voices they hear within their district or their community. We need to let our legislators know when something is important and we support it and we want it."

If you would like to receive action alerts to keep you up-to-date on political developments involving cancer and simple instructions on how you can make a difference, please call your American Cancer Society at 1-800-ACS-2345.

Pictured: Cindy Cable