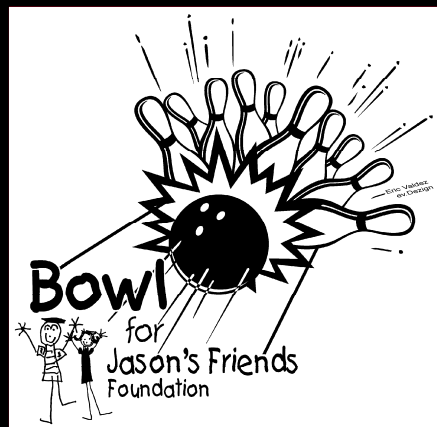


JOINING FORCES TO FIGHT CANCER

A NEWSLETTER FROM THE WYOMING COMPREHENSIVE

CANCER CONTROL CONSORTIUM



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2010 Bowl for Jason's Friends

The 2010 Bowl for Jason's Friends annual fundraiser will be held on Saturday, February 27, 2010. Please mark your calendars and pencil this fun filled family event into your schedule.

For those who have never participated before, this event is the foundations only fundraiser. Almost 1000 bowlers, from around the state, participate. So, form a 5 person team and reserve your bowling time in one of the 8 time slots. Then collect pledges from your community, family and friends and bring them with you on Saturday, February 27th. Since this is a fundraiser, we ask that every bowler collects a minimum of \$50 in pledges and bring the pledges to El Mark-O Lanes, when it is time for the team to check-in to bowl. This entitles the bowler to a free event t-shirt. There are great adult and youth incentive prize packages for the bowlers who collect the most pledges. Age is not a factor and gutter protectors enable even the smallest child to have a fun time. Your bowling average isn't a big deal either. The bowling is the fun part of this event because you have already done the work by collecting the bowling pledges. You bowl for about an hour and fifteen minutes. Included in this fun filled family event are free bowling, free shoe rental and free food.

The Team Packets will be available by February 1st. They can be picked up in Casper at any First Interstate Bank, any Hilltop National Bank, El Mark-O Lanes or at the foundations office located at 340 West B St, Ste 101. Visit www.jasonsfriends.com for further information about the 2010 Bowl for Jason's Friends event, download forms or to learn more about this great cause.



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Tearing Down the Deception: Tobacco Ad Teardown

The walls and windows of the Big Horn Co-Op were emptier and the store a little cleaner after the Riverton CAN girls whirled through the store tearing down tobacco advertising, one December evening. The tobacco industry spends \$27.4 million on advertising in Wyoming every year, primarily on convenience store advertising and promotions (CTFK). As a result, Wyoming Through With Chew created the Tobacco Ad Teardown toolkit to empower youth groups to combat industry influence.

Work with the Big Horn Co-op started in the spring of 2009 with Operation Storefront, a survey on tobacco advertising conducted by the Wyoming Dept. of Health. While administering the survey, Candida Odde with Wyoming Through With Chew, was able to talk to Marty Majerus the manager of the Co-op about allowing a youth group to do a “Tobacco Ad Teardown” in the store. After educating Marty on tobacco advertising and its effect on youth use and coming to an agreement to allow a youth group to “teardown” the outside advertising for at least 6 months, the project was on a roll. Candida then contacted the local youth group, Riverton CAN (drug, alcohol, and tobacco free), to educate on media literacy and solicit participation in the Tobacco Ad Teardown project. As part of the project, the business manager agreed to let youth take down advertising in exchange for a clean-up of the store. Wyoming Through With Chew also agreed to help advertise for the business via newspaper and through the website www.throughwithchew.com.

The Riverton CAN girls had a lot of fun while doing the project and being interviewed by the newspaper. Not only were they able to take down the ads on the outside of the store (two of the ads being located strategically by the tobacco industry on the bottom half of the door), but they also convinced the business manager to allow them to take down a large Copenhagen sign that had hung above the door for many years. This project was truly a success and will hopefully lead to permanent policy change for the store and more Tobacco Ad Teardowns statewide. Please contact Candida Odde 307-799-5676 for more information.

Riverton CAN girls tearing down tobacco advertisements



The tobacco industry spends more than \$19.5million in Wyoming yearly promoting a product that kills. (www.tobaccofreekids.org)

Published research studies have found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to use tobacco by tobacco industry marketing than by peer pressure. One-third of underage experimentation with tobacco is attributable to tobacco company advertising. (www.tobaccofreekids.org)

Wyoming's Cervical Health and Cervical Cancer Status

Wyoming currently has a very poor cervical cancer (Pap test) screening rate. A Pap test checks for abnormal changes in the cells of the cervix. If high-grade cell changes are found early and treated, cervical cancer is essentially 100% preventable. The Wyoming Behavioral Risk Factor Surveillance Survey (BRFSS), a telephone survey of adults in Wyoming ages 18 and older, assesses Wyoming women's Pap test screening rates. According to the BRFSS, in 2004 Wyoming was ranked 24th in the nation with 86.1% of women reporting they had had a Pap test in the past three years. However, in 2006 this dropped to 45th with an 80.8% rate and in 2008 it had dropped even further to 47th with a 78.4% screening rate. The 2008 rate is lower than in 1995 when tracking began and the rate was 80.9%. Wyoming's current rate is well below the U.S. median of 82.9% and far below the 2010 Goal of 90%.

Subgroups of women who have even lower screening rates than the general population include women who are: uninsured (70%), working poor (66%), very low-income (55%), and women who have not had a check-up in the past two years (50%). Approximately 32,000 Wyoming women have not had a Pap test in the past three years. Of those 24,000 have not had a Pap test in the past five years and 9,100 women report they have never had a Pap test. These women are at significantly increased risk for developing cervical cancer!

It is also important to remember that studies have shown that smoking may act together with HPV to increase a woman's risk of developing cervical cancer or pre-cancer. With January being Cervical Health / Cervical Cancer Awareness Month we are asking health care providers to please talk to all their female clients about the importance of regular Pap test screening and to promote HPV vaccination among adolescent girls and young women. HPV vaccination may reduce the risk of developing cervical cancer by as much as 70%.

Remember, resources are available in our state to help women obtain low or no-cost Pap tests. Women may be eligible to enroll in our program if they are uninsured, meet the income guidelines and are either (1) age 30 or older and have not had a Pap test in the past five years, or (2) women who have had a high-grade abnormal Pap test and are in need of assistance with diagnostic tests and/or treatment for high-grade cervical pre-cancer or cervical cancer. Through a special waiver, eligible women enrolled in our program can be transitioned to EqualityCare (Medicaid) for coverage of their cervical cancer (or high-grade pre-cancer) treatment. There are also a variety of other entities across our Wyoming that provide low or no-cost Pap tests. Please call us at 1-800-264-1296 for additional information.

Let's turn this trend around! Wyoming can do better than 47th place!



*Wyoming Breast & Cervical Cancer
Early Detection Program*

Women's Health Source

A Glance at Medline Plus: A Reliable Website for Cancer Information

Where does a patient, patient's family or the consumer find reliable, authoritative, current, and understandable information about cancer? The source recommended probably most often by medical librarians is MedlinePlus <http://www.medlineplus.gov>. It is a powerful, free online resource. It is a website sponsored by the U.S. National Library of Medicine and the National Institutes of Health in Bethesda, MD, and contains a wealth of information on more than 800 diseases and conditions. Amazingly, the user can also read the website's content in over 40 different languages. This directory provides original consumer health content links to other trusted sources of health information. So how does one research a kind of cancer using MedlinePlus?

Suppose your patient, family member or friend needs to find information on bladder cancer. A quick search, after clicking on "Health Topics" on the left-hand side of the home page, reveals a link for "Cancers" under the heading "Disorders and Conditions" and next you may find a link for "Bladder Cancer." They start with general information about the disease with an image of the anatomy. More links to "Overviews" of the disease, "Diagnosis/Symptoms," "Treatment," "Prevention/Screening," tutorials on specific procedures, "Anatomy/Physiology," clinical trials available and much more, all focusing on that kind of cancer.

Like many websites, there are different methods to search for the same topic. So, starting again at the home page, you find a link on the left-hand side for "Medical Encyclopedia" and that link directs you to an alphabetical listing of diseases. You eventually find "bladder cancer" in the list, click on that link and find a lengthy webpage devoted to that topic.

The National Library of Medicine also sponsors a free program called Information Rx which assists health care providers in referring patients and family members to MedlinePlus. Order your free "prescription pad for information" at <http://www.informationrx.org>. Participating physicians report the information prescription helps improve patient communication, encourages compliance, and reduces the number of poor quality Internet searches that patients sometimes do on their own.

MedlinePlus is a rich resource providing cancer information for patients, their families and consumers and a helpful resource for the health professionals providing the care.

For more information contact:

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MedlinePlus[®]
Trusted Health Information for You

Bra-Decorating Contest to Promote Breast Health Awareness

Wyoming Cancer Resource Services Region I (Serving: Laramie, Goshen, Platte, and Niobrara Counties) received 35 entries in it's first-ever bra decorating contest to promote breast health and breast cancer awareness. Community members were encouraged to enter the contest! Prizes were awarded to the three bras receiving the "most popular" votes. Donated bras will be auctioned at a later date. Proceeds will be used to replenish the Cancer Resource Center's free wigs, hats and scarves for women in chemotherapy.

First Place Winner



Second Place Winner



Commit to a Healthy Wyoming

For more information,
contact Dave Ivester
(307) 777-3732 or dave.
ivester@health.wyo.gov

Save the Date



May 5-6, 2010
Little America Hotel and Resort
Cheyenne, Wyoming

Second joint conference sponsored by several programs of the Wyoming Department of Health