

cancer prevention works

Summer 2010

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

COVER STORY

Vitamin D Without the Danger

The bright summer sun does more than lift our moods; it also can help our bodies produce a much-needed nutrient—vitamin D.

continued on page 3

prevent  cancer
FOUNDATION



NEWS & WELLNESS
PAGE 2
7 Foods to Keep You Young



FOUNDATION NEWS
PAGE 3
Cancer Prevention Hits the Heartland



COVER STORY
CONT. PAGE 3
Vitamin D



SCREENING TIPS & NEWS
PAGE 4
Jan Mahrer



ASK THE EXPERTS
PAGE 5
Dr. Sandra Read



FOUNDATION PROGRAMS
PAGE 6
Colorectal Cancer



President's Corner

Carolyn Aldigé
President and Founder

AS THE PREVENT CANCER FOUNDATION celebrates its 25th anniversary,

we want to thank all our past and present supporters who have helped us make prevention a driving force in the battle against cancer.

My motivation for starting the Foundation in 1985 was the loss of my father to cancer. With the help of friends, health professionals and policymakers, we set out to change both scientific and popular attitudes toward the prevention of cancer—a somewhat unorthodox view in those early days.

Twenty-five years later, the Prevent Cancer Foundation is a leader in educating the public about healthy lifestyle choices and the use of screening tools to significantly reduce the risk of breast, cervical, colorectal, lung, oral, prostate, skin and testicular cancers. The Foundation's programs such as the Mammovan, ¡Celebremos la Vida!, State Fair Health Awareness and Screening Booths and the Super Colon Tour have spread the prevention and early detection message across the country. With help from partners in the cancer community and policymakers, we have advocated for more funding for cancer research, screening and awareness programs.

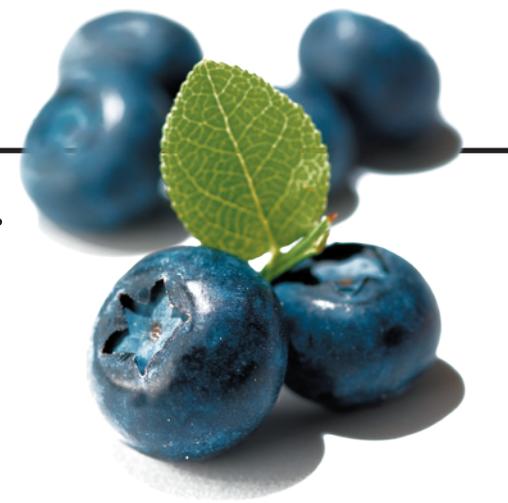
This significant work could not have been accomplished without the dedicated scientists, advocates, colleague organizations, corporate sponsors and individuals who have collaborated with and supported the Prevent Cancer Foundation. Once again, I offer my deepest thanks and appreciation for your part in 25 successful and fulfilling years.

Sincerely,
Carolyn R. Aldigé
President and Founder

NEWS AND WELLNESS

7 Foods to Keep You Young

Secrets of long life from around the world.



1: Olive oil

Four decades ago, researchers from the Seven Countries Study concluded that the monounsaturated fats in olive oil were largely responsible for the low rates of heart disease and cancer on the Greek island of Crete. Now we know that olive oil also contains polyphenols, powerful antioxidants that may help prevent age-related diseases.

2: Yogurt

In the 1970s, Soviet Georgia was rumored to have more centenarians per capita than any other country. Reports at the time claimed that the secret of their long lives was yogurt, a food ubiquitous in their diets. While the age-defying powers of yogurt never have been proved directly, yogurt is rich in calcium, which helps stave off osteoporosis and contains “good bacteria” that help maintain gut health and diminish the incidence of age-related intestinal illness.

3: Fish

Thirty years ago, researchers began to study why the native Inuits of Alaska were remarkably free of heart disease. The reason, scientists now think, is the extraordinary amount of fish they consume. Fish is an abundant source of omega-3 fats, which help prevent cholesterol buildup in arteries and protect against abnormal heart rhythms.

4: Chocolate

The Kuna people of the San Blas islands, off the coast of Panama, have a rate of heart disease that is nine times less than that of mainland Panamanians. The reason? The Kuna drink plenty of a beverage made with generous proportions of cocoa, which is unusually rich in flavanols that help preserve the healthy function of blood vessels. Maintaining youthful blood vessels lowers risk of high blood pressure, type 2 diabetes, kidney disease and dementia.

5: Nuts

Studies of Seventh-Day Adventists (a religious denomination that emphasizes healthy living and a vegetarian diet) show that those who eat nuts gain, on average, an extra two and a half years. Nuts are rich sources of unsaturated fats, so they offer benefits similar to those associated with olive oil. They're also concentrated sources of vitamins, minerals and other phytochemicals, including antioxidants.

6: Wine

Drinking alcohol in moderation protects against heart disease, diabetes and age-related memory loss. Any kind of alcoholic beverage seems to provide such benefits, but red wine has been the focus of much of the research. Red wine contains resveratrol, a compound that likely contributes to its benefits—and, according to animal studies, may activate genes that slow cellular aging.

7: Blueberries

In a landmark study published in 1999, researchers at Tufts University's Jean Mayer Human Nutrition Research Center on Aging fed rats blueberry extract for a period of time that in “rat lives” is equivalent to 10 human years. These rats outperformed rats fed regular chow on tests of balance and coordination when they reached old age. Compounds in blueberries (and other berries) mitigate inflammation and oxidative damage, which are associated with age-related deficits in memory and motor function.



Power Food

LEBANESE FATTOUSH SALAD WITH GRILLED CHICKEN

Fattoush is a popular salad in Lebanon made with mixed greens, a lemony vinaigrette and pita bread pieces. Toasting the pita adds crunch and a sprinkle of ground sumac—which grows wild all over Lebanon—adds depth. Let the salad sit for a bit to let the pita soak up the lemony dressing.

Makes 6 servings

ACTIVE TIME: 35 minutes

TOTAL TIME: 45 minutes

EASE OF PREPARATION: Easy
Salad

2 6-inch whole-wheat pitas, split
3 tablespoons extra-virgin olive oil, divided
1 1/4 teaspoons ground sumac (see Note), divided
1/4 cup lemon juice
1/2 teaspoon salt

1/4 teaspoon freshly ground pepper
1 large head romaine lettuce, coarsely chopped
2 large tomatoes, diced
2 small salad cucumbers or 1 large cucumber, seeded and diced (peeled if desired)

1/2 cup thinly sliced red onion
1/3 cup thinly sliced fresh mint

Chicken

1 1/2 pounds boneless, skinless chicken breasts, trimmed
1 1/2 teaspoons extra-virgin olive oil
1/4 teaspoon salt
1/8 teaspoon freshly ground pepper

1. To prepare salad: Preheat oven to 350°F. Place pita halves rough-side up on a large baking sheet. Brush with 1 tablespoon oil and sprinkle with 1 teaspoon sumac. Bake until golden and crisp, about 15 minutes. When cool, break into bite-size pieces.

2. Whisk lemon juice, salt, pepper and the remaining 2

tablespoons oil and 1/4 teaspoon sumac in a large bowl. Add lettuce, tomatoes, cucumber, onion, mint and the pita pieces; toss to coat. Let stand for 15 minutes.

3. To prepare chicken: Meanwhile, preheat grill to medium-high. Rub the chicken with oil and season with salt and pepper. Grill until no longer pink inside, 3 to 4 minutes per side. (Alternatively, broil chicken 4 to 6 inches from the heat source for about 6 minutes per side.) Slice the chicken thinly and serve on top of the salad.

NUTRITION INFORMATION: Per serving: 295 calories; 12 g fat (2 g sat, 7 g mono); 63 mg cholesterol; 21 g carbohydrate; 27 g protein; 5 g fiber; 473 mg sodium; 693 mg potassium. Nutrition bonus: Vitamin A (120% daily value), Vitamin C (60% dv), Folate (38% dv), Iron & Potassium (20% dv). 1 Carbohydrate Serving. Exchanges: 1 starch, 1 vegetable, 1 fat, 3 lean meat.

TIP: Note: The tart berries of the sumac bush add another element to many Middle Eastern dishes. Find them whole or ground in Middle Eastern markets or online at kalustyans.com or lebaneseproducts.com.



Empowering Underserved Hispanic Women

One day each month, medically underserved women in the Hispanic community in Washington, D.C. can participate in the Foundation's *¡Celebremos la vida!* (Let's Celebrate Life!) program. This program provides breast and cervical cancer education as well as state-of-the-art, digital mammography screenings through the Prevent Cancer Foundation/George Washington University Mammovan.

During one such session in February, 19 women received free screening mammograms, and all but one woman attended the *charla*, or educational session, at the Spanish Catholic Center in Washington, D.C. Two additional women made a special trip to attend the *charla*.

"I felt that it was quite a successful day," says Mary Wozniak, program coordinator. "The session always has great attendance, even women who have attended before like to return because they like to learn more and ask very insightful questions."

Charlas provide information about cancer prevention, including cancer symptoms, statistics and information about the impact of lifestyle on cancer risk. These discussions are intended to empower underserved Hispanic women to talk to their health care providers about cancer screening.

Vitamin D Without the Danger

Continued from cover

VITAMIN D PLAYS MANY IMPORTANT ROLES IN THE BODY. But like many vitamins, the key to vitamin D is moderation. Some studies suggest that too much vitamin D can increase a person's risk for kidney stones, while other studies have shown that a vitamin D deficiency may increase the risks of heart disease and some types of cancer.

"Typically vitamin D is taken in through people's daily food and drink," explains Dr. Darrell Rigel, clinical professor of dermatology at New York University and member of the Prevent Cancer Foundation's medical advisory board. "Once it is absorbed into the body, it is stored in the skin in an unusable form. The skin cells require UV light from the sun to convert the stores of vitamin D to the usable form."

While some people believe that spending more hours in the sunlight offers a proportional rise in vitamin D levels, such extended exposure to UV light can actually increase the risk of skin cancer without the intended benefit of significantly elevating vitamin D levels.

In fact, a recent study conducted on Hawaiian surfers showed that even though they spent nearly 30 hours each week in the sun without protective clothing, half of them were deficient in vitamin D. This study, and others, suggests that people should not rely solely on sunlight to provide their bodies with vitamin D.

"The machinery in the skin that harnesses the power of UV light to make usable vitamin D gets overloaded quickly," explains Dr. Rigel. "After 10 to 15 minutes of sunlight, your body won't convert much more vitamin D."

"The bottom line is that you don't have to bake in the sun to get vitamin D," he says. "There are easy ways to get enough vitamin D without putting yourself at increased risk for skin cancer." Many sources of vitamin D do not require UV light conversion. These sources, such as multi-vitamins, fortified milk and salmon, provide vitamin D in its most usable state.

"If you want to be sure that your body is getting enough vitamin D," says Dr. Rigel, "the simplest and safest thing to do is to take vitamin D supplements and eat foods that are rich in vitamin D."

Cancer Prevention Hits the Heartland



AMERICA'S HEARTLAND IS EXPANSIVE AND HAS A LARGE RURAL POPULATION WITH LIMITED ACCESS TO medical services. This is one reason the Foundation continued hosting cancer prevention education and screening booths at state fairs in Iowa, Kansas, Nebraska and South Dakota in 2009. And the Foundation hopes to be serving these communities in 2010.

Through this program—began in 1993—over 6,000 cancer screenings were performed last year. Local medical organizations and elected officials in each of these four states partnered with the Foundation to bring important health education and screenings to promote cancer prevention and early detection.

Each local medical partner provided screenings that were most valuable to their community. Screenings included prostate specific antigen (PSA) tests for the early detection of prostate cancer, digital rectal exams (DRE) and fecal occult blood tests (FOBT) for the early detection of colorectal cancer, mammography for the early detection of breast cancer and skin cancer body scans performed by dermatologists. Some booths also performed dietary checks for glucose levels.

Along with these free screenings, fair attendees also received the most current information on cancer prevention methods. The Foundation looks forward to taking the message of prevention and early detection to America's heartland again.

Practicing What She Preaches

Foundation Exec Faces Skin Cancer



THOUGH SHE KNOWS FIRSTHAND HOW DIFFICULT IT CAN BE, Jan Bresch Mahrer, the Foundation's executive vice president and chief operating officer, encourages people to be their own health advocates. After all, taking an active role in her own health may have saved her life.

"In January I felt some type of irritation on my back while toweling off from the shower, but like most people, I dismissed it as probably a pimple," says Jan. But after a couple of weeks, she could still feel it. "I asked a friend to look at my back since I still couldn't see anything as I jostled around in front of a mirror," she recalls. Jan's friend looked at it, but wasn't sure what it was; she guessed it was the beginning of a pimple or a boil.

The spot on Jan's back continued to irritate her. So, Jan called a dermatologist she'd seen once before and made an appointment. After a cursory look, the dermatologist agreed to send a piece of the growth for testing while assuring Jan that there

was nothing to worry about. She asked Jan to call the office in two weeks for the results. As she was heading toward the door, the doctor asked Jan if there was anything else she needed. "I told her that I have a lot of moles and freckles, but I didn't really know what to look for," recalls Jan. "They all looked 'normal' to me." Rather than educating Jan on skin cancer warning signs, the dermatologist just nodded and breezed out the door.

"Quite honestly, I was not comfortable with the encounter," admits Jan. "But I chalked it up to there being no real cause for concern."

A little over a week later, as Jan was getting ready for work, the doctor called. In a very matter-of-fact voice, the dermatologist told Jan she had cancer. "I was stunned and still processing the words when she added: 'It's squamous cell and I think I got it all.'" Then the dermatologist suggested they revisit the issue at the end of the summer. Still shocked, Jan hung up and sat very still. It took about 10 minutes, but she took a deep breath, called the dermatologist back and said she would drop by the office on her way to work to get a copy of the test results.

"I'm not a medical professional, but I know if you have a cancer diagnosis you don't 'wait until the end of the summer' to address it!" exclaims Jan. With her test results in hand, she spoke with

Dr. Darrell Rigel, clinical professor of dermatology at New York University and member of the Foundation's medical advisory board. "Dr. Rigel reviewed the results and told me I should be seen within the next two weeks to make sure all of the cancer had been removed."

Dr. Rigel referred Jan to Dr. Sandra Read, a talented dermatologist in Washington, D.C., who works with the Foundation's Congressional Families Cancer Prevention Program. Dr. Read reviewed the report and inspected the spot on Jan's back. She also insisted on doing a full body examination and found a freckle on Jan's arm that raised concern. So two days later, Jan was back in Dr. Read's office for excision surgery. "It was an anxious week of waiting for test results but both areas—my back and my arm—came back clean!" Jan says with relief.

"I can't help but think that perhaps the outcome might have been different if I hadn't been my own advocate and owned my health," reflects Jan.

"I love the outdoors—always have. Being outside for me is good mentally, as well as physically," says Jan. "I'll continue to enjoy the outdoors, but will be more diligent about sunscreen. I'll also follow Dr. Read's recommendation to be screened every six months for the next five years."

Start early.



Never stop.

Reduce your risk for skin cancer.

Limit sun exposure between 10 a.m.—4 p.m.
Wear sunscreen & protective clothing
Have an annual skin exam*



*You can detect skin cancer early by routinely examining your skin & having an annual skin exam by a health care professional. Learn more about lowering your risk at www.preventcancer.org.



Must-Have Melanoma Facts

Did you know that:

- skin cancer can develop anywhere on your body. When it grows in melanocytes (or cells that produce melanin) it is called melanoma. Melanoma can grow in a mole or birthmark you already have, yet it usually grows on unmarked skin.
- people of all skin colors may develop skin cancer. People who are white are 10 times more likely than African-Americans to develop melanoma and men are more likely than women to develop it.
- melanoma is the most serious type of skin cancer. While it accounts for less than 5 percent of skin cancer cases, it causes the majority of skin cancer deaths.

- it's curable. Melanoma is almost always curable in its early stages yet can spread to other parts of the body if not detected early. While less common than basal and squamous cell skin cancers, melanoma is much more dangerous.

Follow the ABCDE rule when identifying suspicious moles:

- Asymmetry
- Border irregularity
- Color that is not uniform
- Diameter greater than 6 mm (about the size of a pencil eraser)
- Evolving size, shape or color

Dr. Sandra Read Puts Tanning Beds in the Hot Seat



DR. SANDRA READ, A DERMATOLOGIST WITH A PRIVATE PRACTICE IN WASHINGTON D.C. AND A member of the board of directors of the American Academy of Dermatology, has made it her life's work to protect patients from skin cancer. With patients

getting skin cancer earlier in life on protected parts of the body, Dr. Read is working with the Prevent Cancer Foundation to raise awareness about skin safety. She has testified in recent hearings at the state and federal levels to help protect teens and others who may not understand the risks associated with tanning beds. The Foundation caught up with her to get the latest news on this hot topic:

What is wrong in wanting a tan?

Nothing. But I always tell my patients to love the skin they're in and to celebrate their skin type. If they really want to have that look, there are safe ways to get it.

Is it better to bake in the sun or use a tanning bed?

Neither one is right. Natural sunlight and tanning beds both shower unprotected skin with UV radiation that can cause skin cancer. There are many nice alternatives for getting a tanned look that stains the outer layers of skin without causing cancer. There are spray-on tans that come in a variety of skin tone colors. Or you can use a rub-on product, such as a moisturizer with color in it. These have become very affordable and have really attractive colors.



An example of basal cell skin cancer.



...Natural sunlight and tanning beds both shower unprotected skin with UV radiation that can cause skin cancer...

I have a tan already, is it okay to use a tanning bed?

No. A tan is evidence that your skin is trying to protect itself from an onslaught of UV light. Tans only give an SPF of 2 or 3—that is insignificant when compared to the amount of high power UV-A radiation emitted from tanning beds. UV-A radiation is known to cause wrinkles and skin cancer.

What does the latest research say about tanning beds?

Within the past year, new and powerful data have emerged that highlight the link between skin cancer and tanning beds. For example, the risk of melanoma, the deadliest form of skin cancer, increases by 75 percent in people who have used tanning beds in their teens and twenties. This study, along with others, motivated the World Health Organization to classify tanning beds as a class 1 carcinogen—the same category as asbestos, cigarette smoke and mustard gas.

Is tanning bed use a problem in the United States?

Yes, and our young women are especially at risk. In 2005, there were 50,000 tanning salons in the United States. Tanning beds are especially popular in the big cities. In fact, there are more tanning

salons in big cities than Starbucks or McDonalds. It is estimated that 1 million people use tanning beds in the U.S. each day. And females are two to three times more likely to use tanning beds than males.

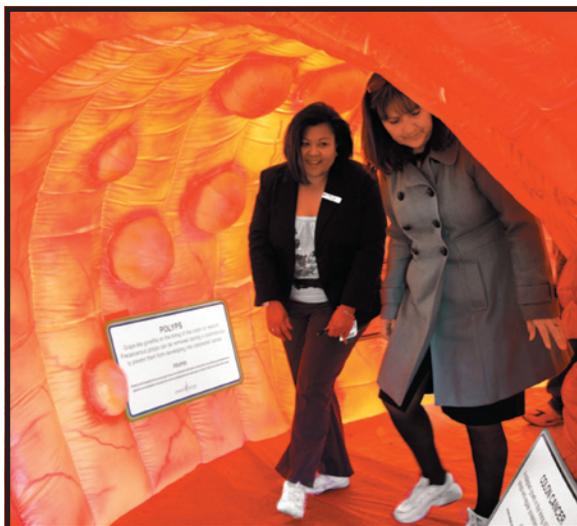
Will there be new laws about tanning bed use in the United States?

No one can say for certain. Tanning beds are big business and the industry has hired lobbyists to fight to keep regulations to a minimum. But with the new scientific data, there has been a renewed interest from the healthcare community. Right now, tanning beds are treated like tongue depressors or bandages—there are almost no regulations on them at all. On March 25, the Federal Drug Administration held a panel hearing to determine if tanning beds should be reclassified to meet stricter standards. The proposed tanning bed regulations would include parental approval for minors, posted warnings about health risks and signed informed consent forms. The American Academy of Dermatology put their full effort into being heard and the panel found that the proposal had merit. So now the proposal is moving forward for a more comprehensive hearing and possible FDA approval. But in the meantime, people need to be educated about the very real risk of skin cancer that is caused by tanning beds.

In Full Swing: National Colorectal Cancer Awareness Campaign

SINCE 2000, MARCH HAS BEEN NATIONAL COLORECTAL CANCER AWARENESS MONTH. The Prevent Cancer Foundation is proud of its work each year during National Colorectal Cancer Awareness Month and its history of raising awareness, increasing screening rates and promoting healthy living, ultimately reducing the death toll from this very preventable cancer.

The March campaign was kicked-off in Southern California with the sun shining down on the Prevent Cancer Super Colon™, an inflatable educational exhibit that shows the inside of a human colon in varying stages of health from normal colon tissue to stage four cancer. The exhibit, measuring eight feet tall and 20 feet long, was perfectly situated in the Marina North Embarcadero Park, just a short walk from Seaport Village's shops, hotels and restaurants in scenic San Diego. The Super Colon continued its tour and visited the Arizona Diamondbacks spring training game in Tucson. Later in March the exhibit was in Southern California at the Amgen Campus, and appeared on KHOU-TV's *Great Day Houston!* morning show.



Although March is a time when colorectal cancer receives the most attention by the media and the general public, the Prevent Cancer Foundation and the Prevent Cancer Super Colon™ educate and inform the public about colorectal cancer symptoms, risks, early detection and risk reduction strategies

year round. Since 2005, the Prevent Cancer Super Colon™ has visited over 230 American cities, has been seen by thousands of visitors, and has travelled to almost every American state and Puerto Rico.

While colorectal cancer is one of the most preventable of cancers (because polyps develop that can be removed before they become cancerous) it continues to be the third most common cancer in men and women in the United States.

As part of the Foundation's continuing mission to educate the public, we distributes blue "buddy bracelets," as a reminder to get screened. We also offer screening guideline cards that feature the colorectal cancer public service announcement (PSA) with a picture of an Elvis look-alike. It reads: "If you remember this, then it's time to get screened for colorectal cancer." In addition, many local communities around the country use the eye-catching PSA to help promote the message of early detection.

Learn more about colorectal cancer by visiting www.preventcancer.org.

A Conversation With a Center



THE PREVENT CANCER FOUNDATION HOSTED ITS 12TH ANNUAL DIALOGUE FOR ACTION™ CONFERENCE TO gather a multidisciplinary group of nearly 200 health care professionals and advocates hailing from 30 states and the District of Columbia to discuss colorectal cancer screening against the backdrop of changes in the health care system.

During opening remarks, Foundation President and Founder, Carolyn R. Aldigé, shared a quote from Dr. William Isaacs' book, *Dialogue: The Art of Thinking Together*. He wrote, "Dialogue . . . is a conversation with a center, not sides." This sentiment of positive engagement and exchange of information and ideas was carried throughout the conference by attendees, speakers, facilitators and moderators.

This year's conference, entitled *Dialogue for Action on Colorectal Cancer Screening: Prevention Hits the Headlines*, was held on March 24–26 in Baltimore. Attendees were treated to many dynamic speakers and lively discussions including noteworthy keynote addresses from Frances Phillips, deputy secretary for Public Health Services, Maryland Department of Health and Mental Hygiene and Susan Dentzer, editor-in-chief of *Health Affairs*.



“Dialogue . . .
is a conversation with
a center, not sides.”

The broad agenda featured panels on innovative programs and successful education, screening programs on shoestring budgets and changes in the healthcare system. “The keynote presentations and panelists provided timely information on the new legislation passed earlier in the week and the

potential impact on cancer prevention,” remarked Ms. Aldigé. Concurrent conversations, a hallmark of *Dialogue*, were held each day to allow attendees to dig deeper into the issues discussed during presentations.

Susan Shinagawa, Dr. Laura Seeff and Lina Jandorf were recognized for their significant contributions to the field of cancer prevention and early detection during the 8th annual Laurels Awards of the Prevent Cancer Foundation. Andrea Roane, news anchor for channel 9 WUSA-TV and Foundation board member, presented the awards.

Visit www.preventcancer.org to download materials from the 2010 Dialogue for Action, including poster abstracts and presentations.

MAINTAINING THE MISSION

Words of Encouragement

Over the past 25 years, the Prevent Cancer Foundation has enjoyed a broad range of supporters including many world-renowned cancer researchers. A few of these premier leaders in the cancer community shared their thoughts on the Foundation's work.

"The Prevent Cancer Foundation should be lauded for its long history of accomplishments, including numerous groundbreaking and innovative programs. Your work to develop collaborations across the cancer community, bringing researchers, clinicians, policymakers, and advocates together, has generated numerous contributions to cancer prevention."

John E. Niederhuber, M.D.
Director, National Cancer Institute

"For twenty-five years, both the resolve and the resourcefulness of the Foundation have grown exponentially, enabling countless communities nationwide to gain footing against the disease regardless of their economic landscape."

Richard G. Pestell, M.D., Ph.D.
Director, Kimmel Cancer Center

"From its inception in 1985, the Foundation began to nurture a generation of cancer prevention scientists. As it now prepares to embark on its Silver Jubilee celebration, many of these young scientists who have received Foundation funding over the years are considered superstars in the world of cancer research—and the Foundation, whose impact extends far beyond its area of focus in cancer prevention, has become one of the leading and most respected organizations in the entire cancer community.

Harold P. Freeman, M.D.
Ralph Lauren Center for
Cancer Care and Prevention

Impact of Advocacy on Cancer Prevention

THE CANCER ADVOCACY COMMUNITY IS UNITED BY THE GOAL OF FINDING IMPROVED TREATMENT, PREVENTION, AND SCREENING OPTIONS TO REDUCE MORTALITY FROM CANCER. The Prevent Cancer Foundation's advocacy programs play a role in the entire continuum of this effort.

While the national advocacy community is diverse, with organizations focused on specific cancers or different points in the spectrum of care, many cancer groups engage in some common efforts that help strengthen our country's ability to improve the way we prevent and treat the disease. The Foundation's contributions include funding research, influencing policy changes and raising awareness.

While most research funding in the United States comes from corporations or the government, many non-profit organizations, including the Prevent Cancer Foundation, are also sources for grant funding. Research grants represent a large share of the Foundation's efforts to help better understand how to prevent cancer. Grants are awarded mainly to young investigators who then leverage Foundation funding for larger awards. In addition, the Foundation funds community grants which help a broad range of individuals who need access to prevention or treatment services.

Non-profit organizations and their supporters can also be powerful voices that impact legislative and regulatory efforts. There is a diverse range of policy issues that these cancer advocacy organizations address. Issues range from increased



federal research funding and regulatory oversight over drugs, products and technology, to insurance coverage for screenings, prevention services and clinical trials. Organizations like the Prevent Cancer Foundation are critical to ensuring that the needs of patients and the recommendations of researchers are heard on Capitol Hill.

While most organizations work individually, there is a long list of coalitions within the field of cancer. These coalitions advocate for policy change, educate the public and activate pools of supporters to advocate for their causes. The Prevent Cancer Foundation, a pioneer in cancer prevention, belongs to many coalitions, including One Voice Against Cancer, the Cancer Leadership Council, National Coalition for Cancer Research, and the Coalition for the Advancement of Medical Research.

Non-profit advocacy organizations are among the most trusted sources in educating and engaging the public. The role of the advocacy community in advancing research and improving care is far-reaching. The support that the Foundation receives from our partners continues to help us make an even greater impact and move the needle in the direction of reduced incidence and mortality in cancer.



Glittering Gala Raises Funds for Cancer Prevention

CELEBRATING "25 YEARS OF PROGRESS THROUGH PREVENTION," THE PREVENT Cancer Foundation held its 16th Annual Spring Gala at the National Building Museum in Washington, D.C. on March 12. The Foundation welcomed more than 700 guests to *Indelible Impressions of India*. The glittering event raised 1.3 million dollars to further the Foundation's mission: the prevention and early detection of cancer through scientific research, education and community outreach. It was held under the honorary patronage of Her Excellency the Ambassador of India, Meera Shankar. Celebrity poker players and *Bad Beat on Cancer™* Founders, Phil Gordon and Rafe Furst, were honored as the Foundation's 2010 Cancer Prevention Champions for their outstanding efforts in raising awareness and funds for cancer prevention and early detection.

"Our annual spring gala gives the Foundation the opportunity to raise money for important cancer prevention and early detection programs nationwide and to thank our supporters," explains Carolyn Aldigé, president and founder. The Exclusive Presenting Sponsor for the event was Pfizer and both Amgen and Wal-Mart Stores, Inc. served as Premier Benefactors. Eisai and sanofi-aventis were Major Benefactors.

Foundation board member and celebrity event designer, David Tutera, once again provided beautiful décor for the evening and underwrote the majority of the design expense.





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THE LAST WORD

Run or Walk Towards Cancer Prevention

THE PREVENT CANCER FOUNDATION IS GEARING UP FOR ITS SECOND ANNUAL STEP AWAY FROM CANCER 5K™ RUN/WALK. This event aims to encourage the public to take steps, such as having regular screenings, eating a diet rich in fruits, vegetables, and whole grains, as well as incorporating daily physical activity, to reduce their risk for cancer. Proceeds from the race support Foundation-funded cancer prevention research, education and community outreach programs nationwide

Last year, 400 participants gathered in West Potomac Park in Washington, D.C. to join Denise Austin, celebrity fitness guru and honorary chair, and trainers from the event's fitness partner, Sport&Health, in an energizing warm-up routine. Top Chef Spike Mendelsohn joined in the 5K run and Senator and Mrs. Patrick Leahy volunteered at the event.

This year's race, held September 25, will also be in West Potomac Park. The first, second, and third place finishers in the overall men's and women's categories as well as the men's and women's age divisions will receive awards. Plan to stay after the race to enjoy refreshments and entertainment.

Participants can register online at www.runwashington.com for only \$25 (after August 13 the registration increases to \$30—children 12 and under are free). All registered participants will receive a Step Away From Cancer T-shirt and goodie bag.

For those who want to participate in the event but can't make it to the nation's capital, the solution is simple: host your own Step Away From Cancer 5K™ as a beneficiary event for the Foundation.

Whether you participate in Washington D.C. or host your own 5K, the Prevent Cancer Foundation will provide online fundraising pages and personalized fundraising letters to distribute to family, friends and co-workers.

For more information, please visit www.preventcancer.org or call (703)519-2119.

