

# Joining Forces To Fight Cancer



## GE Chooses Wyoming for Breast Cancer Screening Pilot Project

By Joan Barron, Casper Star Tribune

Wyoming will be the testing ground for a project led by the General Electric Co. to accelerate global access to breast cancer screening and care. GE officials and partners aim to provide mammograms for 25,000 Wyoming women in a state that, because of its rural population, consistently ranks below the national average for screening rates.

The company launched the program in Rock Springs at the 17th Annual Cowboys Against Cancer Roundup. "We saw an opportunity to work in concert with the folks that are operating locally and to develop a program that, frankly, would be a proving ground for a new way to organize breast cancer screening," said Paul Marcum, director of global digital programming and marketing for GE.

The "Wyoming Women First" program is part of a \$1 billion worldwide GE commitment, according to company officials. By combining a mobile mammography unit — "Mammovan" — and extensive social and digital media outreach, the effort seeks to define a new model for rural access that could be replicated in other states. Wyoming was picked for the first pilot project because of the barriers in the state to screening. The average distance a Wyoming woman must travel for breast screening is 70 miles, Marcum said.

The company, he said, saw a lot of great work being performed in Wyoming by Cowboys Against Cancer, the Susan G. Komen for the Cure organization, the Wyoming Department of Health and committed health care providers. The aim is to increase the breast cancer screening rate in Wyoming from 67 percent for women older than 40 to more than the national average of 76 percent. If that happens, the model can be taken to other states, Marcum said. "Rural access is something we would like to solve," he said. Mollie Williams is the managing director of community health programs for Susan G. Komen for the Cure. She said the organization will use money from GE for community grants, which will provide screening to uninsured and low-income women and assistance "so they don't get lost in the system." Additionally, Komen will develop regional partnerships with Wyoming's health care providers to improve communication and coordination of care.

"GE made a grant to us so we could work together on this project. GE is funding the mobile mammography program that is going to travel throughout the state beginning in March," she said. Komen's Wyoming affiliate has awarded nearly \$3 million in community grants to support local breast cancer awareness, outreach and education initiatives, according to a Komen media release. In the past five years alone, the affiliate awarded 52 community grants totaling \$1.4 million, with almost 70 percent aimed at screening programs for medically underserved women.

"Wyoming is a rural state and we need innovative solutions to enhance our health care system," Gov. Matt Mead said in a media release. "We are proud to host the pilot of this one-of-a-kind program, and the Cowboys Against Cancer Roundup is a great place to launch it."

Wy Women First



### In This Issue:

- Tanning Beds Banned For Minors
- New Smokeless Tobacco Products
- Sit Less and Move More At Work
- New Warnings on Cigarette Packages Blocked by FDA
- Tips For Healthy Eating During The Holiday

## *California First State to Ban Tanning Beds for Minors*

*An article by the Los Angeles Times*

Minors in the state of California will no longer be allowed to use tanning beds after Governor Jerry Brown signed a bill prohibiting anyone under the age of 18 from using ultraviolet tanning devices.

California is the first state in the nation to ban minors from using tanning beds, legislators said.

Previously, California had banned minors under the age of 14 from using tanning beds, but allowed those between 14 and 18 years of age to use tanning beds with parental consent.

The bill was part of a cluster of legislation designed to "improve the health and well-being of Californians," according to a statement from the Governor's office. "I praise Gov. Brown for his courage in taking this much-needed step to protect some of California's most vulnerable residents -- our kids -- from what the 'House of Medicine' has conclusively shown is lethally dangerous: ultraviolet-emitting radiation from tanning beds," the bill's sponsor, state Senator Ted Lieu, said in a statement.

"If everyone knew the true dangers of tanning beds, they'd be shocked. Skin cancer is a rising epidemic and the leading cause of cancer death for women between 25 and 29."

The law will go into effect on January 1, 2012, according to Lieu's office.

## *Public Health Officials Concerned About New Smokeless Tobacco Products*

*By Join Together Staff Marketing and Media, Prevention, Tobacco & Youth*

*Submitted by Candida Odde*

As a new smokeless tobacco product is tested in two U.S. cities, public health officials are expressing concerns about the safety of this and other similar products. They say the products are especially attractive to teens. R.J. Reynolds is test-marketing Camel Orbs—a dissolvable tobacco lozenge—in Denver, CO and Charlotte, NC, the Los Angeles Times reports. The product is a pellet of finely cured tobacco, with added binders and flavoring, which dissolves in the mouth and provides a hit of nicotine. A company spokesman says the product allows people to enjoy nicotine without bothering others with secondhand smoke, cigarette butts or spitting. Tobacco manufacturers say this product and other similar ones, which are shaped into sticks or strips, are safer than cigarettes because they contain fewer cancer-causing chemicals, and may help people quit smoking. But public health officials say these products, with packaging and flavoring that appeals to children, may attract teens, who can easily use the products in secret.

The Food and Drug Administration (FDA) is meeting to discuss the nature and impact of the use of dissolvable tobacco products on the

public health, including their impact on children. The first dissolvable tobacco product to be introduced in the United States was Ariva. Reynolds is also test-marketing Camel Strips and Sticks, while Philip Morris is test-marketing a dissolvable tobacco stick. The article notes that few studies have been conducted on the possible health risks of dissolvable tobacco. In June, a group of U.S. senators asked the FDA's Center for Tobacco Products to regulate dissolvable tobacco products that they said poses health risks, especially for children. The senators urged the FDA to reverse their recent decision not to regulate these products. In March, the FDA determined dissolvable tobacco lozenges made by Star Scientific are not subject to the federal law regulating tobacco. The company had applied to the FDA to have its dissolvable lozenges, Ariva-BDL and Stonewall-BDL, classified as "modified risk" products that would allow it to market them as less harmful than regular cigarettes.



## Sit Less And Move More At Work

An article published in [healthday.com](http://healthday.com)

The hours Americans spend sitting may be increasing their risk for cancer, just as the time they spend exercising can reduce the risk, according to new research. "For colon and breast cancer we can now say there is convincing evidence that being physically active reduces your risk of developing those two major cancers," said Christine Friedenreich, a senior research epidemiologist at the Alberta Health Services-Cancer Care in Calgary, Canada. "It's not enough to just meet the physical activity guidelines like doing 150 minutes a week of exercise," she added. "If you are spending the rest of your time sitting, like in front of a computer that may be a problem."

One expert said the new findings do support a connection between sedentary lifestyles and cancer. Dr. Freya Schnabel, director of breast surgery at NYU Langone Medical Center in New York City, said that "there is beginning to be evidence that the way obesity increases the risk of cancer is through an increase in inflammation in the body, and by doing exercise you can lower the makers of inflammation, which might lower the risk of cancer." Friedenreich, who has studied the connection between exercise and cancer for years, is slated to present the findings at the American Institute for Cancer Research (AICR) annual conference in Washington, D.C.

It's not just lack of exercise that increases these markers of inflammation -- just sitting around or leading a sedentary life style may have the same effect. Friedenreich's presentation also describes findings from a study first published in 2009 in the *British Journal of Sports Medicine*. It suggested that simply sitting around watching TV can cut years off your life. To counteract the risk of leading a sedentary life, Friedenreich suggests regular exercise. But she also suggests that taking breaks from sitting, especially at work, will help lower inflammation and also the risk of cancer. "Too much sitting, sedentary behavior, actually increase the risk of cancer," she said. "Some of the mechanisms seem to be the same as for lack of physical activity. If you can break up your sitting time, even by little bits, that can help reduce your risk of cancer," Friedenreich said. Experts estimate that people sit about 15.5 hours a day, including at meals, traveling to and from work or school, working on the computer and watching television. Office workers may spend 75 percent of their time sitting. "It is clear to me it's never too late" to start exercising to reduce your risk of cancer, Friedenreich said. "Anything you can do to maintain a healthy body weight, especially later in life, will reduce the risk of colon and breast cancer."

### Tips for getting active at work:

- Take a short walk, even down the hall, every hour -- set the timer on your computer to remind you.
- Take a walk with co-workers to discuss issues; don't just use email.
- Use light weights while you're on the phone or reading emails.
- Stand up while you talk on the phone and walk around.
- Use an office wall for stretching, doing vertical push-ups or leg lifts.
- Put up a punching bag or chin-up bar in the break room.



## FDA's Graphic Warnings for Cigarette Packages Blocked by Federal Judge

Taken from: *Cancer and Related News*, Email from NCCCP

Graphic warnings on cigarettes, slated to be released in September 2012, have been blocked by a federal judge, at least temporarily.

On the grounds that the warnings may unconstitutionally compel speech, U.S. District Judge Richard J. Leon granted a request from five tobacco companies to hold off implementation of the Food and Drug Administration's new mandate until the courts can review it.

In his decision, Judge Leon stated that the warnings went beyond government's authority to require companies to disclose information writing - "It is abundantly clear from viewing these images that the emotional response they were crafted to induce is calculated to provoke the viewer to quit, or never to start, smoking: an objective wholly apart from disseminating purely factual and uncontroversial information."

The preliminary injunction will delay the release of the warnings, even if the warnings are eventually found to be constitutional.



## Tips for a Healthier Thanksgiving

Taken from fitsugar.com

**Don't skip breakfast.** Whatever the day, whatever the occasion — don't skip breakfast. Missing the first meal of the day slows down your metabolism, which causes your body to store more calories later, and you may end up gorging at dinner because you're extra hungry.

**Give your plate a healthy makeover.** Besides candied yams, creamy green bean casserole, and mashed potatoes, vegetables tend to be noticeably absent in many Thanksgiving meals. Make sure to throw in a salad or a side dish of fresh green beans or Brussels sprouts.

**Socialize at the table (and don't forget to chew).** Talking to your friends and family will encourage you to slow down and not overeat, as will chewing. And the better you chew your food, the better your body will digest it.

**Practice portion control.** Give yourself reasonable portions of each food. Use a smaller plate, or don't feel the need to fill a big one and eat everything off of it. If you're still worried about having too much of a good thing, just have a small taste of the unhealthiest foods, and only splurge on a full portion of one of these dishes.

**If you're full, save dessert for later.** After such a big meal, dessert may be too much. Make a small plate for yourself to enjoy later — even the next day.

Looking for information on your local Wyoming Cancer Resource Services Program? Check out their new website! Find cancer resources, contact information, local educational events and more!

[www.cancerresourceswy.com](http://www.cancerresourceswy.com)



# 7th Annual Celebration of Hope Save the Date

The Wyoming Comprehensive Cancer Control Consortium in partnership with the American Cancer Society, invites you to join us for A Celebration of Hope. Please join us as we celebrate cancer patients, survivors, caregivers, healthcare providers and others involved with cancer-related efforts in Wyoming as well as hold a WCCCC meeting. This year the theme for the Celebration will be prostate cancer awareness.

**Date:** March 1, 2012

**Place:** Herschler Building

122 West 25th Street Hearing Room 1699

**Time:** 9am-3pm

Please register for the event by visiting [www.fightcancerwy.com](http://www.fightcancerwy.com) (upcoming events).

A room block has been set up at the Holiday Inn in Cheyenne, WY please call 307-638-4466 and mention "Day of Hope", for a discounted room rate.

If you have any questions please contact Jessica Salvatore at 307.777.7362 or via email [jessica.perez@wyo.gov](mailto:jessica.perez@wyo.gov)

