

VOICES OF THE AMERICAN CANCER SOCIETY

Great Lakes Division, Inc.



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

v.8, 2006

LOCAL AREA SPOTLIGHT

The American Cancer Society's Southwestern Indiana Area Service Center and the Evansville Cancer Center are teammates in the fight against cancer.

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OPPORTUNITIES AVAILABLE

Are you interested in giving a charitable gift of stock or mutual fund shares? Both of these are a great way to further the mission of the American Cancer Society and receive an end-of-the-year tax break. For more information contact Lynn Borg at Lynn.Borg@cancer.org.

RESOURCE HIGHLIGHT

The American Cancer Society has issued new Nutrition and Physical Activity Guidelines, stressing the importance of weight control, physical activity, and community action for cancer prevention. View these new guidelines in the Resource Highlight.

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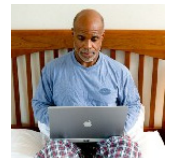
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Relay volunteer gets a new home, exhibits our cancer fight to the nation
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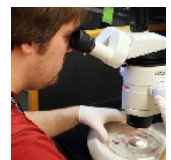
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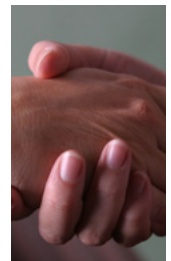
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Relay volunteer gets a new home, exhibits our cancer fight to the nation

To Shawna Farina, the American Cancer Society Relay For Life is more than just a 24-hour event that brings communities together to raise funds and awareness to fight cancer. As the Relay For Life of Spencer County's lead volunteer in St. Meinrad, Indiana, Shawna says it's her life's calling.

Her involvement started as a way to honor her mother, who has breast cancer. When the young mother of three had to fight her own breast cancer diagnosis in 2005, planning the next Relay became her reason to get up in the morning, stay connected with friends, and keep a positive attitude. It was always, and continues to be, her way of working towards the cure.

That's why when ABC's hit television series, *Extreme Makeover: Home Edition*, chose to build a new home for the Farina family they couldn't do it without Relay For Life. The net-



work approached the American Cancer Society and the volunteers of southwestern Indiana with an unprecedented request: hold five consecutive Relay For Life events while the Farinas' new home was being built.

With only four days' notice and the Farinas in Disney World, 18 communities responded heroically. They gathered 5,000 people and raised \$33,500 to fight cancer in the events, collectively called the "Extreme Relay For Life in Spencer County."

One of the volunteers who participated was Frank Daunhauer, who serves on the Spencer County Relay committee with Shawna. He is currently in treatment for mantle cell lymphoma, but walked an extraordinary total of 435 laps during the Extreme Relay. Frank knows that he is surviving his cancer because of research funding, some of which is raised in Relay events. "When I walk, I'm paying a little of that back," he said. And, he was happy to be there in honor of Shawna.

The five days of Relay came to a close when Shawna walked the last lap with her mother. Then the Farinas were welcomed into their new home.

With a new home, Shawna and her family will no longer have to worry about the financial burden of cancer and she will be able to focus on her passion for Relay. The cast and crew imprinted the event's logo on the

patio floor and built a new Relay office filled with pictures and paraphernalia to help her plan events. "I will put this office



to good use," she said. "This is something I'm going to be doing until the day I die for those that lost the battle and those who have to face it."

"My house was built with so much hope and love," she said. "I think I'll be saying 'thank you' for the rest of my life." But she says words can't measure up to all of the gratitude she feels.

Four new teams have formed in her area since the Extreme Relay, and Shawna is hoping that more people who watched her story will join the cancer fight. "Call your local American Cancer Society office," said Shawna. "We need as many voices as we can possibly get. If you're even interested, go check out a Relay For Life... We will find a cure for cancer, it's just a matter of time."

To learn more about Relay For Life, call 800-ACS-2345 or visit www.cancer.org/relay.

Pictured above: Shawna Farina
Pictured left: Frank Daunhauer

• local area spotlight

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The American Cancer Society and the Evansville Cancer Center: teammates in the fight against cancer

In southwestern Indiana, the American Cancer Society and the Evansville Cancer Center (ECC) are working together to fight cancer. A clinic providing outpatient radiation and medical oncology services for all types of cancer, the Evansville Cancer Center coordinates with the American Cancer Society's Southwestern Indiana Area Service Center to ensure more people receive information about prevention, early detection, and awareness.

Two of the Center's staff members participate in the Society's Colorectal Cancer Awareness Network. These networks attempt to increase community awareness on colorectal cancer, emphasize screenings, and decrease colorectal cancer mortality in Indiana and Michigan.

The center also hosts Man to Man meetings, a Society support group for men diagnosed with prostate cancer or benign prostatic hyperplasia, an enlargement of the prostate.

At Man to Man meetings, a volunteer coordinator and a professional from the Evansville Cancer Center typically steer the discussion on prostate cancer topics, or the men and their loved ones listen to researchers or clinicians present new findings regarding prostate cancer.

The American Cancer Society provides contacts, volunteers, and edu-



cational materials for the Center's various events and awareness programs. Man to Man participants volunteer each year to help with the Evansville Cancer Center's Annual Prostate Awareness Program. The 2006 program featured an autograph session and an opportunity for two Super Bowl icons, Len Dawson and Bart Starr, to talk about prostate cancer. Len Dawson is a prostate cancer survivor and a spokesman for the Society.

An active participant in American Cancer Society fundraisers like Relay For Life and the annual gala held by the Southwestern Indiana office, the Evansville Cancer Center provides much needed funds and sponsorship. "The partnership leads to the ECC involvement in just about everything we do," said Gene Watson, community program repre-

sentative for the Southwestern Indiana Area Service Center.

"The people [at the local American Cancer Society office] are wonderful. I can call them with our needs, and vice versa. We work off each other," explained Robin Lawrence, director of marketing for the Evansville Cancer Center. The American Cancer Society and the Evansville Cancer Center provide each other an invaluable partnership in supplying the public information to promote awareness, prevention, and early detection. Together, they do more than they could alone.

To work with the American Cancer Society in providing educational materials, or to volunteer to help fight cancer in your community, contact your local area service center by calling 800-ACS-2345.

• survivorship and patient services

Survivors and caregivers: find support on the Cancer Survivors NetworkSM

The holidays are a time for family gatherings and celebrations, a time to forget everyday worries. However, for people touched by cancer, there is no time off from the stresses of their diagnosis. The Cancer Survivors NetworkSM, a free service provided by the American Cancer Society, hopes to provide an outlet for these stresses during holiday seasons, as well as during the rest of the year.

The Cancer Survivors NetworkSM is a secure online community designed specifically for cancer survivors and caregivers to meet and discuss issues that surround their treatment and everyday lives. It is a place that any survivor or caregiver can go regardless of their type of cancer, time availability, or interest level. Most importantly, it is a spot to go for comfort and support.

When an individual is diagnosed with cancer, common reactions include shock, confusion, or fear. Some patients even feel that they are alone in the situation, regardless of how many family members and friends are supporting them, because they don't know anyone who has gone through a similar experience before.

"They want to find someone they can connect with," Dana Haulotte, online community specialist for the American Cancer Society Cancer Survivors NetworkSM, said. "It can be very profound for someone to know that they have that option."

One important aspect of the site is the importance placed on privacy. After signing up, a user has complete control over what they share; the only required information for registration is a valid e-mail address and a zip code, which is used for statistical information. This allows users to have as little or as much interaction with others as they choose.

"Some people are very private, and don't want anyone to know that they have cancer," Haulotte said. "Others may want to share very personal and private things. Anonymity allows them to do that."

Once in the site, a user can find information linked from the American Cancer Society's website (www.cancer.org), read the stories of other survivors, chat with other users, post to discussion boards, submit artwork, share books or other resources, and develop a personal page to tell their own cancer story. Some prerecorded content is available in Spanish and Chinese.

Although there are other sites that allow cancer survivors to either post on discussion boards or chat with each other, there is no other site that offers the range of support that the Cancer Survivors NetworkSM provides.

With all of the features that are available, the American Cancer Society hopes that each user will be able to find something of interest. "Even if people are hesitant, I encourage



them to go and take a look at it," Haulotte said. "People usually find their niche."

Survivors and caregivers, we encourage you to register on the Cancer Survivors NetworkSM during this holiday season. To register or to learn more, visit www.cancer.org/csn.

Funding the right research

The American Cancer Society has funded 40 researchers who have gone on to win Nobel prizes, with the 39th and 40th researchers receiving honors this year. Craig C. Mello, PhD, along with another researcher, was awarded the Nobel Prize for Physiology or Medicine and Roger D. Kornberg, PhD, received the Nobel Prize in Chemistry.

The Society's research program has also been involved in many of the major cancer research breakthroughs of the past century including:

- use of the Pap smear to detect cervical cancer
- use of mammography to screen for breast cancer
- discovery of genes for inherited breast and colon cancer
- identification of smoking as the cause of lung cancer

Thanks to donations, the Society dedicates more money to cancer research than any other private funding agency in the country. Since the research program began 60 years ago, the Society has spent nearly \$2.7 billion on research. These Nobel prize-winning researchers and major breakthroughs are proof that our research efforts are making an impact.

The focus of our research

Within its research program, the Society recognizes the importance of funding junior investigators who have fresh ideas, but often face stiff competition for funding. The decreasing federal budget for National Institutes of Health research grants results in senior investigators receiving most of the available government funding.

Recognizing the need for funding of newly established researchers, the Society places an emphasis on training and supporting the next generation of cancer researchers. Without Society support, these researchers' ideas would most likely go unfunded, even though history has shown that these types of projects can be the keys to unlocking cancer.

The funding process

Every year cancer researchers submit approximately 1,600 grant applications to the Society. The applications are evaluated by 18-20 Peer Review Committees, which are made up of 12-25 scientists and one stakeholder. Stakeholders are individuals, like cancer survivors or caregivers, who have personal interests in cancer but do not necessarily have scientific backgrounds. By including stakeholders, the



American Cancer Society allows people with personal cancer experiences to help decide which projects are funded.

The committees review and rank the grant applications based on their scientific or training merit and relevancy to cancer control. The highest rated applications are then reviewed by the Council for Extramural Grants, which is comprised of mid-level and senior scientists, as well as several stakeholders. The council recommends funding based on the committees' evaluations, the mission to eradicate cancer, and the available funds.

As of July 2006, the Society is funding 40 grants totaling \$23,714,000 in Michigan and Indiana. If you would like to support our research program, you can donate to the American Cancer Society at www.cancer.org/donate.

Charitable gift annuities: the gift that gives back

Herb and JoAnn Heinrich have deep roots in Michigan. Spanning about 400 acres, the Heinrich farm has been in their family nearly 100 years. The family also has a history of cancer. Since they have retired they continue to live on the farm and rent out their land to local farmers. With their extra income from the farm operations, they donate to the American Cancer Society.

The Heinrich's choose to donate to the American Cancer Society in the form of charitable gift annuities: contracts between the Society and a donor. Donations of this sort are tax deductible and benefit both the Society, in the form of funding, and the donor, in the form of tax deductions and a fixed lifetime payment.

"Anyone can do it. A person can give cash, property, or stock. Gift annuities that are funded with appreciated property or stock provide additional, significant tax breaks to the donor," explained Jeff Jacobs, director of estate and asset services of the American Cancer Society.

A charitable gift annuity is an easy way to integrate donating to the Society with a person's financial, estate, or tax planning objectives. "In a sense, it was somewhat of a safety net for us in our old age...It's always good to know you have a



certain amount of money," explained Herb Heinrich. They have given four gift annuities since 2001, and are planning a fifth this year.

Generally, donors choosing gift annuities are seniors, although younger donors may find this option to be an attractive avenue to supplement retirement savings because there is an option of deferring payments into the future.

As of 2005, the American Cancer Society has received about \$55 million in gift annuities, while the fixed lifetime payments to donors equal around \$3 million. The donor is allowing the American Cancer Society to plan its finances for the long-run. "Gift annuities provide a long-term income stream for the organization that will last for the future," explained Jacobs.

This is a fantastic way to provide the Society funding, while also providing donors tax benefits and lifetime income. The American Cancer Society will provide information to set up a charitable gift annuity and related estate planning services free of charge. "They did a good job explaining it and put it all on paper. I knew exactly what I was going to get and how it worked before I signed the bottom-line," said Heinrich.

To learn more about setting up a charitable gift annuity, go to www.cancer.org and click the "Donate" link, then proceed to "Planned Giving." Or, contact your local estate and asset services director of the American Cancer Society at 800-ACS-2345.

Annual Report to the Nation on the Status of Cancer

The American Cancer Society joined the North American Association of Central Cancer Registries, the Centers for Disease Control and Prevention, and the National Cancer Institute to formulate the “Annual Report to the Nation on the Status of Cancer.”

The annual report has presented trends of incidence and death rates of all major cancers since 1998. This year’s report shows an encouraging long-term decline of death rates for both sexes and all races, beginning in the early 1990s through 2003.

“The findings of the Annual Report this year highlight the importance of our nation’s investment in carefully tracking cancer incidence trends,” said John Seffrin, PhD, chief executive officer of the American Cancer Society. “When there are changes in trends...researchers are alerted to look for the causes.”

This year’s report had a special focus, detailing lower cancer rates in the U.S. Latino population. Latinos had lower incidence rates in most cancers, but showed higher rates for myeloma in females, as well as cancers of the kidney, liver, stomach, and cervix when compared to non-Latino white populations.

However, Latino children had higher instances of leukemia, germ cell tumors, retinoblastoma, and osteosarcoma in comparison to non-Latino white children.

The report highlights several problems facing the Latino community in its fight against cancer, specifically: limited access to health care, reduced use of screening services, lack of insurance, and less information on genetic predispositions to certain types of cancer.

“[The report] gives us a great baseline of where things are right now, so that we can see where we need to go in the future. We can address the actual needs of this specific community,” said Voncile Brown-Miller, the area executive director of the American Cancer Society’s Metro Detroit Area Service Center.

From 1995-2003, cancer incidence rates in men have been relatively stable. Rates dropped for colon and rectum cancers, stomach and oral cancers, and lung cancer. However, rates increased for prostate cancer, leukemia, and cancers of the esophagus, liver, and kidney.

In women, incidence rates increased from 1979-2003, but rates of breast cancer stabilized from 2001-2003. Rates decreased



for colon and rectum cancers, uterine cancers, ovarian cancer, and oral, stomach, and cervical cancers.

To reduce the burden of cancer in the United States, the report’s authors advise an increase in screenings for early detection, more public access to state-of-the-art treatment devices, and reduction to exposure of cancer risk factors. The American Cancer Society will utilize this report to increase knowledge on cancer, as well as to lower incidence rates even further.

To partner with the American Cancer Society in its ongoing fight against cancer, call 800-ACS-2345 or visit us on the web at www.cancer.org.

Make today the day to quit smoking

The American Cancer Society's Great American Smokeout is taking place today, November 16, 2006. The event, in its 30th year, is an opportunity for the American Cancer Society to educate the public about the devastating health risks that are associated with smoking, and encourages smokers to quit for 24 hours. The hope is that quitting for the day will start smokers on the path to quitting for good.

Along with urging smokers to quit, the Great American Smokeout encourages community members to find out more information about smokefree laws.

Recently, there have been major studies discussing the risks tied to smoking and current smoking statistics in the United States. This year, the Surgeon General's report proved that there is no safe level of second-hand smoke and the Centers for Disease Control and Prevention reported that there was no detected change in the smoking rates of adults between 2004 and 2005. The claims in these reports reinforce the fact that events like the Great American Smokeout are relevant in today's world.

In the United States, roughly one in four adults and one in five teenagers are current smokers and lung cancer remains the number one cancer killer. Smoking is the most preventable cause of death in our society, yet almost half a million people die from tobacco use each year. This year alone, approxi-

mately 174,470 new cases of lung cancer will be diagnosed in the U.S., and an estimated 162,460 people will die from the disease.

Smoking is also associated with an increased risk for other types of cancer including of the mouth, esophagus, and bladder. It is a major cause of heart disease, cerebrovascular disease, chronic bronchitis, and emphysema.

During the course of the Great American Smokeout, 46 million adults have become non-smokers. For smokers to increase the likelihood of quitting for a day turning into quitting for a lifetime, the American Cancer Society offers the following tips:

- Prepare for life as a non-smoker by removing all cigarette-related material (ashtrays, cigarettes and cigarette butts, matches you use for lighting up, etc.) from your home and office – it will help avoid temptation.
- Smoking urges are worst in the first two weeks. After that they are most likely to recur in situations associated with smoking (e.g., after dinner or in the car).
- Urges last a few minutes at most, so practice the four Ds:
 - DEEP breaths;
 - DO something else to get your mind off the craving (call a friend; go for a walk; chew on a carrot stick);
 - DRINK lots of water throughout the day (especially during a craving);
 - DELAY reaching for a cigarette; the urge will pass.



- Try to avoid situations that encourage smoking. If you can't, practice telling people you've just quit or that you're a non-smoker.
- Change your routines. If you always light up when you have coffee, drink tea or juice instead. If you always smoked while watching the evening news, read the paper.
- Use the many tools available. Nicotine patches, gum, and lozenges are available over the counter; a nicotine nasal spray and inhaler, and smoking-cessation medication are available by prescription. Toll-free help lines, such as 800-ACS-2345, and even online support are available.
- Most smokers have to try several methods before they succeed in quitting, so keep trying until you find what works for you.

Use the Great American Smokeout as your day to quit smoking. Remember, that if November 16 doesn't work for you, any day can be your personal Great American Smokeout. To learn more information about the Great American Smokeout, how to quit, and Smokeout activities near you, visit www.cancer.org/smokeout.

Long time smoker nears ten months without cigarettes, with Society support

When Dave Fair, the host on Eastern Michigan University's WEMU FM 89.1 *Morning Edition*, first learned of the American Cancer Society's Great American Smokeout, he was willing to professionally promote the program on the air but didn't take the invitation to quit smoking for a day to heart. "I paid no attention to it," he admitted.

Dave says that his longest relationship has been with cigarettes: "It was the one thing in my life that was constant and never let me down." Over a period of a couple years, he experimented with different quitting methods: gum, laser therapy, even hypnosis, but nothing worked. Then, after about 30 years of smoking, he made a serious decision to quit.

He knew the dangers of smoking and was beginning to see the risks become reality. "I was starting to have trouble breathing," he recalled, for even minor physical activity. On top of that, his family members were expressing concern, including his two daughters who asked that he stopped smoking for each Christmas and birthday.

He came up with the idea to quit publicly on his radio show. "The risk of public humiliation was exactly what I needed to make it over the hump," he said.

He also put support systems in place. He enlisted the help of a personal trainer, nutritionist, counselor, the Snow Health Center of Eastern Michigan University, the Michigan Surgeon General, and the American Cancer Society.

"All of these support systems were necessary, it was what I had to do," he said. Some of this support came with a fee, but the cost replaced the money he would spend on cigarettes. "You have to spend money to make money," he explained. "I had to spend money to make sure that I was going to live."

On February 6, 2005, he launched the "Quit with Dave" campaign, and is nearing his ten month anniversary of giving up cigarettes. "One day at a time, I plan to not smoke," he said. He found that exercise helps to take his mind off of smoking, and works out an average of four days a week.

"It has been the most difficult and the most rewarding experience that I've gone through," he said. For other people who have made the decision that it is time to quit smoking, Dave stresses the importance of being proactive in seeking out help. A variety of health departments and your American Cancer Society can provide support.



If you smoke and want to quit, make any day your personal Great American Smokeout. To learn about how the American Cancer Society can help, call 800-ACS-2345.

At a glance: nutrition and physical activities guidelines

Recommendations for Individual Choices

- **Maintain a healthy weight throughout life.**

Balance caloric intake with physical activity.

Avoid excessive weight gain throughout life.

Achieve and maintain a healthy weight if currently overweight or obese.

- **Adopt a physically active lifestyle.**

Adults: Engage in at least 30 minutes of moderate to vigorous physical activity, above usual activities, on 5 or more days of the week; 45 to 60 minutes of intentional physical activity are preferable.

Children and adolescents: Engage in at least 60 minutes per day of moderate to vigorous physical activity at least 5 days per week.

- **Eat a healthy diet, with an emphasis on plant sources.**

Choose food or beverages in amounts that help achieve and maintain a healthy weight.

Eat 5 or more servings of a variety of vegetables and fruits every day.

Choose whole grains in preference to processed (refined) grains.

Limit consumption of processed and red meats.

- **If you drink alcoholic beverages, limit consumption.**

Drink no more than 1 drink per day for women or 2 per day for men.

ACS Recommendation for Community Action

Public, private, and community organizations should work to create social and physical environments that support the adoption and maintenance of healthful nutrition and physical activity behaviors.

Increase access to healthful foods in schools, worksites, and communities.

Provide safe, enjoyable, and accessible environments for physical activity in schools and for transportation and recreation in communities.

Learn more at www.cancer.org. Search for “nutrition and physical activity guidelines.”