

Joining Forces to Fight Cancer

Wyoming Comprehensive Cancer Control Consortium www.fightcancerwy.com



September is Pain Awareness Month!

The Wyoming Comprehensive Cancer Control Program is celebrating pain awareness this month. Pain touches each of us at one time or another, yet as common as pain is, many are just beginning to understand the many forms of pain.

We invite you to share information about the issues surrounding chronic pain with those you come in contact with to help increase understanding.

- Pain has a huge economic impact—Pain is the number one cause of adult disability in the United States, affecting one in three Americans.
- According to the National Institute for Occupational Safety and Health, pain costs \$100 billion annually in lost workdays, medical expenses and other benefit costs.
- Pain has a huge social impact, causing suffering in the family and community that surrounds an individual with unmanaged pain.
- There is hope for people with pain—A multidisciplinary approach to pain treatment and management can help people with pain regain greater control of their daily lives

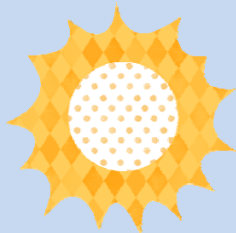
* Data provided by the National Pain Foundation.

The Wyoming Pain Initiative is a group of dedicated individuals who are working to decrease the impact of pain in Wyoming. If you are interested in pain-related issues, or the Wyoming Pain Initiative, please contact the Wyoming Comprehensive Cancer Control Program at 307.777.7362.

Jason's Friends Foundation Receives National Award

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The Salvation Army honored Jason's Friends Foundation with the "Others Award", the most prestigious national civic appreciation honor. Consideration for the award is given to those who have exhibited extraordinary service on behalf of others and exceptional service to The Salvation Army and/or community.

The creation of Jason's Friends Foundation was inspired by the life of Jason Eades. Jason was nine years old when he passed away after an eleven month battle with a brain stem tumor. Those touched by Jason's life wanted to honor his memory in a way that would be meaningful and helpful to others. Having a child with cancer is an emotional and financial obstacle for any family. Families face unexpected medical bills, travel expenses and other financial hardships. With no pediatric cancer facilities within Wyoming, families must travel great distances for primary treatment. Before Jason's Friends was established there was

no organized help for these families in Wyoming. Congratulations Jason's Friends Foundation on this award and thank you for what you do for Wyoming children and their families!

If you would like more information about Jason's Friends Foundation please visit www.jasonsfriends.com or call 307.235.3421





Coalition Seeks Solutions to Health Insurance Benefits Access

A coalition of health groups and individuals is educating the public and policy-makers in Wyoming on actions that show promise in solving the problems people have in accessing health insurance benefits. The group, Coalition for Wyoming Insurance Solutions for Healthcare (C-WISH), held a community forum in Cheyenne on June 19 to explain its four suggested solutions:

- Case Management;
- Legal Definition of "Medical Necessity";
- Elimination of Discretionary Clauses; and
- External Review Processes.

Several members of C-WISH became aware of problems experienced by insured individuals during their work on bills in the Wyoming Legislature to cover routine costs associated with cancer clinical trials. After the 2008 legislative session, they formed the group and began studying these problems and the solutions that have been implemented in other states. Lead organizations in C-WISH are the American Cancer Society and American Heart Association. The goal, according to C-WISH, is to effect changes in public policy so people can access the benefits they have been paying for with their health insurance policy premiums.

C-WISH members continue to gather information and develop the educational materials, and it plans forums – "community conversations," in the words of one of the coalition members – in other Wyoming communities in the coming months. The public, legislators, candidates and representatives of insurance companies are invited to the forums to learn about the issues. The coalition also invites employees of the Wyoming Insurance Department to attend to answer questions from the forum audience.

For more information about C-WISH, its issues and the forums, contact Loretta Wolf of the American Cancer Society at: Loretta.Wolf@cancer.org

~ Article written and submitted by Marguerite Herman, American Cancer Society



10th Annual Summer Institute a Success

On July 15-17 the Little American Conference Center and Hotel was filled with students eager to learn, ranging from ages 12-17. Approximately 70 students from around the state, as well as teachers and other professionals, gathered for the 10th Annual Summer Institute. The Summer Institute is sponsored by the Wyoming Department of Education. This year's conference theme was "Believe to Achieve".

This year's event focused on three areas; youth involvement, health promotion and community partnership. Brad Barton, a magician and a motivational speaker, illustrated to conference attendees how even the smallest idea can unlock tremendous power.

Amy Moon, the 2007 Ms. Wyoming and a registered wellness coach and certified personal trainer, spoke of the importance of healthy eating and provided education on what is and is not a "safe diet".

Dr. Stephen Sroka, an internationally known speaker, discussed the "Power of One" which is a motivational seminar that integrates cutting edge research with reality based strategies for dealing with issues that face our youth today. These issues include, but are not limited to, sex, drugs, violence, academic achievement, mental health, and school safety.

In conclusion, the conference was a success with over 100 attendees. "I truly think the conference went very well," stated Christine Revere, Coordinated School Health Advisor, "We all had a wonderful time at the Summer Institute this year I believe this was the best one yet!" said Becky Mortimore, Hot Springs tobacco prevnention manager. "It was so nice seeing all of the youth from Wyoming at this conference it looked to me like we had more youth present than years before!"

Thanks for all of the hard work getting all the speakers and presentations together everyone did a great job!



Tough Enough Cancer Support Fund

In an effort to raise money for a county wide cancer support fund, a group of Fremont County residents have put a local twist to the Professional Rodeo Cowboys Auction. The idea came from Fremont County Coroner Ed McAuslan, who sought out local nurses Judy Roe and Teresa Nirider and asked the two if they could raise money for a cancer support fund by using a pair of custom made chaps that he personally would purchase as a private donor. McAuslan only had three requests, 1. Monies raised be used by Fremont County residents; 2. Monies are used for all types of cancer; and 3. Money be held to purchase another pair of chaps for next year, to ensure the annual event continues. The chaps were made by B.J Griffin with "Leather Designs" in Powell, and incorporated pink fringe, pink rhinestones, pink ribbon leather, and custom leather stitching. The chaps are a limited edition and only 50 of them were created nationwide. The chaps were auctioned Wednesday July 30 and raised \$31,500. An additional \$30,000 was raised for a pair of chinks that were auctioned off as well. A total of \$66,000 was raised at the event.

The Tough Enough Cancer Support Fund is a local organization that helps pay for cancer related expenses for Fremont County residents. "The entire community has rallied to support and we are hoping this will be the catalyst to provide funding for any family struggling with expenses while undergoing treatment" said Judy Roe, a Fremont County Public Health Nurse.

The Tough Enough Cancer Support Fund will be implemented through the Riverton Community Health Center. If you would like more information or to see how you can help raise money for the Tough Enough Cancer Fund please contact Judy Roe or Teresa Nirider at 307.856.6979.

- Article Submitted by Judy Roe.

Childhood Cancer Bill

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On July 16, the U.S. Senate voted to pass HR 1553, the Caroline Pryce Walker Conquer Childhood Cancer Act of 2008. HR 1553 was introduced in the U.S. House of Representatives on March 15, 2007 by Congresswoman Deborah Pryce (R-OH). A companion bill, S. 911, was introduced in the Senate by Congressman Jack Reed (D-RI) 4 days later.

The legislation authorizes the allocation of \$30 million per year from fiscal year 2009 through 2013 to support pediatric cancer research, establish a childhood cancer database, and provide information about the diseases to affected families. Despite the authorization levels specified in the bill, HR 1553 does not appropriate the \$30 million. Funding for the programs described in the bill must come from the existing budget or new appropriations.

The House Energy and Commerce Committee marked up the bill on May 7, at which time Congresswoman Hilda Solis (D-CA) proposed an amendment to ensure that the public awareness provisions in the bill would be culturally and linguistically appropriate for minority and medically underserved patients and families. This amendment also renamed the bill in honor of Representative Pryce's daughter, who died of cancer in 1999 at age 9.

The bill was overwhelmingly supported in the House and passed on June 12 by roll call vote, 416-0. The measure then passed the Senate by unanimous consent and will now be sent to the President for signature.

- Article provided by NCI Cancer Bulletin



New National Marketing Campaign Set to Launch in August

Komen is excited to announce the debut of a new campaign that will educate consumers about a vision of a world without breast cancer. Utilizing the Komen ribbon as a marketing tool, efforts to raise awareness will turn that vision into a reality. The

theme of the new effort, "Imagine life without breast cancer,"™ will be carried throughout multiple marketing venues, including a national advertising/public service campaign, merchandise items, social networking venues, direct mail and a

new micro site, www.ThisIsTheRibbon.org. The campaign will officially kick off in mid-August, when print ads begin appearing in national magazines. In the fall, the campaign will expand to additional print and online vehicles as well as grocery

stores and malls in select major cities. For more information on this campaign please contact the Susan G Komen Foundation at www.komen.org



- Article submitted by: Lynn Erickson and written by the Susan G Komen Foundation.

Oral Cancer on the Range

On July 1, 2008 the World Health Organization (WHO) announced that a review of 11 worldwide studies on smokeless tobacco had been completed. According to this review, smokeless tobacco products can raise the risk of oral cancer by 80%. In Addition, smokeless tobacco users also have a 60 percent higher risk of esophageal and pancreatic cancer. ("Smokeless Tobacco ups oral cancer risk 80 percent: WHO" Reuters 2008.)

Oral cancer is devastating with a 5 year survival rate of less than 60%. According to the National Cancer Institute, tobacco use is responsible for more than 90% of tumors of the oral cavity among men and 60% among women, and is responsible for 90% of oral cancer deaths in males. It is estimated that there will be 35,310 new cases of oral cancer diagnosed in the United States in 2008 and 7,590 deaths due to this disease. (National Cancer Institute http://seer.cancer.gov/csr/1975_2005/results_single/sect_01_table.01.pdf)

In Wyoming, there have been several stories of oral cancer due to tobacco use that has gained some attention within the last year.

One such story is that of Jim Hahn, Police Chief of Diamondville, Wyoming:

Chief of Police Jim Hahn started chewing Copenhagen—stealing it out of his dad’s can—when he was 9 years old. He said, “By 12 or 13, I had friends who’d buy it for me. I used a can every 3-4 days. I was definitely addicted. By age 32, I used a can every 2 days.” A year ago, Chief Hahn went to a doctor. A few days later, the doctor called and said it was squamous cell carcinoma. He was to go to the Huntsman Cancer Institute in Utah immediately. Chief Hahn said, “On the way to the hospital, I had a big chew in my mouth and was smoking as many cigarettes as I could when I thought, ‘Wow. How ironic. Here I am, trying to get in as much nicotine, when I’m on my way to be treated for its effects.’ I had an epiphany, and I threw them in the garbage.” That was May 3, 2007. He hasn’t used tobacco since. The initial surgery was 15 hours long. Following his recovery from surgery, he had 33 sessions of chemo and radiation. He is currently taking oral medication with only about a 30% chance of success. Chief Hahn is pretty adamant about using the time he has left to help others. He’s had speaking engagements at the local high school and middle school. He said, “It’s not to scare them but to give them the reality of what can happen. I want to remind them to not fall into peer pressure. Chewing and smoking doesn’t make you cool.” “I hope to reach somebody. If I could do things over, I’d do it differently. If anyone needs a hand in stopping [using tobacco], my door is always open,” he added.

Until now, there has never really been a quantifiable systematic review concerning the impact of smokeless tobacco. So this information can now be utilized as a tool in countering the argument concerning harm reduction, the idea of switching smokers to smokeless tobacco. The review also found that “while snuff and chew were less dangerous than smoking, because they were not linked to lung cancer, getting cigarette users to switch was not good public policy.”

Paolo Boffetta, an epidemiologist at the WHO’s International Agency for Research on Cancer, also stated that, and “If all smokers did this [switched to smokeless] there would be a net benefit. The point is, we don’t know whether this would happen and there is no data to suggest these smokers would stop or switch.” Along with that, we currently don’t have data regarding the prevalence of “switchers” actually using both smokeless tobacco and cigarettes at the same time. For more information regarding smokeless tobacco, please visit the website www.throughwithchew.com or contact Candida Odde at candida@throughwithchew.com. Excerpts taken from “Smokeless Tobacco ups oral cancer risk 80 percent: WHO” Reuters 2008.



Upcoming Events

Please see the calendar below for a list of upcoming events!

Wyoming Pain Initiative, Recommendations for Improving Pain Management in Wyoming	Aug. 26
County Cancer Resource Coordinators Training	Sep. 15-17
Wyoming Public Health Conference	Sept. 17-19
Wyoming Breast and Cervical Cancer Network Meeting	Oct. 1
Komen Summit for the Cure	Oct. 2
Wyoming Workforce Wellness Summit	Oct. 16-17
Frontiers in Pain Management Conference, Austin Texas	Oct. 30- Nov 1

If you would like to submit an article for the newsletter please contact Jessica Perez at:

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AUGUST 2008

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