

cancer prevention works

Fall 2010

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

COVER STORY

The Prostate Cancer Puzzle

The evolving guidelines for prostate cancer screening have become a breeding ground for heated controversies and conflicting opinions.

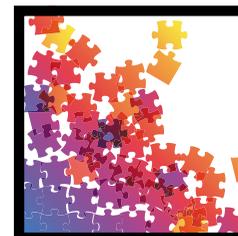
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President's Corner

CAROLYN ALDIGÉ
PRESIDENT AND FOUNDER

TODAY THE PUBLIC IS inundated with different views on preventive cancer

screenings. Just trying to find a steady set of screening guidelines that experts agree on, is a daunting task.

The area of breast cancer screening is just one example of this. It is full of second-guessing experts and vocal special-interest groups who, for the most part, genuinely believe their recommendations have merit. Some of these experts earnestly believe that women should be screened as early as possible to catch anything that could potentially become breast cancer. Meanwhile those on the opposite end of the spectrum are concerned about the negative effects—such as mental stress and increased medical costs—of false positive test results.

After being in the cancer arena for many decades and seeing medical trends come and go, the Foundation believes best course of action for patients is, as usual, somewhere in the middle.

At the Prevent Cancer Foundation, we suggest you talk to your doctor and trust in the screening guidelines that have been around for many years and are proven to be reliable. For example, we still recommend annual breast cancer screening starting at age 40, vaccination against the virus that causes cervical cancer and colon cancer screening by one of several methods beginning at age 50.

After all, it's much better to have a little anxiety over a false positive test result than to have a "little" late-stage breast, cervical or colorectal cancer.

Sincerely,
Carolyn R. Aldigé
President and Founder

NEWS AND WELLNESS

A Guide to the Food Pyramid

By Diana Rodriguez
Medically reviewed by Niya Jones, MD, MPH

EVER WISH THERE WAS A QUICK-REFERENCE GUIDE to remind you of the basics of good nutrition and healthy eating? If it's tough for you to track how many grains, meats, fruits, veggies, and dairy products you need each day, just think back to the food groups or food pyramid that we learned about as kids. Today's food pyramid from the U.S. Department of Agriculture is new and improved, with even more great information to help everyone eat their way to good health.



The Food Pyramid for Nutrition Guidance: The Changes

Figuring out the food groups has actually become a little easier in recent years. "The look of the food pyramid has changed," notes Sandra Meyerowitz,

MPH, RD, a nutritionist, online nutritional coach, and owner of Nutrition Works in Louisville, Ky. Vertical stripes replace the old blocks.

The changes were made, she says, to make the food pyramid easier to use. "People can take a quick look and understand without going into too much detail," says Meyerowitz. "The stripes on the pyramid are of varying widths, and that's to represent that you need more of some foods and less of others." For instance, the food pyramid stripes are thicker for grains, fruits, and vegetables to emphasize their importance and thinner for oils and meats because they are to be eaten more sparingly.

It's important to remember though that the food pyramid is meant to be a guide to good nutrition, not a set of hard and fast rules. "The pyramid is based on the average adult," says Meyerowitz. "It doesn't take into consideration special dietary concerns or children."

The Food Pyramid for Nutrition Guidance: How to Use It

The new pyramid format gives you daily quantity totals for each of the food groups, then allows you to divide those amounts up into however many servings you want—of course, the more servings, the smaller each one will be.

According to Meyerowitz, once you become familiar with the food pyramid and the different types of food groups it contains, there are quick ways to translate the nutrition recommendations directly to your plate. Meyerowitz suggests mentally breaking your plate into quarters at each meal. One half of your plate should be covered with vegetables, she says. One quarter should be taken up with protein, and the last quarter with whole grains. Think of fruit as a side dish or even dessert. "It's an easy way without using any calculations or measurements to know you're on the right

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Power Food

CARROT-SESAME BURGERS (serves 4–6)

Ingredients:	½ lemon, juiced
3 large carrots	3 tbsp. sesame seeds
1 can of chickpeas, rinsed and drained	3–4 whole-wheat pitas, halved
1 small onion, roughly chopped	Sliced cucumber
3 tbsp. tahini (sesame seed paste)	1/3 cup plain yogurt
2 garlic cloves, chopped	2 tbsp. Major Grey chutney
2 tsp. cumin	3 dill sprigs, chopped
¼ cup cilantro	PAM (non-stick cooking spray)
1 omega-3 egg	2 tbsp. canola oil
3 tbsp. whole wheat bread crumbs	Salt and pepper

In a food processor shred carrots; remove half of the carrots and place them in a medium bowl. To the food processor add chickpeas, onion, tahini, garlic, cumin, cilantro, and egg; Grind to a paste. Spray a small skillet with PAM and heat over medium-high. Add reserved carrots and cook until fragrant and softened. Return to bowl; mix in chickpea paste, lemon, sesame seeds, and bread crumbs, season to taste with salt and pepper. Form into patties. Heat canola oil in large skillet over medium-high heat. Add patties, and fry until both sides are brown. While burgers are cooking, stir together dill, chutney, and yogurt.



Serve patties inside pita with sliced cucumber and yogurt sauce.

Recipe provided by Ann Kulze, MD, a noted nutrition and wellness expert, physician and member of the Prevent Cancer Foundation's board of directors. Learn more at drannwellness.com.

NEWS AND WELLNESS

A Guide to the Food Pyramid

track. The hallmarks of good nutrition are balance, variety, and moderation," explains Meyerowitz.

The Food Pyramid for Nutrition Guidance: A Snapshot

Here's a breakdown of the food pyramid guidelines, which now list total daily amounts in each category that you can assign to meals and snacks throughout the day:

- **Grain Group:** six ounce-equivalents or servings each day. Choose at least three that are whole grain.
- **Vegetable Group:** 2.5 cups total for five servings each day. Choose a variety of vegetables of different colors, including dark green and orange.
- **Fruit Group:** 2 cups total for four servings each day. Choose a variety of fruits of different colors.
- **Milk Group:** 3 cups each day. Yogurt, milk, and cheese (low-fat or fat-free versions are best).
- **Meats and Beans Group:** 5.5 ounces total for two or three servings each day. Lean meats, chicken, eggs, nuts, dried beans and peas, and fish.
- **Oils:** six teaspoons or servings each day. Choose mono- and polyunsaturated oils.
- **Discretionary Calories:** a small amount. An allotment of 100 to 300 calories can be used on foods with fats or sugars, like dessert.

The Food Pyramid for Nutrition Guidance: Portion Size

Those guidelines make it seem easy enough, right? But you also have to follow those portion sizes—and there may be a big difference between them and what you think a healthy portion size is.



"There's a lot of portion distortion right now, and it's taken a toll over the years," notes Meyerowitz. "That's why in America we tend to be so heavy. Even if you eat the right foods, if you eat too many, it's too many calories."

Use this guide to know what the right serving size is and make sure you're eating only the calories you need each day:

- One-ounce equivalent or serving of grains: one-half cup cooked pasta, rice, or cereal; one bread slice; or one cup dry cereal
- One serving of vegetables: one-half cup vegetable juice, one-half cup cut vegetables, or one cup of raw leafy vegetables (such as spinach or salad)
- One serving of fruit: one-half cup fruit juice, one piece of medium-sized fruit (like an orange, apple, or banana), one-half cup cut fruit, or one-quarter cup dried fruit
- One cup equivalent of milk: one cup yogurt or milk, 1½ ounces low-fat or fat-free natural cheese, or two ounces processed or packed cheese
- One ounce equivalent of meat or beans: one-quarter cup cooked beans; one tablespoon peanut butter or other nut butter; one egg; or one ounce cooked meat, chicken, or fish
- One serving of oil: one teaspoon any vegetable oil, one tablespoon low-fat mayo, or two tablespoons light salad dressing

The food pyramid is a great guide to good nutrition. So if you're not sure you're eating the fruits and vegetables that you need, or think your diet is a little heavy in fat, take a glance at the bright stripes of the food pyramid—they'll help keep you on track to make sure you're achieving your nutrition goals.

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The Prostate Cancer Puzzle *Continued from cover*

Even the most fundamental questions of prostate cancer screening, such as who should be screened and when should screening begin, are being discussed.

With the availability of the PSA (prostate-specific antigen) blood test, doctors are diagnosing prostate cancer earlier than ever before, and they are seeing many cancers that fall into a gray area where it is uncertain if treatment will save the patient's life or just put the patient's quality of life at risk.

This cancer typically grows so slowly that trace amounts of prostate cancer are found in the vast majority of elderly men who have died from other causes. But because these men would have died even with prostate cancer treatment, it raises the question of whether it is prudent to recommend mass prostate cancer screenings. Would physicians be inflicting physical and mental trauma as well as increasing health care costs without the benefit of saving lives?

No one knows for certain. But most experts agree that if prostate cancer is detected, there are several courses of action for patients to consider. The three most common initial treatment plans are: surgery, radiation therapy and active surveillance.

"Patients should seek multiple opinions from different specialties and hear the best argument from each specialty," suggests Stuart Holden, MD, medical director of the Louis Warschaw Prostate Cancer Center at Cedars-Sinai Medical Center in Los Angeles. "And also discuss active surveillance options which allow the doctor to monitor the cancer closely without radiation or surgery."

"After all, there is roughly a three percent risk of dying from prostate cancer today, though the ratio of incidence is one in seven," explains Dr. Holden. "That suggests we are treating a lot of people that don't need to be treated."

Radiation and surgical treatments come with a certain amount of risk—including urinary and bowel problems, as well as erectile dysfunction. However, experts often agree that these riskier treatment options are particularly useful when a patient has an aggressive cancer.

"No course of treatment is right in all cases," notes Dr. Holden. "Each patient is unique and requires a personalized approach."

While the prostate cancer screening guidelines continue to be studied and refined, the need for

prostate cancer prevention is underscored by the increasing number of studies implicating environmental factors—such as nutrition and tobacco smoke—in the development of prostate cancer.

One pivotal study in this field shows that simply scraping off the burnt sections of meat and feeding them to animals is sufficient to cause the animals to develop prostate cancer, says Donald Coffey, PhD, professor of urology and oncology at Johns Hopkins Medicine. This study, and others like it, can help the public identify and avoid everyday hazards that could increase prostate cancer risk.

"If we understood more about cancer prevention, we'd be further along in reducing the incidence of the disease," says Dr. Coffey.

Some researchers continue to look for new blood markers to specifically detect aggressive prostate cancers that require immediate medical attention.

But, Dr. Coffey cautions, it's better to prevent a fire than to call the fire department. "So, yes, let's look for markers," he says. "But don't forget about the importance of prevention."

Tips to Keep Hectic Homes Healthy



WITH FAMILIES GETTING BACK to their busy routines of science fairs, flute lessons, and football practices, parents need to work extra hard to cultivate healthy habits in their children. Nationally recognized nutrition expert and Prevent

Cancer Foundation board member, Ann Kulze, MD, discusses how to improve your family's wellness and get your loved ones on track for a healthful life.

Family life is chaotic, especially during the school year—What are some basic strategies parents can use to improve their children's nutrition?

To help your family develop healthy habits during the school year, keep junk foods, such as processed foods, out of the house. Avoid packaged grocery items and instead stock your kitchen with healthy, wholesome, *real* foods. Also, limit your child's beverages to water, 100 percent fruit or vegetable juice, low-fat or skim cow's milk, and calcium-fortified soy milk.

There are some simple things parents can do around mealtime to promote healthy eating. Before dinner, serve an appetizer of fresh, colorful veggies such as carrots, cucumbers, and red and yellow bell peppers along with a healthy dip. Children are usually hungry before dinner and are more likely to eat vegetables during this time. Be sure to include the healthy starches such as corn, beans, brown rice, sweet potatoes and whole wheat cous-cous in meals. Sit down for family meals as often as possible. Studies show this tradition enhances healthy eating. And don't forget to let your children help prepare dinner. Children are more apt to eat and enjoy the food they have experienced with their own senses. And last, but not least, don't forget to talk to your children about the importance of good nutrition.

What can parents do to make healthier lunches for their kids during the school year?

Remember that color and variety encourage eating. You can use this to your advantage when you are trying to pack a healthy lunch. For example, instead of a bag of baby carrots, mix carrots with broccoli florets and red bell pepper strips, and don't forget to include a fun dip. Try cutting up a variety of fruits such as apples, pears, and oranges, and serve them in fun containers. Don't be afraid to get creative. Squirt a little lemon juice over fruits and veggies to keep them fresh and crisp. Getting your children involved in the selection and preparation of their school lunch is another great way to inspire healthy eating. And when it comes to packing their lunch, an insulated lunch bag with a cooler pack is the safest way to go.

What tips do you have for parents trying to provide their children with a well-balanced and healthy lifestyle?

Incorporate as many brightly colored fruits and vegetables into your child's diet as possible.

Children need at least five servings of fruits and vegetables each day and teens need at least seven per day. Some of the healthiest choices include: berries, cherries, red grapes, mangos, apples, sweet potatoes, spinach, Brussels sprouts, tomatoes, carrots and broccoli. And never let your child skip breakfast; it is the most important meal of the day.

Making a conscious effort to limit television is a big step in improving your family's health. The more television children watch, the more fat, calories, sugar, and sodium they tend to consume. One suggestion is to take the television out of your child's room.

Exercise is essential for health. The time your child spends away from the television should be used for physical activity. Current recommendations state that kids should accumulate an hour or more of moderate to intense activity each day, so encourage your kids to take a brisk walk, rake leaves, jump rope, play chase or even dance to get them on the road to a healthier future.

To help your family develop healthy habits during the school year, keep junk foods, such as processed foods, out of the house.



Cancer Prevention Without Borders

DUE TO THE FOUNDATION'S REPUTATION AS AN innovative organization that has been steadfast in its focus on cancer prevention, Dr. Vladimir Urban, a Serbian physician, met with Foundation staff to discuss the Foundation's most successful community outreach programs.

Dr. Urban, a resident physician in the Department of Radiology at the Clinical-Hospital Center in Belgrade, visited the United States to learn more about public health efforts in breast, cervical and colorectal cancer, the three most common types of cancer in Serbia. According to the World Health Organization, cancer is the second leading cause of death in Serbia, accounting for more than 20,000 deaths each year. Cervical and breast cancer rates are higher there than in the European Union, and sadly, the incidence rates in Serbia continue to increase.

The meeting was arranged by the Washington, D.C. office of the Mississippi Consortium for International Development (MCID), a group that organizes trips for international visitors in collaboration with the U.S. Department of State's Bureau of Educational and Cultural Affairs. Because of the Prevent Cancer Foundation's leading role in raising public awareness about cancer, MCID included the Foundation as one stop in Dr. Urban's tour of nonprofit organizations, governmental agencies and universities in Chicago, Houston, Minneapolis, New York City and Washington, D.C.

The lively discussion focused on cancer awareness and the technology related to cancer prevention and early detection in Serbia and the United States. During the meeting, Foundation staff provided Dr. Urban with educational and promotional materials and discussed the Super Colon exhibit and the national Dialogue for Action conference, as well as outreach programs including *¡Celebremos la vida!* (Let's Celebrate Life!), Confess! Cervical Cancer Awareness Campaign, Project Early Awareness and the Foundation's community grants.

After his visit, Dr. Urban commented, "I am glad I had the opportunity to tell you something about Serbia and our work on cancer prevention. I have certainly learned a lot about your work and heard some very interesting ideas." He continued, "I especially liked the idea of reaching out through state fairs and the tunnel in the shape of a colon, because I think they can really effectively raise cancer awareness among underserved populations."



What Healthcare Reform Means for Cancer Prevention

EARLIER THIS YEAR, THE PRESIDENT SIGNED A HEALTH care reform bill into law. While passage and enactment of legislation are major steps forward, they represent only the first step of what will be a lengthy process of implementing the provisions of the bill. The legislation was a road map and the details of the implementation will shape the final outcome of what health care reform will look like for consumers.

Provisions of the law will begin to take effect beginning this year. In fact some already are in effect and implementation will span the years through 2015 and perhaps beyond. Many components of the bill that impact access to cancer prevention and screening services are among the first to be enacted and will touch two categories of individuals those insured through private and company-sponsored health plans and Medicare beneficiaries.

This July, First Lady Michelle Obama, Dr. Jill Biden and Department of Health and Human Services Secretary Kathleen Sebelius announced the release of new guidelines that will provide free preventive health care services for privately insured individuals, under the Affordable Care Act.

These new guidelines will mean that most insurance plans can no longer charge copayments, deductibles or co-insurance for a number of preventive services including colorectal cancer and breast cancer screenings, cervical cancer preventive measures, obesity counseling for

children and vaccinations. The regulation only applies to plans that take effect after September 23, 2010. This means that people who stay on their existing plans won't benefit from the change. The initial 41 million Americans who are expected to have new insurance plans, will see the benefit beginning January 1, 2011.

The four sets of preventive services that new health insurance plans are mandated to cover are:

- Screenings strongly recommended by the U.S. Preventive Services Task Force, graded "A" or "B."
- Routine vaccines, including childhood immunizations, and tetanus boosters for adults.
- Well-baby visits, vision and hearing tests for children, and counseling to help youngsters maintain a healthy weight.
- Women's health screenings.

These same provisions will apply to the Medicaid and Medicare programs as of January 1, 2011. Both programs will be required to eliminate copays, deductibles and co-insurance for cancer screenings graded "A" or "B" by the US Preventive Services Task Force, including breast cancer screening and colonoscopy. These changes are expected to boost patient access to dozens of services, including cancer and cholesterol screening tests, routine vaccinations, prenatal care, and regular wellness visits for infants and children.



"There is a strong amount evidenced-based research showing that when you eliminate cost-sharing and copays for services, people are more likely to use them," says Lisa Hughes, Senior Director of Policy and Advocacy at the Prevent Cancer Foundation. "We hope that this increased access will enable more individuals to take steps to reduce their risk for developing cancer or to help them find a cancer earlier when it is more treatable."

These guidelines represent a strong step forward for cancer prevention in this country. However, it is also important that these provisions be implemented to create the strongest possible package of preventive services. The Prevent Cancer Foundation will continue to monitor the progress of the health care reform provisions impacting cancer prevention. Check the Foundation's electronic newsletters or Web site for updates on the process and ways in which you can help shape the final package of preventive care.

This November, Vote to Support Cancer Prevention

THE DECISION OF HOW TO VOTE IN A POLITICAL election can be a difficult one. As a voter, you probably have strong opinions on a range of diverse issues, as do your candidates. But sometimes, looking at a voting record is not enough. What you see on paper or in voter rating guides can certainly be a guide to making your decision, but there can often be more to the story.

With all members of the United States Congress and one-third of the United States Senate up for re-election in November, it is important to understand where your candidates stand. If cancer prevention and research are priorities for you, it is important that you initiate a dialogue to learn about the candidates' approaches to improving preventive health care and funding research.

Some questions to consider asking your candidates are:

- Do you support increased federal funding for basic and translational research and

prevention programs at the National Institutes of Health, Centers for Disease Control and Prevention, and Food and Drug Administration?

- Do you support increasing access to services for cancer prevention and screening through federally-funded screening programs or insurance mandates?
- How did you vote on health care reform and why?

Incumbent candidates will have a voting record that can help you understand their voting history on cancer prevention. But you should also call their Washington, D.C. Congressional offices to talk to their legislative assistants that handle health care issues to get a thorough overview of their position. Calling, writing letters or e-mails, visiting offices or attending town hall meetings or sponsored events are all good ways to start a dialogue.

If a candidate is not an incumbent, calling his or her campaign office, attending campaign

events or looking at voting records if they have held other political offices are also good ways to begin learning about a candidate's philosophy on cancer prevention and health care.

While health care reform has been signed into law, the next two years will be critical in making sure it is implemented in a way that strengthens cancer prevention. And there are still unmet needs in research funding and health care access that must continue to be on the forefront of the Congressional agenda to continue progress.

For more information on how to communicate with your federal legislators, visit Prevent Cancer's advocacy page at www.preventcancer.org.



Foundation Loses a Long-Time Friend In Memoriam of Harold Keshishian

HAROLD KESHISHIAN, A WASHINGTON, D.C. ICON, MADE a name for himself the old-fashioned way—through hard work, honest dealings and true friendships. After a lifetime in the Oriental rug business, he was the undisputed expert in the D.C.-area. His



Harold Keshishian and wife Melissa

expertise had grown to such a crescendo, that he started hosting talks on weekend mornings to share his passion for rugs and textiles.

It was during one of these talks in the early 1970s that a young Carolyn “Bo” Aldigé first glimpsed Harold. “He had an incredible presence and magnetism. And his passion for the decorative arts was palpable.” In fact, his passion was so contagious that Bo found herself returning often to hear him speak and eventually the two became friends.

Though it was more than a decade later, in 1985, that Carolyn founded the Prevent Cancer Foundation, Harold made one of the first donations the Foundation ever received.

“Those early years were rough. There was no cancer community in

those days—no brother and sister organizations,” recalls Carolyn. “But he bolstered my confidence enough to keep me going. And he made sure we had the funds to do so.”

“I wanted to spend every penny we raised on cancer prevention programs and research,” recalls Carolyn. Though Harold was a busy man—devoted to his wife and four children—he took his role on the Foundation’s board of directors seriously.

As a long-standing member of the board, Harold insisted that the Foundation follow the “prudent man rule” and invest the money wisely. “He helped the Foundation build investments to the point where we had a solid foothold and we could survive in dark economic times,” says Carolyn.

Harold succumbed to leukemia on July 23.

“He was a curator of national treasures in the White House and the State Department,” notes Carolyn. “But in my view, he was a national treasure himself.”

Prevent Cancer Foundation Grant Bolsters Cervical Cancer Education

HELPING PEOPLE GET EDUCATED AND TAKE AN ACTIVE role in their health care can make a big difference, particularly when it comes to cervical cancer. While nearly 4,210 deaths are expected from cervical cancer this year in the United States, as many as 80 percent of these deaths could be prevented through regular screening and proper follow-up care. Of the populations studied, Hispanic women are particularly at risk for this cancer. It is estimated that the incidence of cervical cancer among Hispanic women in the U.S. is about 70 percent higher than those in non-Hispanic whites (American Cancer Society, Cancer Facts & Figures for Hispanics/Latinos 2009–2011).

With this disparity in mind, Emory University School of Medicine developed *¡Con Amor Aprendemos!* (CAA), “With Love We Learn,” a culturally sensitive educational program focusing on Hispanic families and addressing concerns about human papilloma virus (HPV) infection, including its transmission and its relationship to cervical cancer.

To help promote awareness about cervical cancer screening and HPV modes of transmission, the Foundation funded a two-year grant benefiting CAA to help them develop multi-media educational materials and train *promotoras de salud* (health advisors) who are active in the Hispanic faith-based communities. These advisors can then conduct the CAA program within the Hispanic community. Two “train-the-trainer” workshops have been held, resulting in 23 CAA-certified health advisors. Already these health advisors have successfully

implemented the CAA program in a variety of Hispanic communities.

“The funding allowed us to refine our program and reach a wider audience. It allowed us to go out-of-state into South Carolina and expand the program in a ten-fold manner,” notes Dr. Lisa Flowers, CAA project director and assistant professor at Emory University School of Medicine. “It allowed us to really disperse that information more quickly.”

The success and effectiveness of CAA are reflected in feedback from participants. Over 98 percent of participants stated that they would recommend the program to family and friends. Fifty-nine percent of participants reported having talked with one to two friends or relatives about

getting a Pap test, and 33 percent of participants said that one to two relatives or friends have had a Pap test based on their conversations resulting from the program.

Recently, the success of CAA has sparked interest in Atlanta’s African American community where three churches are adapting CAA materials to make them culturally appropriate for their audiences. CCA is also collaborating with CancerQuest to launch a virtual community, Cervical Cancer Awareness Town, which will feature 15 bilingual videos depicting conversations about cervical cancer, risk factors and preventive behaviors.

To learn more about the other programs funded by the Foundation’s community grants, go to www.preventcancer.org.



Reduce your risk for breast cancer.

Starting at 40, use your birthday as a reminder to get a mammogram and a clinical breast exam every year.



The breast cancer survival rate is 98% if detected early. Which means you have the power to do something about it. To see if you're at an increased risk, visit www.preventcancer.org



Beat Breast Cancer: Get the Facts and Take Action

- Aside from being female, age is the most important risk factor for breast cancer. So, beginning at age 40 should have an annual screening mammogram.
- Women with a family history of breast and/or ovarian cancer have an increased risk of developing breast cancer. So, get to know your family history.
- Some of the factors that reduce your risk of breast cancer are: breastfeeding, moderate to vigorous physical activity on a regular basis, and maintaining a healthy body weight. So, develop a healthy lifestyle to reduce your risk.
- If found early and treated before it spreads, the five-year survival rate for breast cancer is 98 percent for localized disease. So, get screened regularly for breast cancer to increase the likelihood of early diagnosis and survival.

Join the Fight

YOU CAN MAKE A DIFFERENCE—DONATE TO THE PREVENT CANCER FOUNDATION TODAY. By funding cutting-edge research in cancer prevention, leading public education initiatives, and conducting community outreach programs, the Prevent Cancer Foundation is working hard to reduce your risk of cancer. In addition to sending a contribution in the enclosed envelope, consider these other ways you can give:

- Designate a percentage of your weekly salary through the Combined Federal Campaign #11074 or United Way #0481.
- Designate a gift in Memory or in Honor of someone special.
- Increase your gift to the Foundation by having your contribution matched by your company.
- Make a \$10 donation at anytime through your mobile phone by texting CANCER or POKER in support of the Bad Beat on Cancer Initiative to #50555.
- Plan a gift to the Foundation of stock, charitable gift annuity, charitable remainder trust or life insurance.
- Host a fundraising event such as a golf tournament, bowling party, auction or bake sale in support of the Prevent Cancer Foundation.
- Designate the Prevent Cancer Foundation as the charity of choice for a wedding gift.
- Donate a used car and designate the proceeds to the Prevent Cancer Foundation at www.cars4charities.org.

For more information on how you can join the fight against cancer, contact the Foundation’s Development office at 703-519-2119 or visit www.preventcancer.org/donate.

Bar Tab Benefit

MIO RESTAURANT IN WASHINGTON, D.C. RECENTLY hosted a “Guest Bartender for the Day” event to benefit the Prevent Cancer Foundation.

The Foundation’s President and Founder, Carolyn “Bo” Aldigé, and Chairman of the Board, Marcia Myers Carlucci, acted as guest bartenders at Mio for the evening. In honor of the Foundation, Mio created two signature drinks for the event—the “Preventini” and the “Bojito.” Mio graciously donated a portion of the evening’s whole bar tab to benefit the Foundation.

Karla Espinoza, Mio’s marketing and special events representative, became familiar with the Prevent Cancer’s mission after Dr. Elmer Huerta, vice chairman of the Foundation’s board, was a guest chef at the restaurant.

“We support Prevent Cancer to honor my very best friend, Dora, and members of our family who have been diagnosed with cancer,” explains Karla.

To date, Mio Restaurant has held three events to benefit the Foundation. “We want to give back to a world that gives us so much health, love and peace in abundance, each and every day,” says Karla.

With support from individuals like Karla and businesses like Mio Restaurant, the Prevent Cancer Foundation is able to promote prevention and early detection of cancer through research, education and community outreach. To learn how you can host an event benefiting the Foundation, visit www.preventcancer.org.





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(800) 227-2732, (703) 836-4412
FAX (703) 836-4413
WWW.PREVENTCANCER.ORG
INFO@PREVENTCANCER.ORG



EDITOR:
JUHI KUNDE

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THE LAST WORD

Team Up for Cancer Prevention

JAMIE COOPER IS ONE OF HUNDREDS OF RUNNERS AND walkers who will be attending the Prevent Cancer Foundation’s second annual Step Away from Cancer 5K™ on September 25 in Washington, D.C.’s West Potomac Park. While the Foundation is hosting this event to encourage the public to “step away from cancer” by incorporating physical activity into daily life, Jamie has another reason for participating—the memory of her younger sister.

Jamie’s sister, Sara, was only 17 years old when she lost her battle with cancer nearly a decade ago. Now, a week before the tenth anniversary of Sara’s death, Jamie is determined to raise funds for cancer prevention and to help reduce cancer risk.

“Our team goal is to raise \$1,000 for the Foundation for the race through donations by family, friends, and other supporters via mail, email, Facebook, and Active Giving,” Jamie explains. “This is a wonderful way to remember

a loved one and to raise money for cancer prevention.”

Jamie is not alone. Many others are registering to run and walk in honor or in memory of a loved one. For instance, Team Alan is running in memory of retired Navy veteran and NASA engineer Alan Matz, who fought a two-year battle with liver cancer.

“We are participating in this amazing fundraiser in hopes that, eventually, no other family will ever have to endure what we have and no man, woman, or child, will ever suffer the indignities and pain that Alan so graciously tolerated,” Team Alan writes on their donation page.

Join these people, and many others, in raising funds for cancer prevention by registering for the event as an individual or as a team at www.preventcancerfoundation5K.org for only \$30 (children 12 and younger are free).

