



VOICES

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

Great Lakes Division, Inc.

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In this issue

VOICES photo and video contest!

Enter and win Page 2

Daffodil Days volunteer gives hope to the newly diagnosed

Cathy Kapala: Colon cancer survivor and ACS volunteer.Page 3

The Colossal Colon® in Detroit

This March, Detroit residents will have a unique opportunity to learn about colon cancer.Page 4

Meet your ACS Research Grantee: Dr. Marie Swanson

Dr. Marie Swanson at Indiana University uses her research grant to provide for others. Page 5

NCAA president diagnosed with pancreatic cancer

Myles Brand, president of the NCAA was diagnosed with cancer on Christmas Eve, 2008 Page 6

Federal Advocacy in 2009: Potentially promising in future of cancer

Brad Burk, Director of Government Relations. Page 7

Colorectal Cancer Quiz

Do you know what your colorectal cancer risks are, or what preventative measures to take? Page 8

Voices in the Kitchen

On the menu: Zucchini bites.Page 9

GLO Grads

Corinne Petras, ACS Communications Specialist, Detroit Metro Office. Page 9

Opportunities to fight back in March!

- Spring is around the corner, and the American Cancer Society's Daffodil Days are beginning! Why not bring a little cheer into someone's life by delivering them some daffodils, while helping in the fight against cancer at the same time! Visit www.cancer.org/daffodils to find out ways to get involved.
- March is Colorectal Cancer Awareness Month...make a point to hound all those people in your life (including yourself) to get their necessary screenings, and assist in preventing and detecting colorectal cancer. Visit www.cancer.org/colon for information on screening guidelines, prevention, and detection.
- Relay For Life season is upon us! This inspiring event celebrates survivors, remembers loved ones lost to cancer, and fights back against cancer by raising awareness and funds. Are you involved in a Relay in your community? Call your American Cancer Society at 1-800-ACS-2345 for information about what could be going on near you, and how you can get involved.
- Interested in advocacy? Want to help change legislation to assist in the fight against cancer (like making workplaces in the Great Lakes Division smokefree?) Why not become an ACS Cancer Action Network (CAN) Member? Visit www.acscan.org and see how volunteers are making a difference across the nation.

Remember...one person *can* make a difference!

Suban Nur-Cooley
Communications Coordinator

Our very own GLD YouTube Channel!

The ACS Great Lakes Division Communications Department launched the Great Lakes Division YouTube channel in mid January.

This will complement the YouTube Channel launched by ACS National Home Office in December. Please submit any videos created to promote Division-specific programs, events, and initiatives.

Create your own videos and send them to us at youracsgreatlakes@cancer.org.



1.800.ACS.2345
www.cancer.org

Hope.Progress.Answers.®



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VOICES photo and video contest!

As Relay For Life events gear up in the Great Lakes Division, we want to give you the opportunity to highlight some of your amazing Relay moments through our VOICES Relay For Life photo and video contest!

We know many of you may have some incredibly fun, moving, and inspiring photos or footage taken at your Relay event...why not take this opportunity to share your Relay memories with the rest of the Division?

Does your Relay event partake in a fun and unique activity each year worth recording?

Are there any crazy contests at your Relay event?

Does your Relay event have a moving Luminaria ceremony... or an inspiring Fight Back Ceremony?

Have you seen some great team shirts that should be highlighted?



We want to **SEE** what the Great Lakes Division is doing to celebrate, remember, and fight back at Relay For Life!

The photos and videos submitted will be judged by a panel of American Cancer Society staff from across the Division. The top five photos and videos will then appear in the September issue of VOICES **to be voted on by you, the readers!**

All qualified entry videos will also be featured on the GLD YouTube page, and all qualified entry photos submitted will appear on a web site. Watch future issues for details!

Contest Rules

1. This contest is open to Michigan and Indiana residents age 18 or older.
2. Videos should be no longer than five minutes in length.
3. No more than five photo or video submissions per person. Only the first five of each submitted will be considered for the contest.
4. No copyrighted music can be used. You can acquire approved music from www.sharingHope.tv/music.php to use on your videos. You may also use originally recorded music or music from Apple loops. If you use copyrighted music, you must present proof of license from the artist or representative of the artist approving you to use their music in your video.
5. All photos and videos must be family friendly.
6. Photos and videos must be e-mailed to youracsgreatlakes@cancer.org by Monday, August 31, 2009.
7. Movies must be in one of the following formats: .mp4, .wmv, .avi, .mov.
8. By e-mailing your photo or video, you grant the American Cancer Society permission to use the photo or video for internal and external promotion of Relay For Life in multi-media formats.

Winning/Prizes

The people who submit the winning video and photo will win a digital photo frame!

Lookout in future VOICES issues for submission highlights!

Criteria for Winning Videos

Some things we will be looking for include:

- Needs to be obvious that it is related to Relay For Life.
- Video/sound quality/clarity.
- Excellence in editing.
- Does your photo/video elicit emotion?

This contest is void where prohibited



Daffodil Days volunteer gives hope to newly diagnosed

Cathy Kapala, a colon cancer survivor and longtime Daffodil Days volunteer from Saginaw Township, Michigan, finds that giving back to others is the key to a positive outlook on life.

“Being a Daffodil Days volunteer for the American Cancer Society has been so rewarding,” says Cathy. “I get so much more out of it than the person I am doing something for. Everyone is so delighted to get the daffodils, and I can see that they really do give hope to people who are newly diagnosed.”

In 1995, Cathy learned that she had colon cancer. She was 59. “I never had any symptoms until I started experiencing severe abdominal cramping,” Cathy says. “That night I went to the ER and the tumor was discovered. Just a couple of days later I had surgery to remove 18 inches of my colon and then went through chemotherapy for a year. I was very lucky.”

Recently, Cathy shared her message about the importance of colorectal cancer screening and early detection on a local radio show, and she looks forward to sorting and wrapping daffodils for delivery on March 19 – just in time for spring.



Last year in Saginaw, Bay and Midland counties, more than 500 Gifts of Hope were delivered to cancer patients. A Gift of Hope is a bouquet of 10 daffodils that are sent anonymously to cancer patients in hospitals and treatment centers in the community. “We were able to give a bunch of daffodils to nearly every cancer patient undergoing treatment in the tri-county area that day!” exclaims Betty Torres, community representative for the Bay Area Service Center. “It really was a wonderful position to be in and it looks like we’re on track to do the same again this year.”

The Colossal Colon® in Detroit

The Colorectal Cancer Awareness Network (CRAN) of Southeast Michigan will be hosting the Colossal Colon exhibit at the Detroit Science Center from March 13 through until March 18, 2009.

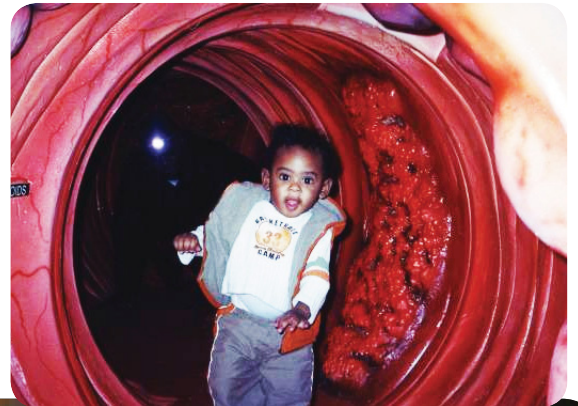
“Coco,” as the Colossal Colon® is affectionately known, is a 40-foot long, 4-foot tall, oversized model of the human colon that is designed to educate people about colorectal cancer and other diseases of the colon. Visitors who crawl through the Colossal Colon® will see Crohn’s disease, diverticulosis, ulcerative colitis, hemorrhoids, cancerous and non-cancerous polyps, and various stages of colon cancer.

The goal of the exhibit is to educate younger people about colorectal cancer, and the Colossal Colon is the perfect educational tool to do just that. Coco gets everyone talking about colorectal cancer, which is one of the first steps in eliminating it. Adults and children alike can crawl through or look through windows to check out the various features inside Coco.

Since 2002, Coco has visited over 100 cities in over 40 states and Canada, and has been hosted at hospitals, malls, convention centers, state fairs, museums, a football tournament, an amusement park, and other unique locations.

WHY SHOULD YOU COME?

- Where else can you crawl through a 40 ft. colon, or look into it?
- You get to see the Inflammatory Bowl Disease (IBD) Quilt Project.
- It’s a family friendly event- the exhibit is for all ages.
- March is colorectal cancer awareness month- come learn if you or someone you love should be getting screened right now.
- Colorectal cancer is the 2nd leading cause of cancer death - help us raise the awareness about it.
- Learn about diet and physical activity, and how it can help you keep a healthy colon.
- Enjoy the fun and excitement of the entire Detroit Science Center.
- And much, much more!



Meet your ACS Research Grantee: Dr. Marie Swanson



Dr. Marie Swanson always tells people that she's not a successful cancer researcher... she's a failed musician, who wanted to be an art teacher.

A warm and personable Ohio native, she also has a good sense of humor. "One of the Editor's of the free press interviewed me years ago and he ended the interview saying, 'she was born in Defiance and has been ever since'" she said jestingly. "I've been a bit of a rebel all my life."

She is most certainly a rebel with a cause. Dr. Marie Swanson has been heavily involved with the American Cancer Society for more than 20 years. She was President of the



Society's Michigan Division when it merged with the Indiana Division to form the Great Lakes Division, and has also served on the national board of the American Cancer Society.

Dr. Swanson is also a civil rights activist, and at one point was licensed as a racecar driver. When she's not working or traveling, she loves to be outdoors canoeing or kayaking. "My favorite form of recreation when I lived in Arizona was hiking. Around here I'd call it walking," she laughed. "There aren't as many mountain ranges."

She is currently Professor and Departmental Chair of the Department of Public Health, Indiana University School of Medicine, and serves as Associate Director for Cancer Prevention and Control of the IU Simon Cancer Center.

She is now the fellow of an ACS grant that serves to assist other faculty members in

their research efforts. "The ACS Institutional Research Grants have been around for quite some time...for decades. Its purpose is to help junior faculty get their research careers started."

"So basically what [the grant] does is provides \$20,000 to \$25,000 for a pilot study. We just had our first review under my leadership, and we had 18 applications which was wonderful. And we funded three projects. Two in the basic sciences and one in cancer control."

With the renewal of Dr. Swanson's grant, Indiana University will celebrate 50 years of participation in this critical program that has launched outstanding cancer research careers for nearly 200 faculty on the IUPUI campus.

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



Top left: Dr. Swanson; Bottom right: Dr. Swanson with her Dogs in Tucson, Arizona; Dr. Swanson in Alaska

NCAA president diagnosed with pancreatic cancer



On Christmas Eve 2008, Myles Brand, president of the National Collegiate Association of America (NCAA) was diagnosed with late-stage pancreatic cancer. Confirmation that the illness had reached the fourth and final stage, metastasizing and making surgical removal impossible, came just hours into the new year.

“I was very upset, to say the least,” Myles said, speaking publicly about his illness for the first time. “[My wife] Peg and I were

looking forward to another 20, maybe 25, years of a good marriage. And so that’s a real shocker.”

In an 80-minute interview with USA Today in a conference room next to his fourth-floor Indianapolis office, Myles candidly addressed his rearranged future. Visibly thinner, he said chemotherapy treatments every two weeks leave him fatigued. After logging up to 150 days a year on the road, he’s now unable to fly. But the NCAA’s signature event, its Division I men’s basketball Final Four, will be staged in Detroit, and he plans to be there.

Myles also said he’ll stay on the job, “as long as I’m able to contribute in a full-blown way, [and] as long as I’m able to add some value to the position and help the NCAA stay on course.”

Myles’s doctors at the Indiana University’s Simon Cancer Center have not given him a medical timetable. “I asked that question, as anyone would,” Myles said. “The long-term prognosis is very clear. Once one reaches Stage

4, no one survives, to speak of, more than five years. It just doesn’t happen. Or so rarely it doesn’t count.

“It depends upon your individual biology. It could be short. It could be long. Some people said to me, ‘How come you’re not more angry?’”

“I’m not angry at anybody. This is biologically determined. It’s not even clear what role your genetic makeup plays in it. These things happen. It’s really bad luck — or as my physician put it, ‘It sucks.’”

He has signed up for aggressive treatment and plans to fight the cancer as hard as he can.



Top left: NCAA President, Myles Brand; Bottom right: Myles Brand with wife, Peg



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2009 Has Potential to Be a Historic Year in the Fight Against Cancer



Brad Burk is Director, Federal Government Relations for the Great Lakes Division.

The 2008 election was historic on many different levels. Most notably was the election of America's first African-American President. Perhaps as significant was the sheer volume of voter participation. A record 136.6 million Americans went to the polls in 2008, representing 64.1% of the population. This number reflects the highest voter turnout (percentage) since 1908. Clearly, this is a sign of the times. There is little doubt that current concerns about the state of the American economy and society in general has reengaged Americans into the political process. In many ways, this unique confluence of events is also good news for the fight against cancer.

Citizens who are engaged, educated, focused, and mobilized have a very real

opportunity to impact the legislative process. The same is true when it comes to advocating on behalf of cancer-related issues. We are poised and ready to seize that opportunity.

The American Cancer Society added "advocacy" to our mission statement in 1994. Since that time, we have built a formidable grassroots organization and a powerful reputation as a catalyst for change. In Washington DC, all 50 state capitols and in numerous cities and towns, we have been able to leverage public policy to aid in the accomplishment of our mission.

During the last 15 years, a long list of advocacy successes have helped build a reputation that is both respected and trusted among elected officials. Let us be clear: these victories belong to our dedicated volunteers.

When it comes to the fight against cancer, 2009 is guaranteed to be

a historic year. We are truly on the verge of major public policy victories, many of which have been years in the making (like FDA regulation of tobacco, to name one of several examples.)

However, we can not and will not be successful without the effort of passionate and committed volunteers. Each and every voice is needed to guarantee that our elected officials make the right decisions. Without question, there has never been a better time to be involved in the American Cancer Society's Advocacy program. Our time is now!





Colorectal Cancer Quiz

March is National Colorectal Cancer Awareness Month. Colorectal cancer - cancer that develops in the colon or rectum - is the third leading cause of cancer death in both men and women in the United States. What many Americans don't know is that colorectal cancer can be prevented. If found and treated early, the five-year survival rate is 90 percent. However, there are several myths about colon cancer that may keep people from getting tested early.

Test your knowledge of colorectal cancer truths and myths in the following quiz by answering if the statement is a truth or a myth.

1. Age doesn't matter when it comes to getting colon cancer.

Truth

Myth

2. Colon Cancer can be prevented.

Truth

Myth

3. It is better not to get tested for colon cancer because it is deadly anyway.

Truth

Myth

4. African Americans are not at risk for colon cancer.

Truth

Myth

5. Colon cancer screening rates have recently increased.

Truth

Myth

6. Colon and rectum cancers probably develop slowly over period of several years.

Truth

Myth

To learn more about colon cancer and ways to get tested, contact local American Cancer Society at 1-800-ACS-2345.

1. Myth – More than 90 percent of colon cancer cases occur in people age 50 and older. For this reason the American Cancer Society recommends you start getting tested for the disease at age 50; however those people with an increased history of the disease may need to begin testing at a younger age.
2. Truth – In many cases colon cancer can be prevented. Colon cancer almost always starts with a small growth called a polyp. If the polyp is found early, doctors can remove it and stop colon cancer before it starts.
3. Myth – Colon cancer is often highly treatable. If found and treated early, the 5-year survival rate is 90 percent.
4. Myth – African-American men and women are diagnosed with, and die from, colon cancer at higher rates than men and women of any other U.S. racial or ethnic group.
5. Truth – Colorectal cancer screening rates have recently increased, possibly due to multiple efforts to increase awareness of the importance of screening, expansions in health care coverage for colorectal cancer screening, and the establishment of screening programs in certain states. However, in spite of these advances, only about half of men and women age 50 and older have been screened.
6. Truth – We now know that most of these cancers begin as a polyp – known as adenomas. Removing the polyp early may prevent it from becoming cancer.

VOICES in the kitchen: Zucchini Bites

Cooking spray

2 medium zucchini, cut into 3/4 inch rounds

1/2 cup reduced-fat baking mix

1/2 teaspoon garlic salt

1/2 teaspoon paprika

2 tablespoon grated parmesan cheese

Preheat oven to 350 F.

Heat cast-iron skillet or cookie sheet in oven for 2 minutes.

Remove from oven spray both sides of zucchini slices with cooking spray.

Coat with baking mix.

Place zucchini slices in skillet or on cookie sheet and sprinkle with garlic salt, paprika, and Parmesan cheese.

Bake for 15 minutes until slightly browned.

Serve immediately.

Makes approximately 24 zucchini slices.

Serves 8.



Purchasing tips for zucchini

When choosing zucchini, select those that are smaller in size. They will be more tender and have thinner skins. Buy only as much as you need; like most fruits and vegetables, zucchini tastes better when consumed shortly after purchase.

Great Lakes Orientation (GLO) for New Staff

GLO is a three day program to orient new staff to the American Cancer Society and the Great Lakes Division. It is at GLO that new staff receive an overview of the Great Lakes Division through presentations by key staff members who will provide support and resources to set them up for success in achieving our mission.

One of the most important pieces of GLO is the relationship building that occurs with the participants. When they leave GLO, they not only are armed with information and resources, they also know they have the opportunity to make a difference in the fight against cancer.

Corinne Petras - Communications Specialist - Detroit Metro Office



“The most rewarding part of being an ACS staffer I think is feeling like what I’ve learned in my past professional life is really being applied and making a difference in people’s lives.”