

VOICES

OF THE AMERICAN
CANCER SOCIETY
Great Lakes Division, Inc.



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

v.25, November 2008

LOCAL AREA SPOTLIGHT

The American Cancer Society presents the Auto Club Group of Metro Detroit with a Five Star Investor Award. Read more in this month's local area spotlight.

Page 3

GLD STRIDES PHOTOS

See some photos from Making Strides Against Breast Cancer events across the Great Lakes Division!

Page 8

RESOURCE HIGHLIGHT

The Great American Smokeout web site 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.

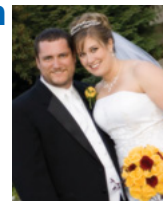
Information about all nicotine replacement therapy options and other pharmaceuticals that increase your chances of success are explained, including a new drug called Chantix. Visit the Great American Smokeout web site at:

www.cancer.org/smokeout.

community focus and volunteerism

Making Strides Against Breast Cancer:
A wedding story

• *Page 2*



survivorship and patient services

An ACS volunteer story: Carolyn Chisnell

• *Page 4*



research

Dr. Nasser Hanna and many others get involved in the Great American Smokeout

• *Page 5*



education

Quit for a day...or quit forever with the Great American Smokeout!

• *Page 6*



advocacy

The return of the Fight Back Express in support of smokefree air

• *Page 7*



No matter who you are, we can help.
1.800.ACS.2345
www.cancer.org

Subscribe to receive VOICES via e-mail each month!
Log onto <http://www.acsgld.org/voices> and click the "subscribe now" link at the bottom.

Making Strides: A Wedding Story



On Saturday October 4, Lori Thomas of Fort Wayne, Indiana, waited eagerly for her daughter to arrive at the Making Strides Against Breast Cancer (MSABC) walk. Nicole Thomas, who is now Nicole Forbes, was participating in Strides...on her actual wedding day!

“I know that many people thought I was crazy for doing the walk on my wedding day,” said Nicole. “It was something that I knew I wanted to do, and while the day might have been a little tight for timing, everything worked out wonderfully and they day wouldn’t have been perfect without it.”

What Lori didn’t know is that Nicole and her husband to be, David, inserted a special note in their wedding invitations about Strides



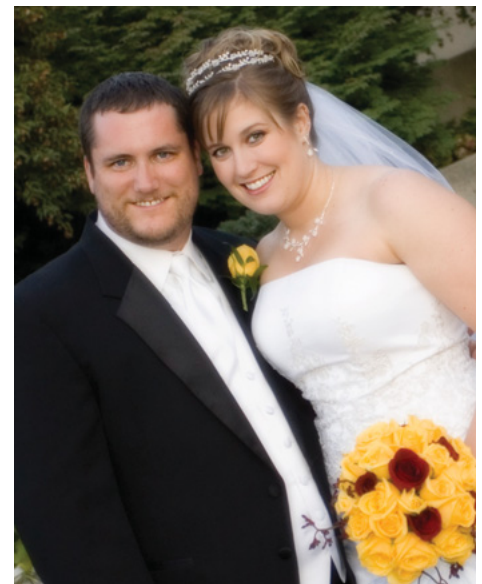
and how important it was. They also invited everyone that would be in town for the wedding to show up and surprise Lori by participating in the event.

Lori had only been expecting Nicole and her three bridesmaids, but when they all arrived, she was stunned. “At first it was a blur. Then one by one I was recognizing all these faces. It meant so much to be joined by my 83-year-old father, my husband, my daughter, my son and his wife, and all the incredible support they showed,” said Lori.

David was unfortunately unable to participate in the walk, but was glad they had helped others get involved through their invitations. “Despite not being able to take part in the walk due to the wedding tradition of not seeing the bride [before] the ceremony, I wanted to help drum up walkers in support of a cause that means a lot to my wife,” he said.

Lori has such passion for the Making Strides Against Breast Cancer walk. She formed a team at her workplace, the United States Postal Service in 2001. Since then, the group has collectively raised more than \$21,600 towards the fight against cancer.

Nicole also surprised Lori by making t-shirts for everyone that walked that had a pink ribbon with the date on the front. She also personalized shirts



for her matron of honor, bridesmaids, mother of the groom, mother of the bride, and herself as the bride.

“It was well worth covering our postal logo to wear the “Mother-of-the-Bride” shirt she made,” Lori laughed. “How do I even begin to say thank you to the United States Postal Service team and my daughter? This year’s Making Strides Against Breast Cancer walk is one I will truly never forget.”

For more information on how you can get involved or donate to the Making Strides Against Breast Cancer walk, visit www.cancer.org/makingstrides.

Pictured: Nicole and her bridesmaids at Strides (top left); The Thomas family - Lori Thomas, far left (bottom left); David and Nicole Forbes (top right)

ACS presents The Auto Club Group’s wellness team with a Five Star Investor Award

On October 2, the Great Lakes Division of the American Cancer Society presented the Auto Club Group’s (ACG) Wellness team with an award for their proactive stance in the fight against cancer, and promoting wellness activities among their employees.

The Five Star Investor award is presented to companies that are active in fighting cancer on multiple fronts using the workplace solutions programs of the American Cancer Society. ACG joins the ranks of 25 other companies in the Metro Detroit area in receiving the award.

“I’m very proud to accept this award,” said Ann Federici, senior vice president of human resources. “Through our Wellness program, we’ve made a lot happen in a short period of time. We couldn’t do it without the great partnership we have with the American Cancer Society. They provide us with so much information that we can share

with our employees to help us all live healthier lives.”

To qualify for Five Star honors, companies must participate in at least five areas of the Society’s mission. As a Five Star Investor, the Auto Club Group participates in the following ACS initiatives:

- Smokefree worksite.
- Active For Life: ACG employees form teams and earn points together - stresses the importance of eating right and keeping fit.
- Office in Livonia, Michigan, participates in Relay For Life.
- Use of American Cancer Society Health and Wellness Communications.
- American Cancer Society Prevention and Early Detection/ Patient Navigation - informing employees about the importance of prevention and early detection.

and we wanted the community to know.”

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



“At the end of the day, the American Cancer Society’s mission is to eliminate cancer,” said Jill Elder, ACS executive director. “We can impact lives and prevent cancer, and even save lives by engaging employees and getting them involved. [ACG] has taken a leadership role with its wellness program

Pictured:(L to R): ACG Senior Vice President Ann Federici, Benefits and Compensation Director Joadi Keck, ACS Executive Director Jill Elder

An ACS volunteer story: Carolyn Chisnell

Thirteen years ago, Carolyn Chisnell was diagnosed with breast cancer. Afraid and alone at 2:30 in the morning, a call to the American Cancer Society changed her life.

Carolyn was greeted by a woman who was comforting, supportive, and a cancer survivor. “She stayed on the phone with me for almost an hour. I didn’t even expect anybody to answer,” said Carolyn. “I distinctly remember her telling me that I wasn’t alone in my fight. To me, those are words I obviously needed to hear from someone that had been through it.”

Since that call, Carolyn has been committed to raising awareness, advocating early detection, and supporting survivors like herself by volunteering with the American Cancer Society. She started volunteering in Marquette, Michigan before moving to Lansing, where she walked in the area’s first Strides event 10 years ago.

“The walk isn’t all about pulling together and making the community aware of the need for raising funds for research, or to recognize survivors... but to come together and show support that we really are there for more than one purpose. We’re not just there to raise funds, or wear a pink shirt. We’re there to come together and show that solidarity.”

Carolyn is also a volunteer with the Society’s Reach to Recovery program which is her passion. “[Reach to Recovery] is important because when we’re called upon, and we go visit the patients and their families, I’m saying, ‘I understand’. It’s like the woman on the phone 13 years ago in the middle of the night that said to me, ‘I understand, I’ve been there.’”

She also speaks to other women about the importance of mammography and the role early detection plays in saving lives. Carolyn had a mammogram in May of 1995 and she was cancer free, but when she was tested again in September of the same year, she was diagnosed with Stage II breast cancer.

“Do not skip or postpone your mammogram,” Carolyn advises. “Get your mammograms every year, and tune into your body. It could save your life. I really truly believe it did with me. There’s not a doubt in my mind.”

Dedicated volunteers like Carolyn are making a difference, saving lives, and fulfilling their own by giving their time to help others. “I just feel that I’ve been fortunate. I have my faith, I have my family, I have my friends, and the American Cancer Society...that’s who’s walked this journey with me from the very beginning.”



For more information on Reach to Recovery in your area, call 1-800-ACS-2345. To find out more about the Making Strides Against Breast Cancer event visit www.cancer.org/makingstrides.

Pictured: Carolyn Chisnell

Dr. Nasser Hanna and many others get involved in the Great American Smokeout to help Indiana “Breathe Easy”

The American Cancer Society has partnered with Indiana University Hospital and IU Simon Cancer Center, Methodist Hospital, Wishard Health Services, IUPUI Campus Center, and Riley Hospital for Children, to encourage patients, health care providers, employees, students, and children to “Breathe Easy” on November 20 in honor of the 32nd Great American Smokeout.

The Society’s Great American Smokeout was launched in 1976 to inspire and encourage smokers to quit for one day. Now, 44.2 percent of the 45.3 million Americans who smoke have attempted to quit for at least one day in the past year.

Dr. Nasser Hanna, MD, Associate Professor of Medicine, Division of Oncology, at IUPUI has been working closely with the American Cancer Society to reach children and young adults before they start smoking. “I think the overarching [goal is] to bring awareness that tobacco use is the leading cause of preventable deaths in the United States [and] that the overwhelming majority of regular smokers began the habit when they were teenagers. Nicotine is incredibly addictive, and an incredibly difficult habit to stop, [we want to help change that].”

On the day of the Great American Smokeout, activities will be held from 10 a.m. to 2 p.m. at some of

the locations mentioned above that are partnering with ACS to make an impact. Each location will be hosting different activities such as giveaways, health screenings, and tobacco cessation resources aimed at patients, health care providers, employees, students, and children.

“Our tobacco working group meets monthly and a couple of months ago I had suggested that we do something for the Great American Smokeout,” Said Dr. Hanna. “To not do something when we are the tobacco working group would seem like an obvious oversight. So that’s how we became involved in doing something for [the Society’s Smokeout].”

Below are some of the exciting activities happening in Indiana during the Great American Smokeout:

IUPUI Campus Center

Petition for students to sign to increase support for enforcement of IUPUI’s smoking policy

“Wii Are Smoke Free”

Cig Toss for Food Vouchers

T-shirt giveaway

Riley Hospital for Children

Fabulous Me & Smokefree photo shoot

Smoke-free pledges for parents



Wishard Hospital

Carbon Monoxide readings

IU Simon Cancer Center

Basic health screenings including Carbon Monoxide readings, blood pressure readings, and oral screenings

To get involved in the Great American Smokeout and make an impact in your life, or someone you love, call your American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org/smokeout.

Pictured: Dr. Nasser Hanna

Quit for a day...or quit for forever with the Great American Smokeout!

If you or someone you know has been meaning to kick the smoking habit for a while, now is the time to take action and make one of the best decisions you could for your health by participating in the American Cancer Society's Great American Smokeout on November 20.

Tobacco use remains the single largest preventable cause of disease and premature death in the United States. It accounts for 30 percent of all cancer deaths, affecting smokers, as well as nonsmokers who breathe in secondhand smoke.

Tobacco addiction has both psychological and physical components. Research shows that smokers are most successful in kicking the habit when they have several means of support, such as

nicotine replacement products, counseling, prescription medicine to lessen cravings, guide books, and the encouragement of family members and friends. Despite that, only about one in seven current smokers report having tried any of the recommended therapies during their last quit attempt.

The Great American Smokeout was launched in 1976 to inspire and encourage smokers to quit for one day. Now, 44.2 percent of the 45.3 million Americans who smoke have attempted to quit for at least one day in the past year, and the Great American Smokeout remains a great opportunity to encourage people to commit to making a long-term plan to quit for good.

With all the resources available, there has never been a better time to quit smoking and the American Cancer Society is here to help. If you smoke, make a plan and set the Great American Smokeout, November 20, 2008, as your quit date.

By calling the American Cancer Society Quitline® at 1-800-227-2345, people who plan to quit will be able to speak with a trained counselor and receive free, confidential counseling.

Studies have found that Quitline can more than double a person's chances of successfully quitting tobacco. Callers to Quitline can be connected

with smoking cessation resources in their communities, social support groups, Internet resources, and medication assistance referrals. Since its inception in 2000, Quitline has provided counseling support to more than 380,000 smokers.

Studies also show the importance of social support in quitting smoking. 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.

Popular online social networks such as Facebook and MySpace are also becoming support channels for people who want to quit, and American Cancer Society Smokeout-related downloadable desktop applications are available on these networks to help people quit or join the fight against tobacco.

The Great Lakes Division invites smokers to accept the challenge to do something great for their health by taking advantage of the many resources offered by the American Cancer Society to help them quit successfully. Check out this month's Resource Highlight for a link to the Great American Smokeout online tools!



The return of the Fight Back Express in support of smokefree air

On October 22 and 23, the Great Lakes Division experienced a bit of déjà vu with the return of the ACS CAN Fight Back Express to Michigan.

The bus stopped at Oakland University in Rochester, and also visited Mount Clemens, and Southgate. At each stop, speakers held a brief press conference calling on the Michigan legislature to finish the job and pass House Bill 4163, making all workplaces smokefree, including bars, restaurants, and casinos.

With the Senate passing a stronger version of the bill this past spring, the ACS Cancer Action Network had turned its advocacy efforts back on the House of Representatives, asking Speaker Andy Dillon for a concurrence vote.

On September 23, the House finally held a concurrence vote. Unfortunately, the vote yielded a 50-49 vote count, just six short of the needed 56 votes for approval. Nevertheless, the issue is far from over. At the close of the vote, a motion for reconsideration was approved, meaning that another concurrence vote in the House could be held before the end of the legislative session.

It has been critical that all smokefree advocates continue to keep pressure on their lawmakers, and the return of

the Fight Back Express aimed to do just that. A total of 170 volunteers and staff visited the bus as it made this special trip through the Metro Detroit area.

At Oakland University, Tara Forbes, team development director for the Society's Colleges Against Cancer, spoke about the importance of a smokefree air law. "We urge Oakland University to join the 160 other U.S. campuses that are already smokefree," said Tara. "Our Michigan lawmakers should also act to make the state smokefree. I hope that it's the first item on their agenda when they return to work in November."

Michigan is one of five states the Fight Back Express is stopping in during this "unofficial" wrap-up of its 48 state tour. The bus made its official final stop in St. Louis, Missouri on October 23, where panels with all signatures collected during the journey were displayed.

Since May 4, the bus has logged more than 40,000 miles, taken part in more than 500 events, captured hundreds of thousands of signatures, and reached more than 60 million people through rallies, newspaper articles, TV and radio stories, advertising, and grassroots engagement. Its seven-



month journey concluded in the Washington, DC area on Election Day.

For more about the ACS CAN Fight Back Express, visit www.acscan.org.

• strides photos

v.25, November 2008

Page 8

Making Strides across the Great Lakes Division INDIANA



MICHIGAN

