

## 30 YEARS 30 PEARLS OF CANCER PREVENTION

ADVERTISING SUPPLEMENT TO THE WASHINGTON BUSINESS JOURNAL



# CELEBRATING 30 YEARS OF CANCER PREVENTION

his year, the Prevent Cancer Foundation celebrates far more than its 30th anniversary. The Alexandria-based nonprofit reflects with pride and gratitude on countless victories in its shared battle against cancer.

Founded in 1985, the Foundation had a unique and compelling mission from the start. Today it remains the only U.S. nonprofit organization dedicated solely to cancer prevention and early detection.

Over the past three decades, the Foundation has played a pivotal role in the decline of cancer deaths and incidence rates. The organization has invested more than \$142 million in support of research, education, outreach and advocacy at the local, national and international levels. Thanks to greater awareness about the dangers of smoking – along with broader screening efforts and advanced treatments – fewer people are losing their lives to cancer.

The Foundation has been called "the candle that ignited a bonfire" by bringing prevention to the forefront of the national and global conversation. Even as the organization marks its 30th anniversary, pausing to share 30 pearls, our key milestones and successes, it intends to keep that fire burning. And the Foundation's vision is just as timely and worthy as ever: *Stop Cancer Before It Starts!*™



#### **Research Grants and Fellowships**

At the heart of the mission of the Prevent Cancer Foundation is its research grants and fellowships program. Since the Foundation provided its first grant fewer than six months after it was founded in late 1985, it has awarded funds to more than 450 researchers in more than 150 medical research institutions nationwide. Many of the young investigators we funded early in their careers have gone on to be superstars in the field of cancer prevention and early detection research. The Foundation could not be more proud!





## CONGRESSIONAL FAMILIES CANCER PREVENTION PROGRAM



In 1991, at the request of Representative Doris Matsui of California, the Prevent Cancer Foundation

launched the Congressional Families Cancer Prevention Program, a bipartisan effort initially focused on breast and prostate cancer. Newly-elected Representative Debbie Dingell of Michigan and Caroline McMillan, a Congressional spouse from North Carolina, were the original co-chairs. Through the Congressional Families Cancer Prevention Program, Members of Congress – along with their spouses and family members – are provided communication tools to

use in their districts and beyond to raise awareness about cancer prevention, early detection and healthy living.

These communication tools include talking points, op-eds, letters to the editor, speeches and videos. The program was so successful within the first five years that the Foundation expanded its scope to include other preventable cancers, such as lung, skin, colorectal, cervical, oral and testicular.

This bipartisan program is now supported by many legislators, members of the President's Cabinet, the U.S. Supreme



#### **LUNG CANCER WORKSHOPS**

Since 2004, the Foundation has hosted an annual workshop focused on the application of high-resolution CT imaging data to the development of new therapy for early-stage lung cancer.

These workshops are especially critical because lung cancer lags behind other forms of cancer in terms of early detection; it is still the mostfrequently

diagnosed cancer in the United
States and the leading cancer killer of both
men and women. Low-dose CT (computed tomography)
scans can detect early stages of lung cancer, when it can
be successfully treated; moreover, the procedure is
reimbursed by private insurance, Medicare and Medicaid.

To further early detection, the Foundation's annual workshops are spearheaded by Dr. James Mulshine, vice president and associate provost for research at the Rush University Medical College in Chicago, along with Foundation President and Founder Carolyn Aldigé. One outcome of the workshop series created a community of data shared among lung cancer doctors and researchers.

At Workshop XII, in May 2015, an impressive array of academicians, industry leaders, patient advocates and Congressional staff came together for discussions and problem solving. On hand were representatives of the Quantitative Imaging Biomarker Alliance, the International



Association for the Study of Lung Cancer, the American College of Radiology, the American Society for Clinical Oncology and the Lung Cancer Alliance, among other respected organizations.

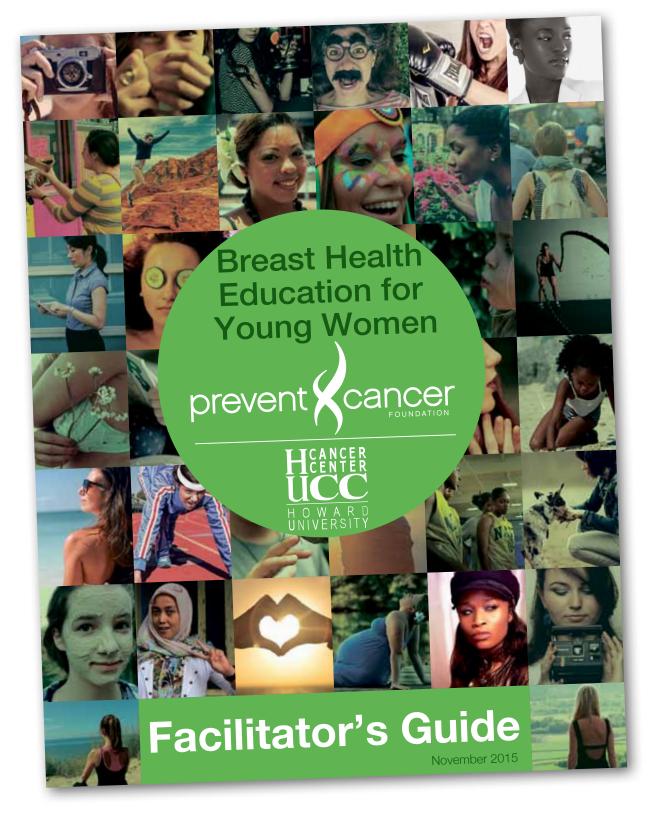
#### **PROJECT AWARENESS**

Six years after the Prevent Cancer Foundation was founded, in fulfillment of its education and outreach efforts, the Foundation successfully piloted a breast health



education and screening program called Project Awareness. The program provided free services –

transportation, child care, education, screening mammograms and treatment, if needed-- to medically underserved women in Sacramento, California; Atlanta, Georgia; Detroit, Michigan; Charlotte, North Carolina and Washington, District of Columbia. It began as a partnership among the Prevent Cancer Foundation, the Congressional Families Cancer Prevention Program, the Revlon/ UCLA Women's Cancer Research Program and the YWCA of the USA. It was considered a great success by all measures and hundreds of women received free screening and treatment.



#### **PROJECT EARLY AWARENESS** AND BREAST HEALTH EDUCATION

4

The program was designed as a long-term solution to disparities in mortality rates in the nation's capital city, Washington, D.C.

Over several years, Project Early Awareness connected with more than 5,300 students in 16 District of Columbia high schools. In addition, the program reached individuals and families in community settings.

Building on this initial success, the Foundation developed a new educational video and expanded its skills-based curriculum for the 2007-2008 school year. The Foundation went on to partner with Howard University to create a Breast Health Education Guide for Young Women for distribution nationally and overseas.

The 14-minute educational DVD and Facilitator's Guide has been disseminated to 43 states and the District of Columbia, as well as Washington, D.C., Puerto Rico, Australia, Bermuda, Canada, Egypt, Ghana, Indonesia, Nigeria, Portugal and the United Arab Emirates. Using facts, demonstrations and a first-hand story of a young cancer survivor, the Foundation's materials help educators emphasize the importance of early detection and prevention. The Breast Health Education Guide has been updated and distributed as recently as 2015.

#### CARE AND MAMMOGRAMS POST-HURRICANE KATRINA



In the aftermath of Hurricane Katrina in 2005. regular medical

care was hard to come by in New Orleans. Many health care facilities had been damaged or even wiped out. The city's Charity Hospital system was devastated, and after the storm, only about half of New Orleans' physicians returned to the city.

One physician who staved. Dr. Donald Erwin. turned to the Prevent Cancer Foundation for help. The Foundation awarded an \$85,000 grant, which Dr. Erwin used to reopen the St.

Thomas Community Health Center. The clinic focused on uninsured and underserved populations of New Orleans, offering primary care and breast and cervical cancer screenings. St. Thomas also provided surgical oncology consultations, including biopsies and post-operative care.

St. Thomas was truly a lifeline. Between October 2005 and March 2008, the health center was the only place in the New Orleans area for uninsured women to obtain mammography and other diagnostic studies for the detection of breast cancer.

#### **TAMOXIFEN**



Funding from the **Prevent Cancer** Foundation helped lead to

the understanding of the first-ever breast cancer chemopreventive drug, Tamoxifen.

As part of its focus on early-career researchers, the Foundation supported the work of Dr. V. Craig Jordan, who was conducting innovative experiments nearly three decades ago in a lab at the Worcester Foundation for Experimental Biology in Shrewsbury, Mass. By 1998, Tamoxifen had won FDA approval for use in women who are at high risk for breast cancer.



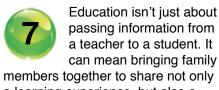
Tamoxifen and similar drugs are known as selective estrogen receptor modulators (SERMs).

Jordan, whose early

research was strongly supported by the Foundation, was honored in 2009 by being inducted into the National Academy of Sciences.



#### CERVICAL CANCER AND ITS LINK TO HPV

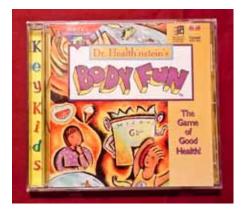


a learning experience, but also a lifelong memory.

With that in mind, the Prevent Cancer Foundation wisely brought

Cancer Foundation wisely brought mothers and daughters together to "Make the Connection," the Foundation's national awareness campaign about cervical cancer. In 10 American cities, mother-daughter teams created bracelets and other jewelry, all of which included a special "cervical cancer bead" as a reminder to remain vigilant in preventing cervical cancer.

Program participants also learned about the dangers of the human papillomavirus (HPV, a virus that infects nearly 80 million Americans. After the introduction of an HPV vaccine, the Foundation changed the name of its educational initiative to "Make the Commitment" to encourage girls and young women to get vaccinated.



#### **HEALTHY LIVING**

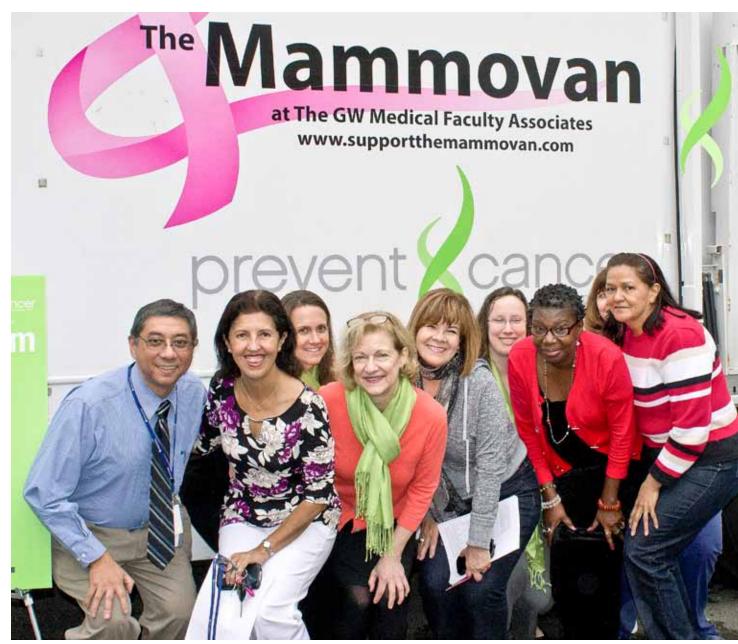


Knowing how important it is for children to learn positive life lessons at an early age, Prevent Cancer

Foundation has always looked for ways to make education fun.

The Foundation created an online game in 1995 called Dr.
Health'nstein's Body Fun, where players navigated through various phases of life. Along the way, they made key choices and discovered the importance of eating a healthy diet and exercising and avoiding bad habits.

The game was used nationwide in school classrooms and in homes, and attracted more than 24,000 visitors a month. Many adults have been known to reminisce about playing the educational game as kids, and one former player noted in an Amazon.com review that this "wonderful" online game "will never get old."



#### **MAMMOVAN**

Given the importance of healthy living and cancer prevention, the Foundation has always recognized how crucial it is to take the message to communities across the country – particularly those that may be impoverished or underserved.

This vital mission spurred the Foundation to provide funding for the George Washington Medical Center's Mammovan, which offers free breast cancer screening to women in underserved areas of Washington, D.C., which has the highest mortality rate from breast cancer in the United States In addition, should cancer be detected in an uninsured or underinsured individual, all needed diagnostic services and treatments are completely covered by the program.

Since 1995, the Foundation has awarded more than \$4 million in funding to the Mammovan initiative. In that time span, more than 41,000 mammograms have been provided and 134 breast cancer cases have been diagnosed. Although the Mammovan visits companies and work sites, more than 60 percent of its stops are at community centers in order to reach the broadest and most diverse population of the medically underserved.





## prevent cancer



#### SUMMIT SERIES ON CLINICAL TRIALS

10

Despite the clear value of cancer research, treatment and public outreach, there comes a time when

everyone involved in caregiving needs to come together to discuss what's going well and what needs to be improved.

In mid-1998, the inaugural meeting in a series of productive summits on clinical trials was held in Tysons Corner, Virginia. At stake was nothing less than the cancer clinical trials system and how greater participation by patients and doctors could be achieved to accelerate the development of new interventions for cancer prevention and treatment.

Representatives of all major stakeholders in cancer research

attended the summit, including patients and patient advocates; physicians, nurses, and other healthcare professionals; managed care organizations and third party payers; public and private funding agencies; regulatory agencies and the pharmaceutical industry. Among the conveners of the Summit Series were representatives of the American Society of Clinical Oncology, the Cancer Leadership Council, the Prevent Cancer Foundation. the Coalition of National Cancer Cooperative Groups and the Oncology Nursing Society.

The importance of these discussions and efforts can not be overstated. Clinical trials are key components of an optimal system for

delivering quality cancer care, because they offer benefits to patients and society. For example, patients can gain quicker access to the newest treatments, and trials help to minimize geographic and institutional variations in practice patterns. They also represent the only scientifically valid manner in which to establish treatment efficacy.

Happily, the summit series results in dialogue, solutions and suggestions for improvement to the clinical trials system. Thanks in part to these efforts over more than a decade, it's been wellestablished that external peer-review and audit functions within organized cancer research provide unparalleled degrees of institutional quality control and treatment monitoring.



#### OBESITY AND CANCER

Since 1990, the Foundation has funded a string of beneficial research grants for studies of obesity and fat in relation to cancer.

In that time, the Foundation has provided a total of nine grants or fellowships in this research area. Each has been a study of different aspects of obesity proteins (leptins) or fatty adipose tissue, and whether they serve as biomarkers for the early detection of breast or colorectal cancers. The Foundation made the most recent of these grants to a collaborative, multidisciplinary research team led by Drs. Andrew Dannenberg of Weill Cornell Medical Center and Clifford Hudis of Memorial Sloan Kettering Cancer Center. It is the largest single grant ever awarded in the Foundation's 30-year history.

## ASPIRIN AND CANCER PREVENTION

The Foundation funded yet another interesting stop on the road toward



cancer prevention, by supporting the research of Dr. Karen Wernli, who believes that the use of

aspirin, as well as other medications and vitamins, will reduce deaths from breast cancer.

Wernli, an assistant investigator with the Group Health Research Institute in Seattle, also is pursuing the premise that an increase in the use of antidepressants could produce a corresponding rise in deaths from breast cancer.

A longtime member of the American Society for Preventative Oncology (ASPO), Wernli received a 2009 fellowship funded by ASPO and the Foundation.



#### **BROCCOLI SPROUTS**



Diet can play an important role in warding off cancer, so the Prevent Cancer Foundation has long promoted healthy eating and other positive lifestyle choices while advocating for screenings and other

forms of early detection.

As part of its focus on healthy diets, the Foundation funded the early research of Dr. Paul Talalay, a successful endocrinologist who foresaw that food nutrients could reduce cancer risk long before most of his colleagues believed cancer was preventable.

In the late 1970s, Talalay began researching the complex web of protective proteins within our body's cells. He realized that sulforaphane, a beneficial chemical compound found at high levels in broccoli and broccoli sprouts, could disable the free radicals that damage cells. His discovery not only captured the imagination of countless doctors and researchers, but also opened the door for cancer prevention through nutrition.





#### **SUPER COLON TOUR**

14

In the fight to prevent and detect cancer, all effective tactics are welcomed. And sometimes the effort to save

lives calls for a quirky, larger-than-life approach.

That's certainly the case with the Prevent Cancer Super Colon, a large, inflatable colon – eight feet tall and 20 feet long – that the Prevent Cancer Foundation has used since 2003 to educate communities about colorectal cancer. As participants walk through the anatomical replica, they learn about stages of colon cancer. They gain a better understanding of how healthy tissue compares with cancerous tissue, most important, they learn how the cancer develops from colon polyps and what they can do to prevent it.

Over the years, the Super Colon has been visited by thousands of people in 230 American cities. The exhibit has traveled to almost every U.S. state, plus Puerto Rico, Ontario and Guam. Its underlying message is heartening: Colorectal cancer is 90 percent curable when detected early.



## CHECK YOUR INSIDES OUT FROM TOP TO BOTTOM



For the Prevent Cancer Foundation and its overarching mission, a highlight of the mid-2000s was the introduction of the "Check Your Insides Out" campaign – an interactive exhibit that criss-crossed the country to educate the public about preventing seven types of cancer.

The exhibit raised awareness in more than 20 U.S. cities. Participants learned about breast, cervical, colorectal, lung, oral, prostate and skin cancer. In fact, each type of cancer featured its own activity station to educate the community about how the cancer forms and how it can be prevented.

Two memorable stops on the tour were Washington, D.C.'s Union Station, where it was in residence for one month, and New York City's Grand Central Station. The exhibit was visited by hundreds of thousands of people from far and wide.

#### **HEAVY METALS AND CANCERS**



Receiving a \$25,000 award from the Prevent Cancer Foundation in 1995, Adriana Stoica, Ph.D., Georgetown University, studied how the heavy metal cadmium activates the estrogen receptor and leads to increased risk of breast cancer. In later research, also funded by the

Foundation, she found a similar activation of the estrogen receptor with other heavy metals and tobacco smoke as well. Dr. Stoica's work may lead to new possibilities for prevention.

In 2003, Paul Sheppard, Ph.D., University of Arizona, received \$70,000 from the Foundation to study the unusual leukemia cluster first identified in 1997 in Fallon, Nevada, and from his research he wrote that it was important tofurther research the possible link between the heavy metal tungsten and leukemia



#### **HPV VACCINE**

The human papillomavirus (HPV), a virus that infects nearly 80 million Americans, causes 90 percent of all cervical cancers, as well as other types of cancer, including analyzaginal popile vulvar and

including anal, vaginal, penile, vulvar and oropharyngeal.

With these sobering statistics in mind, the Prevent Cancer Foundation was the first outside organization to fund early research by Dr. Anna Giuliano and her team at the University of Arizona. By then, it was believed that the majority of cervical cancer was caused by a viral infection. Giuliano and her team saw the potential for a specialized vaccine to significantly reduce the incidence of cervical cancer. Their project was so promising that the Foundation awarded the team a second grant.

The group's hard work, along with the Foundation's support, paid off. Research by Giuliano and her team laid the groundwork for the development of the HPV vaccine currently on the market. This vaccine is now recommended for all girls and boys between the ages of 11 and 12.

## ELMER HUERTA'S DAILY RADIO SHOW

Even five minutes is enough time to impart valuable health information. Dr. Elmer Huerta, vice-chairman and scientific director emeritus of the Prevent Cancer Foundation, proves that assertion every day with his five-minute radio show Cuidando su Salud, which reaches Hispanic audiences all over the country.

About 200,000 people listen to Dr. Huerta's show, broadcast in Spanish each day. That's especially important, because the Hispanic population typically has high rates of breast and cervical cancers, tobacco use and obesity. Conversely, the Hispanic population typically has low rates of screening and vaccinations.

Huerta, who received a \$70,000 grant from the Foundation to expand the show beyond Washington, D.C., has made it his mission to reach the underserved, urban Hispanic/Latino community in D.C. He is director of the Cancer Preventorium at Washington Cancer Institute/MedStar Washington Hospital Center, a low-cost prevention and screening clinic he founded in 1994.

#### SAVE YOUR SKIN

For some, technology can be scary. And in service to a higher cause, that fear can be a very good thing.

"Save Your Skin", an interactive exhibit created eight years ago by the Prevent Cancer Foundation, used age-progression software to give college students nationwide an unsettling glimpse of how years of sun damage could negatively affect their appearance. In addition, an online forum covered vital strategies for protecting skin from sun damage and the premature aging it causes, not to

mention skin cancer. It also allowed users to share their newfound knowledge via social media.

The Foundation's "Save Your Skin" exhibit traveled to the University of Minnesota, the University of Oklahoma, North Carolina State University, the University of Utah and Colorado State University. About 500 students participated at each institution. Importantly, dermatologists at each location voluntarily screened students for moles and other potentially dangerous spots on their skin.





#### **BUDDY CHECK 9**

Thousands of women die of breast cancer each year, and the nation's capital has the highest breast



cancer mortality rate in the country. To combat this trend, the Prevent Cancer Foundation and

WUSA Channel 9 anchor Andrea Roane teamed up in 1993 to launch "Buddy Check 9", an innovative breast cancer awareness program, which has been serving the women of the Washington, D.C. metropolitan area since 1993.

On the ninth day of every month, Roane encouraged viewers to follow the three-step breast exam early-detection program outlined by the National Cancer Institute. Viewers were then asked to contact a friend or relative and remind them to do the same.

Thousands of Washington-area women and men have signed on to the program since its inception, once again amplifying the reach of the Prevent Cancer Foundation.

## LASERS FOR ORAL CANCER

Funded by multiple Foundation grants, researcher Petra Wilder-Smith established that precancerous



and cancerous tissues fluoresce, or glow, differently than healthy tissues after the tissues

have been treated with chemical agents and exposed to laser light.

This method proved effective for detecting cancer or pre-cancer in their very early states, a key time when patient prognosis is still excellent. Further, briefly applying ultrasound to the tissues under investigation can reduce the time it takes to apply chemical agents from up to four hours to as little as 15 to 30 minutes.

Dr. Wilder-Smith is now director of dentistry at the Beckman Laser Institute and a professor at the Beckman Laser Institute School of Medicine. Her career and her research group gained significant support from the Foundation's funding. Based upon her team's work, ongoing clinical trials have been vastly improved.



#### CHECK YOUR MATE

The growth of social media gave the Prevent Cancer Foundation a powerful and personal venue for outreach and education.

In 2014, Prevent Cancer Foundation created "Check Your Mate", a social-media campaign geared toward teaching young adults about early cancer detection. The campaign encourages partners in a relationship to check each other for breast, testicular and skin cancer. In a sense, it's an essential act of caring and advocating for a loved one's longterm health and well-being. The campaign included shareable online cards aimed at millennials. The cards gained traction on social media as they were reposted by

friends, colleagues, bloggers and organizations, and most popular with 18-to 24-year-olds. The "Check Your Mate" campaign was also highlighted in Forbes magazine.

Forbes contributing writer Howard Cole praised the Foundation's Valentine's Day PSA quoting it: "What's more romantic than saving your partner's life by detecting cancer at its earliest and most treatable stage?"

For three months in the summer of 2015, the campaign appeared on billboards in New York City's Times Square, capturing the attention of hundreds of thousands of visitors to this landmark area.



#### **COLORECTAL CANCER AWARENESS MONTH**

In 1999, the Prevent Cancer Foundation led the charge to designate March as National Colorectal

Cancer Awareness Month.

To achieve the designation, the Foundation worked closely with legislators, the American Digestive Health Foundation and the National Colorectal Cancer Roundtable. The designation became official on November 19, 1999, with a declaration by the U.S. Senate, followed shortly by a resolution of the House of Representatives and an official

proclamation by the White House.

The Foundation raised awareness by creating popular "buddy bracelets" featuring the tagline, "Preventable. Treatable. Beatable!" Indeed, while colorectal cancer affects both men and women in almost equal numbers, and is the second leading cause of cancer death in the United States -there are several screening methods available, making the disease highly preventable.

## prevent cancer



#### ¡CELEBREMOS LA VIDA!

Thanks to one particular effort of the Prevent Cancer Foundation, 42 women were diagnosed with cancer early on and received the

The program, "¡Celebremos! La Vida," was created in 1994 to provide breast and cervical health care and information to underserved Hispanic women

necessary treatment.

throughout the nation's capital. The Foundation has supported the program with \$3.8 million in funding over the past two decades.

The first program site was the Spanish Catholic Center in downtown Washington. Another milestone occurred in 1996, when *Celebremos* was launched at Georgetown University Medical Center. In 2004, the program expanded again, to the Family Health Partnership Clinic in McHenry County, Illinois. Four years later, it broadened its reach one more time, this time to the Spanish Catholic Center's suburban clinic, which has since relocated from Langley Park, Maryland, to the Cardinal McCarrick Center in Silver Spring.

In addition to leading to diagnoses and treatment for 42 women, *Celebremos* proided 20,000 pap tests and mammograms. What's more, this program has given important health education has been given to more than 12,000 *Celebremos* participants, as well as their family members and friends.

## WORK WITH AMERICAN INDIAN/ALASKA NATIVE COMMUNITY

In keeping with its commitment to outreach and education, the Foundation has long supported cancer prevention and early detection within American Indian and Alaska Native (AI/AN) communities.

25

The Foundation's efforts since 2007 have included a conference in Portland, Oregon, modeled after the *National Dialogue for Action Screening Conference*, that funded 10 Al/AN team projects focused on increasing colorectal cancer education and screening.

The Foundation also developed and distributed the culturally-focused *Guide* to Preventable Cancers for American Indians and Alaska Natives: Steps to Wellness for You and Your Family.

In addition, the Foundation has made a difference in these communities since 2007 through grants that support pow wows, the creation of traditional food guides and numerous other cancer prevention projects. Foundation grants also have helped groups across Indian Country launch cancer initiatives tailored to their individual communities.

#### **CHANGING BEHAVIOR**

A study by Dr. Jasjit Ahluwalia revealed that impoverished people often didn't lack the desire to quit smoking, many of them simply needed help to do it successfully. The Prevent Cancer Foundation has often supported the research of Dr. Ahluwalia, who has also started working on behavioral-

research projects that study the choices we make each day.

Ahluwalia saw the cycle of poverty and addiction while working

in a city hospital in Atlanta. Someone struggling financially may turn to cigarettes for a perceived relief of stress, yet those cigarettes extract a dual cost in money and health. Medical problems then lead to higher bills and greater stress, and the cycle repeats.

Ahluwalia has called the Foundation's early research grants critical to his work."You need funding and support at the start of your career." As his career has advanced, the physician has mentored or worked with at least eight young researchers who also received funding from the Foundation. He is now the Dean of the Rutgers School of Public Health in New Jersey.



#### STATE FAIR HEALTH AWARENESS AND SCREENING BOOTHS



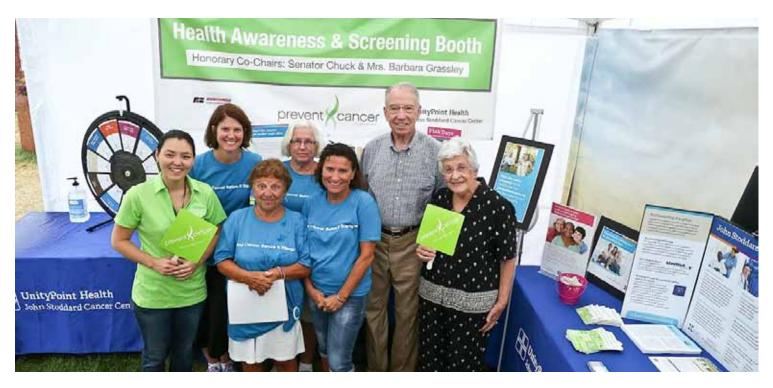
While rising health care costs can be a burden to many individuals, families and corporations, the

Prevent Cancer Foundation has seen over the past 30 years that rural populations in the Midwest have been hit especially hard.

To spread its message and offer practical help to these groups, the Foundation routinely visits the popular state fairs. The Foundation brings free cancer screenings to these festive summer events, typically teaming up with local health care providers and volunteers.

The Foundation's State Fairs initiative was launched in 1993 in Kansas in cooperation with former Senator Bob Dole, a prostate cancer survivor. The Foundation has heard from many people that they've attended a fair solely for the chance to get a free cancer screening. In the past 22 years, 24,700 people in Midwest states have been screened through the State Fair program and thousands more have been educated about cancer prevention and early detection.







## NATIONAL POLITICAL CONVENTION HEALTH AWARENESS AND SCREENING BOOTHS

Huge, diverse crowds gather for national political conventions.

Sothey're great locations for raising awareness about good health and providing cancer screenings.

The Prevent Cancer Foundation had great success setting up a special booth at several conventions (both Republican and Democratic) to offer mammograms, blood pressure checks and educational materials from a variety of organizations. At the Foundation's booths, men were screened for prostate cancer by having a blood sample tested for an elevated level of a prostate-specific antigen (PSA).

Foundation members and medical technologists from local health clinics staffed the booths.

## NATIONAL AND STATE DIALOGUES FOR ACTION IN CANCER SCREENING



One of the Prevent Cancer Foundation's signature programs is the *Dialogue for Action on Cancer Screening*, held annually since 1999. Originally created to highlight colorectal cancer screening, the program now includes screenings across the

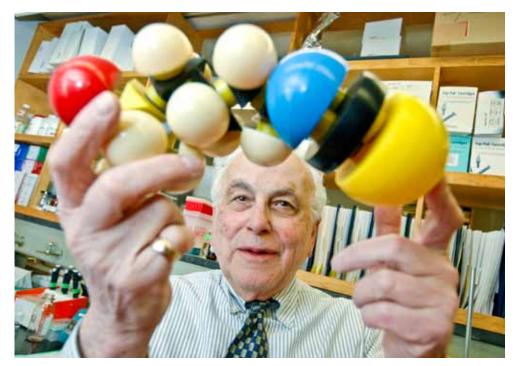
cancer spectrum.

The annual national conference facilitates a collaborative, action-oriented process that helps states, regions and tribes across the United States increase cancer screening.

In a complementary effort begun in 2003, teams from 17 states and 10 American Indian/Alaska Native populations have achieved positive results by using the program's model. They continue to increase capacity for screening in their communities, which range from small to large and from rural to urban. The state-based *Dialogues* were funded by the Centers for Disease Control and Prevention.

## prevent cancer









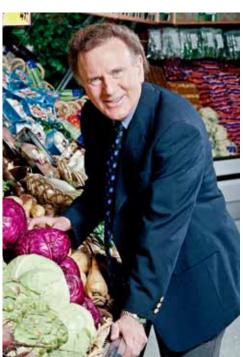
#### MORE FOUNDATION-FUNDED SUPERSTARS OF CANCER PREVENTION

For the Prevent Cancer Foundation, a hallmark of the past 30 years has been its support of early projects by young doctors and researchers, many of whom have made significant contributions to the prevention and early detection of cancer. Here is a sampling of prominent individuals who received funding from the Foundation:

- Dr. James Mulshine, vice president and associate provost for research at Rush University Medical Center in Chicago. Internationally recognized in lung cancer research, Mulshine previously headed the Intervention Section of the Center for Cancer Research at the National Cancer Institute (NCI), where he mentored several young investigators funded by the Foundation. He is currently the principal investigator on seven studies.
- Dr. Andrew Dannenberg, Roberts Family Professor of Medicine at Weill Medical College of Cornell University. Dannenberg currently has a grant from the Foundation to investigate bloodbased biomarkers of white fatty inflammation as a means of reducing the risk of breast, prostate and tongue cancers.
- Dr. Anna Giuliano, professor and director of cancer prevention at the H. Lee Moffitt Cancer Center & Research Institute. Giuliano focused on cervical cancer after the medical community began to believe that the disease was overwhelmingly caused by viral infections. Aided by two back-to-back Foundation grants, Giuliano and her team built the foundation for the human papillomavirus (HPV) vaccine that is on the market now, offering protection to millions of women worldwide.
- Dr. V. Craig Jordan, professor of Breast Medical Oncology and Molecular and Cellular Oncology at MD Anderson Cancer Center. With funding from the Foundation, Jordan conducted early research that led to the development of Tamoxifen, the first breast cancer chemopreventive drug. In 1998, Tamoxifen won FDA approval for use in women who are at high risk for breast cancer.



- Dr. Martin Lipkin, professor of medicine at Cornell University's Weill Medical College. Funded by the Foundation in 1995, Lipkin conducted a study called Mammary Gland Neoplastic Lesions Induced by Western-Style Diet.
- Dr. Robert Weinberg, a Daniel K. Ludwig Professor for Cancer Research at Massachusetts Institute of Technology (MIT). Weinberg also directs the Ludwig Center at MIT and is a research professor with the American Cancer Society. He has contributed foundational knowledge to our understanding of the oncogene p53.
- Dr. Judah Folkman, researcher at Children's Hospital Boston. Folkman originated the anti-angiogenesis theory that led to the development and approval of Avastin, a drug that slows the growth of new blood vessels that are essential for tumors to grow. The



Foundation supported the work of Dr. Marcia Moses in Folkman's lab, which contributed important understanding to the field of matrix metalloproteinase inhibitors.

- Jasjit Ahluwalia, dean of the School of Public Health at Rutgers University. Previously, while at Emory University, Ahluwalia used Foundation funding to research the smoking habits of impoverished Atlanta residents. Based on his findings, the Foundation provided additional funding, and Ahluwalia has made further progress in understanding how to motivate many people of all socioeconomic levels to quit smoking.
- Dr. David Jones, chief of the Thoracic Service, co-director of the Druckenmiller Center for Lung Cancer Research and Fiona and Stanley Druckenmiller Chair in Lung Cancer, Memorial Sloan Kettering Cancer Center. Dr. Jones received a career development award

- from the Foundation early on, which burnished his research credentials and led to these prestigious appointments.
- Dr. Craig Slingluff, professor of surgery at the University of Virginia School of Medicine. In 1996, when there was no treatment to offer melanoma patients other than surgery, the Foundation funded Dr. Slingluff's research into the development of a vaccine against melanoma, the most lethal form of skin cancer. The vaccine later proved effective in clinical trials and there are now several FDA-approved immunotherapies for melanoma.
- Dr. Maria Elena Martinez, professor of Family and Preventive Medicine at Moores Cancer Center at the University of California San Diego. In 1999 the Foundation supported the work of Dr. Martinez to assess the relationship between dietary and total (dietary plus supplemental) folate and the recurrence of colorectal adenomatous polyps. This research led to further studies on dietary factors and colon polyps recurrence.
- Dr. David Alberts, director of the Arizona Comprehensive Cancer Center at the University of Arizona. With help from Foundation grants, he created the University's Cancer Prevention and Control Program. In 1990, Alberts received a research grant to study the relationship between plasma and target tissue levels of carotenoids in smokers vs. non-smokers. He is also credited with helping develop two major drugs that are on the market for treating leukemia.
- We look forward to our continued work together to Stop Cancer Before It Starts!