

VOICES OF THE AMERICAN CANCER SOCIETY

Great Lakes Division, Inc.



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

v.14, November 2007

LOCAL AREA SPOTLIGHT

The Hoosier Hills Area Service Center is increasing access to care for the underinsured and uninsured. Read their story in this month's local area spotlight.

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OPPORTUNITIES AVAILABLE

If you are 70 ½ years of age or older and have an IRA, you may be able to help make a difference in the fight against cancer.

The Pension Protection Act allows you to use a portion of your IRA for a charitable gift, which can help you accomplish important financial goals, such as decreasing your income tax burden.

Benefits are only available through December 31, 2007, so talk with your financial advisor today about taking advantage of this opportunity to support the American Cancer Society.

For more information, call us toll-free at 1-800-ACS-2345 to speak to an ACS representative.

RESOURCE HIGHLIGHT

The Great American Smokeout is November 15. Check out this month's resource highlight to find out what resources the American Cancer Society has for people who want to quit smoking.

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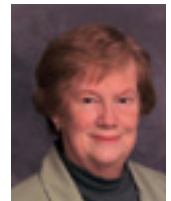
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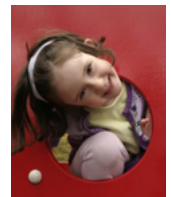
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Body & Soul program helps congregations make healthier choices

The Great Lakes Division currently has 58 churches participating in Body & Soul, a wellness program for African American churches that encourages church members to eat a healthy diet rich in fruits and vegetables. With committed and involved pastors, activities that promote healthy eating, and peer counseling to motivate church members to eat a healthy diet, the Second Baptist Church in Indiana and Tabernacle Missionary Baptist Church in Michigan both launched successful Body & Soul programs this year.

Second Baptist Church of Indianapolis, Indiana

The Second Baptist Church held its Body & Soul kickoff in June and encouraged congregation members to take part in the “SBC Biggest Loser” contest. Over a three-month period, participants were encouraged to incorporate more fruits and vegetables into their diets and increase their physical activity. With 160 members of the congregation participating, the church collectively lost 676.6 pounds.



“Body & Soul is probably the best way to impact a large amount of people at one time,” said Paula Howard, Second Baptist Church’s Body & Soul coordinator. “It offers them an educational opportunity and with the competition, it was easy to see how weight gain related to the foods they were eating.”

Pastor David W. Greene, Sr. set a strong example by losing 25 pounds during the “SBC Biggest Loser” contest, as well as incorporating the program’s message into bible studies and leadership meetings.

“Pastor Greene and his wife Glenda are very active with the program and very receptive to other ACS information like screenings and overall cancer health for their congregation,” said Yolanda Wide, community program representative for ACS.

Pastor Greene’s enthusiasm will help keep its nearly 1,200 church members motivated as they start the Active for Life program in the near future, which focuses on increasing physical activity. The church also plans to hold a nutrition fair in the first part of the year to continue the church’s health education.

Tabernacle Missionary Baptist Church of Detroit, Michigan

In February, the Tabernacle Missionary Baptist Church in Detroit kicked off its Body & Soul program for more than 2,500 congregation members with the support of Pastor Nathan Johnson. The church held a successful health fair where health organizations were invited to give free screenings, such as



blood pressure screenings, while educating members about healthy choices.

“Our goal with Body & Soul is to encourage members to eat more fruits and vegetables,” said Janice Fitzhugh, community representative for ACS. “We can help develop a health ministry if one doesn’t currently exist, or strengthen an existing ministry.”

The Tabernacle Missionary Baptist Church’s health ministry has benefited from the information Body & Soul offers. In October, the church opened its doors to other health organizations for “Facing Cancer”, a session to educate the congregation about cancer issues. The church will also hold a men’s health forum in mid-November.

To learn more about Body & Soul, contact Voncile Brown-Miller, director of disparity programs, at (248) 483-4399.

Pictured Above: “SBC Biggest Loser” winning team: David W. Greene, Jr., First Lady Glenda Greene, Neicey Bates, and Keisha Johnson. Not pictured: Pastor David W. Greene, Sr.

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College students join the fight to raise awareness about cancer

College students join the fight to raise awareness about cancer Through the American Cancer Society's Colleges Against Cancer (CAC) program, college students are able to have fun while making a difference in the lives of people facing cancer.

The CAC program brings together more than 175 colleges and universities to bring American Cancer Society programs and services to college communities nationwide. College students, faculty, and staff work together to help fight cancer through grassroots advocacy; prevention and early detection education; Relay For Life; and activities honoring cancer survivors.

Two of the Colleges Against Cancer chapters in the Great Lakes Division are Purdue University and Grand Valley State University (GVSU). These chapters are active throughout the school year with events such as Breast Cancer Awareness Month and Relay For Life. This November, the students are spreading the word about the Great American Smokeout, which challenges people to stop using tobacco.



Purdue University, West Lafayette, Indiana

Purdue's Colleges Against Cancer chapter has been active for five years and has about 90 students involved this year. Donna Morgan, the Purdue CAC president, has been involved with the group since her freshman year and enjoys the diverse group of students.

"You get so many different kinds of people since cancer affects everyone. If you're going to do some kind of charity work or try to improve awareness about something, cancer is a really great topic to be passionate about."

The chapter is planning on a 5K run/walk to take place on campus on Sunday, November 18. The event, called "Save a Lung, Kick a Butt", will feature facts along the course to show the benefits of quitting smoking over time. For example, your heart rate and blood pressure drops just 20 minutes after quitting, and after 15 years, the risk of coronary heart disease is that of a non-smoker's. The Purdue CAC hopes to have as many as 100 participants at the event.

Grand Valley State University, Allendale, Michigan

Grand Valley State University's Colleges Against Cancer chapter grew out of an existing cancer awareness student group two years ago and currently has around 55 students involved.

The chapter is planning several activities for this year's Great American Smokeout, starting with a



chalking campaign. This involves chalking a line 25 feet from public buildings to demonstrate how new ordinances coming out soon will protect people from secondhand smoke, and chalking outlines of bodies with lung cancer facts inside to catch the attention of passersby.

Students will also hand out quit kits that include information about smoking and cancer risk from the American Cancer Society, and hopes to persuade a popular local hangout to increase its weekly smokefree night to more than once a week.

Jonathan Dickinson, mission chair for the CAC chapter at GVSU, enjoys promoting cancer awareness with fellow students.

"When you're fighting for a cause, you become close friends. It's so genuine and you make lasting friendships."

To get involved with Colleges Against Cancer, call your American Cancer Society today at 1-800-ACS-2345.

Pictured Above: Purdue students participate in "Pink Out" activities during Breast Cancer Awareness Month

• local area spotlight

Hoosier Hills Area Service Center collaborates with Indiana clinic to increase access to care

As part of our 2015 goals, the American Cancer Society is working towards the goal of eliminating cancer disparities through advocacy, research, education, and service. In the Hoosier Hills Area Service Center, Tricia Bock, community program representative, is working with the Volunteers in Medicine of Monroe County clinic to increase access to care for the underinsured and uninsured.

Volunteers in Medicine (VIM) opened in April to address the great need for medical care for a growing uninsured population. With a full-time nurse practitioner and a volunteer primary care provider available every day, the clinic hopes to serve 16,000 patients its first year. Services include dental care, women's health, podiatry, a spine and back clinic, and orthopedics, and a neurology clinic opens in November. VIM also has bilingual staff members and one day a week is reserved for Spanish-speaking patients.

"We've provided brochures on a variety of topics that ACS has that are bilingual or Spanish only materials," said Tricia. "We let them know that cancer.org and 1-800-ACS-2345 are always available as well."

VIM serves as the new provider for the Breast Cancer and Cervical Cancer Program (BCCP), which provides free or low-cost breast and cervical cancer screenings to underinsured and uninsured women with the hope of

lowering incidence and mortality rates of both these cancers. The American Cancer Society estimates that about 11,150 cases of invasive cervical cancer and 178,480 cases of invasive breast cancer will be diagnosed in women in the U.S. in 2007.

The program in Monroe County has enrolled more than 120 women since the clinic opened, and with additional grants, the clinic is able to provide free cancer screenings to every enrolled female. If a woman enrolled in BCCP is diagnosed with breast cancer, the program provides assistance with obtaining Medicaid to cover the costs of treatment.

"We are all trying to do as much as we can to get access to those who haven't had access to cancer screenings and reach as many people as we can," said Elizabeth Sturgeon, executive director of Volunteers in Medicine of Monroe County.

For Tricia, increasing access to cancer screenings is also a personal mission because she knows firsthand the benefits of BCCP. Before working for the Society, she received a Pap test through the program and found out



she had dysplasia, which are abnormal but not yet cancerous cells.

Tricia credits BCCP and her provider for helping her prevent a cancer diagnosis. "I share my story when I think it can help others to reach out and use the BCCP program."

ACS and VIM expect more collaborations in the future as they both strive to increase access to care.

"Being a partner with VIM gives us access to people we might not reach otherwise," explained Tricia. "There's a certain level of trust needed from that population and if their doctor at Volunteers in Medicine says the American Cancer Society can help you, they're going to listen to that advice."

For more information on the BCCP programs in your area, please call us toll-free at 1-800-ACS-2345.

Long-time Reach to Recovery volunteer participates in Breast Cancer Research Program

Indiana resident Rosemary Toepp was first introduced to the American Cancer Society after she was diagnosed with breast cancer in 1976.

“At that time, I didn’t know a single person who had survived breast cancer,” said Rosemary. “It was something people didn’t talk about.” Shortly after her initial diagnosis, Rosemary was visited by a Reach to Recovery volunteer.

“She was surviving and she looked great. She was a huge help to me,” said Rosemary. After a long recovery, Rosemary began visiting hospital patients through her church and realized that people knew about her battle with cancer.

“They were so glad to see me because here I was, looking pretty good, walking around, doing things. I realized that cancer patients really related to me and the fact that I was surviving and going on with my life. That’s when I contacted the American Cancer Society and decided to become a Reach volunteer.”

The Reach to Recovery program helps people cope with their breast cancer experience by pairing newly diagnosed breast cancer patients with breast cancer survivors who can offer support and hope.

“Nowadays there is so much help available to patients, but what they don’t have is something from someone

who’s been there. No matter what the doctors and nurses tell them, they always kind of wonder if that’s really true,” explained Rosemary. “But when they talk to someone who’s actually gone through it, it means a tremendous amount to them. That’s what is the most valuable about this. It’s providing something that people aren’t getting any other way.”

As a 31-year breast cancer survivor who also faced a recurrence 11 years after her initial diagnosis, Rosemary has a lot of hope to offer women who are diagnosed with breast cancer. She has been a dedicated volunteer for the Reach to Recovery program in South Bend for 23 years and has served as a coordinator and a state trainer.

“Rosemary is a wonderful breast cancer advocate and educator,” said Kathy Deka, community program representative for ACS. Kathy nominated Rosemary for participation in the Breast Cancer Research Program because of her experience and wealth of knowledge.

The Program, which is sponsored by the Department of Defense, brings together prominent scientists and 116 consumer reviewers who are active volunteers nominated by their organization with the purpose of determining how funding will be spent on future breast cancer research. Rosemary traveled to Washington, D.C. in July to participate.



“We had to rate the proposals in terms of what actual value they would be to patients or families or communities as far as breast cancer goes,” explained Rosemary, who had full voting rights on a panel of 20 scientists and three other cancer survivors. The consumer reviewers also put a face to the disease for the scientists doing breast cancer research.

“They could see that people do survive breast cancer now and they were delighted to have us there,” said Rosemary. “It was an amazing experience.”

If you would like to learn more about Reach to Recovery, please contact your American Cancer Society at 1-800-ACS-2345.

Pictured Above: Rosemary Toepp

Meet your researcher: Dr. Brian Zikmund-Fisher

The American Cancer Society is the nation's largest private, not-for-profit source of funds for scientists studying cancer. The Great Lakes Division is currently funding three researchers in Indiana and Michigan who are conducting research dealing with lung cancer. These grants total more than \$1.5 million.

Dr. Brian Zikmund-Fisher is one of the researchers in the Great Lakes Division whose work is being funded. His five-year grant for "Cancer Risk Perceptions: Highlighting Change and Time in the Picture" began in 2006 and totals \$729,000.

Dr. Zikmund-Fisher is a research assistant professor in the University of Michigan's Department of Internal Medicine and a research investigator at the VA Health Services Research & Development Center of Excellence in Ann Arbor, Michigan. His research focuses on making cancer risk information more relevant for patient decision making. As a cancer survivor, Dr. Zikmund-Fisher has a deep appreciation of how hard it is to be a cancer patient.

"As a patient, being diagnosed with cancer calls up all kinds of emotions and fear, feelings that can be overwhelming. Yet, at the same time you're also trying to think about all of the information that your doctor is trying to communicate to you, that you find on the internet, that you read

in the booklet you are given, and you have to somehow make sense of it...it's just a very hard task. My goal is to make that task easier."

By utilizing graphics to communicate statistics about cancer risk and the risks and benefits of cancer treatments, Dr. Zikmund-Fisher hopes to make complicated information more understandable and concrete. He uses scenario-based Internet surveys to test information delivery formats and methods of risk communication. Dr. Zikmund-Fisher and his colleagues then refine the most promising ideas and use them in studies with patients who are making care decisions.

"Cancer is an excellent domain for studying this kind of communication. There is a lot of information that patients need to know and make sense of if they're going to be a partner in the decision-making process about their care," said Dr. Zikmund-Fisher. "It's also a domain where I think people really care about risk reduction. If we can show people what could happen to their risks if they lived healthier lives, if we can help people to understand the consequences of some of the choices they make, that may be an effective way of helping patients make decisions that will reduce the number of cancers in the population."

With a multi-disciplinary background in social sciences, Dr. Zikmund-Fisher sees himself as a toolmaker who can



help clinicians do their job better by exposing the way patients approach decision making.

"I try to think about what patients would want or need to know about their condition and their treatments to help them make better decisions about what they want to do," he explained. "If there is anything that I can do with my research to make that task easier and less demanding, to make it more likely that people will be able to make sense of it all, then I think I am doing some good."

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

Pictured Above:
Dr. Brian Zikmund-Fisher

A bright future for the School Health Coordinator Leadership Institute (MICHIANA)

Eating right, being active, and maintaining a healthy weight are important ways to reduce your risk of cancer, as well as heart disease and diabetes, making it important to develop healthy habits as soon as possible. For the School Health Coordinator Leadership Institute (MICHIANA), this means creating healthier school environments where children can thrive and develop healthy lifestyles that will continue into adulthood and lessen their disease burden.

MICHIANA began in 2003 and is a replicate of the original American Cancer Society National School Health Coordinator Leadership Institute. MICHIANA includes 10 teams from Indiana and 8 teams from Michigan. Each team consists of a health representative, an administrator, and a community representative, making this the largest Institute replication in the country to date.

The Institute teams of Indiana (Batesville, Brown County, Evansville,

Goshen, Greencastle, Greenfield, Indianapolis, Middlebury, Southern Wells, and Vigo County) and Michigan (Adrian, Benton Harbor, Flint, Hudson, Houghton Lake, Hale, Jackson, and Taylor) were recognized by Nancy Yaw, CEO of the American Cancer Society, Great Lakes Division in February for completing three years of training.

All 18 Institute district teams formed a School Health Council and assessed their school district with the new Healthy School Report Card tool. This assessment helped them develop a Healthy School Improvement Plan. All teams are honoring their commitment to two additional years to implement their Healthy School Improvement Plans as well as track, evaluate, and report their progress.

Plans may include having recess before lunch to give kids the opportunity to be active, a strategy that has also been shown to increase consumption of fruits and vegetables. Schools can also put healthy options such as water and 100% juice in vending machines instead of pop. District teams may also recommend that schools provide daily physical education, offer screenings for depression, or hire a school nurse.

MICHIANA received national recognition from the Center of Disease control Department of Adolescent School Health and the ACS National Office for being the closest Institute replication. The program's evaluation data is now being shared to assist other states with future Institute replications.



Due to MICHIANA's success, ACS has made the commitment to launch and help fund MICHIANA II and III, with the goal of training 40 additional school district teams. Indiana and Michigan Departments of Education and Health sent requests for MICHIANA II applications to all school districts in October. Ten teams will be selected from each state by the end of December and orientation is scheduled for April 2008. Additional funding sources are being explored to launch MICHIANA III with 20 more teams in April 2009.

The School Health Coordinator Leadership Institute would not be possible without dedicated volunteers. To get involved and help kids be the best they can be, please contact Dru Szczerba, ACS director of cancer prevention and health care systems initiatives at (248) 483-4336 or e-mail at dru.szczerba@cancer.org.



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 create the “Annual Report to the Nation on the Status of Cancer”.

The annual report has provided cancer incidence rates, death rates, and trends of all major cancers in the United States since 1998. This year’s report shows that long-term declines in cancer death rates continued through 2004 for both sexes. Cancer death rates decreased on average 2.1 percent per year from 2002 through 2004, nearly twice the annual decrease of 1.1 percent per year from 1993 through 2002.

“The evidence is unmistakable: we are truly turning the tide in the cancer battle,” said John R. Seffrin,



Ph.D., chief executive officer of the American Cancer Society. “The gains could be even greater if everyone in the U.S. had access to essential healthcare, including primary care and prevention services.”

This year’s report featured a special section that provides the most comprehensive cancer data to date for American Indians and Alaska Natives across the U.S. Cancer incidence rates among AI/AN men and women varied among six geographic regions of the country, with AI/AN men from the Northern Plains region and AI/AN women from Alaska and the Northern and Southern Plains regions having higher cancer incidence rates than non-Hispanic white (NHW) men and women in the same areas.

The report highlights several problems facing the American Indian and Alaska Native populations in their fight against cancer, specifically limited access to health care, reduced use of screening services, and lack of insurance.

Overall cancer incidence rates for both sexes and all races combined declined slightly from 1992 through 2004. Death rates decreased for the majority of the top 15 cancers in men and women.

For men, incidence rates of lung and colorectal cancers decreased. The

three leading causes of cancer deaths in men: lung, prostate, and colorectal cancers, also saw important declines.

For women, incidence rates of breast cancer declined substantially, a drop that is possibly related to declining use of hormone replacement therapy as well as the recently reported decline in use of screening mammography. Lung cancer rates stabilized after long-term increases, and colorectal cancer rates decreased. In terms of death rates, colorectal cancer and breast cancer decreased, while the rate of increase for lung cancer deaths slowed substantially.

The authors report that earlier detection of disease through screening, improved prognosis through more effective treatment, tobacco control, and reduction in inequalities in cancer care all point to the success of the nation’s dedication and focus on reducing the burden of cancer in the U.S.

To partner with the American Cancer Society in its ongoing fight against cancer, call 1-800-ACS-2345 or visit us on the web at www.cancer.org.

American Cancer Society launches Access to Care campaign

The American Cancer Society launched its nationwide Access to Care campaign on September 17 to call attention to the urgent need for quality, affordable health care for all Americans.

As part of this nationwide initiative, which is an unprecedented effort in the 94-year history of the organization, the Society is devoting significant resources towards an aggressive public awareness campaign that highlights the barriers that average Americans confront when facing cancer.

"The American Cancer Society believes that, after tobacco use, lack of access to quality health care in the United States could be the biggest barrier to continued progress in the fight against cancer," said Dr. Richard C. Wender, ACS volunteer president.

The Society's goal is to bring the access to care issue to the attention of the public and our policymakers for discussion and an eventual consensus on healthcare reform that will improve access to health care for all people, and therefore, greatly reduce the death rates from cancer and other major chronic diseases.

Michigan resident Linda Liebe knows firsthand the value of health care insurance. She was looking forward to some time off after leaving a job and opted out of COBRA, which is temporary insurance for individuals between jobs.

"I wasn't anticipating any illness and just figured if I got sick I'd go to the

doctor. No big deal. Then I found a lump," recalled Linda. "My first thought was 'Oh, my God.' My second thought was, 'Oh my God, I don't have any insurance.' I thought my situation was hopeless and made arrangements to go to a facility in Colorado and die."

For Linda, the unexpected need for insurance seemed life threatening and her situation isn't uncommon. Forty-seven million Americans are uninsured and 17 million more are underinsured, meaning their insurance fails to provide adequate coverage when they are diagnosed with cancer. Nearly half of uninsured cancer patients said they used up all or most of their savings as a result of the financial cost of cancer, and 1 in 5 insured cancer patients said they used up all or most of their savings.

Statistics show that lack of insurance can be devastating for cancer patients. Due to costs, 4 in 10 cancer patients skip treatment, cut pills, or avoid filling prescriptions. Society researchers have found that the uninsured and people with Medicaid are more likely to be diagnosed with advanced cases of cancer than those with private insurance.

In Linda's case, her story had a happy ending. She qualified for some help from Michigan's Breast and Cervical



Cancer Control Program (BCCCP), which she credits with helping to save her life.

"In December 2006, I was diagnosed with cancer a second time. But now I am working, have my health benefits, and feel ready to take on cancer and win."

But millions of individuals with cancer aren't so lucky and still need access to care.

The American Cancer Society Cancer Action NetworkSM (ACS CAN), the sister advocacy organization to the Society, is helping lead the drive to make access to health care a national priority. From passing laws improving access to life-saving screenings to ensuring the ongoing development of new cancer treatments, ACS CAN is dedicated to making meaningful access to health care a reality.

For more information on the campaign and to find out how you can get involved, visit www.cancer.org/access.

American Cancer Society provides resources for people who want to quit smoking

Every year, smokers across the nation take part in the American Cancer Society's Great American Smokeout by smoking less or quitting for the day on the third Thursday of November. The event challenges people to stop using tobacco and raises awareness of the most effective ways to quit for good.

Tobacco addiction has both a psychological and a physical component. Research shows that smokers are most successful in kicking the habit when they have some means of support, such as nicotine replacement products, counseling, prescription medicine to lessen cravings, guide books, and the encouragement of friends and family members. Despite that, only about 1 in 7 current smokers reports having tried any of the recommended therapies during his or her last quit attempt.

This November 15, the Great Lakes Division invites smokers to accept the challenge to do something great for yourself by taking advantage of the many resources offered by the American Cancer Society to help you quit successfully.



The Great American Smokeout website offers complete and current information, guidance, and tools to help smokers decide to quit, plan their quit day, choose a quit plan, and stay quit. New interactive tools include the Quit Clock for daily tips leading up to your quit date, and the Craving Stopper to coach smokers through each craving as it occurs. There are also calculators to help smokers determine how many cigarettes they've smoked and how the cost of cigarettes adds up over time. Information about all nicotine replacement therapy options and other pharmaceuticals that increase your chances of success are explained, including a new drug called Chantix. Visit www.cancer.org/smokeout to take advantage of these great resources.

Many former smokers say a support network of family and friends was very important during their quit attempt. Other people who may offer support and encouragement are coworkers, your family doctor, and members of support groups for quitters.

Free telephone-based tobacco cessation programs link callers with trained counselors. These specialists help plan a quit method that fits each person's unique smoking pattern. People who use telephone counseling stop smoking at twice the rate of those who don't get this type of help. With guidance from a counselor, quitters can avoid common mistakes that may self-destruct a quit attempt.

Telephone counseling is convenient because it doesn't require transportation or childcare, and it's available nights and weekends. Counselors may recommend a combination of methods including medicines, local classes, self-help brochures, and/or a network of family and friends.

For more information about materials, Quitline phone counseling, support groups, and other local resources, please call your American Cancer Society toll-free at 1-800-ACS-2345.