

Research Education Outreach

Start Here. Start Now.

ANNUAL REPORT | 2007



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The mission of the Prevent Cancer Foundation is cancer prevention and early detection through research, education and community outreach to all populations, including children and the underserved.

FROM THE PRESIDENT

Dear Friends:

Start Here. Start Now.

These words are more than a call to action, they're the keys to leading a long, healthy life.

For 22 years, since I founded the organization in memory of my father who died of cancer in 1984, the Prevent Cancer Foundation (*formerly the Cancer Research and Prevention Foundation*) has had one mission—cancer prevention and early detection through research, education and community outreach to all populations, including children and the underserved.



Research

During our first year in operation, the Foundation made its very first research grant to an NCI fellow whose fourth year funding was not adequate to sustain his work in cancer prevention.

This was a milestone in developing the Foundation's mission. It exemplifies the unique role that the Prevent Cancer Foundation continues to play as a leader in cancer prevention research. A number of groundbreaking research projects that originated at the Foundation have helped spark the cancer prevention movement, drawing national attention and bringing prevention to the forefront of the war on cancer.

But research alone is not enough.

Education

To effectively reduce the devastating toll cancer takes each year, we made it a priority to educate the general public that they, too, are a powerful force against this disease. Through our ever-expanding channels of communication, including our Web site, brochures, and traveling exhibits, we can arm people with the knowledge they need to reduce their cancer risks.

What's more, we've taken our prevention message directly to policy makers and advocates, as well as to health educators and medical experts.

Community Outreach

It is in the communities where the impact is most evident, as we have supported outreach programs that educate and provide free cancer screenings, such as *¡Celebremos la Vida!*, state health fairs and our Congressional Families Cancer Prevention Program.

Prevention represents the greatest control we will ever have over this disease. We can all play a part in eradicating it by adopting a healthy lifestyle that includes diet, exercise, and screenings. Prevent Cancer Foundation has funded the science behind these recommendations and together, we can make a difference and ensure that everyone has the tools necessary to put an end to this foe. We can start here. Start now.

Sincerely,

Carolyn R. Aldigé

Carolyn R. Aldigé
President and Founder

BROCCOLI AND CANCER PREVENTION

PAUL TALALAY, M.D.

More than 35 years after the country declared war on cancer, Dr. Paul Talalay can say he was one of the very first to think that fighting cancer shouldn't start at the moment of diagnosis. It is a battle that can be fought every day by everyone, and with powerful results.

"Prevention is not a luxury," he says.

To him, prevention is imperative—an edict we all must recognize and understand.

Dr. Talalay believes there's no time like the present to start practicing prevention. His work using nutrients in food to cut cancer risk began in the late 1970s, at a time when almost no one believed that cancer was preventable. You either got it or you didn't.

A successful endocrinologist, Dr. Talalay's decision to start down a path in the cancer world was met with cynicism and disbelief.

"My colleagues lit a candle for me," he said. "They couldn't understand why I would want to go into preventing a disease they thought was not preventable."

It was in those early years that the Prevent Cancer Foundation supported Dr. Talalay's new work. However, even Dr. Talalay wasn't sure where his new journey in science was going to take him.

"That decision was made with a great deal of anxiety," he said. "I had no idea it was going

to be such a promising area. But you never know where something is going until you go there."

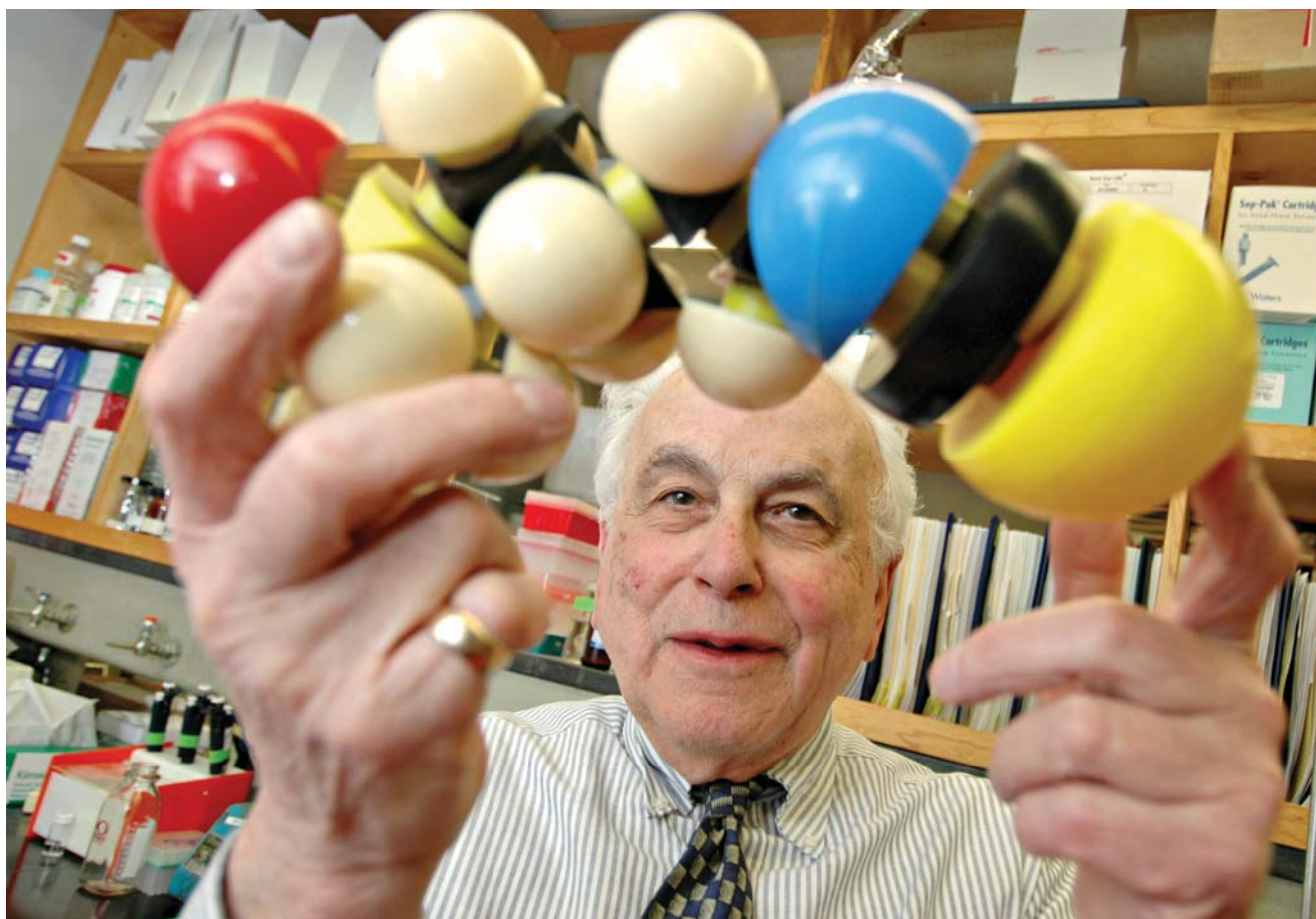
As with many other pioneers who blaze a trail for others to follow, Dr. Talalay didn't listen to the naysayers. Instead he began examining the elaborate web of protective proteins contained in each cell and noticed that, on average, the proteins—the compounds that guard the body's cells against inflammation, oxidation, harmful chemicals that damage DNA, and aging—were only working at 40 percent of their maximum capacity. He decided to see if he could boost the proteins' output through concentrating nutrients to cause the cells to naturally repel cancerous changes.

His moment of truth came when he landed on sulforaphane, a beneficial chemical compound found at highest quantities in broccoli and broccoli sprouts, that disables cell-damaging free radicals. Dr. Talalay had accomplished something few in the research world ever get to experience: a truly novel discovery that would permanently change the face of cancer science.

Upon publishing the findings of his team, the alarm bell sounded in every medical journal and at every conference related to the topic, and the article garnered hundreds of scientific citations in dozens of places.

"We captured the imagination of so many people," he said.

The door to prevention through nutrition had been blown open. But trying to explain how it



happened, says Dr. Talalay, is like trying to dissect any other historic event.

"Revisionist history might say we had this great vision, but there was not some wise decision why we did this," he says. "Our soul told us this might be great to do. Science is an artistic endeavor. It'd be like asking Mozart where he got his notes, or Picasso where he got his brushstrokes."

Even now, Dr. Talalay is as determined as ever to unlock the next great combination to score another hit against cancer. He's currently the John Jacob Abel Distinguished Service Professor of Pharmacology and Molecular Sciences at Johns Hopkins University School of Medicine. After serving for 12 years as Director of the school's Department of Pharmacology, he gave up that position to devote himself full time to research.

In his opinion, the prevention movement still hasn't fully hit its stride in the public eye.

"A lot of it is the psychology. Acceptance is affected a lot by perception of what is preventable," he said. "It's challenging and difficult sometimes to build acceptance, but it needs to be embraced. Prevention really works."

"Our soul told us this might be great to do. Science is an artistic endeavor. It'd be like asking Mozart where he got his notes, or Picasso where he got his brushstrokes."

RESEARCH

LUNG CANCER AND THE SPIRAL CT SCAN

CLAUDIA HENSCHKE, Ph.D., M.D.

The path we all take in life is rarely straight. But for Dr. Claudia Henschke, a professor of radiology and chief of the chest imaging division at Weill Medical College of Cornell University, that path has been especially roundabout.

She comes from a family of physicians, but didn't want the same type of career. So she became a statistician and worked at Georgetown Medical School, crunching numbers and consulting for issues in mathematics, politics and law, as well as medicine.

It wasn't long before she found that it was tough to speak from a position of authority when she only had a casual relationship to the subject matter, and so decided she needed to specialize – one right turn.

She decided on medicine and began her studies, but soon found her interests veering away from statistics and towards radiology – another right turn.

Dr. Henschke narrowed her focus to studying chest imaging, and then even more when she homed in on trying to improve the early detection of lung cancer and landed on CT scans.

As a diagnostic technique, CT—or computed tomography—scans are a group of low-dose radiologic imaging tools. They'd been used to detect other irregularities, but not specifically used in the early detection of lung cancer, the biggest cancer killer in the United States. That is, until Dr. Henschke decided to change that.

She began some early work to discover what else CT scans could offer and began seeking funding. The Prevent Cancer Foundation provided the funding needed to continue her research, and set up a database of images from patients that is available for anyone to use.

"The really exciting part was writing everything up," she said, clearly still thrilled with the findings. "We were able to find about 80 percent of tumors in the early stage. You usually find less than 15 percent without CT screening. And, we learned that with prompt treatment, 92 percent of patients who chose not to have treatment all died in that time."

The discovery was an important one in the quest to pinpoint lung cancer at its earliest stages. Research is continuing to gauge whether it can be added to the list of recommended screening

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guidelines. Dr. Henschke has published her work in peer-reviewed journals since 1999, and her most important paper appeared in the *New England Journal of Medicine* in October 2006.

Dr. Henschke's findings raised for her some interesting questions, not the least of which is why there seems to be little consistency in the standard of care when it comes to lung cancer prevention. If she could stumble over a new use for a detection tool, she thought, what else might also exist?

"There have been many calls for a national debate about this on very high levels," she said. "Lung cancer has always been short-changed. There has to be much more discussion and debate."

But for her, the question isn't about whether or not to screen, it's how to get these new tools out to those who need them the most – smokers and former smokers. Even after someone quits smoking, their risk is still high for decades after they've kicked the habit.

"Early detection is going to be a key thing in this century as we work to get the upper hand on this disease," she said. "Think about it. How many more lives could we save?"

RESEARCH

SMOKING AND THE IMMUNE SYSTEM

JASJIT S. AHLUWALIA, M.D., M.P.H.

Poverty and addiction to tobacco. Either circumstance by itself is difficult to live with. But unfortunately, as Dr. Jasjit Ahluwalia learned from his experience working in a city hospital, these two challenges are often linked.

One perpetuates the other – the person who struggles financially may take comfort in the perceived stress relief of cigarettes, whereas the cigarettes not only cost the person money, but also health. Sickness and disease brought on by the suppressed immune system courtesy of the cigarettes send the person to the doctor more often, thereby incurring medical bills and prescription costs, and further taxing the smoker's wallet.

The cycle is vicious, and when paired with lack of knowledge of healthy eating and exercise habits, can lead to cancer, heart disease, and other catastrophic health problems.

After finishing a fellowship at Harvard in 1992, Dr. Ahluwalia moved to Atlanta to join the staff at Emory University. He also began working at Grady Memorial Hospital, a large, public urban facility located squarely in the downtown area. It was there that he recognized the plight of the city's inner-city poor.

"I was seeing patients and I was amazed at how much of what they were being admitted for could have been prevented," he said. "Their diets were terrible, they were smoking and many had alcohol problems. They'd come in and we'd do a tune-up, and then they'd come back in a month later."

Dr. Ahluwalia regularly saw dozens of the same patients who were overweight, diabetic, addicted to smoking, and didn't exercise at all. The risk factors for disease and chronic illness were stacked against these folks, and he knew something had to change.

He'd been interested in examining tobacco addiction as a resident and a fellow, but only found real reason to make it a priority when he saw the extra burden it placed on Atlanta's urban poor and lower middle class.

That's when he discovered the Prevent Cancer Foundation. He was awarded a grant, and the funding helped him study the smoking habits of the city's poor. He also found something surprising. Despite the myth, poor people actually wanted to quit – they just needed help do it successfully.

He and his team came up with plenty of data and published their findings. That, in turn, led to higher-level funding, including his first R01 grant from the National Institutes of Health – quite a big deal in the research community. He began working on behavioral research projects that study the choices we make every day and hasn't looked back.

Dr. Ahluwalia has since moved to the University of Minnesota and its School of Public Health. He is a professor in the departments of internal medicine and epidemiology, the executive director of the academic health center's office of clinical research, and as the director and associate



dean of the medical school's center for clinical research. As you can imagine, he's pretty busy.

But he doesn't let that stop him from taking part in new research by up-and-coming scientists. He estimates he's mentored or worked with at least eight young researchers who've been funded by the Prevent Cancer Foundation, as he himself was mentored by an early grantee of the Foundation.

"Foundations like the Prevent Cancer Foundation are critical during these times because you need funding and support at the start of your career," he said.

Recently, he's been involved with studies on the fruit and vegetable consumption among those who live in public housing. The findings weren't encouraging, but intervention programs now focus on encouraging people to eat more produce as a way to stem the tide of obesity, another major risk factor for cancer.

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RESEARCH

CERVICAL CANCER AND A VACCINE

ANNA R. GIULIANO, Ph.D.

By itself, science is a worthwhile pursuit. But it becomes much more valuable when it can be applied for the benefit of millions.

That was the philosophy instilled in Dr. Anna Giuliano early in her life. Growing up in Manhattan, she was exposed to plenty of cultural and social groups, many of whom had little or no access to medical care. It's those people for whom she holds a soft spot in her heart.

"I was raised with a strong sense of service to the community," she said. "And in college I was surrounded by the same way of thinking. I became very committed in the areas I knew could make a difference in people's lives."

Though she first started out in nutrition research, it was while working on a project that intersected nutrition and cervical cancer that she began to hit her stride. Though at that time there was suspicion within the research community that human papillomavirus (HPV) was the primary cause of cervical cancer, it wasn't until nearly 10 years later, in the mid-90s, that the science was there to back up the claim.

Dr. Giuliano really came alive when it became known cervical cancer was overwhelmingly caused by a viral infection. As a graduate student who'd also studied epidemiology, this is where she knew she could make a difference. She had found her calling in medicine.

"After reading all the literature I could get my hands on at that point, I knew then that I only wanted to work on cancer," she said. "Cervical cancer affected a lot of women, and especially underserved women. It was the most important cancer for women internationally, and to work on it satisfied all the needs I had to do something that would make a great impact."

Over the next few years, she was at the University of Arizona and worked closely with several other researchers who recognized the potential for dramatically reducing the instance of cervical cancer through a specialized vaccine. But to stand a chance of getting anywhere, they needed funding.

It just so happened the director of the cancer prevention program at Arizona, Dr. Dave Alberts, was already very familiar with the Prevent Cancer Foundation.

"He said, 'You know, you should submit this project.' And so we did. The very first funding we received was from the Foundation."

And with that, the team was off and running. Their project was so promising, the Foundation awarded it a second grant to continue the work. But there were still times when Dr. Giuliano and her colleagues were afraid they were never going to find what they were looking for.

"It was trial by fire," she said. "You had to count on the fact that you were trained well as a



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scientist, and then apply what you knew. We were really breaking new ground.”

What eventually came out of that research was the groundwork for the production of the HPV vaccine that’s on the market now, effectively offering protection for millions of women worldwide.

“I can say, ‘I did it.’ It’s amazing; as a post-doctoral researcher I had an idea, and it was a really ambitious idea. To be able to fulfill that dream is incredible,” she said.

Dr. Giuliano is hopeful this progress will encourage other researchers to look at infections and preventive vaccines in a new light.

Now a professor and the director of cancer prevention at H. Lee Moffitt Cancer Center and Research Institute in Tampa, Florida, she looks back and realizes she and her team were very fortunate.

“To be able to carry out this massive amount of work that’s had this tremendous impact with a relatively small pot of money is exciting,” she said. “It was exciting for us, and it’s exciting for others to get this kind of support.”

FUNDING CANCER PREVENTION

RESEARCH

DAVID S. ALBERTS, M.D.

Back when few people thought cancer was a preventable disease, Dr. David Alberts was laying the bedrock of the prevention movement.

Trained in oncology and clinical pharmacology, Dr. Alberts was an early proponent of moving preventive medicine to the forefront of the war on cancer, helping to initiate the prevention division at the National Cancer Institute (NCI).

For him, the decision to push until the prevention aspect of the field was given the respect it deserved was a no-brainer.

"The real opportunity to make a dent in mortality statistics is in prevention," he says.

Dr. Alberts is the director of the Arizona Comprehensive Cancer Center at the University of Arizona, and he created the university's Cancer Prevention and Control Program from virtually nothing. After prompting the NCI to change its guidelines for cancer centers to stipulate they should include prevention to be considered "comprehensive," Dr. Alberts was approached by Arizona's then-head of medicine to create the center's prevention program.

"He basically gave me an ultimatum. He said, 'You need to do this or you'll never get another raise,'" Dr. Alberts said. "I said, 'All right. So what resources are you giving me?'"

But there were no resources – he had to pull the entire program up by its bootstraps.

So he called an organizational meeting for the new program, and three people showed up. It was a start, but they still needed money.

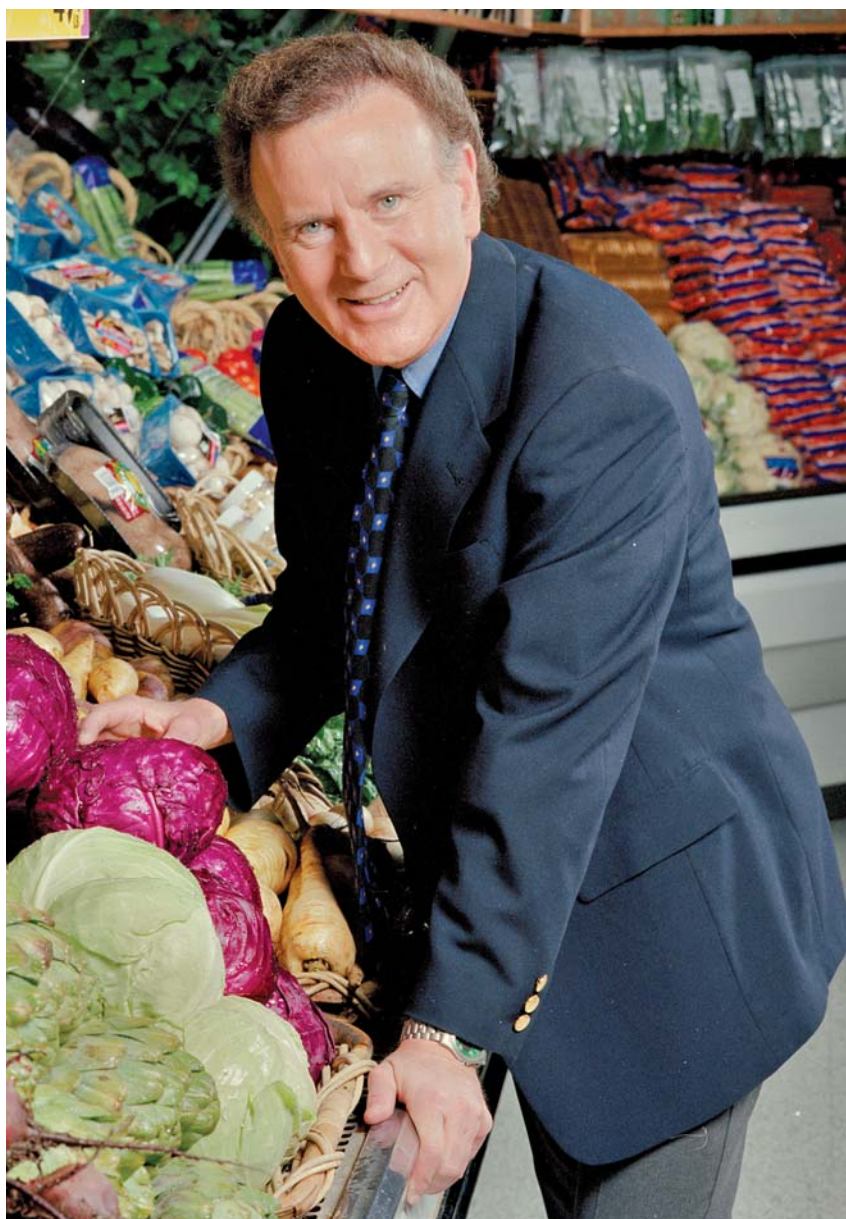
As luck would have it, that was about the same time the Prevent Cancer Foundation started what has now been a 22-year run. Because of the relatively small size of the national cancer community, Dr. Alberts saw the Foundation as having a unique niche in the field and he began a relationship with the Foundation that was fostered by mutual respect and admiration.

"The Foundation's funding was instrumental to the growth of Arizona's prevention program. We got our first grant here from the Prevent Cancer Foundation, and with it we built a program," he said. "The way to defeat cancer is to attack it early or keep it from developing at all. We wouldn't be able to do this work without this type of support. I give Prevent Cancer a lot of credit."

Indeed, the program has grown from next to nothing to receiving an estimated three times as much in NCI research funding as any other national prevention program.

It's also launched the research careers of many accomplished and extraordinary scientists with Prevent Cancer's funding, including Drs. Elena Martinez and Anna Giuliano, both of whom now serve on Prevent Cancer's Medical Advisory Board along with their former mentor.

Dr. Alberts is in his 48th year of practicing oncology and he shows no signs of slowing down.



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He is credited with helping to develop two major drugs currently used to treat leukemia on the market and he's also an editor of the journal, *Cancer Epidemiology, Biomarkers and Prevention*, a periodical devoted to publishing the latest research on cancer prevention.

Dr. Albert's is now moving the science of prevention into new directions, using diet, nutrition and chemical combinations to enhance our body's own ability to protect itself. He's worked with boosting the impact of vitamins, as well as

developing molecules that help bronze the skin in a way that creates a protective barrier against UVB rays.

As vice-chairman and scientific director emeritus of the Foundation's board of directors and a member of its medical advisory board, a relationship anchored in prevention continues today.

RESEARCH

RESEARCH GRANTS AND FELLOWSHIPS

Awarded by the Prevent Cancer Foundation in FY 2007

Gabriela Ion, Ph.D.
W. Hardman, Ph.D.
Marshall University

Dr. Ion and Dr. Hardman's study will investigate one possible protective mechanism of two food components, n-3 and n-6 Fatty Acids (FA), on breast cancer development. It hypothesizes that n-3 FAs (present in canola oil) versus n-6 FAs (present in corn oil) will disrupt the signaling events between breast tumoral cells and adjacent cells, in this case preadipocytes, by decreasing the level of pro-inflammatory cytokines to aid cancer prevention. This study may help to understand the effect of dietary changes at a cellular level. A better understanding of n-3 FAs mechanisms for suppression of tumorigenesis may lead to dietary recommendations that could reduce the incidence of cancer for future generations.

Jung Eun Lee, Sc.D
Edward Giovannucci, MD, Sc.D
Brigham and Women's Hospital –
Channing Laboratory

The underlying hypothesis is that folate deficiency and low intake of vitamin D are associated with increased risk of colorectal cancer and polyps early in carcinogenesis. The protective role of vitamin D against colorectal cancer risk has been strongly debated since a clinical study of vitamin D and calcium showed no benefit on colorectal cancer. This study aims to examine if dose and timing of folate and vitamin D intake are associated with colorectal cancer risk. The proposed research has the potential to help explain some of the disparate results that have been reported in this area. Adding to the conflicting data on risk factors for colorectal cancer would be an important contribution.

Betty Doan, Ph.D.
Giovanni Parmigiani, Ph.D.
Johns Hopkins University

This project focuses on lung cancer. To make screenings such as CT scans and chest x-rays more accurate for early detection of lung cancer, Drs. Doan and Parmigiani aim to create a risk prediction model for lung cancer. The risk prediction model will be able to identify those at greatest risk for developing lung cancer. The model will use family and smoking history to estimate risk scores, the chance of having disease or a disease mutation. The risk score will be used in a screening decision tool to identify optimal ages to start a screening regimen and the optimal test frequency that corresponds to the highest chance of detecting disease. The risk score will also be used to identify families that may be more genetically caused (i.e., higher scores) to enhance the ability to find disease gene locations. Knowing these locations will help identify the disease gene, and genetic testing can then be offered. This risk prediction model and screening tools that identify individuals at greatest risk will increase the early detection rate and ultimately disease curability.

Mark Rubinstein, Ph.D.
Ananda Goldrath, Ph.D.
University of California, San Diego

Dr. Rubinstein and Dr. Goldrath's research project has the potential to make an impact in the development of preventive cancer vaccines. This project proposes to augment primary immune responses using a novel vaccine component that they previously developed. Specifically, researchers will take a natural substance found in the body, which can stimulate the immune system, and increase its biological activity over 50-fold. It is believed that incorporation of this novel stimulatory agent into vaccine design will lead to dramatically improved immune protection and aid in the development of preventive cancer vaccines.

David Stachura, Ph.D.**David Traver, Ph.D.**

University of California, San Diego

The goals of this study are to explore the molecular signature of hematopoietic stem cells in zebrafish and determine pathways leading to their oncogenic transformation. The experiments proposed in this fellowship will aid in understanding an important stage of hematopoietic development especially sensitive to leukemic transformation. Knowledge gained from this research will help us to understand leukemic initiation and progression, lead to improved diagnostic tools and treatment strategies for patients, and aid in preventing leukemia. The zebrafish model provides a practical approach to dissecting specific genes and applying them to the human condition. Since so little is known about preventing leukemia and other blood cancers, the significance of this project cannot be overestimated.

Jin-Rong Zhou, Ph.D.

Beth Israel Deaconess Medical Center

Previous studies have suggested that, although active components from soy and black tea have anti-prostate cancer activities, the combination of soy and black tea can further enhance their activity in inhibiting the growth and progression of prostate cancer. These previous study results provide a potential candidate dietary regimen for prostate cancer prevention. This research project proposes to further evaluate the activity of the soy and black tea combination in the prevention of early prostate cancer. It is expected that the results derived from this research, together with those of previous studies, may be directly translated into human study to evaluate the anti-prostate cancer activity of the soy and black tea combination. Providing natural dietary constituents for the prevention of cancer has much appeal and could lead to easily attainable prevention strategies for men.

Marilyn Tseng, A.M., Ph.D.

Fox Chase Cancer Center

Dr. Tseng will examine associations among central adiposity ("apple-shape"), adiposity-related "thrifty genes," and breast density among foreign-born US Chinese women. Because of its strong association with breast cancer, higher breast density, measured from a mammogram, is thought to be a useful marker for breast cancer risk. The work will be conducted using data collected from a separately funded study on breast density in recently immigrated US Chinese women. The ~300 participants in that study are pre-menopausal, age 40 years and up, with US residence of 12 years or more. Data collection includes interviews, body measurements, DNA samples, and a screening mammogram assessed for breast density. The proposed work will add on genotyping and statistical analyses to investigate associations among genes of interest, central adiposity, and breast density. Findings from the proposed work will be relevant to breast cancer prevention in all women regardless of ethnicity. Findings could clarify whether reducing fat accumulation during adulthood can prevent breast cancer, improve our ability to predict risk based on genetic characteristics, and identify women who may be genetically susceptible to both central adiposity and breast cancer.

Jean Tang, Ph.D.**Ervin Epstein, M.D.**

Children's Hospital & Research Center, Oakland

The proposal will determine if vitamin D and/or statins can prevent basal cell carcinoma (BCC) of the skin in mice. The researchers propose to perform the first *in vivo* experiments in which mice will be fed vitamin D and statins to mice to assess whether these compounds may prevent BCC tumors from forming on their skin. The proposed studies will clarify the role of sunlight, vitamin D, and diet for prevention of the most common cancer in the U.S. This work could have large impact on cancer prevention through easily obtainable means – oral or topical vitamin D and statins.

Robert Strange, Ph.D.

University of Colorado

Moderate exercise has recently been linked to a decreased risk of cancer; however, the mechanism responsible for the reduced risk is not understood. Dr. Strange's research proposes that, with exercise, angiogenesis (development of new blood vessels) will preferentially be increased in muscle, and blood flow will be directed and redistributed to muscle. Conversely, it is hypothesized that exercise will result in decreased angiogenesis and reduced blood supply in the tumor. This will in turn lead to an increase in tumor cell death, slowed tumor growth, and tumor regression. This study represents a first attempt to evaluate the effect of exercise on breast cancer progression by examining the mechanism responsible for exercise-mediated tumor growth inhibition.

Chun Liu, M.D.

Tufts University

Large epidemiologic studies across regions and populations have consistently shown that beta-cryptoxanthin is associated with a reduced risk of developing lung cancer, particularly among current smokers. However, the molecular mechanisms by which beta-cryptoxanthin affects lung carcinogenesis are poorly understood. This study proposes to examine the chemopreventive effect of beta-cryptoxanthin supplementation in both low and high doses on cigarette smoke-induced lung carcinogenesis in ferrets it will measure molecular markers, including p53 tumor suppressor gene (which plays a critical role in suppressing lung carcinogenesis), p53 target genes, cell growth, and programmed cell deaths in the lungs of ferrets. Data from this study will provide important information for the evaluation of the potential usefulness of beta-cryptoxanthin as a chemopreventive agent against the development of lung cancer.

Jong Park, Ph.D.

H. Lee Moffitt Cancer Center & Research Institute

Dr. Park's research represents a new approach to develop a highly sensitive cancer screening method that would help in the early detection of cancer. In this proposal, Dr. Park will prepare a man-made DNA strand called an aptamer which will latch onto specific cells that are growing abnormally. Dr. Park is hopeful this preliminary work could pave the way for tests to show when a cell's regular genetic behavior has been changed, an early marker for cancerous growth. The results of this research could create the potential for highly effective cancer screening, early detection, therapeutic monitoring and prevention.

Wenli Cai, Ph.D.

Massachusetts General Hospital

Dr. Cai's research proposes a non-cathartic approach to Computed tomographic colonography (CTC), aka virtual colonoscopy. The approach of CTC is based on the combination of fecal tagging with orally administered contrast agents and post-acquisition electronic cleansing (EC) of tagged fecal materials. A non-cathartic approach to CTC has the potential to revolutionize colon screening. The main technical barrier is the lack of an effective EC scheme for electronic cleansing the tagged fecal materials. In this project we will develop and evaluate an advanced EC scheme for interpretation of CTC images of patients examined with non-cathartic bowel preparation. This EC-aided non-cathartic CTC examination may permit colon screening to be performed without the use of pre-examination cathartic bowel cleansing, thus providing a highly-acceptable alternative to patients and highly accurate tool for diagnoses.

Xiangsheng Zuo, Ph.D., M.D.

University of Texas, M.D. Anderson Cancer Center

Dr. Zuo's proposal seeks to examine the role of a specific protein (PPAR) in tumor formation in the colon. Evidence has been found to support the idea that PPAR-d promotes the formation of colon tumors, but data from some other research groups have shown that PPAR-d might have the opposite or no effects. The work proposed in this research project aims to test the effects on tumor formation of genetically stopping the production of PPAR-d in the mouse intestine. The results of this proposal will provide needed information not only to determine whether PPAR-d has a role in developing chemopreventive agents against cancer but also to ensure that drugs used to treat other diseases by stimulating the function of PPAR-d are safe for use.

Jennifer Warren, Ph.D.**Kola Okuyemi, Ph.D.**

University of Minnesota – Twin Cities

Cigarette smoking rates among urban African Americans are unacceptably high. Although African Americans smoke fewer cigarettes daily, they experience higher rates of lung cancer than other ethnic groups. Though many African Americans want to stop, they are less likely to seek help and therefore are less successful than their white counterparts in their attempts to quit smoking. As a way to overcome some of the barriers faced by African Americans who want to quit smoking, Drs. Warren and Okuyemi will explore using an Internet-based intervention tool. Research shows African Americans use the Internet as much as other groups, and the scientists hope this tool will be an accessible way for African Americans to receive this help. This study is designed to serve as a pilot for large clinical trials for smoking cessation interventions in African American smokers.

Pamela Beatty, Ph.D.**Olivera Finn, Ph.D.**

University of Pittsburgh

This project focuses on combating inflammatory bowel diseases and their associated increased risk for developing colorectal cancer, the second-leading cause of cancer death in the Western world. Ulcerative colitis and Crohn's disease are two conditions that are recognized as risk factors for colorectal cancer and as yet are incurable. In their research, Drs. Beatty and Finn will explore the potential of creating a preventive vaccine that would boost the immune system to better recognize and eliminate tumor cells. They hope the vaccine will eventually be used to prevent the onset or recurrence of colorectal cancer and treat chronic colitis, and they expect that the data they generate from this study will support further clinical research.

Xiang-Lin Tan, Ph.D.**Simon Spivack, Ph.D.**

Health Research, Inc./New York State Department of Health

Lung cancer is a leading cause of cancer deaths of both men and women in the United States and all over the world. Building upon recent research findings that show a diet high in fruits and vegetables plays a role in combating carcinogenic progression, this project will examine the specific molecular mechanisms responsible for shutting down harmful oxidants. Drs. Tan and Spivak will develop an *in vitro* monitoring system that closely watches one particular protein in hopes that it may eventually lead to new systems for screening potential chemopreventive agents for lung cancer.

Katherine Crew, Ph.D.

Columbia University

Breast cancer is one of the most deadly cancers to affect women, and though significant strides have been taken to lessen the death toll, it still remains a main cause of cancer death. In building on existing clinical data, Dr. Crew will monitor the progress and biomarkers of 20 high-risk women who will take Vitamin D supplements during the course of this study. It is believed that Vitamin D may induce a preventive effect, and Dr. Crew hopes the results of this study lead to larger-scale trials to evaluate the potential of using high doses of Vitamin D in the prevention of breast cancer.

William Klein, Ph.D.

University of Pittsburgh

Colorectal cancer remains the second-leading cause of cancer death in the U.S. despite recent gains in the rates of screening. Many people continue to be off-schedule for their recommended screenings, leading to many cases being diagnosed at much later stages when it is more difficult to treat. Though there are a number of reasons for this, Dr. Klein will specifically study the way screening messages are delivered to encourage individuals over age 50 to get the tests. He will frame messages to see if people respond more favorably to learning what they could gain from the tests or what they could lose by not getting the tests. The goal is to learn which one is the more persuasive way of framing the message to stay on schedule with screenings, hopefully leading to a better understanding of how to best promote the message that being screened for colorectal cancer can save your life.

Barbara Schneider, Ph.D.

Vanderbilt University Medical Center

For nearly 30 years, the scientific community has known that a particular substance found in high concentrations within broccoli, and specifically broccoli sprouts, helps cells bolster their own defenses against cancer-causing agents. Dr. Schneider will test this substance, sulforaphane, to see how it responds when battling stomach cancer cells directly. By studying the RNA from the cells that are introduced to the broccoli sprout extract, she will be able to monitor the biochemical changes that occur within the affected genes. Dr. Schneider hopes this work will offer further understanding of what happens to proteins when combated directly with this beneficial compound.

Andres Jaramillo, Ph.D.

Rush University Medical Center

Despite of improvements in therapy, the survival of breast cancer patients with advanced or metastatic disease is still very poor. This demonstrates the need for new approaches in therapy and identification of high-risk individuals. Dr. Jaramillo will investigate the breast cancer marker mammaglobin-A and see if its recognition by cancer-fighting lymphocytes produces a protective immune system response to breast cancer. Dr. Jaramillo hopes these studies could lead to the development of a breast cancer vaccine that would ramp up the body's natural defenses.

Raymond Konger, Ph.D.

Indiana University – Indianapolis

Sun exposure is the leading cause of skin cancer, both melanoma and non-melanoma. Though melanoma is the more deadly of the two, non-melanoma skin cancers still pose a significant risk, especially to those with compromised immune systems. This research will examine a specific cellular protein, that when turned on by UV light, is critical to the formation of skin cancer. When activated, this protein causes a chain of events which results in cancer activity. Dr. Konger will explore the potential of using a drug to block this protein activation, thereby producing a chemopreventive effect.

Partnership Grants

The American Association for Cancer Research (AACR)

The AACR-Prevent Cancer Foundation Career Development Award for Translational or Preventive Lung Cancer Research was awarded to Dr. Herta Huey-An Chao of Yale University.

The AACR-Prevent Cancer Foundation Melanoma Research Fellowship was awarded to Dr. Juan Chen of the University of Miami School of Medicine.

The AACR-Prevent Cancer Foundation-AstraZeneca Fellowship in Translational Lung Cancer Research was awarded to Dr. Anil Potti of Duke University Medical Center.

American Society of Clinical Oncology (ASCO)

The ASCO-Prevent Cancer Foundation—18 Holes for Hope Ovarian Cancer Fellowship was awarded

to Dr. Aliza Leiser at the Yale University School of Medicine.

American Society of Preventive Oncology

The ASPO-Prevent Cancer Foundation Fellowship for Cancer Prevention Research was awarded to Amy Lazev, Ph.D., of Fox Chase Cancer Center's Department of Psychosocial and Behavioral Medicine.

International Association for the Study of Lung Cancer (IASLC)

IASLC-Prevent Cancer Foundation fellowships were awarded to Dr. Daniela Basseres of the University of North Carolina, Dr. David Jackman of the Dana-Farber Cancer Institute, Dr. Jill Larsen of The Prince Charles Hospital, and Dr. Roman Thomas of the Dana-Farber Cancer Institute.

Sponsored Grants and Fellowships

Cecile and Fred Bartman Foundation

The Bartman Foundation Research Grant for the Study of Prostate Cancer was awarded to Jin-Rong Zhou, Ph.D., at the Beth Israel Deaconess Medical Center at the Harvard Medical School.

Mrs. Ned Bord

In memory of the Foundation's dear friend, the Anne Bord Award for the Study of Chemopreventive Agents in the Prevention of Cancer was awarded to Barbara Schneider, Ph.D., at Vanderbilt University Medical Center.

Congressional Families Cancer Prevention Program

The Congressional Families Cancer Prevention Program Research Grant in Preventive Cancer Vaccines was awarded to Mark Rubinstein, Ph.D., and Ananda Goldrath, Ph.D., at the University of California, San Diego. The grant was made possible through the generous support of the Wal-Mart Foundation.

Miss Leslie C. Devereaux

The Richard C. Devereaux Outstanding Young Investigator Award in Lung Cancer Prevention was awarded to Betty Doan, Ph.D., and Giovanni Parmigiani, Ph.D., at Johns Hopkins University in Baltimore, Maryland.

Living in Pink

The Living in Pink – Prevent Cancer Foundation Grant was awarded to Robert Strange, Ph.D., at the University of Colorado.

Scope it Out 5K

The Charles A. Kraenzle Fellowship in Colorectal Cancer Prevention was awarded to Xiangsheng Zuo, Ph.D., M.D., at the University of Texas, M.D. Anderson Cancer Center.

Prevent Cancer Foundation – Amgen Research Grant

The Prevent Cancer Foundation – Amgen Research Grant was awarded to Eduard Chekmenev, Ph.D., at Huntington Medical Research Institutes in Pasadena, California.

EDUCATING THE COMMUNITY

The Prevent Cancer Foundation is dedicated to spreading the message of cancer prevention through its signature education programs, exhibits and conferences throughout communities across the country.

The **Check Your Insides Out From Top to Bottom** (CYIO) exhibit has appeared at venues as diverse as state fairs and major cancer centers, traveled to cities nationwide and reached hundreds of thousands of people. The exhibit features hands-on learning stations about skin, cervical, oral, breast, prostate, lung and colorectal cancer, all communicating a simple message: You can prevent cancer!

The CYIO tour culminates our efforts to educate the public about the risk factors, symptoms, screening and prevention of the leading causes of cancer incidence and death.

This year, the CYIO exhibit was showcased in Washington, D.C.'s historic Union Station. While on display from mid-January to early February, it drew an overwhelming 31,086 visitors. Many visitors returned with coworkers, family members and friends, shared their survivor stories and commended the Foundation for its work on raising public awareness on ways to reduce their risk for cancer. ■

To further promote colorectal cancer awareness, the Prevent Cancer Foundation embarked on a 30-city tour with the **Super Colon**, our 8-foot-tall, 20-foot-long inflatable, interactive model of a human colon, to help teach people about the risks, symptoms, prevention and treatment related to colorectal cancer. Over 40,000 people visited



The Super Colon: It's what's inside that counts!

the national Super Colon tour this year. The Super Colon is also gaining international exposure, with Australia, Canada, France, Slovakia, the United Kingdom and Hong Kong interested in working with the Foundation to build a Super Colon in their home countries. ■

In March 2007, the Foundation launched its newest exhibit, **Save Your Skin**, an awareness and sun safety campaign developed to educate the public about the dangers of the sun and tanning salons. The exhibit debuted at the University of Minnesota and has made stops at the University of Utah and the University of Oklahoma – Tulsa, collectively educating hundreds of college students.



Responding to the alarming rise in skin cancer, the Foundation designed the exhibit to offer prevention and early detection tips and promote sunscreen use. ■

March is **National Colorectal Cancer Awareness Month**, and this year the Foundation celebrated the news that the number of Americans who died of colorectal cancer dropped significantly for a second straight year, marking a milestone in prevention. Colorectal cancer is still the second leading cause of cancer death in the United States. Working with our 58 collaborating partners, the Foundation continues to educate the public that colorectal cancer is "Preventable, Treatable and Beatable!"

In preparation for the month's activities, **Buddy Bracelets** were distributed to more than 600,000 people nationwide to remind them to get screened for colorectal cancer. After screening, the bracelets are passed onto family members, friends or colleagues to encourage them to talk with their doctors about colorectal cancer. The

bracelets are then passed along again, creating a chain reaction that could save thousands of lives. ■

The **2007 National Dialogue for Action conference**, *Innovations for Prevention: A Dialogue for Action to Increase Colorectal Cancer Screening*, was the largest in the history of the national meeting. The dynamic conference featured panels and discussions on the benefits of prevention to the business community, as well as a town hall meeting on advancing colorectal cancer screening.

During the meeting, the Foundation recognized three outstanding individuals at its **Cancer Prevention Laurels** luncheon. Claudia Christensen, RP, FNP, a Certified Gastroenterology Registered Nurse at the Alaska Native Tribal Health Consortium, was awarded the *Cancer Prevention Laurel for Innovative Programs*.

David Lieberman, M.D., was awarded the *Cancer Prevention Laurel for National Leadership* for his continuing efforts on behalf of colorectal screening. And Amy Kelly, co-founder and executive director of the Colon Cancer Alliance, was awarded the *Cancer Prevention Laurel for Advocacy*.

State-level **Dialogue for Action** summits provide a consensus-driven process that helps states develop action plans to meet their comprehensive cancer screening objectives. This past year, the Foundation convened state-level summits in Minnesota and South Carolina, as part of a cooperative agreement with the Centers for Disease Control and Prevention, for a total of thirteen state-level *Dialogues* between 2003 and 2008.



Attendees of the American Indian/Alaska Native Working Meeting.

In May, the Foundation adapted the *Dialogue* framework for the unique and varied needs of Native American communities with the first **Dialogue for Action: American Indian/Alaska Native Working Meeting on Colorectal Cancer** in Portland, Oregon. Ten tribal teams representing sixteen tribal communities from across the nation attended the meeting. Over two days, American Indian and Alaska Native teams and partners drafted community-specific action plans to increase colorectal cancer awareness, screening and treatment in their communities. The Foundation granted each team \$10,000 for implementation of these action plans, and will continue to provide technical assistance and support in the coming year. ■

The Prevent Cancer Foundation convened the fourth annual **Lung Cancer Workshop "Application of High Resolution CT Imaging Data to Lung Cancer Drug Development: Measuring Progress,"** on imaging to monitor treatment response with software tools applied to spiral CT imaging data. The Workshop included senior representatives of the imaging and pharmaceutical industries, basic scientists and clinical researchers (including oncologists, radiologists, pulmonologists, physicists, and computer scientists), along with representatives of federal agencies and the patient advocacy communities.

This was a landmark meeting, as leading investigators provided a snapshot of how rapidly the field of imaging and response assessment is moving forward. Participants learned that early goals of the Workshop have been realized with important progress in building up the inventory of image files available, and significant strides have been made in assembling an important new imaging research infrastructure. Investigators using these resources have progressively greater capabilities to achieve positive results. ■

The Prevent Cancer Foundation co-sponsored the tenth annual **Summit Series on Cancer Clinical Trials**, whose goal is to accelerate the delivery of new cancer prevention and treatment

options to patients and everyone at risk for developing cancer. The Summits have provided a platform for patients and patient advocacy organizations, health care professionals, cancer researchers, managed care organizations and third party funders, public and private funding agencies, and the pharmaceutical and biotechnology industries to discuss ways of improving cancer clinical trials. Since the Summit Series began, participation in cooperative clinical group trials has grown by 30 percent.

But in the current environment of reduced funding for cancer clinical trials, a decline in the clinical trial workforce, site closings and mandated cuts in clinical trial accrual, the Summit Series attendees and conveners are committed to raising awareness of the funding and infrastructure crisis and spurring action within this issue. ■

Project Early Awareness completed its sixth year in the Washington, D.C., public high schools in June 2007, and has reached more than 2,600 female high school students with valuable breast health information over the course of the program. This past school year, the educational sessions were conducted in 15 D.C. schools. The goal of the program is to educate young women and encourage them to share the important health information with their family members and caregivers. A new breast health video targeting teens and an enhanced skills-based facilitator's guide will be used in the 2007-2008 school year, and will be available via the Foundation's Web site. ■



IN MEMORIAM —

For nearly 30 years, **Rosemary Williams, MEd, CTR**, made cancer prevention and awareness her life's work, thriving on the feeling of giving back through community outreach.

In partnership with the Prevent Cancer Foundation, Rosemary began the Project Early Awareness program in 2001.

Rosemary passed away in June of a brain tumor. In addition to her two children and the many friends and family members that survive her, her legacy of outreach lives on. ■

The **Make the Connection/Make the Commitment campaign** is a partnership between the Prevent Cancer Foundation and the Step Up Women's Network that educates the public about the connection between cervical cancer and the human papillomavirus (HPV). The campaign empowers women to understand cervical cancer, its cause, and how to prevent the disease. In January 2007, the campaign name transitioned from Make the Connection to Make the Commitment, to encourage women to take the next step from understanding the disease to talking to their health care professional about screening and preventing the disease. The campaign also awarded 10 grants totaling \$100,000 to community-based organizations around the country to further education and outreach to underserved populations within their local communities. It distributed hundreds of thousands of educational brochures and awareness bracelets to women and men across the country. ■

Policy and Advocacy is an important component of Prevent Cancer's work, and is critical to ensuring that our lawmakers introduce and pass legislation that supports prevention research and funding, funding for cancer control and prevention, and access to preventive health care for all Americans, including access to primary prevention and screening. Prevent Cancer works independently on issues including NIH, CDC, EPA and DOD budgets and funding for cancer prevention, research and screening, embryonic stem cell research, improving access to critical cancer screenings, like HR 1738, the Colorectal Cancer Early Detection, Prevention and Treatment Act, NIH reform, FDA reform, government regulation of tobacco, obesity reduction, and many other issues critical to cancer prevention. Prevent Cancer works alone and in partnership with other organizations, including the Cancer Leadership Council (CLC), the National Coalition for Cancer Research (NCCR), the Coalition for the Advancement of medical Research (CAMR),

One Voice Against Cancer (OVAC), the National Council for Skin Cancer Prevention and the Coalition for a Stronger Food and Drug Administration. We also provide opportunities and information to enable to the public to become active in communicating with their lawmakers through our Advocacy Action network, legislative alerts, sample letters to lawmakers and other legislative and advocacy communications.



Carolyn Aldigé and Dr. Henrietta Campbell, president of the All Ireland Cancer Foundation.

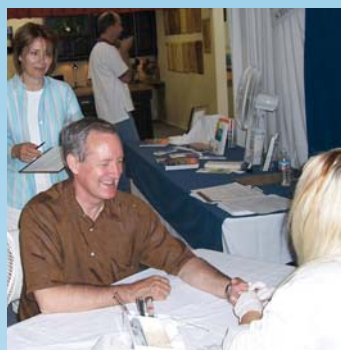
Beijing, Belfast and Beyond - This was a banner year for the Foundation – and a busy one for president and founder Carolyn Aldigé. The Foundation has long been recognized as the leading voice for cancer prevention and early detection in the U.S., but in recent years, it has become well-known on the international stage as well. Aldigé continues to serve on boards and advisory boards of seven National Cancer Institute-

designated Cancer Centers and in 2007 was the first layperson named to the External Advisory Board of the top-ranked M.D. Anderson Cancer Center in Houston.

She was also invited to speak about the Foundation's work at the first "Cancer Prevention and Early Detection in China" conference in Beijing; the third All Ireland Cancer Conference in Belfast; the annual meeting of the Global Lung Cancer Coalition in Manchester, UK; the annual meeting of the International Digestive Cancer Alliance in Washington, DC; and the organizing meeting of the International Society of Cancer Prevention in London.

In April, the Mrs. Aldigé was recognized on the "Centennial Honor Roll of Advocates," in celebration of the 100th anniversary of the American Association for Cancer Research. ■

THE PREVENT CANCER FOUNDATION has been fortunate to engage in many partnerships with the Capitol Hill community throughout the years. Whether through the Congressional Families Cancer Prevention Program, the State Fair Screening Booths, or general involvement in cancer awareness activities, these partnerships have resulted in heightened awareness about cancer prevention.



Senator Mike Crapo (Idaho) will tell you that he is living proof that early detection of cancer saves lives. He was diagnosed in November 1999 with prostate cancer through a routine

PSA (prostate specific antigen) test and because he was diagnosed early, he has recovered and continues his dedicated service to the state of Idaho in the United States Senate.

Senator Crapo will also tell you that he feels that he has a responsibility to share his experience and the importance of cancer prevention and early detection with others. One of the ways in which he does this is through his partnership with the Prevent Cancer Foundation and the Health Awareness Booths that he sponsors at state and county fairs around Idaho. As part of these state fair booths, the Senator and the Prevent Cancer Foundation make PSA tests available to hundreds of men each year. In many cases, the cancer awareness booths are their only access to preventive health care. And each year, a number of these PSAs come back positive.

The Senator advises his constituents that sometimes we are reluctant to do the very thing that could save lives – get screened. But it is important to overcome any hesitation and recognize that early detection means early treatment. His message to constituents is a clear illustration of our mission, and the Foundation is proud to partner with Sen. Mike Crapo and other members of Congress to reach men and women across the country and disseminate information to help empower individuals to prevent cancer. (Please see related article on page 26.) ■

CONGRESSIONAL SPOUSES IN ACTION

In the past two years, awareness that cervical cancer is caused by a virus – the human papillomavirus (HPV) – has grown substantially. At the forefront of this effort to raise understanding and awareness is **Linda Bachus of Alabama**, (spouse of Congressman Spencer Bachus). Linda serves as an Executive Council Member for the Congressional Families Program and is its former Executive Director. When science and research concluded in the mid-1990s that HPV causes nearly all cases of cervical cancer, she was among the first to launch efforts to educate the public. Through speaking at international conferences on HPV, initiating dialogues with thought leaders in her home state, and by educating other Congressional spouses, she partnered with the prevent Cancer Foundation to begin raising awareness about the connection between HPV and cervical cancer and how to prevent the virus. ■

Barbara Grassley of Iowa (spouse of Senator Charles Grassley) has spent years tirelessly advocating for breast cancer awareness. Barbara approached her own diagnosis and treatment with both strength and humor, and this year marked her 20th anniversary as a breast cancer survivor. Today, she leads cancer prevention efforts by example, understands the risks posed by family history for the disease, and encourages her family and loved ones to be screened for breast cancer as well. She has been an active member of the Congressional Families program and its Executive Council for most of her years as a Congressional spouse, participates in fundraising efforts, education through the media, and community outreach activities. She embodies hope, strength and empowerment. ■

Barbara Johnson of South Dakota (spouse of Senator Tim Johnson) has been a bedrock of the Congressional Families Executive Council,

and is a cancer prevention advocate in South Dakota as well as internationally. In South Dakota, she has made numerous presentations and public service announcements on cancer prevention and has hosted a cancer prevention education and screening booth at the South Dakota state fair each year for the past seven years. The booth provides free mammograms and PSAs as well as health information. She has also traveled internationally to Nicaragua and China to provide equipment so that medically underserved women can receive mammography screening. Barbara and her family have also been touched – too often – by cancer. She brings the perspective of being a two-time breast cancer survivor, as well as a caregiver to her husband during his bout with prostate cancer, to everything she does. ■

Marcelle Leahy of Vermont (spouse of Senator Patrick Leahy) could have taken her diagnosis of melanoma four years ago as a reason to hide. Rather, she took it as an opportunity to educate others about the importance of sun safety and skin cancer screening. While looking for more information after her diagnosis, she came to a skin cancer seminar the Congressional Families program was hosting on the Hill for spouses. That seminar led to a close relationship between Marcelle and the Foundation, and she joined the board of directors. Marcelle's passion and commitment for education and outreach are evident in everything she does, and the Foundation is fortunate to have her spreading these important messages. ■

Lisa McGovern of Massachusetts (spouse of Congressman Jim McGovern) came to the Foundation for information when her college roommate was diagnosed with colon cancer. Having lost her mother to lung cancer, she knew the devastating effects the disease could have on a person and a family. When she joined the Foundation as the executive director of the Congressional Families program, she took her personal experiences with the disease and turned them into action, helping spouses reach out in their own communities with important cancer prevention and early detection messages. ■

The **Congressional Families Action for Cancer Awareness** program had a full agenda this year to educate the Congressional Families community about cancer prevention. On September 28, 2006, at the 14th Annual Action for Cancer Awareness Awards Luncheon, four deserving advocates were honored:

Dr. Arvin S. Glicksman was presented with the *Excellence in Cancer Award* for his work promoting prostate cancer awareness to underserved populations in Rhode Island; Elizabeth Edwards received the *Congressional Families Leadership Award* for her work in promoting breast cancer awareness through her own struggle with the disease; and the *Distinguished Service in Journalism Award* was given to two deserving journalists who have put cancer at the forefront of their careers. Wendy Chioji of WESH-TV in Florida daringly fought breast cancer in front of her viewers, using the disease as a tool to educate, and the late Joel Sigel of Good Morning America courageously battled colon and lung cancer, using his celebrity to further the messages of prevention, early detection and hope.

The program also hosted "lunch and learn" seminars with leading experts in their fields, helped spouses and members with a variety of cancer activities in their home districts, including SunWise school activities, broadcasts on sun safety in partnership with Radio Disney, op-eds in local papers on cancer issues, state fair booths, and other awareness and outreach events. ■



Pictured from left to right: Lisa McGovern, Dr. Glickman, Paula Zahn, Elizabeth Edwards, Carolyn Aldigé, Wendy Chioji and Joel Siegel.

OUTREACH

PREVENT CANCER FOUNDATION PROGRAMS IN THE COMMUNITY

Targeted outreach, especially to underserved individuals and communities, is another way in which the Prevent Cancer Foundation touches the lives of thousands of people nationwide.

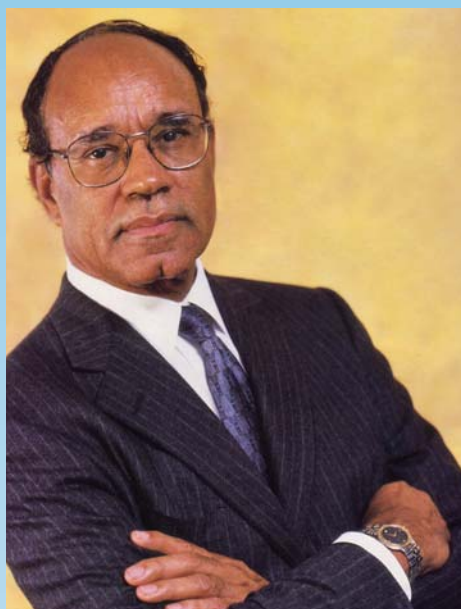
Launched in 2006, the **Community Grants Program** supports education and services in cancer prevention and early detection—especially to the underserved—in communities across the United States. The program awards two types of grants: one-year development grants and two-year enhancement grants. In March 2007, the Foundation launched the program with eight community-level grants to projects across the nation.

Amite County Medical Services will provide breast and cervical cancer education, early detection and follow-up care to a community health center's underserved residents in McComb, Mississippi. In Houston, the organization *Hope Through Grace* will provide colorectal cancer prevention education, screening and support services to its priority population. They will also address a related risk factor, obesity, through

education, nutritional counseling and physical activity guidance. In Sebastian, Florida, the *John W. Nick Foundation* will address an often neglected cancer - male breast cancer. That organization will further develop and enhance its Web site so as to better reach a national audience.

A grant awarded to the *Ralph Lauren Center for Cancer Care and Prevention* will support the pioneering patient navigation initiatives of Dr. Harold Freeman which address cancer education, early detection and screening in the Harlem community in New York. A program housed at *Syracuse University* will provide cancer education for African American men through health seminars and a barbershop education program in New York. The *University of New Mexico Cancer Epidemiology and Prevention Program* will provide cancer education outreach to two Navajo communities in that state. And the *Washoe Tribal Health Center* will increase awareness and screening for colorectal and breast cancer through a state celebration event and a pow wow in Carson City, Nevada.

And in Louisiana, a grant was made to *St. Thomas Community Health Center* in New Orleans, a community devastated by Hurricane Katrina. That grant provided the funding the center needed to continue and expand the community-based breast cancer early detection program for uninsured and underinsured women, and to offer diagnostic services for uninsured women with abnormalities detected on screening. ■



DR. HAROLD P. FREEMAN — THE PIONEER OF PATIENT NAVIGATION

Thinking outside the box is a way of life for Dr. Harold P. Freeman. The Washington, D.C., native serves as the president and founder of the Ralph Lauren Center for Cancer Care and Prevention in New York City, and as the medical director of the Breast Examination Center of Harlem, a program of Memorial Sloan-Kettering Cancer Center. His unique way of thinking has led to new health practices that have revolutionized cancer care and brought national attention to health disparities.

For 25 years, Dr. Freeman served as Director of Surgery at Harlem Hospital, which allowed him to fulfill his desire to help people in the inner city plagued by social problems, including poverty and lack of access to medical care. Early in his career—and much to his dismay—most patients who came under his care had late-stage cancer, particularly incurable breast cancer, and were black and poor. At such a late stage, “surgery is not often the answer,” which made him question the connection between race, health and socio-economic status.

In 1984, he recommended that health disparities caused by economic status and race be explored. A two-year study led to some startling discoveries: cancer patients living in poverty faced barriers to medical access; made tremendous sacrifices for cancer treatment, including losing jobs and homes; gave up hope for survival; and faced greater pain and suffering. These findings drew national attention and resulted in new approaches in cancer care, including **patient navigation**, the process by which an individual guides patients beyond barriers in the often-complicated cancer care system to help ensure timely diagnosis and treatment.

From the very beginning, the Prevent Cancer Foundation provided the patient navigator programs with critical financial support. In 1990, Dr. Freeman kicked off the concept at the Harlem Cancer Center, and in 2005, President Bush signed the Patient Navigator and Chronic Disease Prevention Act. There are currently about 350 patient navigation programs nationwide.

Dr. Freeman’s message for young researchers ties into the model. “Where we need more research is to discover how to deliver...there is a disconnection between discovery and delivery when it comes to cancer and disparities,” he said. He suggests researchers examine the links between cultural, economic, geographic and medical infrastructure factors and healthcare treatment.

We are delighted to have Dr. Freeman as a member of the Prevent Cancer Foundation’s Medical Advisory Board. “Prevention is really key because if you look at the big picture, most cancers can be prevented,” said Dr. Freeman. ■

¡Celebremos la Vida! has a 13-year history of providing breast and cervical cancer education, screening and early detection to medically underserved Hispanic women 40 years of age and older. The program is offered through partnerships with Georgetown University Lombardi Cancer Center and the Spanish Catholic Center in Washington, D.C., and with the Family Health Partnership Clinic in McHenry County, Illinois. Since its inception, the *Celebremos* program has provided more than 4,200 mammograms and more than 4,500 Pap tests. *Celebremos* addresses many barriers that Hispanic women face, which include language and cultural differences, difficulty navigating the health system, lack of insurance and financial constraints. ■

In 1994, the Foundation awarded a grant to George Washington University (GWU) that enabled it to purchase the first mobile mammography facility, the “**Mammovan**,” in the nation’s capital. The van was retired in 2005 and the Foundation again provided funds to GW for the purchase of

a new van equipped with state-of-the-art digital mammography equipment. This grant was made possible through the generous support of the Amgen Foundation.

The Mammovan provides mammography services at workplaces and free-of-charge to uninsured women in under-served communities in the Washington, DC metropolitan area. A GWU patient navigator helps guide women to any necessary follow-up care regardless of their ability to pay. The Mammovan has screened more than 2,409 women in the past year and more than 22,000 since its inception. The program continues to be a valuable resource in a region where the breast cancer mortality rate is the highest in the nation. ■

When one thinks about state fairs, cancer prevention is probably not the first thing that comes to mind. However, the Prevent Cancer Foundation is using this unique type of venue to reach rural, underserved communities with free cancer screenings. The Foundation’s **State Fairs Project** maintains collaborations with local clinics and elected representatives on the state and national level to make health education and screening available at a number of state fairs. The idea to bring screening to fairs arose when Sen. Bob Dole, a prostate cancer survivor, wanted to raise awareness about early detection in his home state of Kansas. The project has since spread to six more states to provide screening and information on cancer prevention and early detection.

The Foundation partners with Sen. Mike Crapo in Idaho, Sen. Max Baucus in Montana, Sens. Chuck Hagel and Mrs. Hagel and Ben Nelson and Mrs. Nelson in Nebraska, Sen. Kent Conrad in North Dakota, Rep. Deborah Pryce in Ohio, and Sen. Tim Johnson and Mrs. Johnson in South Dakota, to sponsor Health Awareness and Screening Booths as a service to their constituents. ■



Patient on Mammovan.

PREVENT CANCER FOUNDATION CHILDREN'S INITIATIVES



HOPE STREET KIDS

Hope Street Kids awarded its seventh round of grants and fellowships this summer with \$560,000 directed to innovative childhood cancer research studies across the country. Institutions that received awards this year are: Stanford University, University of Michigan, University of Texas - MD Anderson Cancer Center, Vanderbilt University, Wake Forest University and Washington University.

In June, Hope Street Kids held its eighth annual "Swinging for Caroline" Golf and Tennis Invitational. The event was held at the Army Navy Country Club in Arlington, Va., and raised \$440,000 in support of the pediatric cancer research awards program. More than 200 participants and guests attended the event, which attracted members of Congress and the administration, as well as prominent Washingtonians.

New in 2007 was a benefit organized by Scott and Landon Holden, parents of four-year-old Daniel Holden who was diagnosed with neuroblastoma in the fall of 2006. His parents wanted to do something tangible for the children fighting cancer. Through "Hair Today, Gone Tomorrow," over \$63,000 has been raised. ■



TRACY'S KIDS

Whoever said "art is a process" knew what they were talking about. Through the **Tracy's Kids** art therapy programs at the Georgetown University Lombardi Cancer Center and the Children's National Medical Center in Washington, D.C., hundreds of children with cancer found the process of art to be a healing experience.

Under the guidance of trained art therapist and program director Tracy Councill, children at both centers found a fun, comfortable environment and the support they needed to deal with the emotional stress and trauma of cancer and its treatment, and to lead active and fulfilling lives once they are cancer free.

The red carpet was rolled out for Hollywood glamour to once again occupy center stage for the 2nd Annual **"And the Winner is...Tracy's Kids"** on February 13th. Hundreds of Washingtonians braved a driving snowstorm to feel the excitement of walking the red carpet and chatting with the Jack Valenti and Washington notables on their way into a reception and individual theatres to view their favorite Oscar-nominated film. Under the leadership of Prevent Cancer board member Matt Gerson, and Preston Padden of the Walt Disney Company, the event raised over \$500,000. We were pleased to welcome back the Walt Disney Company as the event underwriter, and major sponsors Chevron and the Pharmaceutical Research and Manufacturers of America.

Sadly, this year Tracy's Kids lost two of its greatest supporters – Jack Valenti and Joel Siegel. They were great champions and friends of this program and the children and families who benefited from it. They will be greatly missed. ■

PREVENT CANCER FOUNDATION SPECIAL EVENTS

ANNUAL SPRING GALA

Under the gracious patronage of Ambassador and Mrs. Noel Fahey, the Foundation's Annual Spring Gala's theme was "Cead Mile Failte—One Hundred Thousand Welcomes," in honor of the beautiful country of Ireland. Held at the historic National Building Museum, and underwritten by the Wal-Mart



Foundation, the event raised nearly \$1.3 million in support of the Foundation-funded George Washington University Mammovan and the 21st Century Young Scientists Fund. More than 800 attendees, including Prevent Cancer Foundation supporters, members of Congress, representatives of the business and medical community, and diplomatic corps enjoyed gourmet Irish cuisine, the simple beauty of Ireland captured by celebrated event designer David Tuter, and authentic Irish dancers. We were honored to have honorary co-chair and celebrated author Frank McCourt attend the event, along with our gala co-chairs Mr. and Mrs. Bruce Gates, and our Honorary Congressional co-chairs Sens. Michael B. Enzi and Edward M. Kennedy and Reps. Jim McCrery and Jim McGovern. ■



THIRD ANNUAL BAD BEAT ON CANCER TEXAS HOLD'EM TOURNAMENT

Poker champion and Prevent Cancer board member Phil Gordon once again acted as the Master of Ceremonies for the Third Annual Bad Beat on Cancer Texas Hold'em Tournament at historic Union Station in Washington, D.C. The event raised more than \$300,000 in support of several of the Foundation's signature programs. One hundred and forty players participated and more than 200 spectators attended. Harrah's Entertainment, Inc., returned as the tournament underwriter and generously donated the grand prize, a seat at the 2007 World Series of Poker.

Joining us for the evening were participating co-hosts Sens. Ben Cardin, John Ensign and John Sununu and Reps. Joe Barton, Xavier Becerra, Howard Berman, Allen Boyd, Michael Capuano,



Top, Carolyn Aldigé, Ambassador Fahey, Marcia Myer-Carlucci, Lisa and Jim McGovern

Middle, Frank and Ellen McCourt with Lisa and Jim McGovern

Bottom, Carolyn Aldigé presents flowers to Gala Chairs Bruce and Joyce Gates.

Top, Phil Gordon congratulates this year's winner, Joel Johnson.

Bottom, Phil Gordon gives tips to Congressional spouse Marty Hinojosa

Joe Crowley, Alcee Hastings, Ruben Hinojosa, Jim Langevin, Jim McGovern, Jon Porter, Linda Sanchez, Lee Terry and Bennie Thompson.

To further Harrah's commitment to cancer prevention, in 2007 they launched a joint initiative with Prevent Cancer's Bad Beat on Cancer and the **World Series of Poker** to raise greater awareness and funding for cancer prevention research. This year, hundreds of players, amateurs and pros, pledged 1 percent of their winnings to the Foundation, raising over \$90,000 from the tournament's main event in Las Vegas. The initiative will continue throughout the year with WSOP circuit events across the country. ■

14TH ANNUAL SPORTING CLAYS INVITATIONAL

The 14th Annual Sporting Clays Invitational, held on Maryland's Eastern shore in September 2006, raised more than \$150,000 in support of the Frances D. Meyer Breast Cancer Research Fund. The fund was established in memory of the Foundation's dear friend and sporting clays enthusiast, Frances Meyer. The tournament hosted nearly 200 players, both world class shooters and amateurs, shooting 90-100 clays in a combination of events. The Honorable Bill Brewster and Suzie Brewster were the event's honorary co-chairs, and we were delighted to have the



Team Experion.

support of our Congressional co-hosts Sens. Mike Crapo and Lisa Murkowski, and Reps. Wayne Gilchrest, Steve Pearce and Don Sherwood. ■

18 HOLES FOR HOPE

Qwest Communications Senior Vice President for Federal Relations and Prevent Cancer board member, Gary Lytle held the first annual 18 Holes for Hope golf tournament in October. This event is hosted at the Country Club of Fairfax and supports ovarian cancer research and prevention and honors the memory of Gary's late wife, Barbara. ■



Left to right: Gary Lytle, Rep. Mike Oxley, Jim Boland, and Steve Clark

The Foundation is grateful to the many community friends nationwide who designate us as a beneficiary of their fundraising events each year.

During fiscal year 2007, other events that designated the Prevent Cancer Foundation as a beneficiary included the Scope It Out 5K Walk/Run for Colon Cancer Awareness in Washington, D.C.; the Chicago One Club for One Cure golf outing; the John Harper Winestock in California; the Living In Pink luncheon in Washington, D.C.; the Mashie-Niblick Golf Tournament in Massachusetts; Play for Prevention Tennis Tournament in Connecticut; and the Ron Ruffennach Golf Classic in Texas. ■



Seated left to right: Marcia Myers Carlucci, Carolyn Aldigé, Joseph Conti

Standing left to right: Rafe Furst, Andrea Roane, Michael Brewer, Michael Manganiello, Alan Dye, Virginia A. Weil, Harold Keshishian, Kathryn West, Jeremy Hardy FitzGerald, David Tuter, Gary Lytle, Dr. Ann Kulze, Bruce Gates

Not pictured: Matthew Gerson, Dr. Elmer Huerta, Margaret Vanderhye, Karen Fuller, Phil Gordon, Marcelle Leahy, Dr. James Mulshine, David Paik, Jean Perin

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GIVING

MAKE A DIFFERENCE IN PREVENTING CANCER

Through the generous support of its donors over the last 22 years, the Prevent Cancer Foundation has been able to provide **more than \$97 million in support of cancer prevention research, education and outreach programs nationwide.** This support has played a pivotal role in developing a body of knowledge that is the basis for important prevention and early detection strategies.

More than 10 million cancer survivors are living proof of the value of cancer research and education. But with more than 1.4 million new cases diagnosed and an estimated 565,000 deaths from cancer this year alone, clearly much more needs to be accomplished.

There are a variety of ways in which you can support the Foundation's work.

UNRESTRICTED GIFTS

The Prevent Cancer Foundation relies on unrestricted gifts to sustain its day-to-day commitments and allow our board of directors and scientific review panel the opportunity to channel resources into those research and education efforts that are most promising. An unrestricted gift may be designated for a specific program or type of cancer research.

PREVENTION PIONEERS

Prevention Pioneers is a monthly giving program designed to make contributing to the Foundation fast and efficient. Secure, automatic donations are drawn from credit, debit or bank accounts and go right to work funding cancer prevention research and education programs.

PLANNED GIFTS

Planned gifts are a thoughtful way to support the Prevent Cancer Foundation while providing yourself and your family with possible tax benefits and income. They allow for long-range planning and guarantee funding for the Foundation's research and education efforts.

RESEARCH ENDOWMENT FUND

A gift to the Research Endowment Fund allows the Foundation to ensure lifesaving cancer prevention research continues in perpetuity. You may make an endowment gift to this fund in your name, or in the name of a loved one you wish to honor or memorialize.

WORKPLACE GIVING

The Prevent Cancer Foundation continues to be generously supported through workplace donations, which are a simple way to make cash gifts through payroll deduction plans. You can designate the Foundation through your company's Charitable Employee Giving Program, the Combined Federal Campaign or the United Way Program (CFC #11074/United Way #0481).

Many companies match or double charitable donations made by employees through employee matching gifts programs. Contact your human resources department to find out if the Foundation would qualify for a matching gift from your employer.

MEMORIAL AND TRIBUTE GIFTS

Memorial and tribute gifts are a very special way to honor a loved one, friend or co-worker.

The Prevent Cancer Foundation will send a card to the family of the deceased or to the honoree acknowledging your thoughtful donation. We are pleased that many couples ask that contributions be made to the Foundation in lieu of wedding gifts.

SPONSORSHIPS AND SPECIAL EVENTS

Many corporate and foundation contributors to the Prevent Cancer Foundation support our work through annual or endowment gifts, cause-related marketing initiatives, program grants and sponsored research fellowships. They also support the Foundation as an underwriter or sponsor of special events such as our Annual Spring Gala, Sporting Clays Invitational or the Bad Beat on Cancer Texas Hold'em Poker Tournament.

There are numerous levels of sponsorship for each event, all including sponsor recognition opportunities.

In addition, each year many friends and community partners designate the Foundation as the beneficiary of their fundraising events. To learn more, see page 29 of this report.

WAYS TO GIVE

- Make a secure donation online by visiting www.preventcancer.org.
- Cash, check or credit card
- Bequests in your Will
- Charitable gift annuity provides income for you and benefits CRPF
- Charitable remainder trust provides income for you and benefits CRPF
- Charitable lead trust provides income for CRPF and passes tax savings to heirs
- Individual retirement accounts and plans, or life insurance
- Real estate or tangible property
- Appreciated securities
- Life insurance

TWO MORE WAYS TO SUPPORT THE PREVENT CANCER FOUNDATION

Hold a Fundraiser for Cancer Prevention

Through local events such as golf tournaments, jewelry sales, car shows and road races, your friends and neighbors are raising thousands of dollars for the Prevent Cancer Foundation each year. You can too! Let us help by:

- Offering advice and expertise on event planning
- Providing a letter of support to validate the event's authenticity
- Attending the event or check presentation
- Acknowledging direct contributions to the Prevent Cancer Foundation

CAUSE-RELATED MARKETING IN THE CORPORATE COMMUNITY

Friends in the business community partner with the Prevent Cancer Foundation to create cause-related marketing opportunities that are a "win-win" for both. Your company can highlight outstanding corporate citizenship, increase customer loyalty, and widen marketing reach, while at the same time, the Foundation gains greater visibility for our mission and raises vital funds.

The Prevent Cancer Foundation is ready to help. Contact us at (703) 836-4412, (800) 227-2732 toll-free, or info@preventcancer.org.

For more information about making a gift to the Prevent Cancer Foundation, call (800) 227-2732 toll-free, (703) 836-4412 local, e-mail info@preventcancer.org or visit www.preventcancer.org.

Or send your donation to:

Prevent Cancer Foundation
P.O. Box 34885
Alexandria, Virginia 22334-0885

THE NEW PHILANTHROPISTS — PHIL GORDON AND RAFE FURST

It's a cliché of the Internet age - dotcom millionaire makes it big then retires young to pursue a life of leisure. Phil Gordon and Rafe Furst were two successful young entrepreneurs who used their success to pursue something a little different.

They met in 1993 at the Garden City public card room in San Jose, California, and quickly realized they had a lot in common – degrees in computer science, a passion for poker and an entrepreneurial spirit. Soon they would learn that they shared something else in common – both had family members who lost their lives to cancer.



In 2003 the **Ultimate Sports Adventure** hit the road. Phil and Rafe motored to every major sporting event between the 2003 and 2004 Super Bowls – the U.S. Open, the World Series and Kentucky Derby, to name a few. They were serious about their fun, to be sure, but they were also committed to raising money for a charity close to their hearts. At each venue, they passed a hat at tailgate parties, auctioned off sports paraphernalia and held raffles. They attracted media attention and corporate sponsorships. By year's end, they had raised \$100,000 for the Prevent Cancer Foundation.

At a stop for the 2003 World Series of Poker in Las Vegas, Nevada, they had an idea that caught on and spread like wildfire. "It dawned on us that if players pledged just one percent of their winnings to the Prevent Cancer Foundation as a tax-deductible donation," explains Phil, "it would go a long way in reaching the public about the achievability of preventing cancer." So they lobbied their friends in the poker community and the **Bad Beat on Cancer** initiative took off. Before they knew it, 80 players had pledged enough money to fund a promising research grant for an entire year.

Bad Beat on Cancer has grown exponentially since 2003. Thousands of amateur and professional players across the country and around the world are pledging to put a Bad Beat on Cancer – from home leagues on up to the World Series of Poker. The initiative grew even further when Phil and Rafe partnered with the Foundation to launch "**I'll Raise You A Million**" – a year-long fundraising campaign beginning with the 2006 World Series of Poker, and ending with the 2007 Capitol Hill **Bad Beat on Cancer Poker Tournament**. Their \$1million goal was met in just 10 months!

Rafe sees the phenomenon as part of what he calls the "New Philanthropy," describing it as "a cultural change afoot that is leading more and more of us to believe and act on the belief that we can make a big impact, in our lifetime, with or without large amounts of capital."

Phil and Rafe stand at the vanguard of a new generation of philanthropists. The Foundation recognized this, and they were unanimously elected to the Board of Directors in 2004. "We jumped at the chance to get involved in a more strategic way," says Phil. "And our approach to charity work is the same as it is to new business ventures. Before the Ultimate Sports Adventure got moving, we spent weeks evaluating dozens of organizations to support. The Prevent Cancer Foundation stood up to our test as a fiscally responsible organization making a real difference in people's lives. We are honored to play a part."

DONORS

PREVENT CANCER FOUNDATION

The following reflects gifts made between July 1, 2006 and June 30, 2007.

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The following Prevention Partners are special friends of cancer prevention research who have graciously provided for the benefit and future of the Foundation by naming the Prevent Cancer Foundation as a beneficiary in their will, charitable gift annuity, charitable trust, individual retirement account or plan, or life insurance policy, or made a gift of real estate or tangible personal property.

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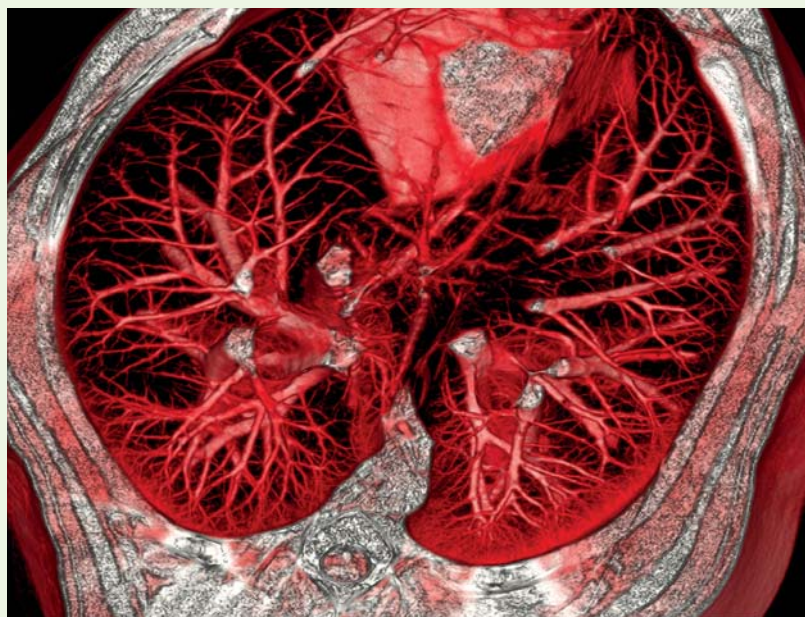
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Sir William Richard Shaboe Doll (1912-2005), distinguished British physician and epidemiologist, was the first scientist to establish the link between smoking and lung cancer. This singular discovery has led scientists to the discovery of a genetic mutation which is caused by the chemicals found in tobacco smoke.

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\$500 - \$999

Edward Perry Richardson (1918-1984) was the father of Carolyn R. Aldigé, founder and president of The Prevent Cancer Foundation. His struggle against cancer inspired her to found the organization. His memory has sustained its mission of prevention and early detection of cancer through research, education and community outreach.

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\$250 - \$499

Robert H. Pitt II was the first chairman of the board of directors of the Prevent Cancer Foundation. His commitment, wisdom and leadership played a great role in the Foundation's growth.

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When preparing a report of this nature, unintentional errors may occur. If we have misspelled, or mistakenly listed or omitted your name, please accept our apologies and contact the Foundation by e-mailing info@prevent-cancer.org, or calling (703) 836-4412.

FINANCIALS

FINANCIAL HIGHLIGHTS FOR THE YEAR ENDED JUNE 30, 2007

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 3,241,414
Accounts and pledges receivable	<u>\$943,048</u>
TOTAL CURRENT ASSETS	\$4,184,462

INVESTMENTS

General	\$6,606,929
Research endowment program	<u>\$5,873,782</u>
TOTAL INVESTMENTS, net	\$12,480,711

PROPERTY

Office furniture and equipment	\$147,458
Accumulated depreciation	<u>\$(108,619)</u>
TOTAL PROPERTY, net	\$38,839

OTHER ASSETS

Deposits	\$19,289
Charitable gift annuities	\$153,247
Interest in remainder trusts	<u>\$284,004</u>
TOTAL OTHER ASSETS	\$456,540

TOTAL ASSETS	<u>\$17,160,552</u>
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LIABILITIES

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$454,413
Deferred income	\$200,000
Grants payable	<u>\$2,278,766</u>
TOTAL CURRENT LIABILITIES	\$2,748,752

LONG TERM LIABILITIES

Charitable gift annuities	<u>\$87,540</u>
TOTAL LONG TERM LIABILITIES	\$87,540

TOTAL LIABILITIES	<u>\$2,836,292</u>
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NET ASSETS

Unrestricted	\$8,774,538
Temporarily restricted	\$5,139,056
Permanently restricted	<u>\$410,666</u>
TOTAL NET ASSETS	<u>\$14,324,260</u>

TOTAL LIABILITIES AND NET ASSETS	<u>\$17,160,552</u>
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ACTIVITIES AND CHANGES IN NET ASSETS

SUPPORT AND REVENUE

Contributions	\$6,787,659
Bequests and other income	\$1,116,024
Investment income	\$1,630,672
In-kind contributions	\$1,310,837
Special events, net of costs	<u>\$2,715,837</u>
TOTAL SUPPORT AND REVENUE	\$13,561,029

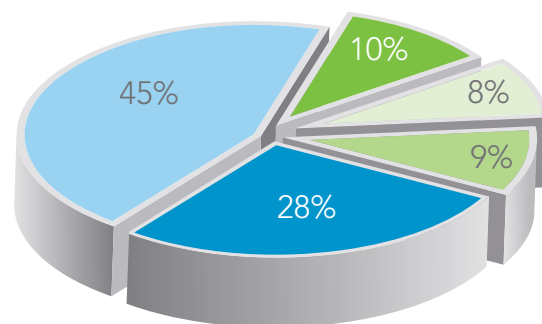
EXPENSES

Research	\$3,150,910
Education and public awareness	\$5,064,956
Community outreach	\$1,190,721
Management and general	\$962,655
Fundraising	<u>\$1,054,581</u>
TOTAL EXPENSES	\$11,423,823

INCREASE IN NET ASSETS	\$2,137,206
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NET ASSETS, BEGINNING OF YEAR	<u>\$12,187,054</u>
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NET ASSETS, END OF YEAR	<u>\$14,324,260</u>
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- 28% Research
- 45% Education and Public Awareness
- 10% Community outreach
- 8% Management and general
- 9% Fundraising

PREVENT CANCER FOUNDATION

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