

# Joining Forces to Fight Cancer

Wyoming Comprehensive Cancer Control Consortium  
Summer 2010

## Don't Forget The Sunscreen!

Summer is finally here and we all know the importance of sunscreen. But if you're guilty of making one of these missteps, you're not as well protected as you think. Here's what to watch out for as you slather on the sunscreen!

- If you don't apply the right amount of sunscreen, you're not getting the protection you need. Dermatologists recommend using a nickel-size amount for your face and two shot glasses worth on your body. If you're going to spend a lot of time outside, slather it on everywhere and do so at least 20 minutes before you leave, so it has time to sink in.
- You need protection whether or not you can see the sun. On a cloudy day in winter, you are getting as much exposure to UVA rays (the type of rays that cause aging and cancer) as you would on the hottest, sunniest day of the summer. Always start your morning by applying sunscreen to every inch of exposed skin.
- Don't get lulled into a false sense of security. A lot of people really think a higher number of SPF means longer coverage, but no matter the number you've picked, you have to reapply generously every 90 minutes or so.
- Use a broad-spectrum sunscreen that blocks both UVA and UVB rays, is what you need to keep yourself fully protected.
- Just because you have a thick head of hair, doesn't mean your scalp is protected. If you're going to be in the sun, mist your head with a spray sunscreen or always pack a hat. And while you're focusing on your head, pay close attention to your ears. The feet are the third area on the body people overlook especially after they wade through water. Be sure to apply sunscreen to the tops of your feet before you slip on your sandals.
- Layering an SPF 15 over an SPF 30 does not get you the protection of an SPF 45. Stick to wearing the right amount of a sunscreen with an SPF of at least 15, and reapply regularly for optimum protection.
- Plenty of foundations and pressed powders now contain sunscreen, but that doesn't mean they give you the right amount of protection. Experts say you would have to apply seven times the amount of foundation you wear to get the full SPF value of the product.



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Most people don't realize that certain medications, such as prescriptions for high blood pressure, birth control, and certain antibiotics, can make you sensitive to the sun and vulnerable to a bad burn. And watch out for foods such as celery, lime and other citrus, as they contain furocoumarins. The sun interacts with these chemicals and causes blotchy dark spots that take months to fade.



- The lips get more sun exposure than any other area on the face so don't forget the SPF Lip balm!

## 3rd Annual Wyoming Weekend Of Hope

The third annual Wyoming Weekend of Hope is a weekend conference of education, enlightenment, and inspiration. It will take place on Friday and Saturday, July 30 & 31st on the Northwest College Campus in Powell, WY. It is targeted toward cancer patients, survivors, their families and care-givers, but everyone is invited and encouraged to attend. This year a track of continuing education has been added for health care providers offering credit toward recertification. This is an opportunity to acquire up to 11.5 AME or Nursing Contact Hours locally at a great price.

There will be a great slate of presenters again this year. They include Dr. David Gaffney, Dr. Martin McCarter, Dr. Timothy Moynihan, Dr. Christopher Lowther, Dr. Tom Anderson, Stephanie Steed, RN, and Linda Harbron, RN. An insurance advocate and a financial planner are also part of the program. For further information, visit our website at [www.wyominghope.org](http://www.wyominghope.org) or call the Powell Valley Chamber of Commerce at 1-800-325-4278.



## Annual Conference for Young Women Affected by Breast Cancer Presented by the Young Survival Coalition and Living Beyond Breast Cancer

By: Temeika Fairley, Ph.D., DCPC

Submitted by Denise Padilla

Aside from non-melanoma skin cancer, breast cancer is the most common cancer among women in the United States. Between 1998 and 2006, more than 1.55 million women were diagnosed with breast cancer. Of these, approximately 186,000 were 20–45 years of age (USCS). While breast cancer is less common in younger women than in older women, its impact is still devastating. It is the leading cause of death in women aged 20 to 59. This disease in young women tends to be more aggressive than in older women, often with a worse prognosis, including higher rates of recurrence and death.

The public health issues confronting young breast cancer patients and survivors are multifaceted. There are currently no evidence-based early detection practices, like mammography, recommended for this age group. Additionally, there are many short- and long-term effects of breast cancer in this younger population related not only to the disease and treatment, but also to their overall health and emotional and financial well-being.

Providing support to young breast cancer survivors and their families is a major focus area for several national/non-profit organizations. Representatives from many of these organizations, along with young breast cancer survivors and their families, attend the Young Survival Coalition and Living Beyond Breast Cancer's *Annual Conference for Young Women Affected by Breast Cancer*. Each year this conference is sponsored by Susan G. Komen for the Cure and others, and is the only international conference focused on the needs and issues faced by young breast cancer survivors and their families. The Young Survivors Conference is designed for young women (under 45 years of age) affected by breast cancer; caregivers of young women with breast cancer, including partners, family and friends; and young women with a strong family history of breast cancer. It also provides practical information for clinical, research, and other health practitioners. This year's conference was held in February in Atlanta, GA. There were plenary sessions and workshops covering an array of physical (clinical) and emotional (psychosocial) health topics related to breast cancer in this population. Presenters included researchers, clinicians, survivors, and advocates. There was a special 'lunch and learn' session, Taking Your Voice to the Next Level, with U.S. Rep. Debbie Wasserman Schultz, (D-FL), a breast cancer survivor herself. Transcripts or recordings of many of the sessions can be found on the Young Survival Coalition's website.

# What Is Advocacy and Why Should I Care?

By Jason Mincer, ASC CAN

State and Federal funds pay millions of dollars for cancer screenings, prevention and treatment. These are your tax dollars being put to use to save lives and improve the quality of life for those who are diagnosed with cancer. Examples of these programs are the Wyoming Breast and Cervical Cancer Early Detection Program which is primarily federally funded and the Wyoming Colorectal Cancer Screening Program, which is funded with state dollars. Government also puts in regulations that keep people from being exposed to cancer causing chemicals.

Advocacy by an individual or by an advocacy group normally aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions. It may also be motivated from moral, ethical or faith principles or simply to protect an asset of interest. Advocacy can include many activities that a person or organization undertakes including:

- Media campaigns
- Public speaking
- Commissioning
- Publishing research or poll findings; and/or
- 



'Filing of friend of the court briefs'. Lobbying (often by lobby groups) is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in how a policy maker may choose to vote.

In other words, policy makers need to know that cancer prevention and treatment issues are important to their constituents and it is our job as Wyoming Comprehensive Cancer Consortium members to let them know these are priorities. During the 60<sup>th</sup> Wyoming State Legislative session, American Cancer Society Government Relations Director, Jason Mincer sent emails to all Consortium members asking you to be an active participant in the advocacy process. These requests often ask you to send an email or call the voter hotline to share your experiences opinions, and ask policy makers to offer support for the related cancer prevention and control bills. These are called "Action Alerts". It is very important that we follow through with these Action Alerts so legislators know these issues should be at the top of the list. If few people respond, legislators assume we do not need to fund these programs or develop essential systems to improve care for Wyomingites impacted by cancer. So, please respond to the emails in a heartfelt and timely manner when they are sent out. It is also encouraged that you send these out to family members and friends that you know would be supportive and communicate with their local legislators as well.

The Wyoming Compressive Cancer Control Consortium (WCCC) also has a committee specifically devoted to advocacy. If you are interested in being intimately involved in the issues the WCCCC advocates for and against, please contact Jessica Salvatore-Perez at 777-7362. A few of the issues we are considering for future legislative sessions include, a cancer license plate that would raise funding to implement the strategies identified in the Wyoming Cancer Control Plan, doing away with the restriction that limits participants in the colorectal screening program to one screening every ten years, a statewide smokefree law, and making colonoscopies a required coverage item in all insurance policies.



If you have further questions or comments about advocating on behalf of cancer control, please contact Jason Mincer, American Cancer Society Cancer Action Network Government Relations Director, [Jason.mincer@cancer.org](mailto:Jason.mincer@cancer.org) or (307) 287-1401.

# New Tobacco Controls Have Public Health Impact

The Tobacco Control Act represents the first time that the federal government has been able to place public health restrictions on tobacco products and their advertising and marketing. In 1996, the U.S. Food and Drug Administration (FDA) attempted to assert jurisdiction over tobacco; however, the Supreme Court ruled that authorization from Congress was needed first. In 2009, legislation to regulate the manufacturing, marketing, and sale of tobacco products was passed by both the House and Senate. The bill became law when President Obama signed the historic Tobacco Control Act on June 22, 2009.



The Tobacco Control Act grants the FDA the authority to regulate tobacco products to protect public health and to reduce tobacco use by children and adolescents. FDA tobacco regulations are to be phased in over an extended period, and several key provisions become effective on June 22, 2010. For example:

- Larger and stronger health warning labels must appear on smokeless tobacco advertisements and on smokeless tobacco products manufactured on or after June 22, 2010.
- The tobacco industry is prohibited from manufacturing for sale or distribution any tobacco products for which the label, labeling, or advertising contains the descriptors "light," "low," or "mild" (or any similar descriptor).
- Cigarettes and smokeless tobacco may not be sold to anyone younger than 18 years of age. (Although states have similar restrictions, the Tobacco Control Act makes this a federal law.)
- Cigarettes and smokeless tobacco may not be sold through vending machines or self-service displays, except in facilities that prohibit entry to persons under the age of 18 years.
- Retailers may not sell single cigarettes or packages containing fewer than 20 cigarettes, except in vending machines located in facilities that prohibit entry to persons under the age of 18.
- Free samples of tobacco products are not permitted, with the exception of free samples of smokeless products in adult-only facilities in certain restricted situations.
- Free branded product tie-ins (such as T-shirts) are not permitted.
- Branded sponsorships of athletic or cultural events are prohibited.

## Save the Date!

The Semi-Annual Wyoming Comprehensive Cancer Control Consortium meeting will be held Thursday, August 19, 2010 in Lander Wyoming from 9:00 a.m. until 3:00 p.m. at the Best Western. Lunch will be provided. You can register for the meeting at [www.fightcancerwy.com](http://www.fightcancerwy.com). If you are not on the WCCCC list, please request an invite by calling Jessica Perez at 307.777.7362 or e-mail a request to [jessica.perez@health.wyo.gov](mailto:jessica.perez@health.wyo.gov)

## Contacts

and information

Submit articles to:

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