

# Colleges Against Cancer Impact Update

*College Communities Joining in the Fight Against Cancer*



## Fighting Back This February



As we welcome in the New Year, we have a wonderful opportunity to reflect upon the accomplishments of Colleges Against Cancer in winning the battle against cancer through Relay For Life. This year we celebrate 25 years of hope through Relay, and we certainly have many proud accomplishments. Because of the efforts of volunteers like you, in 2008, three new Hope Lodges opened, bringing the nationwide total to 28.

Plans are underway to open an additional 16 Hope Lodges in 2009. For the second straight year in a row, cancer deaths are on the decline. In celebrating survivorship, we are very proud of the 500,000 cancer survivors that participate in Relay events across the country. Thanks to the dedication and support of volunteers, ACS has invested over \$3.2 million dollars in innovative cancer research to bring us closer to finding a cure for cancer. Take the time to begin your first meeting of the spring semester by thanking volunteers for their contributions to reach these milestones.

'Tis the season for new year's resolutions and better yet--Fight Back pledges! As you plan for spring meetings, consider asking committee members to make their Fight Back pledges part of their new year's resolutions. At that meeting, they can share how they will fight back against cancer--by getting in shape, encouraging a friend to quit smoking or joining ACS CAN.

Of course, another way that we all Fight Back is through fundraising. Colgate University plans to bring the 2009 Relay season in full force as the top online college fundraiser so far with over \$37,000 raised online. You can check to see if your campus has made it onto the Top Ten online fundraiser list online through RelayForLife.org. Be sure to encourage committee members, team captains, and participants to keep the emails going throughout the semester to expand your campus's fundraising network.

We Celebrate, Remember, and Fight Back 365 days a year so that 2009 will be an even more impressive year for CAC than 2008!

## ISSUE HIGHLIGHTS:

- Chapter Spotlight: John Carroll University
- Society Launches YouTube Channel
- Earning Leader of Hope Status
- Paint the Campus Purple Week
- Kissing Away Cancer
- Reproductive Health Month

## Coming Attractions

- February is Sexual Health Awareness Month
- Relay For Life and Survivorship Call (Fundraising and Survivorship at Relay): Tuesday, February 10 at 9 p.m. EST
- Advocacy Call: Wednesday, February 11 at 10 p.m. EST
- February Monthly Call (Nutrition/physical activity): Tuesday, February 17 at 10 p.m. EST
- February Monthly Call (Nutrition/physical activity): Wednesday, February 18 at 8 p.m. EST
- Training Call #1: Tuesday, February 24 at 9 p.m. EST

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

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# Youth Leading the Fight!



## Chapter Spotlight: John Carroll University



In 2008, John Carroll University (JCU), located in northeastern Ohio, went beyond the minimum requirements of a CAC chapter. JCU was honored with a national Leader of Hope award, the Ohio CAC “Chapter of the Year” award, and

was given honorable mention for its survivorship practices. In 2007, the Relay For Life of John Carroll College was ranked #1 in the nation for colleges of similar enrollment size per capita. This chapter has truly demonstrated what an excellent CAC chapter is made of.

Joel Mullner, a graduate assistant advisor at JCU says, “The leaders of our CAC chapter are extremely committed to the mission of the American Cancer Society. These leaders are what make things happen.” Most of them have been personally touched by cancer through a close friend or family member or by surviving cancer themselves. Mullner continues, “Each student brings a lot of passion to different types of cancer and it really helps the chapter focus its activities on some of them, especially in terms of education and awareness days.”

In Advocacy, JCU’s chapter is currently trying to defeat a Senate Bill which would allow many establishments to permit smoking where it is currently prohibited thanks to a Smoke Free Ohio Issue on the 2006 ballot. They are circling petitions to send to the State Senate and is also trying to urge JCU’s Student Union Senate to pass a resolution against the Senate Bill on behalf of the student body to send to the capital in Columbus, OH.

For Survivorship, the JCU chapter visited the Cleveland Hope Lodge on several occasions. They also sent out e-newsletters, Christmas cards and other small gestures to their survivors throughout the year. At their Relay, they offered their survivors VIP treatment, including indoor parking and a full plated dinner for each survivor and a guest.

Relay For Life, as for most chapters, is the JCU CAC chapter’s most visible event on campus. Many participants have come up to the leadership committee with profound thanks and have shown a great passion for fighting for a cure. The committee asked every Relay participant to make a pledge at the Fight Back closing ceremony on how they individually were going to fight back against cancer.

The JCU Colleges Against Cancer chapter has made an incredible difference on their campus and community by inviting neighbors and community members to participate in their Relay For Life. Also through participation in Relay For Life, many students on JCU’s campus have been inspired to take part in other CAC events like Power of Pink Day for breast cancer, Reproductive Cancers Day, and Great American Smoke Out activities.

## Society Launches YouTube Channel



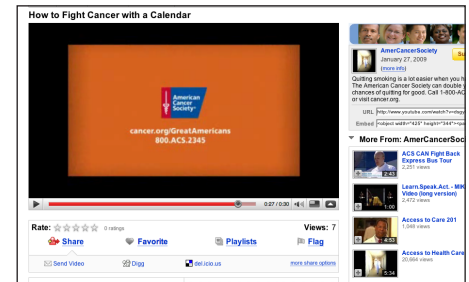
The American Cancer Society just announced the launch of the American Cancer Society’s official YouTube channel, [www.youtube.com/AmerCancerSociety](http://www.youtube.com/AmerCancerSociety).

Given the popularity of YouTube, and its potential as a recruitment and engagement tool for

volunteers and supporters, the Society has developed a formal presence on the site as a way to promote the Society’s nationwide programs and initiatives, as well as to protect the integrity of the Society’s brand. The Society’s YouTube channel is a part of a larger integrated social media strategy, which aims to connect with constituents in the ways they want to communicate.

The Society is an official member of the YouTube NonProfit program, which includes approximately 3,000 nonprofit organizations in the United States and United Kingdom. The Society’s channel was one of the first 13 channels to receive YouTube’s nonprofit designation.

The Society’s YouTube channel currently has 41 videos, featuring nationwide initiatives and priorities including Access to Care, Relay For Life®, Making Strides Against Breast Cancer®, Great American Health Challenge®, American Cancer Society Cancer Action NetworkSM Fight Back Express tour, and cancer survivor stories. The channel also features nine Spanish language videos.



The channel has already received more than 41,000 views and has more than 250 subscribers.

## Our thoughts and sympathies...

The Colleges Against Cancer National Leadership Team would like to extend our deepest sympathies to the North Carolina State University Chapter. Coach Kay Yow was a great inspiration to us all and will be greatly missed.

*“Hope is passion for what is possible.”*

— Soren Kierkegaard.



# Youth Leading the Fight!



## Earning Leader of Hope Status

February is close to the halfway point of Spring semester. It is a great time to check if you are qualified and on your way to achieving Leader of Hope status. This program began in 2006 to honor chapters that go above and beyond the minimum requirements of a Colleges Against Cancer chapter.

To qualify for Leader of Hope status, a chapter must:

- Complete 5 conference calls: At least 1 training call, one survivorship call, and 3 other calls, with at least four different people participating. (Conference call schedule can be found online and is also at the bottom of this article.)
- Hold activities in all four strategic directions (Advocacy, Cancer Education, Relay For Life, and Survivorship).
- Register for the Online Community (using <http://societylink.org/invite/CARFL02>); either personal accounts for each member or create a chapter account with a general password for everyone.
- Complete the Year End Report and turn it in by the deadline of June 1st.

It's not too late to qualify and now is a great time to make sure your chapter is on track to receive this honor. It is also important to start documenting all that your club has accomplished throughout the year for your year end report.



### CAC Volunteer Conference Calls 2009- Spring

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 of Call	Time of Call	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	Relay For Life & 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

## Strengthening the CAC Reputation During Paint the Campus Purple Week



Is your chapter well-known around campus? What about throughout your community? Is the Colleges Against Cancer mission recognized and the American Cancer Society reputation strong? Even if you think your chapter's

reputation is strong on your campus and in your community, any chapter can add to its character and become even more admired. Paint the Campus Purple Week is the perfect way to accomplish this task.

First, it's important to professional whenever communicating and interacting with local business sponsors and your school's administration. Professionalism shows maturity, seriousness, and knowledge. When asking for donations from local businesses, it helps to use a sample donation request letter, as found in the Paint the Campus Purple Guidebook. Whether meeting with business sponsors or your administration, looking professional is imperative. Dressing neat and clean will again show donors that you are serious about the Colleges Against Cancer mission.

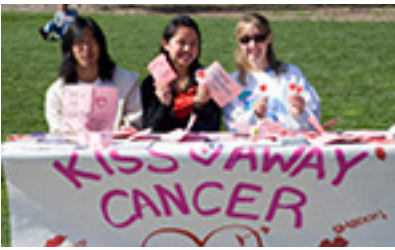
How else can you strengthen your chapter's reputation? The easiest way is to utilize the Society's brand. The American Cancer Society is a trusted source of knowledge, and your peers, administration and local businesses might feel more comfortable knowing that your chapter is backed by a renowned non-profit organization. But remember to follow the rules about Society branding: always print the logo on white paper, never on colored paper! For more rules about Society branding, contact your staff partner or local American Cancer Society office.

By reading the Paint the Campus Purple Week guidebook and utilizing available tools, you and your chapter can become stronger and reinforce your chapter's distinguished reputation.

*"Let perseverance be your engine and hope your fuel." — H. Jackson Brown Jr.*



Youth Leading the Fight!



## Kissing Away Cancer This February

Valentine's Day is just around the corner, meaning it's time to "Kiss Away Cancer!" The month of February offers the perfect opportunity to raise awareness about the various types of reproductive cancers that affect our college campuses.

### For the Guys: Testicular Cancer

- A man has about a 1 in 300 chance of developing testicular cancer, but due to the effectiveness of available treatments, testicular cancer is one of the most curable forms of cancer.
- Various risk factors include un-descended testicles, family history, HIV infection, age (9 of 10 cases occur in men aged 20 to 54), and ethnicity (Caucasian men are 5 times more likely to get testicular cancer than African American men).
- Most testicular cancers are found early. In the majority of cases, swelling or aching of the testicle is the first sign.

### For the Gals: Cervical Cancer

- 2008 estimates indicate that there were about 11,070 new cases of invasive cervical cancer and 3,870 deaths from the disease.
- When found and treated early, cervical cancer can often be cured.
- Various risk factors associated with cervical cancer include human papilloma virus (HPV), HIV, or Chlamydia infection, smoking, diet, having many pregnancies, and family history.
- Cervical cancer can be prevented by:
  - Delaying sex.
  - Not having many sex partners.
  - Practicing safe sex.
  - Not smoking.
  - Getting the HPV vaccine. Keep in mind that vaccines only prevent, but don't treat, HPV infections. Talk to your doctor before deciding whether to get the HPV vaccine.
  - Getting a Pap smear. The American Cancer Society advises that women should begin receiving annual Pap tests about 3 years after they start having sex, but no later than age 21.

### What You Can Do:

- Use Valentine's Day cards to raise awareness about reproductive cancers.
- Host a "Protect Your Balls" or "Play With Your Balls" event. Provide dodge balls and equipment for other types of ball games. Offer Rice Crispy balls or candy containing nuts.
- Hand out Dum Dums that say "Be sweet to your cervix!"
- Use the "Kiss Cancer Goodbye" theme and provide Hershey's kisses.

## Showing the Love to Survivors This February



February is the perfect month to break out the red and pink, and celebrate with survivors and caregivers during this heart-filled season. Make sure that your CAC chapter shows survivors and caregivers that "We Love our Survivors" or "We are Kissing Cancer Goodbye."

### Consider some of these ideas:

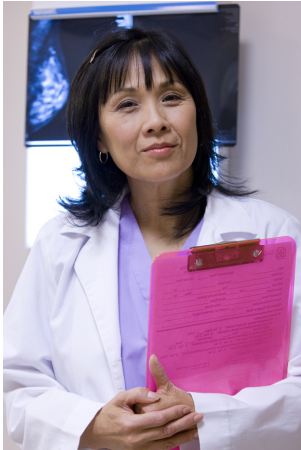
- Organize a survivor, caregiver, and CAC Valentine reception and provide refreshments and small gifts for the survivors. To help recruit for Relay For Life or to help bridge the gap between CAC and Relay For Life (if needed), also invite the Relay For Life Committee and Team Captains so everyone can "Kiss Away Cancer!" Also send out Relay For Life reminders in the form of Valentine's Day Cards to show the survivors and caregivers that CAC cares!
- As this New Year continues, remember to continue holding Survivor Support Network meetings on campus, or to start up meetings for second semester! It's important that the survivors and caregivers on campus know they can turn to CAC for support and encouragement.
- Spend some time in the campus quad or out in the community to help "Spread the Love." Set up a table on campus or hold a CAC meeting dedicated to making Valentine's Day cards that the chapter can send to the local hospitals or cancer centers to show them that not only does CAC send their love, but so does the entire campus. Then travel to the local hospitals or cancer centers to deliver the cards to those needing some support!
- A great activity for CAC during the early spring semester is to get involved with Road To Recovery. Road To Recovery is a service that the American Cancer Society provides where volunteers drive cancer patients, who otherwise would not have transportation, to local cancer centers or hospitals to receive treatment. Volunteers pick up those needing rides, drive them to the hospital or cancer centers, wait for them to complete their treatment for the session, and then drive them home. The training process is relatively simple, and gives CAC members a way to directly interact with local survivors. If interested, talk to your staff partner or local ACS office for details on how to receive training and start volunteering!

And as always, continue recruiting survivors and caregivers for Relay For Life and make sure to continue to send reminders to survivors from previous years. Keeping survivors updated on all Relay For Life and CAC information helps them to feel prepared, comfortable, and excited about the upcoming event.





## February is Reproductive Health Month!



ACS CAN's advocacy efforts have been instrumental in providing much needed services to women regarding reproductive cancers. One example is the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). Created by the Center for Disease Control in 1991, the NBCCEDP provides testing for breast and cervical cancers for uninsured and underserved women in all fifty states throughout the

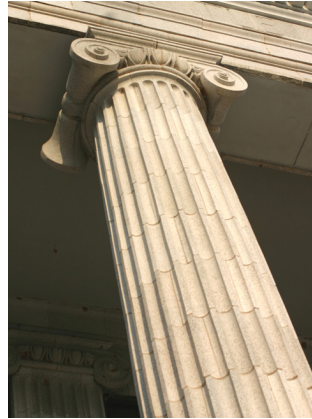
country. Throughout its history this program has provided nearly 8 million exams free of charge to those who would otherwise not be able to afford such tests.

These exams are typically provided by nonprofit organizations but are funded primarily by the federal government. Advocacy efforts by volunteers like you have helped keep this crucial program funded even during tough economic times, like the one we are currently experiencing. Each year, we need our ACS CAN advocates to contact their lawmakers to ensure that NBCCEDP maintains a proper level of funding. Be sure to log on to [www.acscan.org](http://www.acscan.org) and sign up to receive Action Alert emails relating to legislation about this issue as well as others.



Don't forget to incorporate advocacy into your chapter's Paint the Campus Purple activities. While you are promoting Relay, this is a great opportunity to begin a petition drive to make your campus smoke-free or introduce other policies on your campus. Good luck!

## GREAT NEWS!



On January 14, the U.S. House of Representatives, by an overwhelming and bipartisan 289-139 vote, passed legislation that will increase the federal cigarette tax by 61 cents. These funds will be used to support the State Children's Health Insurance Program (SCHIP).

Advocates like you have been working to increase the federal tobacco tax for more than a decade. Today, you helped us take an important first step this year toward making this increase a reality.

The U.S. Senate is expected to vote on this legislation later this month. THANK YOU for all of your hard work in making the federal tobacco tax a priority for Congress. There is more exciting news to come and you will be one of the first to know when this legislation takes another step to becoming law.



## Want More? Have a Great Idea?

Email the CAC National Leadership Team at [CAC@cancer.org](mailto:CAC@cancer.org) or visit the CAC Online Community for more information

*"Hope is the only bee that makes honey without flowers."*

— Robert Ingersoll.



Colleges Against Cancer<sup>SM</sup>

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