

VOICES OF THE AMERICAN CANCER SOCIETY

Great Lakes Division, Inc.



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

v.19, May 2008

LOCAL AREA SPOTLIGHT

The Great Lakes Cancer Institute has partnered with ACS to open Resource Centers in their treatment facilities. Read more about their first ACS Resource Center in this month's local area spotlight.

Page 4

OPPORTUNITIES AVAILABLE

If you have never been diagnosed with cancer and want to fight back, enroll in Cancer Prevention Study 3 (CPS-3) at one of the six Relay For Life events chosen as sites in the Great Lakes Division. This is a once-in-a-lifetime opportunity to contribute to ACS cancer research that will reduce the cancer burden for this and future generations.

Cancer survivors can help spread the word about this exciting research opportunity by encouraging friends, co-workers, and family members to enroll. To learn more and find a CPS-3 enrollment site near you, visit www.cancer.org/cps3.

RESOURCE HIGHLIGHT

It's time to join the American Cancer Society's Get Active Challenge! Use our online tools to get exercise and nutrition information, and other fun tips to help you stay physically active and achieve your goals. Read more in this month's resource highlight.

Page 10

community focus and volunteerism

Relay For Life: A way for everyone to celebrate, remember, and fight back

• *Page 2*

New Metro Detroit office provides patient resource room

• *Page 3*



survivorship and patient services

ACS summer camps offer an outlet for children and young adults facing cancer

• *Page 5*

Indiana volunteer goes the distance for Road to Recovery

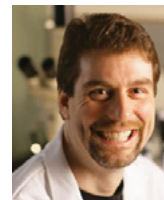
• *Page 6*



research

Meet your melanoma researcher: Dr. Brian M. Baker

• *Page 7*



education

Reduce your risk of skin cancer with sun safety rules

• *Page 8*



advocacy

ACS CAN Fight Back Express hits the road to highlight cancer issues for candidates

• *Page 9*



• community focus and volunteerism

v.19, May 2008

Page 2

Relay For Life: A way for everyone to celebrate, remember, and fight back

In May 1985, a colorectal surgeon ran around a track for 24 hours in Tacoma, Washington to raise funds for his local American Cancer Society. The following year, 220 supporters on 19 teams joined Dr. Gordy Klatt on the track, and Relay For Life was born.

Twenty-three years later, Relay For Life has grown to represent more than 4,800 communities across the nation, with 22 countries also participating worldwide. Through Relay, the Society has raised more than \$2 billion for cancer research, education, advocacy, and patient services, while involving more than 3 million Americans – 500,000 who are cancer survivors.

Relay For Life is a fun-filled overnight event that offers everyone in communities throughout the country a chance to celebrate survivors (anyone who has ever been diagnosed with cancer), remember loved ones, and raise money to help fight back against cancer. Teams with people



of all ages gather together and camp out at a local high school, park, or fairground, and take turns walking or running around the track at all times during the event.

Bonnie Nolting is co-chair for the Relay For Life of Bartholomew County in Indiana, and for her family Relay is tradition. Bonnie is a cancer survivor herself, and over the course of the family's involvement in Relay, three other members of the family were diagnosed with the disease.

"I want to make a difference. I don't want other people to go through what I have been through, or other families to go through what we have been through," Bonnie said. "I'm doing this from my heart. I'm walking for my grandkids that aren't born yet that may be subjected to cancer problems, and I'm trying to raise money to hopefully eliminate the problem."

Team Bonnie is a great example of multi-generational involvement. Sarah Krebbs, Bonnie's niece, has been on Team Bonnie since she was seven years old. This will be her third Relay and she plans to continue to "get more money for cancer research and more medicine [for patients]."

Sarah's Great Aunt (Bonnie's aunt), Erma Loesch, also participates in Relay with Team Bonnie. "[Cancer has] affected so many people, and it's time to take charge," said Erma.



Relay For Life takes prides in being a community based event and getting individuals involved locally to help fight cancer on a global scale. For newly diagnosed cancer patients, Relay also offers the healing and opportunity that comes from meeting others who have claimed victory over cancer. For caregivers who give their time, love, and support to their family and friends who face cancer, Relay provides respite, hope, and understanding.

By participating in a Relay For Life event near you, you too can celebrate cancer survivors, remember loved ones lost to cancer, and raise money to fight back against the disease – all within your community.

To learn more about the many ways you can participate in Relay For Life, call your American Cancer Society at 1-800-ACS-2345, or visit online at www.RelayForLife.com.

Pictured: Celebrating survivors at Relay (top right); Bonnie (in blue Relay shirt) with her sister, niece, and nephew (bottom left)

New Metro Detroit office provides patient resource room

When the relocation of the Metro Detroit Area Service Center to a new building was announced in January 2007, plans were already in place to provide community resources in a new way.

“When we decided we needed to move it was almost an automatic decision that we needed to have a patient resource room,” said Liz Yockey, Community Program Manager at Metro Detroit. “It’s something that we can offer to our community that we never were able to before.”

The patient resource room is equipped with a variety of resources for newly diagnosed patients and their families, including a phone and a computer with internet access. These resources will allow people to access information by calling the American Cancer Society toll-free at 1-800-ACS-2345 or visiting online at www.cancer.org. Most ACS publications are also available to reference or to take home and Community Program Coordinators are available to help people find information on a specific topic. In addition, a small conference room is



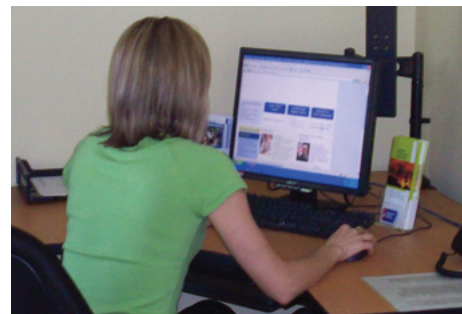
attached to the resource room to allow a family or small group to sit down and talk privately with a staff person.

The resource room is dedicated in honor of Violet Ramsey, a former ACS staff member who passed away from breast cancer about a year ago. Violet was introduced to ACS as a Reach to Recovery volunteer and later became a Community Representative. As Community Representative, she was responsible for outreach and mission delivery with the underserved and uninsured population in Detroit.

“She worked with great passion and dedication and always had a hopeful, compassionate message to share and a bright smile on her face,” said Jennifer Nagy, Area Executive Director at Metro Detroit. “Because of these traits and the work she accomplished during her short time at ACS, we thought it fitting to honor her memory in the resource room.”

Along with the resource and conference centers, the new Metro Detroit office, located at 20450 Civic Center Drive in Southfield, also includes volunteer areas and employee workspace. The building serves as a hub for community outreach in the Great Lakes Division’s most populated area.

“The new Metro Detroit Area Service Center will ensure effective mission delivery to the more than 20,000



metro Detroiters who face a cancer diagnosis every year,” said Jill Elder, Executive Director at Metro Detroit. “It will provide a healthy, productive work environment for staff and volunteers, increase functionality and efficiency, and strengthen the organization’s infrastructure and overall financial health.”

Visitors do not need to call ahead to use the patient resource room, which is open during the building’s regular hours, from 8:30 a.m. to 5 p.m.

“More than anything, it’s available for the community to use and to enjoy,” said Liz. “We have tried to make everything accessible through this room to make sure that everyone has equal access to the resources and programs that we offer.”

To find out more about the patient resource room and what it offers, call the Metro Detroit Area Service Center at (248) 663-3400.

Pictured: Woman using computer in new resource room (top right); Collection of resources available for patients (bottom right)

• local area spotlight

v.19, May 2008

Page 4

Great Lakes Cancer Institute partners with ACS to meet patient needs

When Dr. Raymond Demers, the Chief Executive Officer of the Great Lakes Cancer Institute (GLCI), approached the American Cancer Society about a Community Resource Center in the Flint, Michigan campus, he knew the importance of partnerships.

“ACS is the leader in patient resource activities, and phone access to those activities, and web site access to those activities. It’s a trusted name,” said Dr. Demers. “This is the business that they’re in, and we didn’t want to replicate the efforts. We couldn’t come close to doing it anyway, [and] it’s nice to be associated with the brand of ACS.”

Great Lakes Cancer Institute is a non-profit collaboration of cancer services established in 2001 between McLaren Health Care Systems and Michigan State University (MSU). With ACS partnership, the GLCI combines the research resources of MSU and the patient support from ACS with the provider and patient network of McLaren Health Care for the benefit of those facing cancer throughout Michigan.



The Great Lakes Cancer Institute Flint campus is the first to open an American Cancer Society Resource Center. ACS has recruited volunteers and organized the trainings to be held at the treatment center in Flint. GLCI has supplied the Resource Center with computers and other needed office supplies, and the social worker on staff at Great Lakes Cancer Institute was an integral part of the training, making sure volunteers understood what patients should be referred to her for help.

“We are putting ACS trained volunteers in each of our cancer centers,” said Dr. Demers. “ACS is training people in Lapeer, we’re obtaining volunteers in Bay City, Mt. Clemens, and Lansing, but our active site is Flint. I go to that site all the time and I see our volunteers interacting with newly diagnosed patients.”

ACS Community Program Manager Debbie Amey has been involved with the Great Lakes Cancer Institute Flint campus for several years and is happy to see the Resource Center come to fruition.

“I have been on the cancer committee for McLaren and heard all of the updates as they went forward with building their new treatment center,” said Debbie. “It has been a collaboration from the start [and] we have already heard from one



patient through our coordinator how wonderful and helpful this program is in his experience.”

Highlighting the importance of partnership when dealing with cancer, Dr. Demers said, “Most cancer programs that are hospital based or health system based focus on treatment, and going beyond that is not our expertise. So it’s critically important that we partner with institutions, especially the ACS, where it is their expertise to educate patients beyond the acute treatment phase and to facilitate with resources, and just be there for the ongoing needs of the patient.”

For more information about American Cancer Society Community Resource Centers in your area, please call us toll-free at 1-800-227-2345.

Pictured: GLCI Flint Campus Resource Center (top right); Volunteers in training for the Resource Center (bottom left)

ACS summer camps offer an outlet for children and young adults facing cancer

Summer is approaching and American children are excitedly counting down the days before camp. Eating s'mores around the campfire, horseback riding, swimming, and the development of life-long friendships are just a few of the memories and experiences gained from being part of a summer camp adventure.

The American Cancer Society decided long ago that no child should miss such an opportunity, especially those fighting cancer. Since the first free ACS summer camp in 1976, ACS camp programs have grown tremendously, with more than 45 camps in almost every region in the country. There are two wonderful summer camp programs here in the Great Lakes Division, Camp-Catch-A-Rainbow (CCAR) and the Young Adult Retreat (YAR).

Holly Polanic of Grand Rapids, Michigan is a camp veteran. She attended both programs while she was battling cancer. Diagnosed at age nine, the idea of a week away



from her parents initially sounded preposterous. "Cancer is a scary thing, especially for young children," said Holly. "But don't pass up the opportunity to go to camp. I think it's very important for kids that are going through [cancer] to meet other kids who are going through that too."

Holly's favorite experience at camp was Wednesday's Big Day of Fun. That particular year, they had a Hollywood theme where they rolled out a red carpet in front of the dining hall. "They had volunteers line the red carpet, and every single one of us got to individually walk up. They clapped, they cheered, and they had photographers that were pretending to take pictures of us," recalled Holly. "That was one of my most treasured memories because nothing else at that point matters. It just truly made you feel so important and so loved."

Camp Catch-A-Rainbow, held June 15-20 in Jackson, Michigan, is designed to provide children ages 7 to 15 the opportunity to relax, have a good time, and enjoy the camp experience through activities paced to meet the needs of kids with cancer. CCAR also offers a special one-day Young Campers Program for children ages four to six who may not enjoy an overnight camp-out, but still want to be part of the fun.

The Young Adult Retreat, held July 10-13 in South Bend, Indiana, is designed



for cancer survivors and patients between the age of 16 and 20. Young adults from Indiana and Michigan get the opportunity to meet and hang out with others who have shared similar experiences. YAR activities include a day trip to Chicago, late-night movies, and plenty of downtime to enjoy their new friends.

Both camp programs are supervised by medical and non-medical volunteers who participate in all day and evening activities and provide care. "[Parents] can let their kids go to camp and feel completely confident that they are being looked after [as] there is medical staff there in case anything happens," said Holly.

The registration deadline for the 2008 summer season of Camp Catch-A-Rainbow is May 16, and June 13 is the deadline for the Young Adult Retreat. For an application, 1-800-723-0360, or visit www.cancer.org/campainbow or www.cancer.org/retreat.

Pictured: Holly Polanic (age 10) at camp (top right); Holly Polanic (bottom left)

Indiana volunteer goes the distance for Road to Recovery

When Don Terman and his wife Carol were looking for a way to pass their good fortune on to others through volunteering, the Indiana residents knew they had found the right opportunity when they saw an advertisement requesting volunteer drivers for their area's Road to Recovery program.

The American Cancer Society service program provides transportation for cancer patients to their treatments and home again. Northeast Indiana has had a Road program for nearly 10 years, serving Adams, Allen, DeKalb, Huntington, LaGrange, Noble, Steuben, Wells, and Whitley counties. Road to Recovery offers volunteers a flexible way to give back.

"We've gotten a lot of satisfaction out of it and have met a lot of really nice people that we otherwise would never have gotten to know," said Don, who has been a Road to Recovery volunteer for nearly five years.

Road to Recovery volunteers provide an essential service because even the greatest medical advance is useless if patients can't get to treatment. When a young Amish girl in the community needed cancer treatment in Indianapolis, ACS Community Program Representative Debby Pontecorvo started looking for a volunteer that would be willing to fill the unique transportation need.

"The parents and grandparents wanted to go with her to her treatment in Indianapolis, which is about a two-hour drive," explained Debby. "I called [Don] and one of the first things he said was, 'That's not a problem because I have a van.'"

Don has given rides to many people from Allen and Whitley Counties who needed treatment in Indianapolis, going above and beyond the call of duty to provide his community with reliable transportation. To recognize his commitment to the ACS mission, Debby nominated him for the Heart of Gold award through the Whitley County Community Foundation. Don was one of 50 citizens presented with the award during the 13th Annual Heart of Gold Award ceremony on April 24.

"This was an exciting evening for me as this was the first time I have met Don and his wife Carol," said Debby. "They have given so much to the Road to Recovery program." ACS also presented Don and Carol with a Star later that evening in recognition of their volunteer work.



"It just makes you feel good to be of service to someone else," said Don, who plans to keep providing hope and rides for as long as he is able. "We're really glad that we got involved."

Being a Road to Recovery volunteer only requires a safe driving record, a valid driver's license, some free time, a vehicle in good working condition, and the desire to help.

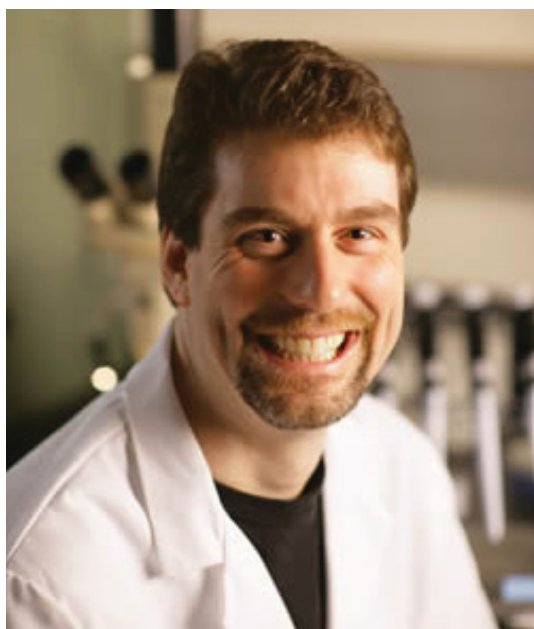
"Volunteers truly do make a difference in a cancer patient's life," said Debby. If you would like to become a Road to Recovery volunteer, please call your local American Cancer Society at 1-800-ACS-2345.

If you are in need of transportation, volunteers are ready to drive you. To find a Road to Recovery program in your area, call us toll-free at 1-800-ACS-2345.

Meet your melanoma researcher: Dr. Brian M. Baker

The American Cancer Society is currently funding two melanoma researchers in the Great Lakes Division. These grants total more than \$1.5 million, and Dr. Brian M. Baker, a professor of Biochemistry at the University of Notre Dame in Indiana, is one of the researchers being funded.

With the grant, Dr. Baker and his team are hoping to develop more effective therapeutic cancer vaccines. While Dr. Baker's study focuses on melanoma, it has the potential for the development of improved vaccines for other cancers for which tumor antigens have been identified. "The lab work is focused on melanoma because it is relatively easy to see when you're getting an immune response against melanoma. Plus, you don't usually have to do any invasive surgery," he said.



His laboratory is interested in how the immune system distinguishes between the body's own cells and foreign invaders like viruses and bacteria. Although cancer cells are our own cells, the immune system often recognizes cancer as foreign because cancerous cells often make proteins not usually made by normal cells. The breakdown of these abnormal proteins results in the generation of tumor-associated antigens, which, when presented to the immune system, can flag the cancerous cell as foreign.

However, Dr. Baker explains that this process obviously isn't foolproof. "Many cancer cells can escape immune destruction. They make proteins that are weird, pieces of the weird proteins get presented on the outside of the cell just like normally, but they fall off quickly, and by falling off quickly they never get seen by the T cells of the immune system, and then there's no immune response."

Dr. Baker explains that "the goal in the kind of research we've been working on is to develop mimics of these tumor antigens that can turn on the T cells [of the immune system]. And once they're turned on, because they're so much more sensitive, the hope is that now they will be more sensitive to the [cancer cells] that they were

normally ignoring because they were falling off too quickly. This kind of immunological therapy we think has a lot of promise."

Dr. Baker collaborates closely with melanoma researchers and physicians directly involved with treating patients with experimental therapies. "What we see is that melanoma is a very fast, aggressive cancer," he said. "It really becomes a challenge for someone with really advanced type cancers to do this kind of a treatment. So the adage 'find it early' is certainly going to be true for this type of therapy as it is for any other type of cancer therapy."

Seeing first-hand how rapidly melanoma can change, Dr. Baker is very sun conscious. "Wear a hat!" he exclaims. "In the summer months, even if I'm not going outside, I usually put on lotion that is SPF 15 just as I'm walking around, to and from the parking lot on campus. Even if I'm not at the beach or anything, I'll put some of this on."

For more information on the Society's research program and funding, visit www.cancer.org/research.

Pictured: Dr. Brian M. Baker

Reduce your risk of skin cancer with sun safety rules

With summer fun and outdoor activities fast approaching, skin protection is more important than ever. Overexposure to ultraviolet (UV) radiation found in sunlight and indoor tanning devices can result in serious health problems, including skin cancer, the most common form of cancer in the United States.

Over one million cases of skin cancer will be diagnosed in the United States this year, but the disease is largely preventable by taking precautions against sun exposure. Research shows a link between childhood sunburns and an increased risk of developing skin cancer later in life, and a substantial amount of an average person's lifetime UV exposure occurs before the age of 18.

May is Skin Cancer Detection and Prevention Month. **Slip! Slop! Slap!** is an easy way to remember sun protective behaviors suggested by the American Cancer Society: **Slip** on a shirt, **Slop** on sunscreen with a sun protection factor (SPF) of 15 or higher, and **Slap** on a hat.

Choose clothing made of tightly woven fabrics that you can't see through when held up to light, and select wide-brimmed hats that shade the face, neck, and ears. Remember to apply sunscreen 20 to 30 minutes before sun exposure and reapply every two hours and after swimming, sweating, or toweling dry. Adding



a pair of UV-blocking sunglasses can help protect the eyes and the sensitive skin surrounding them from potential eye disease and cataracts.

Very young children should avoid direct sun exposure entirely – an infant's skin can burn in minutes. Cover babies with protective clothing and hats when outdoors, and shade them with stroller covers or umbrellas. Do not use sunscreen on babies who are under six months old.

The sun's rays are generally strongest from 10 a.m. until 4 p.m. If you are unsure about the sun's strength, use the shadow test: if your shadow is shorter than you are, the sun's rays are the strongest. Try to plan outdoor activities to avoid the midday sun, but if you and your family choose to be outdoors, be sure to take extra precautions.

Sun exposure happens any time you're in the sun, not just during a summer day at the beach. Whether you're gardening, riding a bike, or even just walking to your car, sun damage adds up day after day. By building safe sun habits into your routine no matter the season, you and your family can enjoy the outdoors while protecting your skin from the sun's damaging effects.

For more information about skin cancer prevention and early detection, call your American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org/sunsafety.

ACS CAN Fight Back Express hits the road to highlight cancer issues for candidates

Starting in May, the American Cancer Society Cancer Action Network (ACS CAN) Fight Back Express bus will travel 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. By getting the Fight Back Express on the road, we will be able to raise the awareness of critical health care issues.

The bus tour kicks off on May 4 and ends on Election Day in November. 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.

At each stop, visitors will have the chance to share their story with their Members of Congress 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, as well as get an ACS voter guide, which outlines candidates' positions on cancer-related issues.

The detailed bus tour schedule for the Great Lakes Division is still being developed. The Fight Back Express will be stopping at pre-existing public events in order to maximize its visibility and create the most awareness about cancer issues, our legislative agenda, and the fight against cancer.

Even 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 by those "on the bus", and more.

To find out how you can take part in this nationwide effort and support the Fight Back Express, visit www.acscan.org/bus. For additional information or updates, please contact Jen Hunt, ACS Director of Grassroots Advocacy, at Jennifer.Hunt@cancer.org.



Move! The Great American Get Active Challenge

After a long winter, spring is finally in full swing! The robins are chirping and the days are getting longer.

There's no better time to Get Active than with the Great American Health Challenge on May 15. You can take action and make a commitment to reduce your cancer risk by taking the challenge to be physically active for at least 30 minutes a day, five or more days per week.

Obesity, physical inactivity, and poor nutrition are major risk factors for cancer, second only to tobacco use. The Great American Health Challenge is the American Cancer Society's comprehensive prevention and early detection campaign dedicated to encouraging people to take control of their health by adopting healthy lifestyle behaviors that reduce cancer risk. The year-

long campaign is divided into four areas important to wellbeing: check, move, nourish, and quit. Check what screenings are right for you and get them done, move more by increasing physical activity, nourish yourself by adopting healthy eating habits, and quit smoking...all with the help of your American Cancer Society.

The Great American Get Active Challenge is the "move" component of the Health Challenge. It offers a 10-week online physical activity program that helps people set goals and maintain an active lifestyle. "We can take comfort in the fact that we are able to take some degree of control over our lives, improve our health, and give our best effort to staying active, mobile, and alive," said Dr. Len Lichtenfeld, ACS Deputy Chief Medical Officer.

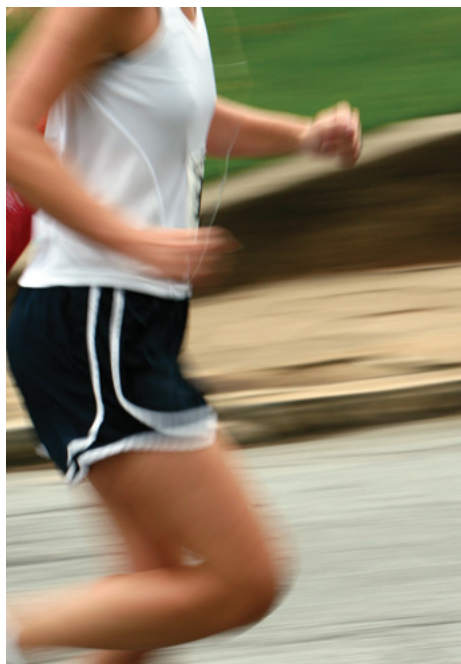
Not only does the Get Active Challenge help motivate people to adopt physical activity as a lifestyle behavior, the web site also offers unique tools and resources to help people achieve their goals in a fun and enjoyable way.

Here are some of the online tools available:

- The Virtual Trainer: Go online and meet with the Society's virtual trainer for tips, tools, and resources to assist you in maintaining a physically active lifestyle.

- Health Messaging Assistant: Sign up and manage your subscription to weekly e-mail messages with information to help you reduce your risk for cancer.
- Staying Active: Find out ways to fit fitness into your routine, ideas for raising active kids, ways to make exercise work for you by tailoring your program with activities that are right for you, and to stay motivated.
- Exercise and Nutrition Tools: You can take a nutrition and activity quiz to see if your lifestyle matches ACS guidelines, calculate your daily calorie needs, and find out how many calories are burned during a workout or daily activity.
- Create A Healthy Community: Find ideas to use in your community to create a healthy environment, access to healthy foods, and safe places for everyone to be active.

Visit www.cancer.org/greatamericans to join your American Cancer Society in the Get Active Challenge, and take action in reducing your risk of cancer.



Students fight back through Colleges Against Cancer

Indiana University-Purdue University Indianapolis



IUPUI students show off their spirit at Relay For Life



Luminaria ceremony at IUPUI



IUPUI blends school spirit with Relay spirit

Saginaw Valley State University



SVSU students take a unique lap around the Relay track



Relay For Life at Saginaw Valley State University



SVSU students make their voices heard in the fight against cancer

Western Michigan University



NFL star and Kalamazoo native T.J. Duckett speaks about his experience as a caregiver for his mother



Relay tug-of-war activity



Western Michigan Broncos football team participates in Relay For Life