

VOICES

OF THE AMERICAN
CANCER SOCIETY
Great Lakes Division, Inc.



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

v.23, September 2008

LOCAL AREA SPOTLIGHT

Fort Wayne, Indiana, fights back by promoting healthy eating and activity at their inaugural Fort-4-Fitness Festival! Read more in this month's local area spotlight.

Page 3

OPPORTUNITIES AVAILABLE

The Campaign for Smokefree Air is coordinating a rally for advocates to exert pressure on the Michigan House of Representatives, and Speaker Dillon, to hold and support a concurrence vote on HB 4163 and make ALL Michigan workplaces smokefree including restaurants, bars, and casinos.

We need your help! Please join us in Lansing, Michigan at The Capitol at 12:30 p.m. on Tuesday, September 16.

We need hundreds of supporters present in order for this event to be effective and get the attention of the House. If you need information about the legislation or talking points, please visit www.MakeMIAirSmokefree.org.

RESOURCE HIGHLIGHT

Many patients with advanced cancer, and their caregivers, have unanswered questions about what to expect during these last months of life. The American Cancer Society web site offers ample information and advice on how to deal with this tough time. Read more in this month's resource highlight.

Page 8

community focus and volunteerism

Grand Rapids Cattle Baron's Ball raises more than \$430,000 for fight against cancer

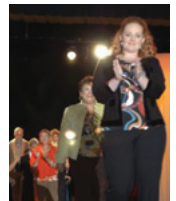
• *Page 2*



survivorship and patient services

Cancer survivors strut their stuff at Fashion A Cure, raising money for the ACS mission

• *Page 4*



research

Researchers support the Fight Back Express

• *Page 5*



education

Prostate cancer: Risks, prevention, and early detection

• *Page 6*



advocacy

Advocates make their voices heard with the Fight Back Express

• *Page 7*



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Grand Rapids Cattle Baron's Ball raises more than \$430,000 for fight against cancer

On Friday, August 15, nearly 700 West Michigan residents donned their finest Western wear, saddled up their trusty steeds and headed down to the sixth annual American Cancer Society Cattle Baron's Ball in Grand Rapids to enjoy a night of Western-inspired fun, food and fundraising, all in support of the Society's lifesaving mission.

With live music from West Michigan's own Mid-Life Crisis and local celebrities hosting the main stage, the evening was alive with energy. A silent auction featured unique and exciting items donated by businesses and individuals from throughout West Michigan and beyond, and a live auction featured interactive items including a model donning the full, 10-foot high costume of Mother Ginger from The Grand Rapids Ballet Company's production of The Nutcracker. Dueling saloon-style entertainment, with can-can girls, a whip artist, and mechanical bull provided entertainment throughout the night.



This volunteer-driven event was led and attended by some of West Michigan's most influential executives and community leaders, and supported by the area's top businesses.

"For the second year in a row, I have been honored to serve as co-chairperson for the Cattle Baron's Ball, an event that is like none other in our community," said Eileen DeVries, Event Co-Chairperson and Wealth Management Advisor and Senior Vice President-Investments for Merrill Lynch.

"On behalf of the American Cancer Society and the 2008 Executive Committee, I extend my deepest thanks and appreciation to all the organizations, businesses, and individuals who rallied together to support the 2008 Cattle Baron's Ball.

This inspirational night serves as a reminder of the generosity and compassion that is inherent in the people of this community, and gives us even more reason to continue the fight for a cure for this terrible disease."

A special highlight of this year's event was a "surprise" phone call to Eileen DeVries during the live auction from local business owner and philanthropist Sid Jansma Jr., who promised to contribute \$25,000 towards the ACS Great Lakes

Division's Young Cancer Survivor College Scholarship Program, with one condition: the crowd must raise \$75,000 in matching funds. For the next several minutes, Eileen received additional "surprise" call-in donations from donors and the audience. By the end of the night, more than \$100,000 was raised for scholarships for young cancer survivors in Indiana and Michigan!

In the midst of nationwide and local economic troubles, the overwhelming support of the West Michigan community through the Cattle Baron's Ball helped to raise more than \$430,000 for the fight against cancer, the most the event has ever raised.

The generosity and commitment of the hundreds of donors and volunteers who helped to make this event a tremendous success is testament to the powerful message of hope, and a reminder that some day a cure will be found and the battle against cancer will be over. For more information on how to get involved with the Cattle Baron's Ball, call your American Cancer Society at 1-800-ACS-2345.

Fort-4-Fitness Festival: Fighting cancer while promoting healthy habits

Through the American Cancer Society Charity Runner program, thousands of people have transformed their passion for participating in marathons, half-marathons, triathlons, and other endurance events into a lifesaving effort to raise funds and honor and remember the people they know who have been touched by cancer.

In Fort Wayne, Indiana, the inaugural Fort-4-Fitness Festival begins September 26, as part of the Society's Charity Runner program. Nearly 1,000 registrants have already signed up to participate, with a cap of 3,000 participants.

Although the Half Marathon and Four Mile Run/Walk will be held the following day, the Fort-4-Fitness Board announced great progress and overwhelming interest in both the Health Fair that kicks off the Festival, and the Healthy Food Expo that is the grand finale.

One of the many participants of the Fort-4-Fitness run is 37-year-old cancer survivor, Scott Chrisman.



"I am a non-hodgkins lymphoma survivor. I have battled a lot of adversity over the past eight years and to me, this race is but one more mountain for me to climb," said Scott.

"The American Cancer Society is also attacking difficult goals, including preventing cancer and diminishing suffering from the disease. And, like me, they are putting in a great deal of effort to make these difficult goals possible. I am going to meet my goal of finishing this race to help them meet their goals, making the world a healthier, happier place."

The funds Scott raises will help the American Cancer Society support groundbreaking cancer research, provide up-to-date cancer information, advocate for all people to have access to screenings and treatment, and offer free programs and services to improve the quality of life for people facing the disease.

The Health Fair starts the festival off at the Allen County Public Library from 4:00 to 8:00 p.m. and is open to participants and the public. A wide range of information, education, and services will be offered, including health screenings, fitness equipment and educational materials.

Freimann Square is the site of the Healthy Food Expo, which runs from 10:00 a.m. to 1:00 p.m. on "race day", September 27, and

is also open to participants and the public. Approximately 25 restaurateurs will offer healthy cuisine ranging from ethnic foods to traditional salads.

"We always wanted to make Fort-4-Fitness something more than just a terrific race, and we are doing exactly that with our Health Fair on the eve of the race and our Healthy Food Expo following the races," said Tim Kenesey, Fort-4-Fitness Committee Chairman.

"Northeast Indiana offers some of the best healthcare nationwide and we are pleased – with our main sponsor Parkview Healthcare and other providers – to give participants the opportunity to learn how to improve their health. Similarly, the area has some excellent and very progressive restaurants that will be offering participants samples of their culinary creations that are both tasty and healthy."

The Fort-4-Fitness Festival embodies the ACS mission to live a healthy and active lifestyle. For information on the ACS Charity Runner program, visit www.charityrunner.org. For information on Fort-4-Fitness visit www.fort-4-fitness.org.

• survivorship and patient services

v.23, September 2008

Page 4

Cancer survivors strut their stuff at Fashion A Cure, raising money for the ACS mission

On August 24, More than 450 people celebrated cancer survivorship during the 12th annual Fashion Show in Indianapolis. The Fashion Show began in 1996 as an occasion to increase breast cancer awareness, and has since grown into a premier event that celebrates survivors of all types of cancer.

This year, the show took on a retro theme. The event name, Fashion A Cure, was modeled after the familiar term from the sixties, Fashion A Go Go. Upon entering the venue, guests were taken back in time with retro décor and music. Fashion A Cure started off with an extensive silent auction selection. Several items in the auction were donated by the survivor models who also created handmade greeting cards to original artwork.

The stage program commenced with a mission delivery moment, showing guests how money raised from the event will benefit Central Indiana residents. Previous Fashion Show model and survivorship chair, Dr. Robert Goulet, demonstrated how the American Cancer Society is leading the way in cancer research

and explained how everyone has a responsibility to fight cancer, whether they're a survivor, caregiver, father, mother, child, or friend.

The stars of the show were 16 cancer survivors from Central Indiana who modeled the latest in fall fashions, courtesy of boutiques in the area. The evening was an opportunity to celebrate everyone on a cancer journey, no matter how long they'd been battling. Some of the models had been survivors for decades, while others were diagnosed just a few months prior to the show. Among the new faces who made their modeling debuts was nine year old Leukemia survivor, Alyssa Lewandowski, who walked the runway as confident as could be. A few survivor models were Fashion Show veterans, having participated in the show several years in a row, including past event chair, Ann January.

Fashion A Cure was extra special for one Medullablastoma survivor, Christine Bogardus celebrated her 23rd birthday at the event. It was truly an opportunity to celebrate her life and her successful battle with cancer.

Two of the models, Bill and Kolleen Stacy, are husband and wife. Kolleen is currently battling her twelfth recurrence. They participated in Fashion A Cure because they wanted



it to be a "toast to the courageous people who we have all lost to cancer." The models boldly strutting down the catwalk weren't the only ones well-dressed at the event. The amusing event emcees, co-hosts of a popular local radio show, really embraced the theme. One DJ wore a zoot suit, while the other donned a powder blue leisure suit.

The final portion of the evening introduced a brand new event coming to the Indianapolis area, Discovery Ball. This black-tie gala, set for Fall 2009, will feature the progress being made in cancer research and serve as a fundraiser for the mission.

In total, the event raised \$47,000 to support the American Cancer Society's mission to eliminate cancer and improve the quality of life for the models and all others battling this disease. For more information about cancer or the American Cancer Society, please call 1-800-227-2345.

Photo Caption: Survivor models walk the runway for the Fashion A Cure finale



Researchers support the Fight Back Express

On July 15, Monument Circle in downtown Indianapolis was abuzz with people traffic. Eleven ACS funded researchers from the area came to celebrate with staff and volunteers at the arrival of the Fight Back Express.

The Fight Back Express is rolling across the nation, carrying the mobile message that Americans have the power to fight cancer in this country with their voices. The American Cancer Society Cancer Action Network (ACS CAN) is sponsoring the 6-month bus tour to highlight the crucial role elected officials play in supporting laws and policies that help people fight cancer.

Kristie D. Goodwin, ACS Postdoctoral Fellow at the Indiana University School of Medicine, was the representative speaker at the event. "I am excited to be here representing some of the outstanding researchers that are funded by the American Cancer Society right here in Indianapolis. We are doing an amazing amount of cancer research on a variety of topics from understanding the mechanisms of cancer, to development of cancer therapies, as well as clinical research on ways to improve patient quality of life."

She also addressed the fact that scientific discovery alone will not defeat cancer. The federal

government is by far the largest source of cancer research funding, but years of budget freezes and cuts are impeding progress. "My fellowship from the American Cancer Society has allowed me to make a significant contribution to our understanding of bleomycin. There is also a long history of ACS researchers that have made important discoveries that benefited cancer patients in many ways," said Kristie.

"We still have a long way to go and new discoveries are being made each day. Ultimately, continuation of our research will require federal funding, and this funding will only be available if we ask our legislators to address the flat funding that we have seen for the past five years."

The ACS CAN Fight Back Express bus tour comes on the heels of a major public education campaign by ACS CAN and the American Cancer Society, raising awareness about the critical need for access to quality healthcare for all Americans.

Through the bus tour, ACS CAN is working to make cancer a higher national priority by educating the public, lawmakers, candidates and the media about the importance of government's role in defeating cancer.



Kristie encouraged people at the event to get involved. "On behalf of the researchers at this event, I encourage you to join the ACS Cancer Action Network in demanding an increase in federal funding for cancer research that will allow us to continue our studies in order to save lives."

ACS CAN, the nonprofit, nonpartisan advocacy partner of the American Cancer Society, supports evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem. ACS CAN works to encourage elected officials and candidates to make cancer a top national priority, and gives ordinary people extraordinary power to fight cancer with the training and tools they need to make their voices heard.

To find out more about the ACS CAN Fight Express and how to make cancer a national priority, visit www.acscan.org.

Photo Caption: ACS funded researchers supporting Fight Back Express

Prostate cancer

An estimated 186,320 cases of prostate cancer will be diagnosed in men in the United States this year, and an estimated 28,660 men will die from the disease. Death rates from the disease have been declining for white and African American men since the early 1990s, yet African American men are still more than twice as likely to get the disease as white men, which cannot yet be fully explained.

As the most frequently diagnosed cancer in men and a leading cause of cancer death, knowing the facts about prostate cancer and early detection is important. September is Prostate Cancer Awareness Month, which is used to highlight the disease.

When it comes to prostate cancer, men should talk with their doctor about whether or not they should be tested. Risk factors include:

- **Age:** Your risk increases after age 50, and most cases occur in men over 65.



- **Race/ethnicity:** Prostate cancer occurs more often in African American men, who are also more likely to be diagnosed at a later stage.
- **Family history:** Having one or more close relatives who have had prostate cancer increases your risk, particularly if they were diagnosed before age 65.
- **Diet:** The exact role of diet in prostate cancer is not clear, although several different factors have been studied. Men who eat a lot of red meat or high-fat dairy products seem to have a greater chance of getting prostate cancer. These men also tend to eat fewer fruits and vegetables. Doctors are not sure which of these factors causes the risk to go up.

The American Cancer Society believes men should be offered a PSA (prostate-specific antigen) blood test and a digital rectal examination starting at age 50 to help detect prostate cancer early. African American men or men with a strong family history of prostate cancer (a father or brother who was diagnosed before age 65) should begin testing at age 45.

However, there are limits to the current screening methods. Neither test is 100% accurate, and uncertain or false test results could lead to excess worry, or even an unneeded

biopsy or other tests. Until more information is available, it is crucial for men to develop a good relationship with their doctor so they feel comfortable taking an active part in the choice of whether or not they should have the tests.

When deciding whether or not prostate cancer tests are right for you, you should consider your age and your health. If you are young and you get prostate cancer, it will likely shorten your life if not caught early. But if you are older or in poor health, then prostate cancer may never become a major problem because it is generally a slow-growing cancer.

Your doctor should give you the chance to openly discuss the benefits and limitations of testing at yearly checkups. You can actively take part in the decision by learning about prostate cancer and talking with your doctor about benefits, risks, side effects, and questions about early prostate cancer tests, so you can make an informed decision that takes into account your own situation and risk.

For more information about prostate cancer, visit online at www.cancer.org/prostatecancer.

The Fight Back Express wraps up its Great Lakes tour

The Fight Back Express (FBE) bus traveled through the Great Lakes Division July 12-19 making 22 stops and visiting Relays, county fairs, cancer centers, and town squares. The bus was designed to bring the stories of cancer patients, survivors, and friends to elected officials in order to make cancer a national priority issue.

During its time in the Division, the bus traveled about 1500 miles and was visited by over 1700 people. There was media coverage for virtually every city on the FBE tour. At each event, volunteers and local dignitaries reminded elected officials of the importance of access to care, funding for research, and the need to make both states smokefree. While the purpose at each stop was the same, each of these 22 events had their own distinct flavor and personality.

The Fight Back Express hosted three events per day that included Indiana stops in Evansville, Vincennes, Terre Haute, Indianapolis Black Expo, Greensburg, Noblesville, Anderson, and Fort Wayne. In Michigan, the bus stopped in Marshall, Lansing, Brighton, Royal Oak, Karmanos Cancer Institute in Detroit, Flint, Midland, Gaylord, Big Rapids, Grand Rapids, and St. Joe. The final stop was in Valparaiso, Indiana.

In Vincennes, Indiana, volunteers raised money for ACS CAN by selling root beer floats and slices of ice cold

watermelon. In Terre Haute, there was a chance for participants to joust, buy tie-die shirts, and do some zumba dancing. In Greensburg, Mayor Gary Herbert declared July 14 “ACS CAN Fight Back Express Day”, while ACS volunteer Angie Dilkes shared two personal stories about her father and grandson and their battles against cancer.

In Michigan, about 100 volunteers braved the heat to enthusiastically welcome the Fight Back Express to Marshall. Others donned rain gear to listen to U.S. Congressman Fred Upton energetically pledge to fight on against cancer at the Venetian Festival in St. Joe. The Fight Back Express stopped at the Hope Lodge in Grand Rapids and hosted a heartfelt evening event in Big Rapids. Miss Michigan also made a surprise appearance at a spirited rally in Brighton.

In Flint, six-year survivor Connie McNeil spoke regarding the need for health care for patients and survivors alike. “Forty percent of cancer patients use all or most of their savings,” said Connie.

“Americans shouldn’t have to choose financial ruin to get healthcare. You never know what will happen after



treatment. Survivors need healthcare too. We need to make it happen and defeat cancer.”

Jacquelyn Scott of Fort Wayne was one of many volunteers who summed up the entire week, “If one person can fight against cancer, then an entire nation can rise up and defeat it.”

During the FBE tour of the Great Lakes Division, thousands of signatures were collected, 210 people became ACS CAN members, including two State Representatives and one Member of Congress, and two Congressional proclamations and five mayoral proclamations were made.

Thank you to all who came in support of the bus! Please visit www.acscan.org.bus to check out the blog and view some photos from each of the Michigan and Indiana stops.

• resource highlight

v.23, September 2008

Page 8

Questions at the end of life

If you are reading this, chances are that you or someone close to you has advanced cancer. This probably means that cancer has spread from where it started to other parts of the body, or it has harmed important tissues and organs. Some people have cancer that is in an advanced stage or can no longer be treated successfully and they must face the fact that they will probably die. This is scary for the person who is sick and for those around them.

Many patients and family members have questions about what to expect during these last months of life. You may have some of the same questions. Learning that you or someone you love has advanced cancer may make you feel lost and afraid. This is natural. People have many questions of all sorts, such as:

- What is going to happen to me?
- Have I done everything I should have done?



- What are the other options?
- Am I going to die?
- How much control will I have over my life and my death?
- Will my wishes be followed?
- How much pain and suffering will I have?
- What if I feel that I can't take much more treatment?
- What am I going to do about money?
- How long am I going to have to go through this?
- How can I burden my family in this way?
- Will this be too much for my family to bear?
- What happens when I die?

Many people worry about what to say when a person talks about dying. This is something that commonly happens even if some people are comfortable talking about different things in the dying process. Some need to know how they will die, or what will actually happen in the dying process. For answers to these questions, you will need to find experts in hospice care or care of the terminally ill, who can guide you in helping to answer in a general way what possible situations might happen.

If you don't know the specific answer, you can say, "I don't know, but we

will call some people who can help us with those answers." Hospice staff answer these kinds of questions every day, and they are skilled in answering those types of questions with good information in a supportive way. In many communities, hospice organizations provide expert and compassionate care for people with advanced disease.

Furthermore, the American Cancer Society web site www.cancer.org offers extensive information that may help you understand what to expect, both physically and emotionally, during these last few months. On the "Nearing the End of Life" section, the information available is written for the person with cancer, but is also very useful to the people who love and support someone with advanced cancer.

Please remember that there are also professional cancer information specialists who are ready to talk with you about these issues 24 hours a day, 7 days a week by calling your American Cancer Society at 1-800-ACS-2345.