

THE COALITION VOICE

**A newsletter of the
Texas Comprehensive Cancer Control Coalition
February 2006**

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NEWS MAKERS

Cancer Death Rates Falling

A new milestone in the fight against cancer is documented in an annual American Cancer Society (ACS) report released February 9, 2006. It shows that the actual number of Americans who died of cancer dropped below the count for the previous year, based on records from 2003 and 2002, the most recent data available. This drop in actual cancer deaths comes in spite of a larger and older US population, according to the report *Cancer Facts & Figures 2006*.



"For years we've proudly pointed to dropping cancer death rates even as a growing and aging population meant more actual deaths," said John Seffrin, PhD, American Cancer Society chief executive officer. "Now, for the first time, the advances we've made in prevention, early detection, and treatment are outpacing even the population factors that in some ways obscured that success." The death rate from all cancers combined has been falling in the US since 1991, according to other reports. Death rates are considered a good measure of progress against cancer.

The authors of *Cancer Facts & Figures* project that in 2006 approximately 1.4 million Americans will be diagnosed with cancer and 565,000 will die of the disease. About a third of these deaths will be related to tobacco use, and another third will be related to nutrition, physical activity, or being overweight or obese. Almost all of these deaths could be prevented. Many cancers, such as those of the breast, colon, rectum, cervix, prostate, oral cavity, and skin can be found early with screening tests, when treatment is most likely to be effective. (Text reprinted from the ACS website: www.cancer.org)

NEWS FROM COALITION Partners

Looking Ahead. . .

March is
Colorectal Cancer
Awareness Month
www.preventcancer.org/colorectal

2006 Texas Comprehensive
Cancer Control Coalition
Meeting Dates

February 24, Austin
May 11, Austin

Judicial Encouragement

In January, *oriGENal voice* girls were visited by two speakers, Lisa Hastings, a local chiropractor/professional speaker, and Judge Darlene Byrne, a well-known leader and judge of the 126th Judicial District Court. Hastings provided a two-week long workshop on goal setting during which the girls learned about the importance of goal setting and worked one-on-one with Hastings to create a step-by-step process for attaining an individual goal. Judge Byrne talked about many challenges she faced during her teenage years and as a single mother. She described how these incidents in her life caused her to think more critically and overcome challenges, all of which gave her the confidence to continue to pursue her dream, which was to become a judge.

Judge Hastings encouraged an *oriGENal voice* girl who struggles with tobacco addiction to imagine her life without cigarettes, saying frankly, "It's your choice, no one else's." Judge Byrne also emphasized to the girls the importance of registering to vote when they turn eighteen.



After the workshop, the *oriGENal voice* girls began their own discussion about how they might make a difference in the world. For more information on *oriGENal voice*, please visit www.genaustin.org Pictured above: *oriGENal voice* girls pose with Judge Byrne (from left to right): Jessica Castro, Julie Ybarra, Judge Darlene Byrne, Hannah Otis, Krystella Rangel, Chomphunut Supavita, and Estelle Garza.

Transitions

- **Dr. Mary Lou Adams** became the chair of the Texas Comprehensive Cancer Control Coalition January 1, 2006.
- **Andy Miller** has been promoted to Director of Survivorship Programs at the Lance Armstrong Foundation effective January 1, 2006.
- **Dr. V.O. Speights** resigned from the Texas Comprehensive Cancer Control Coalition this month.
- **Dr. Sylvia Fernandez** resigned from the Texas Cancer Council board and Texas Comprehensive Cancer Control Coalition in January.

Bosom Buddies Raise Awareness

As part of its education and prevention activities, the Cancer Therapy & Research Center (CTRC) started a breast cancer awareness and early detection program, called *Bosom Buddies*, in 1996. The program focuses on



women helping women. “Buddies” join together and receive information on mammograms, monthly self-exams, and breast cancer as well as reminder stickers to mark their calendars. Media sponsors KSAT12 and the *San Antonio Express-News* run promotional ads on the 12th of each month encouraging buddies to call each other with a reminder

to do their breast self-exams. *Pictured at left: CTRC hung a giant pink ribbon on its medical center facility in honor of the 10th anniversary of the Bosom Buddies program.*

At a celebration on January 18, CTRC commemorated the 10th anniversary of the program and welcomed its newest Buddy, Leslie Mouton, news anchorwoman at KSAT12, San Antonio’s ABC affiliate. Mouton, a breast cancer survivor and former CTRC patient, stressed the importance of early detection in breast cancer and encouraged women to sign up with their friends and loved ones. More than 300 women signed up for *Bosom Buddies* that night, bringing the total membership to more than 11,000. *Pictured at right:*



KSAT12 anchorwoman and newest Bosom Buddy Leslie Mouton, CTRC Director of Education/Prevention and Outreach Ronni Chozick and CTRC President and CEO Dr. Karen K. Fields presided over the evening’s events, welcoming more than 400 San Antonio residents interested in the early detection and prevention of breast cancer.

To become a Bosom Buddy with one of your friends, please call (210) 562-1143, or visit www.ctrc.net.

Resources

➤ **February 22, 2006**

**Welcome Back: Facilitating the
Return to School for
Children with Cancer.**

**Presented by the Leukemia and
Lymphoma Society
in partnership with the
Lance Armstrong Foundation.
Region XIII Education Service
Center, Austin, TX
6:00 p.m.-8:30 p.m.
For more information call
(512) 491-6610 or
(866) 814-8113 ext. 26**

➤ **March 16-17, 2006**

**Dialogue for Action in Colorectal
Cancer Screening: Looking at the
Big Picture While Keeping Our
Eyes on the Ball.**

**Presented by Cancer Research
and Prevention Foundation.
Renaissance Harborplace Hotel,
Baltimore, Maryland. For program
questions call Stephanie Guiffre
(703) 830-8599.**

Theory at a Glance

The National Cancer Institute (NCI) is pleased to announce the recent release of one of its most popular publications. *Theory at a Glance: A Guide for Health Promotion Practice (Second Edition)* is a must-read resource for health education professionals looking to apply proven concepts to program planning and design.

Based on the highly regarded first edition, the updated version includes findings from recent health behavior research, theoretical approaches to using emerging technologies, and ideas on developing programs for diverse populations. Drawing on case studies to illustrate key behavior change theories, *Theory at a Glance* makes it possible for even the busiest program director to take a theory-based approach to program planning and evaluation.

Visit <http://www.cancer.gov/theory> today for a downloadable PDF version. To order copies visit <http://www.cancer.gov/publications> or call 1(800)-4-CANCER.

Dr. Len's Cancer Blog

The American Cancer Society (ACS) has launched a medical and scientific blog authored by deputy chief medical officer Len Lichtenfeld, MD. On "Dr. Len's Cancer Blog," at <http://www.cancer.org/drlen/> Dr. Lichtenfeld discusses breaking cancer news while helping to explain and provide commentary on new medical research, scientific developments, and other cancer breakthroughs. The blog is targeted primarily to journalists and is intended to make tough science easier to understand. It is the latest media relations tool from ACS designed to create awareness of cancer issues among news media thought leaders. The blog serves as a resource for writers, clinicians, and other bloggers and provides them with a source for quotes or comments for news stories. Recent topics have included colorectal cancer, quitting smoking, pancreatic cancer, lung cancer screening, cancer survivors, and prostate cancer

Can Ginseng Alleviate Cancer-Related Fatigue?

Researchers are testing three different doses of American ginseng to see if it can help alleviate fatigue in cancer patients who experience fatigue related to their disease or treatment. For more information, visit www.cancer.gov/clinicaltrials/ft-all-featured-trials. The article, *American Ginseng for Cancer-Related Fatigue*, will remain on the site as long as the trial is open to new enrollment.

If you would like to be added to the list of people who receive regular alerts about new postings to the clinical trials area of the National Cancer Institute's website, just send a note to lollarc@mail.nih.gov.

Conferences, Training & Workshops

➤ **April 7-9, 2006**
**8th Annual National African-
American Breast Cancer
Conference.**

Presented by Sisters Network, Inc.
Houston Intercontinental Hotel,
Houston, TX. CEU, CHES credits
available. To register, call (866)
781-1808 or visit
www.sistersnetworkinc.org

➤ **April 19-23, 2006**
**10th Biennial Symposium on
Minorities, the Medically
Underserved, and Cancer.**

Presented by the Intercultural
Cancer Council.
Omni Shoreham Hotel,
Washington, DC.
<http://iccnetwork.org>

*Thank you for your interest in the
Texas Comprehensive Cancer
Control Coalition.*

*Please direct your newsletter
ideas to Stephanie Uecker,
suecker@tcc.state.tx.us or call
(512) 438-3096. If you would like
to be removed from this mailing
list, please contact Stephanie at
the above address.*

NOEP Continuing Education 2006 Conference Schedule *For Nurses in All Fields of Practice*

February 17: Pain Management and Survivorship, Abilene.

February 17-18: Practical Applications of New Agents in Oncology, San Antonio.

February 25: American Society of Breast Disease Conference, Amarillo.

March 3: The Ins and Outs of Cancer Care, Alvin.

March 17: The Ins and Outs of Cancer Care, The Woodlands.

March 31-April 1: Oncology Certified Nurse (OCN) Review Course, Lubbock.

April 7: Cancer Survivorship, Weslaco.

April 7- 8: Oncology Certified Nurse (OCN) Review Course, Ft. Worth.

The potential for nurses to alter the picture of colorectal cancer is significant. Attend **Leading the Fight Against Colorectal Cancer: The Nurse's Important Role**, on Saturday, April 22, 2006 at Covenant Medical Center in Lubbock or on May 11, 2006 at Tyler Rose Garden in Tyler and earn CNE. Participants will acquire the knowledge necessary for educating individuals on screening/early detection of colorectal cancer and enhance their foundation for managing side effects related to its treatment.

For more information or to register, go to www.noeptexas.org or call (800) 515-6770. NEW! NOEP now accepts credit card registrations at www.acteva.com/go/noeptexas

➤ **February 24, 2006**

STOPN's Nicotine Cessation Conference, 8 a.m. to 4 p.m., Tyler Junior College, Tyler TX. CEU credits available. For registration information. Pre-registration required for attendance. \$65.00 per person to include one-day seminar, classroom materials and lunch. Contact Rebecca Miller at (512) 869-4223 or email info@nospit.com.

➤ **April 7, 2006**

STOPN's Nicotine Cessation Conference, 8 a.m. to 4 p.m., Wichita County Health Department, Wichita Falls, TX. CEU credits available. Pre-registration required for attendance. \$65.00 per person to include one-day seminar, classroom materials and lunch. Contact Rebecca Miller at (512) 869-4223 or email info@nospit.com.