

cancer prevention works

Spring 2011



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Cancer prevention and early detection information for your healthy life. Research. Education. Outreach.

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prevent cancer
FOUNDATION



President's Corner

I recently heard the distinguished geneticist, Dr. Bert Vogelstein of Johns Hopkins Medicine, predict that by 2050 we could see a 75 percent reduction in cancer mortality. This renowned scientist, whose lifetime of research has laid the groundwork for many advanced-stage cancer therapies, estimates that two-thirds of this progress will come from early detection.

His projection of the future reinforced my belief in the power of cancer prevention and early detection. Their life-saving benefits are real and proven.

Our challenge is to get people to act on what we already know works: healthy eating, physical activity, zero use of tobacco and cancer screening tests.

Cervical cancer is no longer the leading cancer killer of women in this country. This vast improvement is largely attributed to regular Pap test screenings. Widespread adoption of breast cancer screening through mammography has also significantly reduced mortality.

Colon cancer is the second leading cancer killer in this country. Removing a pre-cancerous polyp can prevent the disease entirely, yet only 50 percent of average-risk people have ever been screened for colon cancer. Despite the progress in detecting early lung cancers, the disease still kills 160,000 Americans annually.

Until people take ownership of their health, advances in medicine cannot significantly reduce cancer mortality.

Together, we must educate people about the importance of cancer prevention and early detection and help them implement lifestyle changes to see the 75 percent reduction in cancer mortality become a reality.

Sincerely,
Carolyn R. Aldigé
President and Founder

News and Wellness

Visit the New **INTERACTIVE** Skin Cancer Page

The Prevent Cancer Foundation is launching a "Save Your Skin" campaign this May that engages the public with messages about skin cancer prevention and early detection. The centerpiece of the campaign is www.SaveYourSk.in, a fun, interactive and informative Web site that provides the public with information they need to protect their skin from sun damage and skin cancer, plus the tools to share what they learn with others through social media platforms.

Video messages from *Good Morning America* Weather Anchor Sam Champion and *Blonde Charity Mafia's* Katherine Kennedy along with others will provide simple steps on how to protect and check your skin. A fun quiz will allow visitors the chance to test their knowledge about skin cancer and sun safety. The site will also arm visitors with smart "sun safety" tools, including a city-specific UV index indicator and the latest UV apps you can download to your mobile phone.

This enhanced section of the Foundation's Web site has been made possible through a grant from Bristol Myers-Squibb.



**The Friday before Memorial Day is
Don't Fry Day™**

www.skincancerprevention.org



Portland: A Community Event to Fight Colon Cancer

During a stop in Portland, Oregon on February 23, the *Prevent Cancer Super Colon™* captured the interest of the city due to widespread television and radio publicity. Everyone wanted to find out what it was, and in the process learn how they can reduce their colon cancer risk.

The Providence Cancer Center and the Oregon Clinic partnered to bring the

exhibit to town as part of a fabulous day-long community event that included:

- Informative resource hand-outs and presentations every 30 minutes that gave attendees the opportunity to explore topics ranging from the genetics of colon cancer to naturopathic approaches to the disease.

- Experts who answered individual questions about screening options and helped explain the disease.
- A nutritionist from *Healthy Eating* who talked about good nutrition and provided samples of healthy snacks.
- Personal tours of the *Prevent Cancer Super Colon™* by gastroenterology doctors and nurses.



The enthusiastic staff helped the hundreds of individuals who visited the *Prevent Cancer Super Colon™* understand the message that colon cancer is "Preventable, Treatable, Beatable!"

Sam Champion:

Enjoy the Sun Safely!

When "Good Morning America's" (GMA) Weather Anchor Sam Champion forecasts a sunny day in your area, it is good news. But Sam found out in his early twenties that the sun can also be dangerous if you don't take the proper precautions.

"I was floored. I didn't think that someone my age could get skin cancer. There was not the same sun safety information available or the big push to use sun block products. Popular wisdom said: get your first burn, get a level of color, then you wouldn't be as likely to burn and would tan evenly for the rest of the summer. Sun tan beds were healthy. We thought we were doing a good thing," said Champion.

Sam equates what his generation thought about tanning and sun safety to what an earlier generation thought about smoking cigarettes. "There were almost no options for sun protection except zinc oxide. Getting an initial sun burn and tanning totally unprotected

from the sun was great. Being tan was thought to be a part of a healthy lifestyle. There was a lot of misinformation then that we know is untrue today."

Twenty years passed between Sam's first skin cancer diagnosis and his diagnosis of basal cell carcinoma,

one of the most common forms of skin cancer. He knew then that a lot of people needed information on sun safety, skin cancer risks, prevention and early detection. He also knew that one of the best ways to get the word out was through television. Sam was very open about his skin cancer diagnosis and talked about it frequently on-air. He even televised his skin cancer procedure.

Even after years of educating the public, Sam continues to be amazed at the growing need for sun safety information. When asked what motivated him, Sam said he was angry. "For the first thirty years of my life, I had been put at medical risk because of what I didn't know. GMA had given me a Twitter account for the Oscars and one day at the office I tweeted about skin cancer," he said. The response surprised him. Tweets poured in, people were sharing stories and asking questions about skin cancer; a dialogue happened instantly.

Sam wants to share a message, especially with young adults; "It is great to have an active lifestyle, so when you go out in the sun, use sun block. It's the only skin you have and you don't want to put yourself at risk for a possibly life threatening disease that may require surgery." He feels that young adults can "have it all" when it comes to sun safety given the wide variety of skin protection options available today.

When asked about his daily skin regimen, Sam admits that it is hard to change habits and never thought of himself as a "skin care person." One big change in his routine is that he does not hit the boat, beach or shoot for GMA without sun block of 30 SPF or above.

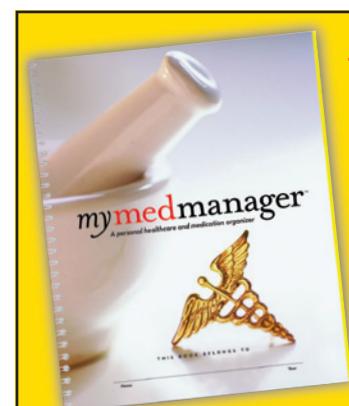
Sam Champion has used his influence to share lifesaving information with millions of people



Photo courtesy of ABC/Donna Svennevik

Sam Champion undergoes surgery to remove skin cancer cells from his shoulder live on "Good Morning America"

every day. Last September, he received the Excellence in Journalism Award from the Foundation's Congressional Families Cancer Prevention Program because of his outstanding efforts in this area. The Prevent Cancer Foundation is grateful for his efforts and looks forward to working with him to educate even more people about sun safety. For more information about skin cancer, including warning signs and prevention tips, visit www.preventcancer.org.



This easy-to-use medical organizer empowers you to take control of your health by managing your healthcare and medication regimen all in one notebook.

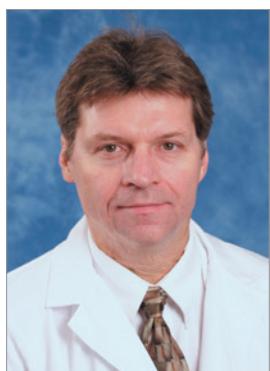
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Researcher Q&A with Dr. Raymond Konger

In the spring of 2007, Dr. Raymond Konger was awarded a grant from the Prevent Cancer Foundation to support his research on skin cancer. Now an Associate Professor of Pathology & Laboratory Medicine and Dermatology at Indiana University, Dr. Konger continues his research, stating, "My focus on cancer prevention is based on the idea that the best way to treat a cancer is to prevent it from occurring in the first place."

What is the focus of your research, and what impact could it potentially have on overall cancer prevention?



My research focuses on PPAR γ , a cellular protein that in the past has been linked to type II diabetes. In fact, drugs that activate PPAR γ are currently used to treat diabetics. Our recent studies indicate that PPAR γ may play a protective role in blocking skin cancer development following exposure to the harmful ultraviolet rays of sunlight. Thus, we hope to determine whether drugs in current use for the treatment of type II diabetes could also be useful in preventing skin cancer.

What impact has the Prevent Cancer Foundation's grant had on your research?

The vast majority of university-based medical research is supported by the government through the National Institutes of Health (NIH). When I entered into my research career in 2002, the NIH was undergoing a major reduction in funding

due to the recession of 2001 and the wars in Afghanistan and Iraq. For beginning investigators like me, it was extremely difficult to obtain the funding necessary to get a research project off the ground. The Foundation

"My focus on cancer prevention is based on the idea that the best way to treat a cancer is to prevent it from occurring in the first place."

provided me with the funding I needed to generate enough data to compete with established investigators. Since receiving the Foundation grant, I have gone on to obtain three different NIH grants that have allowed my research to progress nicely.

Why is it important to fund research in the field of cancer prevention and early detection?

Prevention strategies either prevent a tumor from occurring, or if they do occur, they decrease the aggressiveness of the tumor and improve treatment response rates. Similarly, early detection strategies help to detect the tumors before they have spread, thus making it much easier to effectively cure the patient.

It is known that repeated exposure to ultraviolet rays in sunlight account for more than 90% of skin cancers. The easiest step to prevent skin cancer is to simply limit exposure to the harmful rays of sunlight (e.g. use of UVA/UVB sun block). In the near future, we hope that our studies will provide an effective preventive treatment for those at high future risk for skin cancer, such as those with extensive sun damage to the skin, the presence of premalignant lesions, or those who have already had skin cancer.

For more information about how you can prevent skin cancer, visit www.preventcancer.org.

Healthy Eating on a Budget

It is a common misconception that eating healthy requires spending a lot of money. However, a recent study by the US Department of Agriculture proves that it is possible to incorporate fruits and vegetables in your diet without breaking the bank. After examining the prices of over 150 different kinds of produce, researchers found that an adult on a 2,000 calorie diet could meet the established dietary guidelines for fruits and vegetables on an average budget of \$2-\$2.50 per day.



Here are some helpful tips on how to eat healthy for less:

You can find the best deals by doing a little comparison shopping.

Processed fruits and vegetables are not consistently more or less expensive than fresh produce. The real difference in cost is dependent on the specific type of produce. For example, the study suggests that canned carrots are more expensive

than whole fresh carrots, but canned peaches are less expensive than fresh peaches.

Watch out for the "edible cup equivalent".

Two vegetables may cost the same amount at the store, but one of them may be a better deal when you look at what parts of each you actually eat. The study compared ears of corn to broccoli florets, which cost the same amount. After cooking each vegetable (and removing the corn from the husk and cob), the edible part of the corn cost almost twice as much as the broccoli!

A mindful shopper chooses cheaper fruits and vegetables to eat every day and saves the more expensive items for special occasions.

Produce type is important when comparing fresh and processed (frozen or canned) foods because certain types of produce consistently cost more (or less) than other types. Researchers found that when comparing them, raspberries are the most expensive fruit and watermelons are the least expensive according to price per edible cup equivalent.

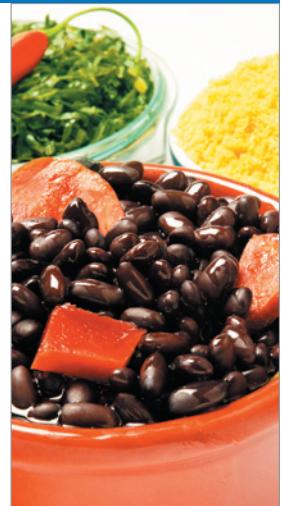
Here's the bottom line: pass on the pricey fruits and vegetables and go for the bargain ones. You can eat healthy on a budget!

Power Food



Dr. Ann's Healthy Bean Salad

- 2 cans black beans, rinsed
- 1 small can shoe peg corn, rinsed
- 1 bunch of fresh cilantro, chopped
- Juice of 1 lime
- Splash of rice wine vinegar
- 2-3 Tbls olive oil
- 1 red bell pepper, chopped
- ½ red onion, chopped
- 1 seeded cucumber, chopped
- Salt & Pepper to taste
- Dash of Tabasco
- Mix together and let sit for a bit to let flavors marry.*



PREVENT CANCER FOUNDATION 5K

taking steps saving lives

PREVIEW

Mark your calendar for the Prevent Cancer Foundation 5K on September 24, 2011. Join Grand Marshal, Good Morning America's Weather Anchor Sam Champion, and the hundreds of others who will be "Taking Steps to Save Lives" in Washington D.C.'s scenic West Potomac Park. This year's event will encourage the public to take little steps each day to prevent cancer, such as eating healthy, staying active and getting screened.

Run in memory or in honor of a friend or loved one who has battled cancer, or walk with your family and friends in support of cancer prevention—there are so many reasons to join us! Prizes will be awarded to individuals and teams who raise the most money for this important cause.

The Prevent Cancer Foundation 5K raises money to support the Foundation's cancer prevention and early detection research, education and community outreach programs nationwide.

Setting up a personal or team fundraising page is simple—our Web site also contains resources that can help you meet your fundraising goal. To learn more or to sign up for the 5K, visit www.preventcancerfoundation5k.org.



Top Ways to Make Exercise a Priority

By: Sally McRae

Whether or not you enjoy exercising, a common pitfall we all face is keeping it a priority. I constantly interact with people failing to get their daily workout in because they are too busy, too tired or simply unmotivated. Do these reasons sound familiar to you? Of course they do! Read my **Top Ways to Make Exercising a Priority**.

Make an Appointment: At the beginning of each week, write down the days and times you will be exercising. Writing down your appointments not only reinforces them, but lets everyone who sees the calendar know you are serious about your schedule.

Don't Think About It: I am suggesting this tip for those days you feel "too tired." I know we can all relate to this one,

and yes, there are times when it is best to rest. Many times however, we are capable of sparing 30 minutes to get out the door for a good sweat session. If you sit and think too long about it, you just might convince yourself otherwise.

Do it for Charity: No need for explanation. Sign up for a local race and join a team focused on charity fundraising. Not only will you keep your workouts a priority as you train for the race, but you will be helping others.

Create a Personalized Statement: "I work out because..." Sometimes a meaningful reminder is all we need to get moving. One of my favorite statements, "I work out because I want to be a strong and healthy mother for my children." Now you try it; why do you work out?

■ Adhere to this one rule: "Don't quit!"

No matter what, never stop moving forward in your journey to a healthy lifestyle. Understand that we all have "off" days, and we all get tired and can easily become too busy. But I urge you to fight for your workouts because you are worth it. Exercising is vital to your total well-being and the dozens of benefits are invaluable!



Stay Strong!
Stay Fit!

Editor's Note: Sally McRae is a multi-certified trainer and the owner and creator of Sally McRae Fitness. After losing her mother to cancer, she was inspired to focus her career on training women to live strong and healthy lives. Read her entire article on our blog at <http://blog.preventcancer.org/>

ask colleagues, family and friends to make a donation to cancer prevention in your honor.



Birthday wishes are being made daily with goals totaling more than \$15,000. It's amazing how just a few minutes of your time can make such a significant impact in the lives of others. You can be a part of this "Cause" and share in its mission of cancer prevention and early detection.

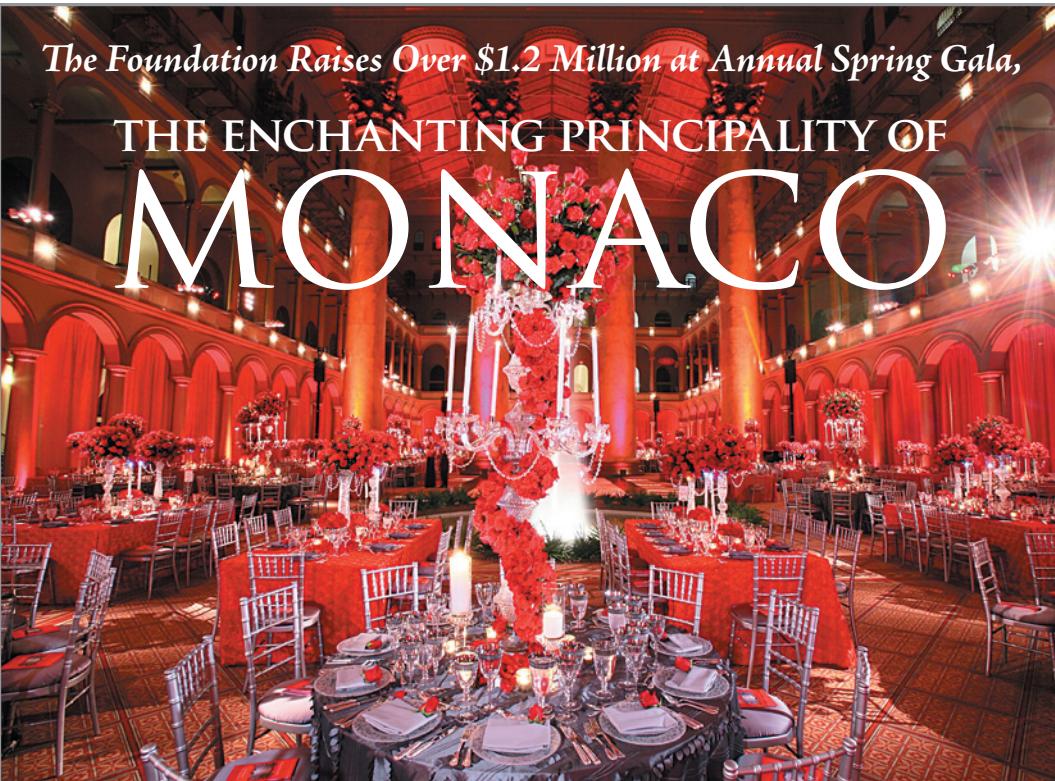
Join the community today at www.causes.com/preventcancer or by adding the Causes application on Facebook.

A Cause that Saves Lives

Cancer has touched all of our lives in some way. Join the Prevent Cancer Cause, a growing online community of over 1,800 people, to help support lifesaving cancer prevention and early detection research, community outreach and education. Causes is an online platform for activism and philanthropy where you can connect with people who share a common desire to actively promote and support a specific issue or nonprofit organization. Causes is accessible both through Facebook and its own Web site.

Every Cause is an active community that brings people together with the purpose of providing them with tools for fundraising, advocacy work and raising awareness. Causes members take action by recruiting their friends to join, donating or fundraising, educating themselves through videos and photos, discussing important issues and more. Thanks to our supporters, the Prevent Cancer Foundation has already raised over \$8,000 through Causes.

Join the Prevent Cancer Cause today to help promote the importance of cancer prevention. Your small commitment can have a huge impact. Have an upcoming birthday? Create a birthday wish and



The Prevent Cancer Foundation held its 17th Annual Spring Gala at the National Building Museum on March 11, 2011. This year's gala, *The Enchanting Principality of Monaco*, raised over \$1.2 million dollars in support of our mission: the prevention and early detection of cancer through scientific research, education and community outreach.

David Tutera, Prevent Cancer Foundation board member and acclaimed event planner, designed the red and silver swathed event, which included 30,000 red roses, candlelit tables, cascading crystal centerpieces and intricate candelabra. He also brought special guests Kim Estrada, a breast cancer survivor, and her husband, Eddy, with him this year. The couple was invited to the Gala during the breast cancer awareness themed episode of Tutera's television show "My Fair Wedding."



(From left to right) Madeleine Badia, the Honorable José Badia, Congresswoman Doris Matsui, Brian Matsui, Ellen Noghès, Ambassador Gilles Noghès

Congresswoman Doris Matsui was honored as the Foundation's 2011 Cancer Prevention Champion for her inspiration and leadership in founding the Foundation's Congressional Families Cancer Prevention Program. Matsui emphasized the importance of this bipartisan program and the instrumental role of Congressional spouses in sharing vital cancer prevention information with legislators and their constituents.

Guests of Honor included the Honorable José Badia, Foreign Minister, representing H.S.H. Prince Albert II of Monaco and Mrs. Madeleine Badia, H.E. Gilles Noghès, Ambassador of Monaco and Mrs. Ellen Noghès. Joyce Gates and Missy Edwards served as Gala co-chairs; Jeanne Wolak chaired the Dinner Committee.

Good Morning America Weather Anchor Sam Champion acted as Master of Ceremonies, introducing guest speaker Daniel Holt, a staff member in Rep. Jim McGovern's office. Holt gave a moving speech recounting his own battle with melanoma, stressing the importance of prevention and early detection. Both Champion and Holt encouraged attendees to donate during the *Lighting the Way to Prevention* pledge drive, raising an additional \$44,000.

Switching Things Up: 2011 Dialogue for Action Conference

We are excited to share the news of the 13th annual *National Dialogue for Action on Colorectal Cancer Screening: Prevention Now for a Healthier Tomorrow*.

The conference was filled with expert speakers, stimulating discussions and extensive networking opportunities. Our two outstanding keynote speakers, cancer prevention expert Marcus Plescia, MD, MPH and Dan Heath, co-author of *Switch: How to Change Things When Change is Hard*, focused participants on "change"—how to understand it, how to navigate it and how to create it in the workplace and community.

Dr. Plescia, Director of the Division of Cancer Prevention and Control at the Centers for Disease Control and Prevention, spoke about the emerging role of public health in coming years. His expertise stems from his many years of experience and deep understanding of both the public health and primary care sectors.



Conference participants came from 30 states, the District of Columbia and Japan, and included representatives from all ends of the health care and public health sectors.

Author Dan Heath engaged the audience with a story-driven talk focused on how to use a simple framework to create change. Switch workshops for small groups followed the keynote speech, giving attendees practice in applying the Switch framework to their own work of increasing CRC screening.

This year's Dialogue also included an expanded pre-conference day that featured opportunities to learn about social media and a variety of CRC related topics, as well as special networking sessions.

Since its inception, Dialogue has provided attendees with a dynamic, interactive learning environment designed to spark discussions while also offering concrete tools to encourage action throughout the year.



The Foundation awarded \$85,000 in community grants to nine organizations across the country in January. Though these projects and programs are diverse and unique, all share the goal of promoting cancer prevention and education as well as overall wellness, in culturally relevant ways.



ANCHORAGE—The Alaska Native Tribal Health Consortium will promote healthy lifestyle choices among native youth at risk for obesity by developing and distributing workbooks that emphasize traditional foods and physical activities involved in food gathering and preparation.

COLORADO SPRINGS—Peak Vista Community Health Centers will hold a no-cost skin cancer screening event, emphasizing early detection and prevention education.



Baby sunhats are included in the sun safety bags distributed through the "Hats On" program in Tucson.

FORT LAUDERDALE—Gilda's Club South Florida is educating African American women about breast cancer awareness and early detection while also encouraging them to continue the dialogue with others.

GREENVILLE—The Upstate Prostate Cancer Alliance is educating African American males in South Carolina about prostate cancer through presentations and survivor testimonials.

NASHVILLE—The Vanderbilt Ingram Cancer Center is encouraging women to make healthy lifestyle choices, including regular cancer screening, through an entertaining musical revue.

ORANGE COUNTY—The Orange County Affiliate of Susan G. Komen for the Cure in California is providing breast cancer education for Hispanic women in an effort to reduce late-stage diagnoses and mortality.

PHILADELPHIA—The Linda Creed: Fighting Breast Cancer with Heart organization is providing low-income and underinsured African American and lesbian, bisexual and transgender communities with culturally relevant breast health education.

SARASOTA—The Gulfcoast South Area Health Education Center, Inc. is providing colorectal and prostate cancer education to medically underserved Hispanics and African Americans in Florida.

TUCSON—The Skin Cancer Institute at the Arizona Cancer Center is educating parents on sun safety habits for the whole family through the "Hats On" program.



What's Happening on the Hill?

The new 112th Congress has already made a big splash on Capitol Hill, bringing both new ideas and challenges. With the split between the Republican controlled House and the Democratic controlled Senate we have already seen and heard much debate over the budget. Both sides agree that cuts need to be made, but there are vast differences in each approach to deficit reduction. Nevertheless, preventing cancer should be a bipartisan issue.

Funding for medical research is a necessity that cannot be compromised. Approximately 1.5 million individuals in the United States were diagnosed with cancer in 2010. The Prevent Cancer Foundation and our partners in the health advocacy community continue our work throughout the Congressional debates to ensure that federal commitment to medical research remains robust. Severe cuts to cancer prevention and control programs will devastate ongoing efforts to find more effective methods of preventing and treating cancer and other diseases. Investing in the National Institutes of Health, the National Cancer Institute, Centers for Disease Control and Prevention, and other agencies that fund medical research creates jobs, stimulates the economy and most importantly, saves lives.

Cancer strikes Democrats and Republicans alike and fighting this disease must be a national priority. With your help, we can urge legislators to remember the importance of cancer research and control. Visit www.preventcancer.org/advocacy for more information on how we can ensure that reductions in Federal spending do not halt progress in cancer research and care.

SCREENING SAVES LIVES



Did you know that 70% of people with colorectal cancer have no family history of it?

Learn more about colorectal cancer, share personal stories and join our community at: www.screeningsaves.org



Colorectal Cancer Screening Saves Lives a project of preventcancer.org

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The Last Word

Gamers Raise Over \$53,000 for Cancer Prevention

Speed Demos Archive (SDA) may not be a household name to most readers of the *Cancer PreventionWorks* newsletter, but the group's latest five day, round-the-clock video game marathon raised over \$53,000 for cancer prevention and early detection. SDA is a Web site that features "speedrunning", or finishing video games in the quickest time possible. The money raised during their charity marathon funded half of a two year cancer prevention research grant. This outstanding total is the result of the generosity of over 3,700 marathon donors with average gift of \$16: proof that even the smallest gift can make a difference in the battle against cancer!

The group's second marathon for charity was titled, "Awesome Games Done Quick" (AGDQ) and took place from January 6-11 in a Chevy Chase, Md. 4-H community center, but included participants

"The Prevent Cancer Foundation has been very supportive every step of the way."

and donors from around the world.

Mike Uyama of Speed Demos Archive reached out to the Foundation's Senior Director of Special Events Linda Chastain in late October 2010 about the marathon. "After working with a large charity for our first AGDQ marathon, we wanted an organization that was closer to home and one that could tell us where our donations were going," said Uyama. "The Prevent Cancer Foundation has been very supportive every step of the way."

Foundation Executive Vice President and COO Jan Bresch and Linda Chastain met with Mike, his family and fellow SDA members Chip and Timothy for a check presentation recently. "At first, this was all Greek to me," said Ms. Bresch. "But the commitment and enthusiasm that Mike, Chip, Timothy and the Speed Demos Archive players made to the marathon in support of cancer prevention and early detection was an inspiration."

The Prevent Cancer Foundation thanks Speed Demos Archive and all the SDA players and donors for their incredible support. Thinking about hosting a fundraiser for cancer prevention? Learn more at www.preventcancer.org.

(From left to right) Mike Uyama, Jan Bresch, Linda Chastain, Chip Vogel, Timothy Peters

