More than 1,000 cancer prevention supporters, including Members of Congress, business leaders and diplomats gathered at the National Building Museum on Friday, March 10, for the 2017 Prevent Cancer Foundation Annual Spring Gala. Hosted under the gracious patronage of His Excellency, the Ambassador of Italy, Armando Varricchio, and Mrs. Varricchio, this year’s gala celebrated *Italy: Icon of Innovation*. Simple but elegant décor designed by Foundation board member and celebrity party planner David Tutera featured centerpieces of lush greenery, baby’s breath and floating candles.

**House Majority Leader Kevin McCarthy** was honored as the 2017 Cancer Champion for his work in encouraging the spirit of bipartisan unity around medical research and funding for the 21st Century Cures Act and the Cancer Moonshot Initiative. Leader McCarthy accepted the award on behalf of his father, who passed away from cancer.

Throughout the night, attendees could peruse the silent auction and bid on unique items, including exotic international trips, custom clothing and sports packages. The gala raised nearly $1.6 million thanks to generous donors and supporters, which will go to the Foundation’s mission of saving lives across all populations through cancer prevention and early detection.

*(continued on page 4)*
Dear Congressional Families members and friends,

This September we will mark the 25th anniversary of the Action for Cancer Awareness Awards luncheon. Since 1993, the Congressional Families Cancer Prevention Program® has honored congressional Members and spouses, journalists, medical professionals, and other advocates who use their platforms to raise awareness of cancer prevention and early detection. The event is well attended by a bipartisan, bicameral audience of Members and spouses who come together, unified against cancer. **Mark your calendars for Wednesday, September 27, 2017 – you do not want to miss the luncheon’s silver anniversary!**

As we approach this milestone, we’re taking time to reflect on the program’s past and look toward the future. Over the years, Congressional Families has worked with spouses to reach their home districts in a variety of ways – from exhibits and screenings at state fairs and local festivals, to educational seminars and op-eds.

**We are developing and sharing new ways for you to reach constituents.** Social media is a great way to connect with your home communities to educate them about cancer prevention and wellness. Read more about our recent seminar on **Harnessing the Power of Social Media** on page 3, and stay tuned as we expand our presence on social media.

Connecting virtually has its benefits, but sometimes the impact you can make face-to-face can’t be beat. The Prevent Cancer Foundation’s Think About the Link® campaign, which advances awareness of the link between viruses and cancer, will hold grassroots events in several states this year, and we invite you to join us. **To find out if Think About the Link® is scheduled to visit your district and to learn more about the campaign, see box (right).**

**You may notice our newsletter has a new look.** The revamped design is meant to emphasize you – Congressional Families. You have a unique platform to educate others about cancer prevention, and we want to highlight the efforts you’re making in your home communities. Email us at congressional.families@preventcancer.org if you’d like to share a cancer prevention project, story or idea.

Thanks to each and every one of you for your continued support and interest in the Congressional Families Program!

Sincerely,

Lisa McGovern, Executive Director

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**THANK YOU TO OUR SPONSORS**

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**UPCOMING EVENTS**

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Event Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 17, 11:00 a.m.</td>
<td>Breast Health Education Seminar</td>
<td>Embassy of El Salvador</td>
</tr>
<tr>
<td>June 15, 9:30 a.m.</td>
<td>Think About the Link® Briefing</td>
<td>Location TBD (Capitol Hill)</td>
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<tr>
<td>June 24</td>
<td>Think About the Link® and New Tang Dynasty</td>
<td>Houston Community Event, Houston, TX</td>
</tr>
<tr>
<td>July 8</td>
<td>Think About the Link® and New Tang Dynasty</td>
<td>Arcadia, CA</td>
</tr>
<tr>
<td>July 20</td>
<td>Think About the Link®</td>
<td>HPV/Hepatitis Panel Discussion at 2017 TN Cancer Conference, Nashville, TN</td>
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<tr>
<td>September 27</td>
<td>25th Annual Action for Cancer Awareness Awards Luncheon</td>
<td>Members Room, Library of Congress</td>
</tr>
<tr>
<td>October 28</td>
<td>Think About the Link® and New Tang Dynasty</td>
<td>Queens Community Event, Flushing, NY</td>
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<tr>
<td>November 5</td>
<td>Prevent Cancer 5k Walk/Run and Health Fair</td>
<td>Nationals Park</td>
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**THINK ABOUT THE LINK® IN YOUR DISTRICT**

Think About the Link® is a prevention and education campaign to increase awareness of the link between cancer and viruses. Many people are unaware of this link and don’t take preventive steps to protect themselves and their families from viruses that can later lead to cancer.

The campaign is focused on human papillomavirus (HPV), which can cause at least six types of cancer, and hepatitis B and C, which together are the leading cause of liver cancer. Think About the Link® is holding grassroots events across the country to educate the public on viruses and cancer and, in some cases, to provide screenings for the viruses. Check out the upcoming dates listed above; let us know if you’d like to be involved!
HARNESSING THE POWER OF SOCIAL MEDIA

Tammy Gordon, founder of Verified Strategy, a digital strategy and marketing firm, recently led a seminar on Harnessing the Power of Social Media for congressional spouses. The former head of AARP’s social media shared the benefits of being on social media (to build constituency, raise awareness of causes, and humanize you and your spouse), highlights on how to get started (you don’t have to be on all the platforms!), and tips on managing a successful social media presence.

Tammy compared social media to a cocktail party, advising spouses to consider – before you post – whether you’d be comfortable saying the comment to someone face-to-face. She noted that even if your primary purpose for engaging through social media is to raise awareness and amplify issues, your content should be balanced.

“If your real goal is cause-related, post a mix of cause, personal and professional posts – otherwise you are essentially walking up to the people who follow you and saying the same things over and over.”
– Tammy Gordon @tammy

While posting photos of meals, pets or family may not come naturally at first, it can humanize you and introduce you to new audiences who might not otherwise hear your views on issues or causes, Tammy says. She also addressed privacy, including geotags, blocking and reporting “trolls,” and the benefits of a closed Facebook group (something Congressional Families would like to start, so let us know if it’s of interest to you).

Did you miss this seminar? Video will be available soon at www.congressionalfamilies.org. We’ll let you know via email when it’s up!

GET SOCIAL!

Let us know if you’re on social media! Email us your Twitter handle, Facebook page or Instagram account so we can connect. If you’d like one-on-one help starting an account, let us know!

Follow the Prevent Cancer Foundation® on Facebook, Instagram and Twitter @preventcancer.

Use the sample social media posts provided by Congressional Families. We send out sample posts based on monthly cancer awareness observances. Personalize them and share on your accounts!

Share a post or photo of yourself going to a cancer screening or participating in a healthy activity or event. Tag @preventcancer in the post and use the hashtag #WePreventCancer.

WELCOME NEW ADVISORY COMMITTEE MEMBERS!

We are pleased to welcome more than 20 new members to the Congressional Families Cancer Prevention Program Advisory Committee! If you would like to be involved, please email us at congressional.families@preventcancer.org.

Robin Allen – Georgia
M. Priyasri Bala, M.D. – Maryland
Tracy Bost – Illinois
Amy Carter – Georgia
T.J. Comer – Kentucky
Leah Ott Dunn – Florida
Mary Frances Faso – New York
Sidney Harper – Mississippi
Robin Katko – New York
Lily Knight – California
Roberta Kustoff – Tennessee
Delores Lawson – Florida
Laina Marshall – Kansas
Brianna Mast – Florida
Colette McEachin – Virginia
Sherry Mitchell – Michigan
Carrie McIntyre Panetta – California
Dr. M. Esther Reynoso – California
Rhonda Rohr abacher – California
Cindy Russell – Oklahoma
Lorena Saenz-Gonzalez – Texas
Amanda Soto – Florida
Roxanne Wilson – South Carolina

“I had my annual appointment today with my dermatologist. Please make an appointment for yourself to make sure you don’t have or get skin cancer!”
– Mary Scott Himes (CT)

Mary Scott Himes’ Facebook post is a great example of how to promote cancer prevention.
Thank you to the congressional Members and spouses who were able to attend:
and Sonia Denham (CA), Rep. Neal and Leah Dunn (FL), Rep. Ro and Ritu
Khanna (CA), Rep. Bob and Marcia Latta (Ohio), Dr. Deborah Malumed (spouse
of Rep. Alan Lowenthal, CA), Rep. Doris Matsui (CA), Leader Kevin McCarthy

THANK YOU TO CONGRESSIONAL SPOUSE DEBBIE MACARTHUR

Our sincere thanks to Debbie MacArthur (spouse of Rep. Tom MacArthur,
NJ) and her mother, Isabella Cavaco, for their generous donation to the Prevent
Cancer Foundation® through the family’s foundation. In God’s Hands Charitable
Foundation made the contribution in memory of Debbie’s father, Manuel Cavaco,
who passed away from leukemia. Debbie also lost her maternal grandparents
and her husband’s mothers to cancer. She expressed gratitude for the opportunity
provided by the Congressional Families Program to “help make others aware of
ways to prevent cancers.” We are grateful to Debbie and her family’s foundation
for their support of the Program and our mission to save lives through prevention.
Breast cancer is the most common cancer in Hispanic women, and screening rates are lower than for women of other racial and ethnic groups. This means Hispanic women are more likely to be diagnosed when the cancer is in an advanced stage, and are more likely to die of the disease.

That’s why the Prevent Cancer Foundation® recently published a new resource to educate young Hispanic women about breast health – a Spanish translation of the widely-distributed Breast Health Education for Young Women: Facilitator’s Guide. The guide is designed to be used by organizations for teenagers and young women, such as health centers, schools and YWCAs. Nurses, health educators and group leaders have used the English version of the guide to talk to young women about separating breast cancer myths from facts and advocating for one’s health. Not only is this tool valuable for young women, it encourages them to share with their female family members, particularly those of screening age.

Since 2008, the English guide has been downloaded (available for free at www.preventcancer.org/breast) and shared with groups in 46 states, five U.S. territories and the District of Columbia, as well as in 23 countries, including Bangladesh, Egypt, Portugal and Iran. The new Spanish guide will allow breast health information to better reach Hispanic populations around the world.

Congressional Families will host a briefing on May 17 at 11:00 a.m. at the Embassy of El Salvador for congressional Members and spouses to learn more about the Breast Health Education for Young Women: Facilitator’s Guide and how it can be utilized in your home districts.

REMEMBERING LAUREL KAMEN

We learned with great sadness of the passing earlier this spring of Laurel Kamen, long-time friend of the Congressional Families Program and the Prevent Cancer Foundation®. Diagnosed with breast cancer in 2011, Laurel spent the night before her double mastectomy developing plans for a clothing and accessories line that would appeal to all women, but particularly women who have been through breast cancer treatment. She partnered with friend and artist Christine Irvin who, like Laurel, was a savvy businesswoman. Together, they worked with Laurel’s cousin and fashion designer Roedean Landeaux to create the Alloro Collection featuring “clothes that love you back.” The collection uses comfortable fabrics, well-placed seams to avoid irritation, and flattering necklines. A percentage of all proceeds from the Alloro Collection support breast cancer research and underserved women through the Prevent Cancer Foundation®.

Laurel and her husband, former Washington Post columnist Al Kamen, were well known to the congressional community. We know her spirit will live on through her family and the collection, which continues to help breast cancer patients and survivors find comfort and beauty even in difficult times.

To see Alloro’s beautiful creations, visit www.allorocollection.com.
Congressional Families Cancer Prevention Program is a program of the Prevent Cancer Foundation®

Stop Cancer Before It Starts®

The Prevent Cancer Foundation® is one of the nation’s leading voluntary health organizations and the only U.S. nonprofit focused solely on cancer prevention and early detection. Founded in 1985, it has elevated cancer prevention to prominence and fulfills its mission through research, education, outreach and advocacy across the country. Our public education programs have applied this scientific knowledge to inform the public about ways they can reduce their cancer risks.

www.preventcancer.org

CONGRESSIONAL FAMILIES PROGRAM MISSION AND HISTORY

The Congressional Families Cancer Prevention Program® is a bipartisan effort, founded in 1991, to increase the public’s understanding of cancer prevention and early detection. Families of Senate, House, Cabinet, Supreme Court and the Diplomatic Corps are invited to work within their respective constituencies to educate the public. The Congressional Families Program offers educational events, materials and resources, enabling its members to bring the message of cancer prevention and early detection back to their communities.

www.congressionalfamilies.org

THANK YOU FOR YOUR OP-ED OUTREACH!

Each month, the Congressional Families Program offers Members and spouses the opportunity to submit op-eds about cancer prevention and early detection to their local media outlets. Op-eds can be personalized and tailored for local use. Thank you to the following Members and spouses who have recently requested state-specific information to personalize their op-eds and share vital cancer prevention and early detection messages in your home communities:

Amy Kate Budd – North Carolina
Amy Carter – Georgia
Rep. Barbara Comstock – Virginia
Vera Davis – Illinois
Brenda Fleischmann – Tennessee
Lorena Saenz Gonzalez – Texas
Helen Green – Texas
Mikey Hoeven – North Dakota
LeeAnn Johnson – Ohio
Dr. Wayne Kye – New York
Mary McKinley – West Virginia
Dr. Maya Rockeymoore – Maryland
Amanda Soto – Florida

Learn more about how you can educate your community on cancer prevention and early detection at www.congressionalfamilies.org/resources.