

Colleges Against Cancer Impact Update

College Communities Joining in the Fight Against Cancer



Supporting Our Survivors and Caregivers This Holiday Season



As the holiday season approaches and fall semester ends, it's important we show survivors and caregivers that Colleges Against Cancer cares! Although the holidays are a great time to plan gatherings and give holiday gifts, we must also take a step back and remember that the holidays can be a difficult time of year for some. While we are celebrating and partaking in holiday festivities, also remember to offer some opportunities for survivors and caregivers to remember, reflect, and feel supported during a potentially difficult time.

Offer activities for support such as a Survivor Support Network on campus or a meeting for caregivers so people feel connected and supported during their tough times. Let survivors and caregivers know that CAC is here for them for resources, information, or just a helping hand.

The holidays are a great time to show your spirit as well as to pass some of it along. During this season, make sure to remember to celebrate survivors:

- Hold a holiday dinner for survivors and caregivers so they can socialize with their families, friends, other survivors, as well as CAC members!
- Host an outdoor Holiday Luminaria Ceremony and show that survivors are "Our Reason for the Season"
- Decorate and deliver Holiday Ornaments, Cards, or Cookies

**** With anything that you distribute, remember to include important dates for next semester such as Relay For Life Kickoff, Relay For Life, other volunteer opportunities, etc. Also include your website and contact information!*

Remember not only to give back to your survivors, but also invite them along to volunteer, participate, or just have some fun!

- Travel to a local Hope Lodge and cook a holiday dinner
- Create Holiday cards to deliver to local hospitals or cancer centers
- Go caroling and hand out information about the American Cancer Society and Relay For Life
- Arrange for an outing to travel around the neighborhood to look at the lights and holiday displays
- Visit a local cancer center or oncology ward and bring along a Hope Tree. Beside the tree place pieces of cardstock, markers, and instructions that "If you have HOPE leave it. If you need HOPE take it."

December can be a busy month with finals, preparation for the holidays, and last minute preparations for next year, but remember to take the time to recognize and support survivors and caregivers both on campus and off. These ideas are just the start! There are hundreds of activities that you can plan with your survivors and caregivers, so embrace the holiday season and start planning your December!

ISSUE HIGHLIGHTS:

- Supporting Our Survivors & Caregivers
- The Gift of Giving
- The Power of Purple
- Accomplishments in Advocacy
- Keep Your Chapter Strong Through Break

Coming Attractions

- December is the month to think about the year in review (major victories in cancer this year)
- December is also the month to consider year-end giving (planned giving, gift of life, books, etc.)
- January Monthly Call (Reproductive Health, Paint the Campus Purple Preparations):
 - Tuesday, January 20 at 10 p.m. EST
- January Monthly Call (Reproductive Health, Paint the Campus Purple Preparations):
 - Wednesday, January 21 at 8 p.m. EST

Remember: Call 1-877-228-3600 and enter passcode 264845 to access the calls!

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The Gift of Giving: American Cancer Society Patient Services



'Tis the season to be giving, and the American Cancer Society is doing just that. Through its patient service programs, ACS provides emotional, physical, and practical support for patients, families, caregivers, and communities.

If you or a loved one are going through cancer, do not hesitate to turn to the American Cancer Society for help. Here are just a few of the many ways through which the American Cancer Society is giving this holiday season (and during the rest of the year):

- **Look Good...Feel Better**[®]: Cancer treatments often cause drastic physical changes that can affect patients both emotionally and psychologically. Look Good...Feel Better helps patients restore their appearance and self-image through professional cosmetologists and hair stylists who offer advice and tips for coping with hair loss and skin changes. This program is a collaboration of the American Cancer Society with the Cosmetic, Toiletry, and Fragrance Association Foundation, and the National Cosmetology Association.
- **Road to Recovery**SM: Volunteers drive cancer patients to their treatments and home again.
- **I Can Cope**[®]: Helps people cope with cancer by providing a series of educational classes for patients, their families, and friends. This program offers information on treatment options and their side effects in order to help patients make informed decisions.
- **Reach to Recovery**[®]: Supports both male and female breast cancer patients with the emotional and physical effects of cancer through face-to-face meetings or phone calls with trained Reach to Recovery volunteers, all of whom are breast cancer survivors themselves. These volunteers provide the latest information, answer questions, and share their own personal experiences.
- **Man to Man**[®]: Provides a confidential forum through which men and their families can get educational information and support in coping with prostate cancer.
- **Hope Lodge**[®]: Provides housing free of charge and a supportive environment for patients undergoing outpatient treatment away from home. There are currently 28 Hope Lodge locations throughout the United States.
- **The ACS Clinical Trials Matching Service**: A free, confidential program that helps patients, families, and healthcare professionals find the latest clinical trials most appropriate to a patient's medical and personal situation.

These programs are supported by volunteers just like you – your time, effort, and contributions to the American Cancer Society make all of these programs possible.

For more detailed information about American Cancer Society patient services, please visit www.cancer.org or call 1-800-ACS-2345.



Colleges Against
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The Power of Purple



Spring Relay season is right around the corner! To ensure your event keeps momentum over winter break and great progress into the next semester, check out the suggestions below on how to bring the “Power of Purple” into this holiday season:

- It is very important to maintain communication with your team captain as they are your link with Relay participants. Consider sending a holiday greeting card in campus mail before break with 3-5 holiday fundraising ideas to pass along to their team members. These ideas might include sending out donation requests with holiday greeting cards or hosting a party for friends and family and asking for a donation to Relay in lieu of exchanging gifts. Friends and family at home are great networks for Relay fundraising, and winter break is the best time to secure those donations from participants.
- For committee members, it is best to establish a plan to stay in communication over the holiday break, so that your meetings and pre-Relay events flow smoothly upon returning to campus. Consider asking for weekly emails from subcommittee chairs. If you are a Relay Chair, this is an ideal time to let committee members know that you appreciate all that they do to make your Relay a success. You may want to send holiday greeting cards to their home address!
- After returning to campus, start the excitement for Relay right away! This can be accomplished by holding a spring Relay Kickoff or a Relay Rally early in the semester. Don't forget to include a Relay 101 lesson to explain exactly how we Celebrate, Remember, and Fight Back. In registering new participants, consider setting up a team for individuals who may not be connected to a team of friends or an organization. While they can always be recruited as team captains, a general CAC team should be available for all eager and willing participants. Happy Relaying!

“People who work together will win, whether it be against complex football defenses, or the problems of modern society.”

— Vince Lombardi

Youth Leading the Fight!



Accomplishments in Advocacy in 2008



This has been quite a successful year for CAC when it comes to advocacy. We have seen many achievements and have seen advocacy really take off amongst our chapters, including 67 new chapters in 2008. We want to thank everyone for their dedication and hard work

the last year and would like to highlight some specific accomplishments in the past year.

Lake Forest College in Illinois collected over one hundred Picture a Cures this year at their Relay For Life with the help of a dozen computers. Just another great example how implementing the new Electronic Picture a Cure can increase the amount of stories your chapter sends to lawmakers. Great job Foresters!

Seton Hall University in New Jersey collected over 600 petitions on behalf of Michelle's Law from February to May. Then, the chapter representatives hand delivered them to their Senators in Washington DC. We all know that activities like this one helped us pass this important legislation. Keep up the good work Pirates!

The University of Oklahoma sponsored one of hundreds of stops this fall for the Fight Back Express (FBE). They had dozens of people attend including a student who was their survivor speaker. During the FBE visit, numerous Picture a Cure stories were collected and the CAC chapter generated media coverage from several sources. Awesome work Sooners!

Is your chapter looking for an easy way to get involved in something like this? Here's an idea. ACS CAN has nearly finalized all of their "Causes" pages on Facebook. Be sure to get your chapter members to join these causes such as "FDA Regulation of Tobacco" and "Smokefree Air." The more students we have signed up, the more voices we have in the halls of Congress! And as always, make sure you visit www.acscan.org/cac for updates on our collegiate priorities and other ideas for activities.

After all of the legislative victories we saw this past year, the National Lead Team cannot wait to see what our CAC chapters have in store for 2009. Thank you for all of your hard work in advocacy and keep on FIGHTING BACK!

Keep Your Chapter Strong Through Winter Break



Though winter break is the time for catching up on sleep and visiting with friends, it is also a great time to develop your chapter's strength and commitment to fighting cancer.

Take some time this winter break and think about the upcoming months.

Some important things to consider:

- What awareness months are included in the spring semester?
- What events can your chapter execute that will not only increase awareness of these cancers but also are fun and inspiring?

You can also increase the strength of your club by doing research. Read through relevant resources so you are more aware of different programs, legislation, and events that might be applicable for your chapter. Here are some resources that the Colleges Against Cancer Lead Team suggests:

- acscan.org for advocacy awareness
- cancer.org for programs, events, facts and figures
- Paint the Campus Purple Guidebook for Relay For Life programs
- Colleges Against Cancer Guidebook for advice on developing your chapter

There are many resources available to your chapter that can help plan events and implement mission programs on your campus. And don't forget—the CAC Lead Team is here to help. The Lead team wants to assist in the development of your chapter so it has a lasting impact on your campus and in your community. Questions or ideas can always be emailed to cac@acscan.org.

Don't forget too that your chapter can be a Leader of Hope! A Leader of Hope chapter is one that is committed to the mission of Colleges Against Cancer and the American Cancer Society. To become a Leader of Hope, a chapter must complete a year-end report, participate in at least 5 conference calls with 4 different members participating, and execute at least one event for each strategic direction. Keep these requirements in mind as you plan future events and are thinking about your chapter over the break.

Call Number for All Calls: 1-877-228-3600
 Passcode for All Calls: 264845
 Eastern Standard Time is:
 1 hour ahead of Central Standard Time
 2 hours ahead of Mountain Standard Time
 3 hours ahead of Pacific Standard Time

Month	Date	Time	Call Name	Call Topics/Focus
January	20th	10:00 PM	Monthly Call	Reproductive Health, Paint the Campus Purple Preparations
	21st	8:00 PM	Monthly Call	Reproductive Health, Paint the Campus Purple Preparations
February	10th	9:00 PM	RFL and Survivorship Call	Fundraising and Survivorship at Relay
	11th	10:00 PM	Advocacy Call	Advocacy Call
	17th	10:00 PM	Monthly Call	Nutrition/physical activity
	18th	8:00 PM	Monthly Call	Nutrition/physical activity
	24th	9:00 PM	Training Call #1	Training Call
March	17th	10:00 PM	Monthly Call	Cancer Education at Relay
	18th	8:00 PM	Monthly Call	Cancer Education at Relay
	24th	9:00 PM	Training Call #2	Training Call
April	7th	9:00 PM	Survivorship Call	Survivorship Ideas for the end of the semester
	21st	10:00 PM	Monthly Call	Skin Cancer Awareness
	22nd	8:00 PM	Monthly Call	Skin Cancer Awareness
May	19th	10:00 PM	Monthly Call	Continuing the mission through the summer
	20th	8:00 PM	Monthly Call	Continuing the mission through the summer



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"You'll have to" say something else...



Whether leading a CAC chapter or team captain meeting for your Relay For Life, recruiting new members, or asking your school for a favor, it is important to remember that the way you phrase things can have a large effect on the person with whom you are speaking. Did you know that certain phrases or tones can completely change the way your audience perceives you and your message? Richard Gallagher, a

communications skill expert, has proposed that by using alternatives to the common response phrase "you'll have to..." can turn a bad experience into a good one. Here are some fun and easy do's and don'ts – providing small changes that can make a huge difference.

Don't breed resentment by telling another person what to do; do offer suggestions or options. Don't imply that you have all the power in the transaction; do give them credibility and respect. Do be polite, upbeat, and helpful – all with a smile!

Other examples Gallagher uses to turn cold commands into enjoyable experiences are:

- Before: You'll have to fill out this online form.
- After: I'd like to get a little information from you so that we can keep you in our information loop.

Before: You'll have to wait for those materials until I'm in your community again.

After: I'll be here in two weeks and can bring the materials with me. Does that work for you?

Before: You'll have to wait in line.

After: We'll be with you shortly.

So next time, before you're tempted to answer a question with "you'll have to..." opt for an alternative response. Using a more appealing and people-friendly answer will leave everyone happy while still delivering your same message. It's not what you say, but how you say it.

Communication



As the fall semester comes to a close, we need to update our records. Here's what we need:

- Photos of your CAC chapter and Relay For Life events. Please send in a high resolution JPEG format and label them with your school and event names.
- Your main contact information for your president, vice president, and staff partner. For each person, we need his/her full name, e-mail address, and year in school.
- Your best practices! The best resource for new events, ideas, and promotion ideas comes from each other! This is also a great resource for the Lead Team when pulling together our monthly newsletter. Your school's best practice could be featured in the monthly Impact Update!
- Any questions and concerns! We're here to serve you. If you have anything you need guidance with please don't hesitate to ask!

Please send all of this information to CAC@cancer.org.

Welcome New Chapters!

CAC welcomes:

- Centre College
- Hamilton College
- The University of Findlay
- St. Augustine College



Want More? Have a Great Idea?

Email the CAC National Leadership Team at CAC@cancer.org or visit the CAC Online Community for more information

"Better to light one small candle than to curse the darkness."

— Chinese Proverb



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