

AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Fight Back Activities Book



CALIFORNIA DIVISION

www.cancer.org | 1.800.ACS.2345 | www.RelayForLife.org



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Background Information and Fight Back Messages

Advocacy

Background

Promoting Advocacy

The American Cancer Society California Division has worked for years at the federal, state, and local levels of government with lawmakers to advance our Mission through legislative advocacy. California has been on the leading edge of legislative advocacy – we spearheaded smoke-free laws. California has had a legislative volunteer group since the 1960s. Currently, Relay For Life events provide a great opportunity to explain Advocacy and how it works within the American Cancer Society.

What is legislative advocacy as it relates to the American Cancer Society? It is making or changing public policy as it relates to cancer patients (access to healthcare, quality of life), their families, potential cancer patients (the Every Woman Counts breast and cervical cancer program for underinsured and uninsured women), and cancer prevention (tobacco tax increases, nutrition and physical activity programs, tobacco control programs, etc.). Legislation and regulations can make a big difference in all these areas, creating and funding programs, establishing requirements and restrictions, and otherwise defining societal norms.

A key ingredient to passing important cancer-related legislation is a constituent making phone calls, writing letters, sending emails, or making personal visits with legislators. Grassroots efforts such as these have changed public policy, passed laws, and saved lives in California.

Advocacy Activities for Relay For Life

The priorities for Advocacy are set by the California Division's state and federal legislative agendas but the actions to support them are fluid.

The following strategies may be used to advocate for our federal and state legislation and local ordinances:

- Responding to Action Alerts at a Relay For Life event – this might be done by phone banking, email, or writing letters and post cards.
- Letter-to-the-editor campaigns
- Speakers for team captains meetings and the event
- Inviting legislators to Relay For Life events
- Articles for newsletters
- Announcements from the stage about the activities



Advocacy - Highlights

- Established the California Cancer Registry (1985). The California Cancer Registry is under the guidance of the Department of Public Health, and the information collected is used for the Society's California Cancer Facts & Figures publication.
- Mandated insurance and Medi-Cal coverage for breast reconstruction and prostheses incident to mastectomy (1987-insurance, 1984-Medi-Cal), and screening mammography (1987).
- The California Division launched an unprecedented campaign carried out across the state to raise the tobacco tax from 10¢ to 35¢ through the voter initiative process (Proposition 99). The additional tobacco tax monies fund anti-tobacco health education, research, and indigent care (1988).
- Implemented the federal Breast and Cervical Cancer Treatment Act in California, which provides Medi-Cal benefits for uninsured breast and cervical cancer patients (2001).
- Removed a barrier to effective pain management by eliminating the triplicate prescription requirement for Schedule II drugs, which include pain medications prescribed for cancer patients (2003).
- Extended the smoke-free area 25 feet around a playground or tot lot sandbox area (2002) and out 20 feet from doors and windows of public buildings (2003).
- Established the nation's strongest school food nutrition standards in all schools, grades K-12 (2005).

For a complete list of California's legislative highlights go to ACSCAN.ORG/California.

Advocacy Tools

Legislative Agendas

- The federal and state agendas determine the legislative priorities for the Government Relations Office in Sacramento, and in turn, advocacy staff and volunteers.

American Cancer Society Cancer Action Network (ACS CAN)

- The American Cancer Society Cancer Action Network is the nonprofit and separate 501(c)(4) sister organization to enhance our legislative influence.
- American Cancer Society Cancer Action Network members are the American Cancer Society's grassroots foundation that influences federal, state, and local legislative decision-making, by phoning, writing letters, and making personal visits with lawmakers.
- Membership includes concerned individuals from all walks of life.
- ACS CAN membership is not tax deductible.



Fight Back Message – Advocacy

I CAN Pages

Fighting back through Advocacy. I CAN will let Relayers tell their personal stories, help create smoke-free communities, make sure women have funding for mammograms, help recruit new ACS CAN members, and be a part of the amazing grassroots movement that is sweeping the country ... all online! Fight back by visiting www.acscan.org/icanpages and click on “Create an I CAN page affiliated with your Relay For Life.”

Supplies:

I CAN sample page and directions (attached).

Directions:

1. Pass out the sample page with the directions.
2. Explain what I CAN pages are by reading the following and reviewing the handout:

Fighting back through Advocacy! I CAN will let Relayers tell their personal stories, help create smoke-free communities, make sure women have funding for mammograms, help recruit new ACS CAN members, be a part of the amazing grassroots movement that is sweeping the country all online! Fight back by visiting www.acscan.org/icanpages and click on “Create an I CAN page affiliated with your Relay For Life.”

Call to Action

Ask one member of your team to put together an I CAN page, send it to all the members of your team and encourage them to get involved with the American Cancer Society Cancer Action Network.



Handout: I CAN Sample Page and Directions
 (for use with the “I CAN Pages” Advocacy Mission Message)

What is it?

Your own customized web page on the ACS CAN web site. In a few minutes you can have your own customized web page. Your stories. Your pictures. Your page. You can even create your own custom acscan.org web address.

Through your I CAN page, you can:

- Upload photos to be featured on your web page
- Recruit members to ACS CAN
- Ask friends and family to take action on cancer issues
- Share your stories and ideas with other cancer advocates around the country
- Be heard!



Why do it?

The strength of our organization is in our volunteers. The more active volunteers we have, the more effective we will be in making cancer issues a national priority.

Let's Get Started!

- Visit www.acscan.org/icanpages.
- Click on “Create an I CAN Page affiliated with your Relay For Life.”
- On the following page click on “Create your I CAN Page.”



- Next you will be directed to set up your page. Here, you can name your page, tell your personal cancer story (which will be automatically entered on to your page for you), upload your own picture and enter your fundraising goal. Once you’ve completed this page, continue. You are on your way to making your I CAN page.



Fight Back Message – Advocacy

Calling For Change

Demonstrate the power ACS CAN and Relay communities can have by taking action and contacting their legislators.

Supplies:

- Jane/John Q. Public and Governor Signs (attached)
- Calling for Change script (attached)
- ACS CAN membership forms

Directions:

1. Ask for two volunteers from the crowd to come to the front of the room.
2. Select one volunteer to hold the Jane or John Q. Public sign and the other to hold the governor sign.
3. Give them each a script and go. After they finish close with the message. Then continue with the Advocacy and Relay section of the break out.

Call to Action

If only it were this easy. One call from one person is not enough. That is why is so important that we spread the word about the American Cancer Society’s advocacy efforts. Relay For Life can help build the grassroots support to pass legislation that will help greatly advance the fight against cancer. Become an ACS CAN member.



Jane / John

Q. Public



Governor



Calling For Change Script

John/Jane Q. Public pretends to dial the phone.

John/Jane Q. Public: Ring, Ring.....Ring, Ring.

Governor pretends to answer the phone.

Governor: Hello, this is the Governor.

John/Jane Q. Public: Hello, Governor, this is John/Jane Q. Public and I'm calling about an issue that is of vital importance to improving the health of Californians.

Governor: Oh really, please tell me more about this issue?

John/Jane Q. Public: Well, I would like you to establish a state colorectal cancer detection and treatment program for uninsured and underinsured individuals.

Governor: That sounds like a great idea! I know that colon cancer screening and early detection saves lives. This program sounds like something California could really use. I'll get right on it and have the program up and running in a month. Is there anything else I can help you with?

John/Jane Q. Public: No, that's all for now. Thank you for your help in making California a healthier place.



Fight Back Message – Advocacy

Name that Law

This activity is designed to showcase the great strides we have made in the fight against cancer through advocacy.

Supplies:

- Scorecard (attached)
- Small prizes for the winning group (optional)
- ACS CAN Membership Forms (place on tables before the activity)
- People Needed – Facilitator and Scorekeeper/Helper to see who answers first.

Directions:

1. Break the group up by table and assign each table a number.
2. Read the sentences below which are missing a key word related to a piece of legislation that the American Cancer Society advocacy volunteers helped pass. Ask the teams to call out the answer when they know it. First group to answer correctly gets 20 points. Deduct 10 points for each incorrect answer. Settle ties by rock, paper, scissors.
3. Read:

I will read the following sentences aloud. Each one relates to a key piece of legislation that the American Cancer Society's Advocacy efforts helped secure. When you think you know the answer call it out. You can answer before I am done reading the question, but if you are wrong your group is out until the next question.

1. American Cancer Society Advocacy efforts helped ban _____ in enclosed workplaces including bars and restaurants. (Answer: **Smoking**)
2. American Cancer Society Advocacy efforts helped implement the federal _____ and Cervical Cancer Treatment act in California which provides medical benefits for uninsured _____ and cervical cancer patients. (Answer: **breast** (for both blanks))
3. American Cancer Society Advocacy efforts helped pass the \$0.50/pack _____ tax that funded early childhood development. (Answer: **tobacco**)
4. American Cancer Society Advocacy efforts helped mandate insurance and Medi-Cal _____ for breast cancer reconstruction and prostheses after mastectomy. (Answer: **coverage**)
5. American Cancer Society Advocacy efforts helped ban _____ in a car when a minor is present. (Answer: **smoking**)



6. In 2006, ACS CAN made cancer a federal policy priority at _____ on the Hill featuring 10,000 advocates. (Answer: **Celebration**)

7. In 2007, ACS CAN advocates nationwide sent thousands of emails and met with hundreds of members of Congress to push for reauthorization and increased _____ for the National Breast and Cervical Cancer Early Detection Program. (Answer: **funding**)

8. In 2007, an ongoing ACS CAN led campaign to stave off drastic cuts to the National Institutes of Health Budget succeeded and ultimately produced an increase in funding of 637 _____ dollars. (Answer: **million**)

Call to Action

As you can see ACS CAN fights to pass laws that help prevent, detect and treat cancer. All of these accomplishments could not have happened without the collective voice of people concerned about the fight against cancer. Policy change only happens when elected officials hear from their constituents. You can be heard and Fight Back against cancer by joining the American Cancer Society Cancer Action Network. You can join today by filing out one of the ACS CAN membership forms on your table or by logging on to www.acscan.org. Please help us add to this list of accomplishments by lending your voice.

(At the end of the meeting make an announcement to collect any completed ACS CAN Membership forms. Ask anyone who turns on in to write the name of his or her Relay For Life event on it.)



Scorecard: Name that Law

(for use with the “Name that Law” Advocacy Mission Message)

Team	Correct Answers	Incorrect	Total Points



Breast Cancer

Background

Breast cancer is the most common cancer among women in California. During 2010, there are 22,545 expected new cases of breast cancer for women in California and 4,225 expected deaths from this disease.

Breast cancer incidence in California has been fairly stable since 1988. More cancers are diagnosed at an early stage, and the rate of cases found at a late stage has declined.

However, a recent trend in mammography rates reflects as much as a 4% decline nationwide. Thanks to early detection, the five-year survival rate for patients whose cancers are diagnosed at an early stage is over 95 percent. However, 44 percent of women in California age 40 and older are still not getting annual mammograms.



Fight Back Message – Breast Cancer

Breast Cancer Awareness Quiz

Directions: Provide this quiz at a committee or team captain meeting

Q: Breast cancer is the most common cancer among women in California.

A: TRUE. However, 44% of women in California age 40 and older are still not getting their annual mammograms.

Q: Only women can get breast cancer.

A: FALSE. Men can also get breast cancer. Roughly 125 men are diagnosed with breast cancer each year in California. Breast cancer in men is clinically similar to the disease in women, but prognosis is poorer because men tend to be diagnosed at a later stage.

Q: Only women aged 50 and older who are in good health should get a mammogram every year.

A: FALSE. Women at average risk should begin receiving yearly mammograms at age 40. Talk to your doctor to determine if you are at increased risk and need to begin testing earlier.

Q: A mammogram is the only effective method for detecting breast cancer early.

A: FALSE. New early detection technologies such as digital mammography, computer-aided detection, ultrasound, and MRI may also be effective. Talk to your doctor about the benefits and limitations of each.

Q: Breast cancer mortality rates increase each year.

A: FALSE. Breast cancer death rates have steadily decreased since 1990, due to early detection and improved treatment. Ninety-eight percent of patients with early-stage breast cancer will defeat the disease

Call to Action

Fight back by telling one woman you know age 40 and over to get her mammogram!



Fight Back Message – Breast Cancer

Remind A Friend

Promote Breast screening guidelines and encourage Relay participants to spread the importance of mammograms.

Supplies:

Index cards
Cell phone

Directions:

1. Hand out Reminder cards to each participant.
2. Tell everyone to write down at least five people they know who are age 40 and older. Then from the list they created, circle all the women.
3. Take out your cell phone and call one of the women you circled with this message:

Did you know that 44 percent of women in California age 40 and older are still not getting annual mammograms? I am calling to remind you to make an appointment to get your mammogram.

Call to Action

Fight back by becoming a Call Back volunteer or calling two more women to get their mammogram.



Colon Cancer

Background

The American Cancer Society has launched an aggressive, multi-pronged initiative to reduce incidence and mortality from colon and rectum cancer. Colon cancer education activities target the public – men and women age 50 and over and African-Americans and other at-risk populations who need to get tested. Programs such as the ones below will be implemented to involve local communities in increasing awareness of the importance of colon cancer screening. Relay For Life events across the state provide a unique opportunity to reach thousands of people with our awareness messages and our plea to get them involved in our campaign in their local community.

Colon cancer (also known as colorectal cancer) is the third most commonly diagnosed form of cancer in California. In 2010, there will be 10,010 expected new cases of colon cancer in California and 4,170 deaths from this disease.

Colon cancer can be prevented if precancerous polyps are found and removed. And if colon cancer is found early, it can almost always be cured. Yet only 44 percent of colon cancer cases are diagnosed at the earliest, most treatable, and survivable stage compared to about 75 percent of prostate cancer cases and 66 percent of breast cancer cases. The more people 50 and older get tested, the more lives can be saved through prevention and detection.

Colon cancer is also the third most common cancer in African American men and women. An estimated 4,910 new cases occurred in African-American men and women in California between 1998-2004. African-Americans have higher incidence and mortality rates than other ethnic groups; however, they generally don't see themselves as being at higher risk.

Early detection tests are effective in preventing and detecting colon cancer early. Although African-Americans, Asian-American/Pacific Islander, and Hispanics/Latinos have some level of awareness of the issue, it is significantly lower than the general population according to focus group research. Educating and motivating all American populations to embrace early detection offers a powerful opportunity to save more lives from colon cancer. If all Americans 50 years and older were tested for colon cancer we could cut the death rate in half, saving approximately 30,000 lives a year.



Fight Back Message – Colon Cancer

Colon Cancer Awareness Quiz

Directions:

Provide this quiz at a committee or team captain meeting:

Do you think you're living healthy enough to prevent some forms of cancer? Studies show that adopting healthier eating habits and getting regular physical exercise could prevent many cancers. Think you live healthy? How many of following habits describe you?

I eat a lot of processed foods and baked goods.

I enjoy meats like hot dogs, sausage, ground beef, and steak.

I drink alcohol frequently.

I exercise about once a week.

If you answered, "Yes," to any of the questions, you could make healthier choices. Studies show that diets that avoid red, processed meats in favor of vegetables and fruits can actually reduce your risk of developing some cancers. Also, you need at least 30 minutes of physical activity almost every day of the week.

For more information about nutrition and fitness, visit www.cancer.org.



Fight Back Message – Colon Cancer

Stand Up to Colon Cancer

This is stand-up in the most literal sense...no Jerry Seinfeld or Chris Rock here, just some actual standing up. The object of this activity is to demonstrate that everyone has the potential to save a life by making a personal commitment to being screened for colon cancer or encouraging their friends and family over the age of 50 to be screened.

Supplies:

Colon cancer “Get Tested” brochures (item # 2439.00)

Directions:

1. Place the “Get Tested” brochures on the tables prior to beginning the Mission Message.
2. Ask everyone in the room who has a colon to stand up.
3. Ask anyone who is not over 50 or does not know someone over 50 to sit down.
4. While people are still standing, read:

All of you who are still standing have the chance to prevent colon cancer. Each of you has the potential to prevent colon cancer.

*Can anyone tell me what age the American Society Guidelines recommend people begin screening for colon cancer? **Answer: 50 years of age***

You can prevent colon cancer by making a personal commitment to being screened if you are 50 years of age or older. If you are not yet 50, you can make a commitment to talk to someone you know over the age of 50 about the importance of colon cancer screening. Please take a moment to look at the colon cancer brochures on your table. If you are 50 or older please talk to your doctor about colon screening if you are not 50, please share the brochure with someone who is.

Now please sit down if you are willing to make the commitment to help prevent colon cancer.

Call to Action:

Fight back by getting your screening test for colon cancer if you are 50 years or older. If you know someone who is 50 or older, make sure they get their colon cancer screening.



Information and Patient Services

Two of every five Californians will develop cancer at some time in their lives. This diagnosis changes the life of the patient and their family or support group tangibly and forever. At the time of diagnosis, the patient and their supporters seek information about the disease and potential outcomes. During treatment, many patients need additional assistance such as transportation to and from treatment centers, temporary housing assistance if being treated at a remote cancer center, and emotional support from others who have undergone similar treatment regimens.

Information

If you or someone you know has questions about cancer, the American Cancer Society is just a call away. Dial 1-800-227-2345, and you'll be connected with a Society cancer information specialist who is ready to help you 24 hours a day, seven days a week. Or you can visit us online at www.cancer.org. We can provide information on all types of cancer, treatment options, insurance and financial issues, and resources available in your area. Through our Clinical Trials Matching Service, we can also help patients search for clinical trials for which they may qualify.

Services Offered to Patients, Survivors, and Caregivers

The American Cancer Society offers many services to cancer patients, survivors, and caregivers that help to enhance aspects of life often challenged by the disease. No one has to make the cancer journey alone. American Cancer Society services such as Reach to Recovery, Man to Man, I Can Cope, Look Good...Feel Better, Road to Recovery, and the Cancer Survivors Network offer a full range of information and support at any stage of a cancer diagnosis. Here are a brief description of these services that may be available in your area:

Reach to Recovery – A one-to-one visitation service and information to help individuals cope with breast cancer. Reach to Recovery volunteers are breast cancer survivors who are trained by the American Cancer Society.

Man to Man – A prostate cancer education and support service helping men, their partners, and their families cope with prostate cancer by using trained volunteer prostate cancer survivors. Information and peer support are offered in one-to-one and self-help group settings.

I Can Cope – A patient education program for people facing cancer personally or as a friend or family caregiver. I Can Cope offers help in the form of reliable information, peer support, and practical coping skills. Trained health professionals conduct courses on topics such as financial issues, managing treatment related side effects, and nutrition during and after cancer treatment.

Look Good...Feel Better – A workshop which helps women who are undergoing cancer treatment deal with appearance-related side effects of their treatment through the use of make-up, skin care, wigs, and scarves. Trained volunteer licensed cosmetologists facilitate Look Good ... Feel Better sessions. LGFB materials are also available for men and teens. Learn more at www.lookgoodfeelbetter.org.



Road to Recovery – A service where volunteers drive cancer patients to and from their medical appointments. When volunteer drivers are not available, other transportation resources may be used.

Call Back Program – Volunteers follow-up with each patient/caregiver served by the American Cancer Society to assure services were provided, explore the need for additional services/community resources, and offer support.

Lodging – Complimentary or discounted lodging for cancer patients and their caregivers during treatment.

Personalized Guidance

In California, the American Cancer Society Stephanie H. Lane Cancer Resource Network (the Network) receives initial information about patients requiring additional support and/or services and Network staff respond with patient centered assessment, information, guidance, and the scheduling of Society and community based services. The actual physical services, e.g., transportation to and from treatment, visitation, support groups, or lending of wigs and prostheses, continues to be offered by local, highly trained volunteers throughout California.

A second key component of the Network model is consistent training of all patient program delivery volunteers, no matter where they reside in California to ensure that the highest quality services are delivered to cancer patients, survivors, and caregivers. Anyone interested in learning more about the American Cancer Society is encouraged to sign up for any training.

In addition to trainings on each of our patient service programs, the following additional training calls are also offered throughout the year:

Be a Cancer Resource – Learn about the many American Cancer Society programs and services offered in your local community and learn about life-saving volunteer opportunities.

Helping Patients Access Cancer Resources – Learn about the American Cancer Society 800-number, website, CA Survivors Network, CA Information, Clinical Trial Matching Services, etc.

Cancer 101 – Learn the basics of cancer.

Doc Talks – The monthly series features volunteer physicians and researchers who discuss various cancer topics designed to keep volunteers knowledgeable with the latest advances in oncology.

Expanding Your Cultural Awareness – Learn how race, ethnicity and culture affect cancer incidence and mortality, treatment choices, and gain best practices.

To see a schedule of all trainings or register, visit www.ACSmissiontraining.org or call 1.877.227.0320 for the latest topic, date, and time.



Fight Back Message – Information and Patient Services

Cell Phone

Fight back by learning the American Cancer Society’s toll-free number, 1-800-227-2345, and sharing it with every one you know. You will be able to refer someone – perhaps a cancer patient or caregiver – to this number when they have a question about cancer or need help.

Supplies:

- A group of people with cell phones
- Slips of paper
- Cancer Resource Network Wallet Card <item # 7548.86- English, 7548.89- Spanish>
- Cancer Resource Network Brochure <item # 3208.00- English, 3209.00- Spanish>
- “Where to Turn” brochures (optional) <item # 3031.00- English, 3031.020- Spanish>

Directions:

1. Ask everyone to take out their cell phones
2. Tell them to take action by adding a new number to their phone. Have them punch in 1-800-227-2345 and save the number as “Cancer Info” or “ACS”.
3. When someone asks a question about the American Cancer Society, or if you encounter someone who has received a cancer diagnosis, you will always have the number available for reference.
4. When someone calls 1-800-227-2345, they will talk to a live person 24 hours a day, seven days a week. There are trained cancer information specialists to answer the phone in English and Spanish, and interpreter services are available to assist patients in over 150 different languages and dialects
5. Now let’s see how the 800# actually works. Hand out slips of paper to the audience and ask them to write down any cancer related question. Collect all the slips of paper and put them into a hat. Draw one question from the hat to ask and call the 800# via speakerphone.
6. This is one way you can be a cancer resource in your community to anyone in need.

Call to Action

Fight back by sharing the 1-800-227-2345 number with at least one person.



Fight Back Message – Information and Patient Services

Mission Scramble

Challenge Relay participants to memorize and know the American Cancer Society’s mission statement. Remind participants about where the money goes.

Supplies:

Break the Mission Statement into six sections and write each section on a different piece of paper. If there is a larger group, break the statement into shorter sections to have more phrases to pass out or make multiple sets of the mission statement. For example:

The American Cancer Society is the nationwide / community-based voluntary health organization / dedicated to eliminating cancer as a major / health problem by preventing cancer, saving lives, / and diminishing suffering from cancer / through research, education, advocacy, and service.

Directions:

1. Hand out the pieces of paper containing a section of the mission statement to the participants.
2. Give the group a few minutes to put all of the phrases in the correct order of the mission statement.
3. Once they have it put together in the correct order, have someone or the whole audience read the statement together. Ask the audience what are a couple of key words that stand out from the statement.
4. Read:

If we all work together, through research, education, advocacy, and service we will reach our national 2015 Goals: reduce cancer mortality by 50 percent, reduce cancer incidence by 25 percent, and improve overall quality of life for cancer patients and their families.

Call to Action

Fight back by learning about the mission and one activity you can do to promote it in the community.



Fight Back Message – Information and Patient Services

Mission Telephone

Highlight the information available through www.cancer.org and 1-800-227-2345. In addition, highlight cancer prevention and detection guidelines.

Directions:

1. Have everyone line up in a single file. If this is a large group, divide into smaller lines.
2. The first person in the line reads any one of the statements listed below and then must whisper the statement into the person behind him/her. Continue until the last person receives the statement. The last person says the message out loud.
3. The statements:
 - Cigarette smoking causes roughly 85% of lung cancer cases. Smokers can quit by joining others for the Great American Smokeout on the third Thursday of November.
 - The American Cancer Society is the nation’s largest private, non-profit source of funds for cancer research. The Society has funded research tied to every major cancer breakthrough.
 - Unlike some forms of cancer, you can actually prevent colon cancer. Finding and removing precancerous polyps can stop colon cancer before it begins. If you’re over 50 years old, you should get a colon cancer test.
 - California has the largest, most diverse population in the U.S. Cancer does not discriminate. By increasing access to cancer prevention and early detection information and services, we can begin to reduce cancer disparities.
 - American Cancer Society Relay For Life is a signature fundraising event and a life-changing experience. It is designed to *celebrate* the lives of those who have battled cancer, *remember* loved ones lost to the disease, and *fight back* against a disease that takes too much.
 - Physical activity not only makes you look and feel better, but it can really reduce your risk of cancer and other diseases. The American Cancer Society recommends that adults get a minimum of 30 minutes of moderate to vigorous activity per day and five days per week.
 - American Cancer Society has an employee wellness program called “Active for Life,” which helps motivate people to get active, eat more fruits and vegetables, and team up with their co-workers to find fun ways to exercise.
4. Most of the time, the statement will get mixed-up as it makes it way down the line.
5. Read:

Sometimes information gets lost in the process. However, for current, accurate, and precise information about cancer, early detection and prevention, and patient services, go straight to the source – call 1-800-227-2345 or visit www.cancer.org.
6. Provide copies of Cancer Resource Network Wallet Card (item # 7548.86- English, 7548.89- Spanish).

Call to Action

Fight back by visiting www.cancer.org.



Fight Back Message – Information and Patient Services

Joe's Tale

The American Cancer Society offers cancer prevention and early detection information through www.cancer.org and 1-800-227-2345. You can learn about any cancer topic, what questions to ask your doctor, and cancer terminology.

Supplies:

- “Where to Turn” brochures
- Colon cancer awareness brochure (optional)
- Sample of what the e-card reminder looks like with website address (optional)

Directions:

1. Have a volunteer read Joe's Tale (on the next page).
2. Make sure everyone gets a “Where to Turn” brochure.
3. Read:

The American Cancer Society offers cancer prevention and early detection information through www.cancer.org and 1-800-227-2345. You can learn about any cancer topic, what questions to ask your doctor, and cancer terminology. Fight back by sending your friends, family, and loved ones an e-card reminder to get their cancer screenings (e.g., mammogram, colonoscopy) from www.cancer.org/healthcheck.

Call to Action

Fight back by sending your friends, family, and loved ones an e-card reminder of various screening tests, e.g., mammogram, colonoscopy, from <http://www.cancer.org/healthcheck>.



Joe's Tale

This story begins
 With a man you don't know
 His tale is a little different,
 His name is Joe.

Joe was working one day
 When he heard the chime,
 Up popped an email,
 Reminding him it was time.

"Time for what?"
 Joe asked, "What is this? Why?"
 He opened the card,
 And there was the reply.

"If you are over 50,"
 The e-card declared.
 "Get your colon cancer screening!"
 Joe really confused, just stared.

His loving daughter sent this card
 From www.cancer.org
 Hoping Joe would listen,
 Hoping it wouldn't be ignored.

Joe clicked on the link,
 And learned about the tests.
 He called up his doctor,
 The most prestigious in the west.

He waited his turn before
 Receiving his colonoscopy,
 His daughter by his side,
 Waiting for him happily.

With two polyp masses,
 The doctor stated,
 Both of them were removed early,
 And Joe and his family were elated.

Because of early detection,
 And his family support,
 Joe did not have to hear
 A bad report.

Joe immediately went home,
 And signed up for the Health Reminder
 Assistant.
 He never wants to miss a screening,
 It's not a bad thing to be persistent.

Visit www.cancer.org,
 Send a reminder card for prevention.
 You never know whom you may save,
 Through early detection.



Fight Back Message – Information and Patient Services

American Cancer Society Stephanie H. Lane Cancer Resource Network Messages

Volunteers make a significant difference in the lives of cancer patients and caregivers. Here are just a few messages sent to the American Cancer Society Stephanie H. Lane Cancer Resource Network (The Network) from patients and caregivers. Learn more about volunteer opportunities online at www.cancer.org or talk to your Relay staff partner.

Directions:

Read the statements and the concluding message:

“I want to thank you and the American Cancer Society. The stress that comes along with being diagnosed with cancer is much. I was so busy trying to get to all of my testing, two surgeries, and the many chemo and radiation appointments. My days were filled with stress and no time to think. I was and still am in a fight to save my life. During this frantic time, I received several phone messages; you called until you finally spoke with me. You listened patiently and showed real interest and concern in all that I was going through at the time. I was surprised to learn that someone cared about helping with the expenses for a wig and mileage. I am thankful that you called and encouraged me. This money will help me get through this difficult time. I believe that when my fight is done, I hope to give back in some way like you and the Cancer Society did for me. Sincerely,”

- Lisa

“Thank you to you and the American Cancer Society for your help in coordinating a volunteer who helped to drive my dad to his cancer radiation appointments. The volunteer was perfect for my dad – he was experienced, patient, kind, and very pleasant. We are very grateful to him. Would you please address this card to him? We’d like to send it to him to thank him. Thank you again for all your help.”

- Doreen

“I don’t have any additional needs, but if I do, I know I can always count on you, or you’ll refer me and help me find another source. The American Cancer Society has been a wonderful experience and blessing to me. My family is so comforted as well knowing so many caring people have always been there for me. You are like a second family for me. I thank God for each and every one of you. Whenever I speak to you in particular, I can feel you are smiling, there’s a friend there for all my needs. I don’t know what I’d do without you. The drivers and volunteers are so great. I can’t put into words what the ACS has meant to me. I can honestly say that it has been one of the best parts of having cancer. Sounds weird, I guess, but it’s true. I hope someday I’ll be able to give back and volunteer. God bless you.”

- Susan



“This is to express my heartfelt thanks and appreciation to you and the American Cancer Society for the wonderfully helpful taxi transportation you arranged during my three weeks of treatment at St. Francis Hospital after my lumpectomy. It was so supportive not only financially, but mentally also. It made me glad I have been a contributor for the last 38 years since my darling sister had cancer in several manifestations and eventually died as a result. Your response to me on the phone gave me a boost of courage and relief! With appreciation, Kay.”

- Kay

“Thank you so much for your recent help with our patient’s transportation needs. She told me she was so grateful and the volunteer was wonderful. You were so flexible and cheerful. I could barely believe it! Thanks.”

- Susan, Social Worker

“I am at a loss for words in thanks for the accommodations provided by the American Cancer Society for my husband Bob and I during our cancer surgery experience. Your kindness and capabilities are so appreciated. The resources you provided were most helpful during this stressful time. We are in awe of this gift you’ve given us. Our Thanks,”

- Bob and Nancy

“I am writing to express my thankfulness to you and your co-workers and the American Cancer Society. You do great work and provide an invaluable service to cancer patients. I am so very thankful for the help you provided my mother and me with lodging assistance and reimbursement for travel expenses. Being diagnosed with cancer is a very scary thing. In the beginning you do not realize the full extent of the disease, not to mention the financial burden it can have. My mother and I are very grateful to have the American Cancer Society as a resource. I have donated to ACS in the past before cancer touched my life. I will donate with a greater understanding now. Thank you again. Sincerely,”

- Rae Jean

Help us reach the many individuals unaware of American Cancer Society services and support. Fight back by telling others about American Cancer Society volunteer opportunities that can help impact the lives of cancer patients. For information, support or services, or to learn more about how you can get involved, contact your local American Cancer Society office or 1-800-227-2345.



Fight Back Message – Information and Patient Services

www.ACSMissionTraining.org

Promote the American Cancer Society Stephanie H. Lane Cancer Resource Network's free training and educational conference calls offered to all volunteers.

Supplies:

- Quiz sheet
- Pens/pencils
- Quiz answers
- Optional: Prize – for the first completed
- Be a Cancer Resource flyers

Directions:

1. Print out copies of the quiz sheet.
2. Pass it out to participants and have them fill it out.
3. Review the answers with the group.
4. Read:

You can learn more about the American Cancer Society, programs offered, and other skill enhancement calls to increase your volunteer experience. Be a Cancer Resource is a way for you to become more familiar regarding our patient services and programs in your own community. Fight back by visiting www.ACSMissionTraining.org for more information and signing up for calls. If you are interested in becoming a program volunteer, please speak with your Relay staff partner about the program prior to signing up for the training calls.

Hand out Be a Cancer Resource flyers.



www.ACSMissionTraining.org - Quiz Sheet

Listed below are the training and educational calls offered by the Stephanie H. Lane Cancer Resource Network. Match the call topics on the left with their descriptions on the right.

Road to Recovery - ____	A. Volunteers follow-up with each patient/caregiver served by the American Cancer Society to assure services were provided, explore the need for additional services/community resources, and offer support.
Doc Talk Teleconference Calls - ____	B. Learn about the many American Cancer Society programs and services offered in your local community and learn about life-saving volunteer opportunities.
Helping Patients Access Cancer Resources - ____	C. Teleconference workshops exclusively for cancer patients and caregivers, designed to offer both health information as well as peer support.
Call Back - ____	D. This training is available to all volunteers and staff and is particularly critical to volunteers working with cancer patients/caregivers. This training provides basic information on cancer, treatments, and key issues that many patient service volunteers may encounter in their delivery of the Society's services.
I Can Cope - ____	E. Explore the dynamics and stages of crisis and how crisis and response to it can impact an individual's cancer experience. Gain crisis intervention and support skills to better meet patient and caregiver needs in times of crisis, as well as self-care techniques and strategies.
Be a Cancer Resource - ____ <i>** Highly suggested for Relay volunteers</i>	F. Provides an overview of the various cultural groups in California & their key health concerns, and best practices for the culturally competent patient service volunteer.
www.ACSMissionTraining.org or 800-651-7916 - ____	G. The website and phone number to find more information on cancer resources, questions, programs and services available 24 hours a day, 7 days a week.
Cancer 101: An Overview of Key Cancers - ____	H. The website and phone number to check dates and time as well as register for any training or educational call.
Crisis and the Cancer Continuum - ____	I. Learn about the American Cancer Society 800 number, website, CA Survivors Network, CA Information, Clinical Trail Matching Services, etc.
Expanding Your Cultural Awareness - ____	J. The monthly series features volunteer physicians and researchers who discuss various cancer topics designed to keep volunteers knowledgeable with the latest advances in oncology.
www.cancer.org or 1-800-227-2345 - ____	K. Learn what it takes to become a volunteer driver to provide cancer patients rides to and from their cancer treatments.

*If you are interested in becoming a program volunteer, please talk with your Relay staff partner before signing up for the training call.



www.ACSMissionTraining.org - Quiz Sheet Answers

Road to Recovery - K	A. Volunteers follow-up with each patient/caregiver served by the American Cancer Society to assure services were provided, explore the need for additional services/community resources, and offer support.
Doc Talk Teleconference Calls - J	B. Learn about the many American Cancer Society programs and services offered in your local community and learn about life-saving volunteer opportunities.
Helping Patients Access Cancer Resources - I	C. Teleconference workshops exclusively for cancer patients and caregivers, designed to offer both health information as well as peer support.
Call Back - A	D. This training is available to all volunteers and staff and is particularly critical to volunteers working with cancer patients/caregivers. This training provides basic information on cancer, treatments, and key issues that many patient service volunteers may encounter in their delivery of the Society's services.
I Can Cope - C	E. Explore the dynamics and stages of crisis and how crisis and response to it can impact an individual's cancer experience. Gain crisis intervention and support skills to better meet patient and caregiver needs in times of crisis, as well as self-care techniques and strategies.
Be a Cancer Resource - B <i>** Highly suggested for Relay volunteers</i>	F. Provides an overview of the various cultural groups in California & their key health concerns, and best practices for the culturally competent patient service volunteer.
www.ACSMissionTraining.org or 800-651-7916 - H	G. The website and phone number to find more information on cancer resources, questions, programs and services available 24 hours a day, 7 days a week.
Cancer 101: An Overview of Key Cancers - D	H. The website and phone number to check dates and time as well as register for any training or educational call.
Crisis and the Cancer Continuum - E	I. Learn about the American Cancer Society 800 number, website, CA Survivors Network, CA Information, Clinical Trail Matching Services, etc.
Expanding Your Cultural Awareness - F	J. The monthly series features volunteer physicians and researchers who discuss various cancer topics designed to keep volunteers knowledgeable with the latest advances in oncology.
www.cancer.org or 1-800-227-2345 - G	K. Learn what it takes to become a volunteer driver to provide cancer patients rides to and from their cancer treatments.

*If you are interested in becoming a program volunteer, please talk with your Relay staff partner before signing up for the training call.



Fight Back Message – Information and Patient Services

Services Game

Ideal for larger meetings, such as Relay kickoff or team captain meeting. Inform volunteers of the many programs and services your American Cancer Society offers to help cancer patients and their families cope with cancer.

Supplies:

- Scissors
- Game Pieces (attached)

Directions:

1. Cut out the included patient service names and definitions.
2. At the meeting, pass out a single slip of either a service or a definition to each person . You may have some slips left over or if you don't have enough, individuals may share.
3. Explain that those individuals with a slip labeled with a service name need to go find the definition that matches that American Cancer Society service. Give everyone five minutes to match the service with its definition.
4. Have each pair read out the service and definition. Read:

These are examples of the many programs and services offered to patient, survivors, and caregivers. Fight back by calling 1.800.ACS.2345 or visiting www.cancer.org to find out more about your local American Cancer Society programs and services and how you can help yourself, a loved one, or your community.



Game Pieces: Services Game

(for use with “Services Game” Information and Patient Services Mission Message)

The Patient Services

✂

1-800-227-2345	Call Back Program
Look Good...Feel Better	Reach to Recovery
Cancer Survivors Network	Road to Recovery
Children’s Camps	I Can Cope
Clinical Trials Matching Service	www.cancer.org
American Cancer Society Cancer Action Network (ACS CAN)	Young Cancer Survivor Scholarship Program



The Definitions

A service available to anyone affected by or concerned about cancer with reliable information twenty-four hours a day, seven days a week. You will always be connected to a cancer information specialist and it is offered in over 150 languages.

A nonprofit, nonpartisan sister advocacy organization of the American Cancer Society dedicated to eliminating cancer through voter education and issue campaigns aimed at influencing candidates and lawmakers to support laws and policies that will help fight cancer.

A free, confidential, and reliable matching and referral service to patients interested in clinical trials. This helps to support better decisions by making high quality, timely, and understandable information available to newly diagnosed patients and their caregivers.

An interactive online community created by and for cancer survivors and their loved ones to connect with others undergoing similar circumstances.

Locations where summertime activities are designed to let children with cancer be kids again. All are equipped to handle any special needs of children undergoing treatment.

Educational classes presented by doctors, nurses, and other trained health professionals on specific coping topics to help people with cancer and their loved ones understand what they're facing.

This program partners the American Cancer Society with the Personal Care Products Council Foundation and the National Cosmetology Association. Teach female cancer patients undergoing cancer treatment to help with their appearance-related side effects and self-esteem.

An online resource providing access to specific cancer information, what questions to ask your doctor, patient services, and much more.

This volunteer visitation or over the phone program helps breast cancer patients meet the emotional and physical needs related to the disease and its treatment. A female survivor shares her experiences while providing information and support to a newly diagnosed patients.

A program where volunteers drive cancer patients to treatment centers and home again.

An opportunity that will help ease the financial burden on young cancer survivors who are pursuing a higher education.

When cancer patients, caregivers, and survivors contact the American Cancer Society for information or support they get a follow-up call from trained local cancer resource volunteers. The calls take place several weeks after the initial service. This allows for the needs of a patient, caregiver, or survivor to be addressed and ask if he/she needs any additional support.



Answer Guide: Services Game

(for use with “Services Game” Information and Patient Services Mission Message)

1-800-227-2345

A service available to anyone affected by or concerned about cancer with reliable information 24 hours a day, seven days a week. You will always be connected to a cancer information specialist and it is offered in over 150 languages.

ACS CAN

A nonprofit, nonpartisan sister advocacy organization of the American Cancer Society that is dedicated to eliminating cancer through voter education and issue campaigns aimed at influencing candidates and lawmakers to support laws and policies that will help fight cancer.

Clinical Trials Matching Service

A free, confidential and reliable matching and referral service to patients interested in clinical trials. This helps to support better decisions by making high quality, timely, and understandable information available to newly diagnosed patients and their caregivers.

Cancer Survivors Network

An interactive online community created by and for cancer survivors and their loved ones to connect with others undergoing similar circumstances.

Children’s Camps

Locations where summertime activities are designed to let children with cancer be kids again. All are equipped to handle any special needs of children undergoing treatment.

Look Good...Feel Better

This program partners the American Cancer Society with the Personal Care Products Council Foundation and the National Cosmetology Association. Teach female cancer patients undergoing cancer treatment to help with their appearance-related side effects and self-esteem.

Call Back Program

When cancer patients, caregivers, and survivors contact the American Cancer Society for information or support they get a follow-up call from trained local cancer resource volunteers. The calls take place several weeks after the initial service. This allows for the needs of a patient, caregiver, or survivor to change and enables the cancer resource volunteer to provide additional support.

Reach to Recovery

This volunteer visitation or over the phone program helps breast cancer patients meet the emotional and physical needs related to the disease and its treatment. A female survivor shares her experiences while providing information and support to a newly diagnosed patients.

(continued on next page)



Answer Guide: Services Game

(for use with “Services Game” Information and Patient Services Mission Message)

Road to Recovery

A program in which volunteers drive cancer patients to treatment centers and home again.

I Can Cope

Educational classes presented by doctors, nurses, and other trained health professionals on specific coping topics to help people with cancer and their loved ones understand what they’re going facing.

www.cancer.org

An online resource providing access to cancer specific information, what questions to ask your doctor, patient services and much more.

Young Cancer Survivor Scholarship Program

An opportunity that will help ease the financial burden on young cancer survivors who are pursuing a higher education.



Fight Back Message – Information and Patient Services

Be a Cancer Resource

Many individuals attending Relay For Life often do not know about the variety of patient programs and volunteer opportunities available with the American Cancer Society. Given Relay For Life is truly a community event, this is a great venue to encourage individuals to become a cancer resource in their community.

The American Cancer Society has numerous volunteer opportunities. In order to reach more patients and help provide patients with free quality services from the American Cancer Society, we need more volunteers! Fight back by learning more and becoming a program volunteer for the American Cancer Society.

Supplies:

- Sign-up sheet/interest form (attached)
- Flyers (ask your staff partner)
- Pen
- Lifesavers candies

Directions:

1. Tape a lifesaver candy to each flyer and hand out flyers at the meeting. Try to promote this early in the Relay planning season and also offer it to the committee more than once.
2. Briefly explain some of the programs that we offer to patients, survivors and caregivers. Be a Cancer Resource call provides a more in-depth look at what programs and services are offered in your community.
3. There are several dates for participants to choose to attend the free, one-hour teleconference. Tell them the registration information is on the flyer.
4. Participants will learn about American Cancer Society Patient Programs and volunteer opportunities to help them be local cancer resources in their communities. Send around the interested sign up list to the group and give it back to your Relay staff partner.



Fight Back Message – Information and Patient Services

ACS Jeopardy

It is important that, as Relayers, you understand who we are and what we do. We not only raise money for cancer research to eliminate cancer but also to help improve the quality of life of cancer patients and their families.

Supplies:

- Where to Turn brochure
- Answer and Question sheet (attached)
- Score sheet and pencil
- Small prizes

Directions:

1. Pass out Where to Turn brochure.
2. Assign a scorekeeper.
3. Divide the room into two teams.
4. Facilitator gives an “answer” and teams compete to give the correct question to the answer.
5. The person who raises their hand first after the “answer” is read gets to answer for his or her team.
6. If the person states the correct question, they receive ten points.
7. If the person is incorrect, no points and the other team will get the first chance to answer the next question.
8. The team with the most points wins.

Note: Use as many of the answers/questions that you have time for. Ask you staff partner for small prizes to distribute to the winning team.



Answer and Questions Sheet: ACS Jeopardy

(for use with “ACS Jeopardy” Information and Patient Services Mission Message)

Answer: The not for profit organization that invests the most money into cancer research.

Correct Question: What is the American Cancer Society?

Answer: Large group of diseases characterized by uncontrolled growth and spread of abnormal cells.

Correct Question: What is cancer?

Answer: 1-800-227-2345 or www.cancer.org

Correct Question: Where can you get information about cancer and ACS 24/7, 365 days a year.

Answer: Affiliate organization of the American Cancer Society.

Correct Question: What is ACS CAN or ACS Cancer Action Network?

Answer: Volunteer program that supports women that have been newly diagnosed with breast cancer.

Correct Question: What is Reach to Recovery?

Answer: Volunteer program made up of volunteer drivers who use their own cars to drive patients to their treatment appointments and back home again.

Correct Question: What is Road to Recovery?

Answer: Volunteer program that helps people in cancer treatment deal with appearance related side effects.

Correct Question: What is Look Good...Feel Better?



Nutrition and Physical Activity

Background

After reviewing the scientific evidence, the American Cancer Society has confirmed that eating a healthy diet and being physically active can help prevent cancer. You can start to eat smarter and be more active at any time – from childhood to old age. No matter when you start, you’ll begin to be healthier and reduce your cancer risk.

Below you will find the American Cancer Society’s nutrition and physical activity guidelines for adults and children. These recommendations are based on the latest scientific information to help reduce the risk of developing cancer.

American Cancer Society nutrition and physical activity guidelines:

Maintain a healthful weight throughout life:

1. Balance caloric intake with physical activity.
2. Avoid weight gain during adulthood.
3. Achieve and maintain a healthy weight if currently overweight or obese.

Adopt a physically active lifestyle:

1. Adults – Engage in at least moderate activity above activities of normal daily living for 30 minutes or more on five or more days of the week. Forty-five minutes or more of moderate to vigorous activity on five or more days per week are preferable and may further reduce the risk of breast and colon cancer.
2. Children and Teens – Engage in at least 60 minutes of moderate to vigorous physical activity above activities of normal daily living at least five days per week.

Consume a healthful diet:

1. Eat five or more servings of fruits and vegetables each day.
2. Choose whole grains in preference to processed grains or sugars.
3. Limit consumption of processed and red meats.

Moderate activity is anything that makes you breath as hard as you do during a brisk walk. During moderate activities, you’ll notice a slight increase in heart rate and breathing, but you may not break a sweat. Vigorous activities are performed at a higher intensity. They produce an increased heart rate, sweating, and increased breathing rate. Other beneficial activities include those that improve strength and flexibility such as weight lifting, stretching, tai chi, and yoga.

Key messages to impart to Relay For Life participants should include:

1. You can reduce your cancer risk.
2. Maintain a healthy weight.



3. Eat a balanced diet of at least five or more servings of fruits and vegetables each day.
4. Adopt a physically active lifestyle: adults should be active for at least 30 minutes a day; youth should be active for at least 60 minutes a day.

5. For a majority of Californians who do not smoke, maintaining a healthy weight, eating better, and being active are the most important ways to reduce cancer risk.
6. If you drink alcoholic beverages, limit consumption.
7. Public, private, and community organizations should work to create social and physical environments that support the adoption and maintenance of healthful nutrition and physical activity behaviors.



Fight Back Message – Nutrition/Physical Activity

Nutrition and Physical Activity Quiz

Good nutrition is important and that at Relay we should also try and support this by having healthy options. Sometimes it's hard to say 'no' to the free pizza, but fighting cancer begins with good nutrition.

Supplies:

Quiz (attached)

Choices for Good Health brochure (materials code 2089.00)

Directions:

1. Pass the quizzes out to the group. Give them a few moments to fill it out.
2. Go over the answers.
3. Pass out *Choices for Good Health*. Someone can read from it.
4. You can also bring examples of healthy foods (carrots, oranges, etc.) to the meeting.

Call to Action

You can reduce your cancer risk by eating a healthy diet and being physically active. Make a personal commitment to eating at least five servings of fruits and vegetables a day and being physically active for at least 30 minutes a day.



American Cancer Society Nutrition/Physical Activity Quiz

1. In addition to staying away from tobacco, what is the most important action a person can take to reduce their risk of developing cancer?

Improve diet

Maintain a healthy weight

Increase physical activity

All of the above

2. What is the nation's fastest growing health problem?

Physical inactivity

Obesity

Genetics

Gardener's thumb

3. The American Cancer Society guidelines on nutrition and physical activity for cancer prevention recommend that individuals participate in at least _____ minutes or more of moderate physical activity on five or more days of the week.

20

30

40

50

4. **True or False:** You can start to eat smarter and be more active at any age. No matter when you start, you'll begin to be healthier and reduce your cancer risk.

5. **True or False:** To get the benefit of physical activity, you must be active continuously for 30 minutes.

6. One medium apple (one serving) is about the size of:

1 light bulb

1 baseball

The palm of your hand

3 dice

7. One cup of leafy greens (one serving) is about the size of:

Two handfuls

1 tennis ball

1 walnut

1 fist

Call to Action

Take the stairs. Grab a piece of fruit for a snack. Park farther away. Do what you can to be more active and eat a healthier diet. Reduce your cancer risk: eat at least five servings of fruits and vegetables a day. Be active for at least 30 minutes daily.



American Cancer Society Nutrition/Physical Activity ANSWERS

1. In addition to staying away from tobacco, what is the most important action a person can take to reduce their risk of developing cancer?

Improve diet

Maintain a healthy weight

Increase physical activity

All of the above

2. What is the nation's fastest growing health problem?

Physical inactivity

Obesity

Genetics

Gardener's thumb

3. The American Cancer Society guidelines on nutrition and physical activity for cancer prevention recommend that individuals participate in at least _____ minutes or more of moderate physical activity on five or more days of the week.

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4. **True** or **False**: You can start to eat smarter and be more active at any age. No matter when you start, you'll begin to be healthier and reduce your cancer risk.

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1 light bulb

1 baseball

The palm of your hand

3 dice

7. One cup of leafy greens (one serving) is about the size of:

Two handfuls

1 tennis ball

1 walnut

1 fist

Call to Action

Take the stairs. Grab a piece of fruit for a snack. Park farther away. Do what you can to be more active and eat a healthier diet. Reduce your cancer risk: eat at least five servings of fruits and vegetables a day. Be active for at least 30 minutes daily.



Fight Back Message – Nutrition/Physical Activity

Nutrition Serving Size Quiz

Poor diet in combination with obesity and physical inactivity may be responsible for one in three cancer deaths. ACS guidelines on diet, nutrition and cancer prevention emphasize a diet with a high proportion of plant foods, limited amount of meats, dairy and other high fat foods and a balance of caloric intake with physical activity. Healthy eating means consuming at least five servings of fruits and vegetables each day.

Are you eating too much? Before you eat dinner tonight, consider this – are you eating too much? Consuming large portion sizes can be a health pitfall both in restaurants and in your own kitchen. Take this fun quiz to see if you can match up the correct portion sizes with items of similar size.

Supplies:

Quiz (attached)

Quiz props: deck of cards, checkbook, four dice, ping-pong ball

Directions:

1. Pass the quizzes out to the group. Give them a few moments to fill it out.
2. Go over the answers.
3. Go over answers referencing serving sizes in ounces and using props to visually demonstrate the correct serving size.



American Cancer Society Nutrition and Serving Size Quiz

Are you eating too much? Before you eat dinner tonight, consider this: are you eating too much? Consuming large portion sizes can be health pitfall both in restaurants and in your own kitchen. Take this fun quiz to see if you can match up the correct portion sizes with items of similar size.

1. The recommended serving for meat is similar in size to:

A matchbox
A deck of cards

A thin paperback book
A checkbook

2. The recommended serving for fish is similar in size to:

A deck of cards
A thin paperback book

A checkbook
A matchbox

3. The recommended serving for cheese is similar in size to:

Four dice
A hockey puck

Two dice
Two computer mice

4. The recommended serving of peanut butter is similar in size to:

A tennis ball
A hockey puck

A computer mouse
A ping pong ball



American Cancer Society Nutrition and Serving Size ANSWERS

Are you eating too much? Before you eat dinner tonight, consider this: are you eating too much? Consuming large portion sizes can be health pitfall both in restaurants and in your own kitchen. Take this fun quiz to see if you can match up the correct portion sizes with items of similar size.

1. The recommended serving for meat is similar in size to:

A matchbox

A deck of cards

A thin paperback book

A checkbook

The recommended serving size for meat is three ounces, about the size of a deck of cards. A thin paperback book is more than twice the recommended serving at eight ounces.

2. The recommended serving for fish is similar in size to:

A deck of cards

A thin paperback book

A checkbook

A matchbox

A proper portion of fish should be about three ounces, or the size of a checkbook.

3. The recommended serving for cheese is similar in size to:

Four dice

A hockey puck

Two dice

Two computer mice

The recommended serving size for cheese is one ounce, or about the size of four dice.

4. The recommended serving of peanut butter is similar in size to:

A tennis ball

A hockey puck

A computer mouse

A ping pong ball

The proper portion of peanut butter is two tablespoons, about the size of a ping-pong ball.



Fight Back Message – Nutrition/Physical Activity

Hot ‘n Healthy Potato

Encourage Relayers to incorporate fruits and vegetables into their diet and to get physically active.

Supplies:

Hacky sack or Nerf ball

Directions:

1. Have everyone stand and form a circle.
2. The person holding the hacky sack/ball will start first and say a fruit/vegetable then pass the ball to another person (encourage them not to pass it to someone standing next to them).
3. Keep the ball going around until someone gets stumped or repeats a fruit/vegetable.
4. If they are stumped they sit down.
5. Start the process over again until one person is standing.

Call to Action

The American Cancer Society welcomes and strongly encourages everyone to seek out healthy food, snacks, and beverages. Remember to eat five or more servings of fruits and vegetables each day. Choose whole grains in preference to processed grains or sugars. Reduce your cancer risk by maintaining a healthy weight through adopting healthy eating habits and staying physically active.



Research

Background

The American Cancer Society dedicates more money to cancer research than any other private, not-for-profit non-government funder of cancer research in the United States. The research program consists of three components: extramural grants, intramural epidemiology and surveillance research, and the intramural behavioral research center. Investigators in medical schools, universities, research institutes, and hospitals throughout the country receive grants from the American Cancer Society.

In 2010 the American Cancer Society will celebrate 64 years of cancer research. Since 1946, the American Cancer Society has invested approximately \$3.4 billion in research. The annual total research expenditure has grown from just over \$1 million in 1947 to approximately \$130 million today. Less than 5 percent of the research budget goes for operating expenses for the grant program.

The American Cancer Society is proud of the 42 investigators that we supported before they went on to win the Nobel Prize, considered the highest accolade any scientist can receive. Major cancer research breakthroughs of the century include:

- Creation of recombinant DNA and gene cloning
- Discovery of cancer-causing oncogenes and tumor suppressing genes
- Discovery of genes for inherited breast and colon cancer
- Use of tamoxifen to reduce risk of second or first breast cancer

Who Should Speak About Research

Surveys show that many people give to the American Cancer Society because of their interest in donating to cancer research. Informing participants about the American Cancer Society's research program and its accomplishments is important. Who speaks on behalf of the American Cancer Society's research program and shares this information is also important. Below are a few suggested spokespersons:

Society-funded investigators: Most funded investigators appreciate the opportunity to introduce and explain their research project or research findings to an audience. They also speak highly of the American Cancer Society's program and its importance in cancer research. Relay For Life is an excellent venue where participants actively raising money can directly hear how their contribution is at work. Research investigators who recently concluded their research project should also be considered. They have the opportunity to inform the audience of their completed accomplishments through our grant. (Current investigators can be found in the California Division Researcher Profile Database in Lotus Notes and most can be contacted directly. However, please remember that



American Cancer Society Research Professors or Clinical Research Professors can only be contacted through the Division office and with approval from our National office.)

Research Stakeholders: Research stakeholders are individuals who participate in the American Cancer Society's peer review process. Stakeholders are individuals with a personal interest in cancer; they serve on at least one Peer Review Committee. The stakeholders bring a fresh perspective to the review process, and they in turn gain an increased appreciation of the dedication and impartiality of the volunteers who review the grants and scientific merit. They also have a strong interest in advancing cancer control through cancer research and health professional training. Research stakeholders, current and past, are listed in the California Division Researcher Profile Database.

Health professionals: There are many well-qualified health professionals who can speak about the American Cancer Society's research program. These health professionals can share powerful messages with participants regarding how their Relay For Life contributions impact national, state, and local efforts of the American Cancer Society.

Other ways to get involved in Research

The American Cancer Society's Department of Epidemiology is continuing its long history of partnership with Society volunteers to enroll individuals into a new long-term prospective follow-up study to learn how behaviors, lifestyle, and genetics combine to affect the likelihood of developing or dying from cancer. This new study, Cancer Prevention Study 3 (CPS-3) is an excellent example of the Society's established leadership role of leveraging our scientific credibility and unique position to support innovative, high impact research. Results from this study will continue to support the Society's leadership role of increasing prevention and early detection of cancer.

CPS-3 enrollment will take place onsite at Relay events and last approximately 30 minutes. During this time, enrollees will be asked to read and sign an informed consent form, complete a brief written survey, provide a waist measurement, and give a small blood sample. Within a few days after the Relay event, enrolled individuals will receive a full-length questionnaire to provide more detailed lifestyle, behavioral, and medical history. It is expected that enrollees will be followed for as long as thirty years. During that time, the Society will contact them periodically for information related to their health and health behaviors, including diet, physical activity, and co-morbid conditions.



Fight Back Message – Research

Research Icebreaker

Directions:

Have everyone stand while you read:

Please sit down if you know...

- A child that is in remission from leukemia?
- A man whose prostate cancer was detected with the PSA test?
- A woman who had a lumpectomy or was treated with Tamoxifen for breast cancer?
- A woman who has regular Pap tests and mammograms?
- Someone who has taken Gleevec for chronic myeloid leukemia?
- Anyone who has quit smoking?

Then you know someone who has benefited from research supported by the American Cancer Society. Since 1946, when the American Cancer Society began its research program, we have been involved in almost every major milestone made towards ending the disease. Nearly every day some new breakthrough brings us one step closer to answering those tough questions and finding cures for the hundreds of different types of cancers in the world.

Read:

I also have a story I'd like to share with you. (Choose one of the following stories to read.)

In the 1950s, George Papanicolaou (Pä'pƏ-nē'kƏ-lou'), M.D., Ph.D., pioneered a test to detect cervical cancer—once a top killer of women. Dr. Papanicolaou was discouraged by his peers' skepticism, but Charles Cameron, first director of the American Cancer Society's research program, immediately saw the Pap test as a potential lifesaver for millions of women. He secured an astonishing 25 percent of the American Cancer Society's budget to train Pap test technicians and publicly urged women to be tested. Today, 90 percent of American women follow the American Cancer Society's cervical screening guidelines and cervical cancer mortality rates have dropped by nearly 70 percent.

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OR

In the 1970s, the American Cancer Society's bold vision paid off when it defended its Breast Cancer Demonstration Project. This American Cancer Society study involved more than 280,000 women and proved that mammography is both accurate and safe. Once proven, the American Cancer Society worked diligently to ensure it was available to all women by advocating the passage of the Breast and Cervical Cancer Treatment Act, which provides free or low-cost screening to uninsured and underserved women. Now considered the gold standard of breast cancer detection, mammography is used to diagnose tens of thousands of breast cancers each year at the earliest, most treatable stages, which has led to decreased mortality rates every year since 1990.

Read:

Research like this is possible due to the money we raise through Relay For Life. To date, we have invested approximately \$3.4 billion in cancer research. The number of cancer survivors has, in part, tripled as a result and we invest research dollars in all various types of cancer. Researchers funded by the American Cancer Society have discovered many cancer-breakthroughs, things like the PSA (prostate specific antigen) test to screen for prostate cancer, mammography screening, the Pap test and many cancer-fighting drugs. If you'd like more information about our research program you can call our 800 number (1-800-ACS-2345) or visit our website at www.cancer.org.

Thank you.



Fight Back Message – Research

Two Discoveries and a Bust

This activity will test you on how well you know what accomplishments the American Cancer Society has accomplished through research.

Supplies:

Statement sets (attached)

Directions:

1. Depending on the size of the audience, you may want to break it into smaller groups.
2. You will read three research statements to the group, of the three, one is false and two are true.
3. Each individual or group must determine which statement is false.
4. There are several sets of statements. For every correct answer, the individual or group is awarded a point. At the end, the individual or group with the most points wins a prize.

Call to Action

Fight back by enrolling in the historical Cancer Prevention Study-3 site near you! Visit www.cancer.org/cps3 to find out where and how.



Statement Sets: Two Discoveries and a Bust

(for use with “Two Discoveries and a Bust” Research Mission Message)

1.
 - a. The American Cancer Society has funded 42 Nobel Laureates.
 - b. The American Cancer Society began the Great American Smokeout.
 - c. Research is not part of the American Cancer Society mission statement.

Letter C is a bust. Research is part of the mission statement.

2.
 - a. Relay For Life in 1985 first raised the monies for research.
 - b. There are five departments under the American Cancer Society research program.
 - c. American Cancer Society is the largest source of private, nonprofit cancer research funds in the United States.

Letter A is a bust. In 1946 the research program began with \$1 million raised by Mary Lasker, a volunteer.

3.
 - a. CPS-3 is held at selected Relay For Life communities throughout the United States enrolling participants from 2006 until 2012.
 - b. Since 1946, the Society has invested over \$2 billion in cancer research.
 - c. 84% of Research Scholar Grants are awarded to new investigators.

Letter B is a bust. Since 1946, the Society has invested over \$3.4 billion in cancer research.

4.
 - a. Results from CPS-II, the American Cancer Society found a link between smoking and lung cancer.
 - b. American Cancer Society funded George Papanicolaou, MD, PhD, who developed the Pap smear test to detect cervical cancer.
 - c. The CEO reviews the applications for grants from the American Cancer Society.

Letter C is a bust. Grants are subjected to a rigorous external peer review, which includes volunteer stakeholders

5.
 - a. The American Cancer Society only funds research in applied sciences across many cancers.
 - b. American Cancer Society funds 28 cancer research institutions in California.
 - c. There are more than 11 million survivors alive today due to the progress in cancer research.

Letter A is a bust. ACS funds research in applied and basic sciences across many cancers because progress in cancer type can be applied to another.



Fight Back Message – Research

The Conversation

This activity is designed to show Relay For Life participants the great contributions to the fight against cancer that the American Cancer Society's Research program has contributed to and how their participation in Relay For Life helps support it.

Supplies:

- Nobel Prize Winner Poster (item # 8700.00)
- Research Facts Wallet Card (item #8635.00)
- The Conversation (attached)
- Scissors
- Tape (optional)

Directions:

1. Cut up the following conversation and distribute it to the group, or hand it out or tape it underneath people's chairs before the meeting starts. Whoever gets phrase #7 also gets the Nobel Laureates poster.
2. Each part of the conversation is numbered.
3. Let the group know that everyone who has a slip of paper will be a part of the activity and that each slip of paper has a number on it – when they hear their number they should read what is on their slip.
4. Have the group read each section out in order. Follow along on the complete conversation and prompt the next speaker each time you reach another number. For example, when #1 stops reading, ask for #2 and on and on until you get to the end of the conversation.
5. After the last person has finish read:

As you can see from this completely natural, uncontrived conversation among friends, your participation in Relay For Life helps us to continue to fund the research of the best and brightest scientists in the country. Your support helps the American Cancer Society continue to deliver it's mission of eliminating cancer as a major health problem, preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service.

Call to Action

Log on to www.cancer.org/cps-3 to find the CPS-3 enrollment sites in your area. Previous American Cancer Society Cancer Prevention Studies established the link between smoking and lung cancer and obesity and increased cancer risk. If you are eligible to enroll make this year you will become a part of this historic study.



The Conversation

(for use with “The Conversation” Research Mission Message)

1. I don’t want to toot our own horn but ... Beep. Beep. As participants in the American Cancer Society’s Relay For Life, we help support groundbreaking research in the fight against cancer.

2. Yeah, at my Relay For Life I learned that since 1946 the American Cancer Society has invested more that \$3.4 billion in cancer research. That’s BILLION, like the guy in the Austin Powers movies.

3. And do you know what I found out? The American Cancer Society is the largest private, non-profit source of funding for cancer research. And a lot of that money is invested right here in California.

4. In 2009, there are more than 150 active research grants in California totaling more than \$65 million. These grants have been given to researchers at institutions such as UC Berkley, UC Davis, Stanford, UC Irvine, USC, UCLA, the Scripps Institute, and many more.

5. And the American Cancer Society research program has contributed to many important discoveries including the development of the pap test, the PSA test and many cancer fighting drugs such as Tamoxifen and Gleevac.

6. They have also funded 42 scientists who went on to win the Nobel Prize, the highest recognition a scientist can receive. I even got this great poster of all 42 of them at my Relay! I’m going to frame it and put it up in my bedroom.

7. One of the really cool things I noticed is that today we are seeing the results of this research. Since 1946 the 5-year survival rate for all forms of cancer has nearly doubled to 60%.

8. Yeah, and the American Cancer Society is doing even more to help better understand hoe to prevent cancer with their Cancer Prevention Study-3. This study is part of select Relay For Life events across the state and gives people the opportunity to personally participate in research. If you are between the ages of 30-65 and have not been diagnosed with cancer you can enroll!

9. Wow, thanks for sharing that information. When I’m out raising funds for my team and someone asks me what ACS does, I think I might drop a “Did you know that the



American Cancer Society has invested more than \$3.4 billion in cancer research and funded 42 Nobel Laureates?” or maybe a “Did you know that research funded by the American Cancer Society led to the development of Pap test, the PSA test, and many cancer fighting drugs.” That’s juicy stuff right there.



Skin Cancer

Background

Skin cancer is the most common form of cancer and more than one million cases are diagnosed each year. One of the most important ways to lower the risk of skin cancer is to practice sun safety when outdoors. Because Relay For Life is an outdoor event, it is very important that we let participants know what they can do to practice sun safety while at the event.

Following a few easy steps (slip, slop, slap, wrap) can help Relayers protect themselves from the sun's harmful UV rays and reduce their risk of developing skin cancer:

Slip on a shirt - Choose shirts and pants that protect as much skin as possible.

Slop on sunscreen - Choose a sunscreen with sun protection factor (SPF) 15 or higher.

Slap on a hat - Choose a hat that shades the face, neck, and ears.

Wrap on sunglasses - Protect your eyes from UV rays.



Fight Back Message – Skin Cancer

Skin Cancer Awareness Quiz

Skin cancer is the most common of all cancer types and the number of skin cancer cases has been on the rise for the past few decades. Currently more than one million skin cancers are diagnosed each year in the United States.

Fight back by remembering to be sun smart and know the signs of skin cancer. To learn more about skin cancer call the American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org.

Supplies:

- Quiz Sheet (attached)
- Pens/pencils
- Quiz Sheet – Answers (attached)
- Optional: Prize – for the first completed

Directions:

1. Print out copies of the Quiz Sheet.
2. Pass it out to participants and have them fill it out.
3. Once participants have completed their quizzes, go over the correct answers.
4. Read:

Skin cancer is the most common of all cancer types and the number of skin cancer cases has been on the rise for the past few decades. Currently, more than one million skin cancers are diagnosed each year in the United States.

Fight back by remembering to be sun smart and know the signs of skin cancer. To learn more about skin cancer call the American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org.

Call to Action

Fight back by wearing sunscreen with SPF 15 or higher when you are in the sun.



Skin Cancer Quiz

“T” True or “F” False for each question.

- ___ 1. Skin cancer can be divided into two categories: melanoma and non-melanoma.
- ___ 2. Melanoma is the most common form of skin cancer.
- ___ 3. Dark complexions do not develop skin cancer.
- ___ 4. A tan is damage to skin cells caused by excessive exposure to the sun.
- ___ 5. In the phrase “Slip, slop, slap, wrap,” “slap” refers to slapping on sunscreen.
- ___ 6. Basal cell carcinoma is the most dangerous form of skin cancer.
- ___ 7. The best time of day to avoid being outdoors to limit exposure to UV light is between the hours of 8 a.m. and 8 p.m.
- ___ 8. Researchers believe that the damages that most affect your risk of developing skin cancer occur during childhood.
- ___ 9. The minimum SPF you should use is SPF 45.
- ___ 10. Skin cancer is never fatal. It does not have the ability to spread.



Skin Cancer Quiz Answers

1. Skin cancer can be divided into two categories: melanoma and non-melanoma. **TRUE**
2. Melanoma is the most common form of skin cancer. **FALSE**, nonmelanoma skin cancers are the most common cancers of the skin. They are called nonmelanoma because this group of cancers includes all skin cancers except one – melanoma
3. Dark complexions do not develop skin cancer. **FALSE**, Everyone's skin and eyes can be damaged by the sun and other UV rays. Although people with light skin are more likely to have sun damage, darker-skinned people, including African Americans and Hispanic Americans, also can be affected.
4. A tan is damage to skin cells caused by excessive exposure to the sun. **TRUE**
5. In the American Cancer Society “Slip, slop, slap, wrap” phrase, “slap” refers to slapping on sunscreen. **FALSE**, it stands for slap on a hat.
6. Basal cell carcinoma is the most dangerous form of skin cancer. **FALSE**, basal cell cancers and squamous cell cancers are the most common cancers of the skin. These cancers rarely spread elsewhere in the body and are less likely than melanomas to be fatal. Nonetheless, they are important to recognize. If left untreated, they can grow quite large and can cause scarring, disfigurement, or even loss of function in some parts of the body.
7. The best time of day to avoid being outdoors to limit exposure to UV light is between the hours of 8 a.m. and 8 p.m. **FALSE**, UV rays are most intense during the middle of the day, usually between the hours of 10 a.m. and 4 p.m. If you are unsure about the sun's intensity, take the shadow test: If your shadow is shorter than you, the sun's rays are the strongest. Plan activities out of the sun during these times. If you must be outdoors, protect your skin.
8. Researchers believe that the damages that most affect your risk of developing skin cancer occur during childhood. **TRUE**
9. The minimum SPF you should use is SPF 45. **FALSE**, experts recommend products with a sun protection factor (SPF) of at least 15. The SPF number represents the level of protection against UVB rays provided by the sunscreen – a higher number means more protection. The SPF number is an indication of protection against UVB rays only. Sunscreen products labeled "broad-spectrum" protect against UVA and UVB radiation, but there is no standard system for measuring protection from UVA rays.
10. Skin cancer is never fatal. It does not have the ability to spread. **FALSE**, like basal cell and squamous cell cancers, melanoma is almost always curable in its early stages. But if left alone, melanoma is much more likely than basal or squamous cell cancer to spread to other parts of the body, where it can be very hard to treat successfully and could be fatal.



Tobacco

Background

Statistics illustrate what battles still must be fought, but we have won many important victories. In 1977, Berkeley, California, became the first community to limit smoking in restaurants and other public places. A federal smoking ban on all interstate buses and domestic flights of six hours or less was passed in 1990. And in 1999, the Department of Justice filed suit against cigarette manufacturers, charging the industry with defrauding the public by lying about the risks of smoking.

Also in 1999, the landmark Master Settlement Agreement (MSA) was passed, requiring tobacco companies to pay \$206 billion to 45 states by the year 2025 to cover Medicaid costs for treating smokers. The MSA also closed the Tobacco Institute and ended cartoon advertising and tobacco billboards. In 2001, the Philip Morris Companies officially apologized for a study commissioned by an international affiliate that concluded the Czech Republic benefited financially from the premature deaths of smokers. Although there has been great progress, there is much more to accomplish to significantly reduce tobacco-related cancer diagnoses and deaths.

Smoking is the greatest preventable cause of premature death in our society, yet in 2004 an estimated 20.9 percent of adults in the U.S. were smokers. In 2005, 14 percent of adult Californians still smoked. Tobacco use is responsible for one of every three cancer deaths, and about 85 percent of all lung cancers in California. Lung cancer alone kills nearly 14,000 people in California each year. Cancers of the mouth, pharynx, larynx, esophagus, pancreas, cervix, kidney, and bladder are also associated with smoking, as are heart disease, stroke, and emphysema.

Fifty-four percent of adult smokers report that they tried to quit smoking in 2005. Smoking rates declined steadily from 1989 to 2005. Since then, smoking rates have remained stable. In 2004, around 13.2 percent of high school students reported having smoked in the last 30 days. However, adults 18 to 24 have the fastest-growing rate of tobacco use and are the focus of tobacco company marketing efforts as the “smokers of the future.”

To make the greatest impact on lung cancer in the shortest amount of time, the American Cancer Society will capitalize on three key areas of opportunity moving forward: influencing policy makers to increase the number of people who live and work in smoke-free environments; working to secure increased tobacco taxes and appropriations for comprehensive tobacco control programs; and increasing the number of smokers who have access to high quality, paid smoking cessation counseling, and medications.



Fight Back Message – Tobacco

Tobacco Cessation Quiz

Promote tobacco cessation.

Directions:

Provide this quiz at a committee or team captain meeting and read:

Every November, smokers across the United States have a chance to quit smoking by joining the Great American Smokeout®. Studies show that even people who have smoked for years can dramatically reduce their risk of lung cancer by quitting, including the risk of many other cancers as well. Look at the following list of cancers. Which ones do you think have been directly linked to tobacco use?

- Cancer of the mouth
- Cancer of the larynx, pharynx, and esophagus
- Cancer of the kidney
- Cancer of the bladder
- Cancer of the pancreas
- Cancer of the cervix
- Acute leukemia
- Cancer of the stomach
- Cancer of nasal sinuses

If you answered “yes” to all of the above, you’re right. Smoking has been linked to each of the above cancers and may be a risk factor in many more. Overall, 30 percent of all cancer deaths, including 85 percent of lung cancer deaths, can be attributed to tobacco use. But the Great American Smokeout offers the chance to turn those statistics around. Nearly 50 million former smokers in the United States are living proof that you can do it.

For more information about the Great American Smokeout, call the American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org.

Call to Action

One out of every three cancer deaths is due to tobacco use. Smoking causes 85 percent of lung cancer cases. Make a commitment to quitting or helping friends, family, and co-workers quit! For those who do quit, the risk of lung cancer decreases over time. After 15 years, the risk is only slightly higher than those who never smoked. For more information please call 1-800-ACS-2345.



Fight Back Message – Tobacco

Straw Breathing

Demonstrate the reduced lung capacity smokers have.

Supplies:

Soda straws

Directions:

1. Hand out a straw to each individual.
2. Have everyone stand up and walk around the room for one minute while only breathing in and out of the straw while holding nose closed with their other hand.
3. After one minute, ask the group how it felt breathing through the straw.
4. Read the following:

This exercise is just a simulation of the experience of a smoker. What it cannot simulate is the real anguish of an individual who finds out that they have lung cancer or emphysema. Smoking causes 85% of lung cancer cases. Nicotine, the drug in tobacco is very addictive. It causes pharmacologic and behavioral process similar to those that determine addiction to cocaine and heroin. For those who do quit, the risk of lung cancer decreases over time. After 15 years of being smoke-free, the risk is only slightly higher than those who have never smoked. Fight back by encouraging others to quit smoking by calling the California Smokers Helpline, 1-800-NOBUTTS.

Call to Action

Fight Back by encouraging others to quit smoking by calling the California Smokers Helpline, 1-800-NOBUTTS or enrolling into FreshStart by calling 1-800-ACS-2345.



Fight Back Relay Activities

Advocacy

Fight Back Relay Activity – Advocacy

Calling For Change

Demonstrate the power ACS CAN and Relay communities can have by taking action and contacting their legislators.

Supplies:

- Jane/John Q. Public and Governor Signs (attached)
- Calling for Change script (attached)
- ACS CAN membership forms

Directions:

1. Ask for two volunteers from the crowd to come to the front of the room.
2. Select one volunteer to hold the Jane or John Q. Public sign and the other to hold the governor sign.
3. Have each volunteer read their script.
4. Read the call to action.
5. Distribute ACS CAN membership forms.

Call to Action

If only it were this easy. One call from one person is not enough. That is why it is so important that we spread the word about the American Cancer Society's advocacy efforts. Relay For Life can help build the grassroots support to pass legislation that will help greatly advance the fight against cancer. Become an ACS CAN member.



Jane / John

Q. Public



Governor



Calling For Change Script

John/Jane Q. Public pretends to dial the phone.

John/Jane Q. Public: Ring, Ring.....Ring, Ring.

Governor pretends to answer the phone.

Governor: Hello, this is the Governor.

John/Jane Q. Public: Hello, Governor, this is John/Jane Q. Public and I'm calling about an issue that is of vital importance to improving the health of Californians.

Governor: Oh really, please tell me more about this issue?

John/Jane Q. Public: Well, I would like you to establish a state colorectal cancer detection and treatment program for uninsured and underinsured individuals.

Governor: That sounds like a great idea! I know that colon cancer screening and early detection saves lives. This program sounds like something California could really use. I'll get right on it and have the program up and running in a month. Is there anything else I can help you with?

John/Jane Q. Public: No, that's all for now. Thank you for your help in making California a healthier place.



Fight Back Relay Activity – Advocacy

Letters to the Editor

Your Advocacy chair will advise you on whether this is a relevant activity for your Relay, e.g., if a bill is up for debate or is to be voted upon.

A great opportunity to get your position in the media with additional details not covered in news stories or to express an opinion is through a Letter to the Editor.

Editors receive many letters and try to represent a variety of opinions from the community. Some editors are adopting a policy that once a letter has been printed from a person, they will not print another letter from that same person for three to six months, so that other community members have the opportunity to have their letter printed – a good reason to be strategic and work with your local Ambassadors when contacting the media.

Supplies:

- Sample letters to the editor
- Pens
- Paper

Directions:

1. Know the publication
 - Who do you address the letter to?
 - What is the length of the other letters being printed and/or is there a word limit?
 - How does the publication prefer to receive letters – email, fax, hand-delivered?
 - Does the letter have to be from a local resident?
 - Does they have a policy about how often they may print a letter from the same person?
2. Draft the letter
 - a. Dear Editor (or the name of the editor),
 - b. Sentence 1: Start strong and personal
 - “I am a volunteer for the American Cancer Society/California Legislative Ambassador ...”
 - “I am a constituent of _____(name of lawmaker) and the legislation for _____ is important to me.”
 - c. Sentence 2: Explain briefly about the legislation or bill you’re writing about...
 - “I urge the Governor to sign _____ (bill/legislation) into law ...”
 - “This legislation would have helped me because _____.”
 - d. Sentence 3: Explain a little about who you are in the community
 - “I am a survivor/researcher/caregiver/physician ...”
 - e. Sentence 4: Explain what you hope your support will mean to the lawmaker
 - “By increasing funding/fulfilling the cancer promise/providing screening, lawmakers can ...”



- “Passage of this legislation will save lives because ... ”
 - f. Sincerely,
 - g. Your name
 - h. Contact information including a phone number
 - Proofread and prepare the letter
3. Check the letter for spelling errors.
 4. Count how many words are in the letter and make sure it is about the length of other printed letters or under the submission limit.
 5. Send the letter to the publication using the method they prefer.



Fight Back Relay Activity – Advocacy

Advocacy in Action

Help other Relay participants learn about the great strides the American Cancer Society has made in the fight against cancer through Advocacy. Incorporate the Advocacy accomplishments into the decorations at your campsite.

Supplies:

- Posterboard / Paper
- Streamers
- Pens
- Paper

Directions:

1. Create signs and posters with the Advocacy accomplishments listed below.
2. Incorporate the signs and posters into the decorations at your campsite.

Advocacy Accomplishments:

1. In 2007 the American Cancer Society Cancer Action Network helped secure an additional \$637 million for the National Institutes of Health.
2. In 2007, more than 7,500 Relay For Life participants became members of the American Cancer Society Cancer Action Network.
3. American Cancer Society Cancer Action Network members helped convince Congress and the President to increase funding for the National Breast and Cervical Cancer Early Detection Program.
4. American Cancer Society Cancer Action Network members in California helped pass a bill that bans smoking in cars when minors are present.
5. American Cancer Society Cancer Action Network members in California extended the state tax checkoff to direct contributions to the California Breast Cancer Research Program.
6. The American Cancer Society Cancer Action Network helped pass a law that mandated insurance and Medi-Cal coverage for breast reconstruction and prostheses incident to mastectomy and screening mammography.



Design your own ... Advocacy Activity

We are so glad that you have chosen to design your own Mission Delivery activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Mission Delivery area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

In concert with its cancer research, prevention, and control initiatives, the American Cancer Society's advocacy initiatives strive to influence public policies with special emphasis on laws or regulations to:

- Finance cancer research initiatives
- Ensure access to quality health care
- Reform managed care and protect patients
- Allow scientists to conduct potentially beneficial genetic and bioresearch with appropriate review and controls in place
- Prevent and reduce tobacco use
- Increase access to and participation in clinical trials
- Improve the management of cancer pain and symptoms
- Reduce cancer incidence rates and deaths among the medically underserved
- Provide early detection and treatment options for site-specific cancers

Fight Back! Share the opportunity to join the American Cancer Society Cancer Action Network by promoting www.acscan.org/relay.

Activity

Activity Name:

Supplies Needed:

Activity Description:



Breast Cancer

Fight Back Relay Activity – Breast Cancer

Who Wants to be a Cancer Free Millionaire

Breast cancer awareness activity that should be done from the stage. This is a mock of Who Wants to be a Millionaire

Supplies:

Who Wants to be a Cancer Free Millionaire questions printed out
Prizes

Directions:

1. Solicit for participants before you begin
2. Ask for one member to participate
3. If you plan to have more than 1 person participate, plan to have that many sets of questions
4. Ask the questions like that game show and allow them to use lifelines if needed
5. Prize goes to whoever completes to \$1,000,000

Call to Action:

Early detection saves lives. Know your risks and guidelines. Fight Back by telling those you know about these guidelines and to get a mammogram.



Questions

\$100

Breast cancer is found only in women.

True or False

\$500

What is the best way to detect breast cancer in its earliest stages?

- A. Breast self-exam**
- B. Blood test**
- C. Mammogram**
- D. Clinical breast exam**

\$1,000

At what age should a woman begin to get a mammogram?

- A. 40**
- B. 35, if she has a family history**
Immediately, if a lump is detected
- C. C. All of the above**

\$10,000

How many women in the U.S. are expected to be diagnosed with breast cancer in 2009?

- A. 190,000 +**
- B. 127,000**
- C. 500,000 +**
- D. 362,000**



\$100,000

Breast cancer ranks second among cancer deaths in women after what type of cancer?

- E. Skin
- F. Ovarian
- G. Lung
- H. Colon

\$250,000

What are the two most common risk factors for getting breast cancer?

- I. Being a woman
- J. Getting older
- K. Smoking
- L. A second cousin had breast cancer

\$500,000

Which of the following is a sign or symptom of breast cancer?

- M. Nipple abnormalities
- N. Swelling
- O. Skin irritation/ scaliness
- P. All of the above

\$1,000,000

How many breast cancers will be detected in women without symptoms?

- Q. 50-60%
- R. 70-80%
- S. 80-90%
- T. 100%



Answers

\$100 **False** Men can also be diagnosed with breast cancer.

\$500 **Mammogram**

\$1,000 **All of the above**

\$10,000 **190,000 +** - according to 2009 Cancer Facts and Figures 192,370 women and 1910 men.

\$100,000 **Lung**

\$250,000 **Being a woman and Getting older**

\$500,000 **All of the above**

\$1,000,000 **80-90%**



Fight Back Relay Activity – Breast Cancer

Treasure Your Chest

Promote the importance of mammograms

Supplies:

Pirate accessories

Treasure chest with breast cancer awareness items (optional)

Directions:

1. Have a group dress up like pirates and carry a sign reminding women to get their mammograms around the track while singing, “*Yo ho, yo ho ... a mammogram for me!*”
2. Decorate your tent like a pirate ship and promote the importance of mammograms.

Call to Action

Early detection saves lives. Be sure to follow the American Cancer Society guidelines:

- Starting at age 20, clinical breast exams every three years
- Beginning at age 40, a clinical breast exam and a mammogram every year

Talk to your doctor to determine if you are at increased risk and need to begin testing earlier.

Fight back by encouraging a friend to get a screening!

\$\$\$ Team Fundraising Tip

Decorate campsite with signs that include breast health guidelines and sell pink ribbons or other pink breast cancer items.



Design your own ... Breast Cancer Activity

We are so glad that you have chosen to design your own Fight Back activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck and have fun!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Fight Back area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

American Cancer Society Guidelines & Facts

- Breast cancer is the most common cancer among women in California regardless of race or ethnicity.
- Breast cancer causes more deaths among women than any other cancer except lung cancer.
- The American Cancer Society recommends:
 - A clinical breast exam by a doctor or nurse every three years between the ages of 20 and 39
 - A clinical breast exam and mammogram every year if you are 40 or over.

Fight Back! Remind female participants at your Relay to get a clinical breast exam every three years from ages 20 through 39, and beginning at age 40, get a clinical breast exam and a mammogram every year.

Activity

Activity Name:

Supplies Needed:

Activity Description:



Colon Cancer

Fight Back Relay Activity – Colon Cancer

Pop the Polyp

Stomp out colon cancer by popping the polyps tied to everyone's leg.

Supplies:

String

Small red water balloons

Small pieces of paper with colon cancer messages on them such as:

- Colon cancer, is the third most commonly diagnosed cancer in California.
- Most colon cancer patients are over 50.
- Beginning at age 50, men and women should get tested for colon cancer.
- The survival rate is 90 percent when colon cancer is diagnosed early.
- Get colon cancer testing reminders at www.cancer.org/remindme.

Directions:

1. Insert the colon cancer message into the red balloons and inflate the balloons.
2. Each participant ties one balloon around each ankle.
3. Announcer of activity starts the game off.
4. Participants pop the other person's polyp (balloon).
5. Person who has the last polyp and pops it wins.
6. Pick up the colon cancer messages and read them. Then stomp out the last polyp.

Call to Action

Colon cancer is one of the only cancers that can be prevented through the removal of precancerous polyps. If everyone 50 and older was tested for colon cancer according to the American Cancer Society-recommended screening guidelines, colon cancer-related deaths would decrease by 50 percent.



Fight Back Relay Activity – Colon Cancer

Colon Cancer Free Zone

Pledge to get up-to-date on colon cancer testing by December 21, 2009. Or pledge that you are up-to-date. Or pledge to get a commitment from someone you care about who is 50 or older to be up-to-date on their colon cancer testing.

Supplies:

Colon Cancer Free Zone pledge forms

Directions:

1. Get participants to fill out a pledge form.
2. Give participants a second pledge form to take to work, a social or family gathering, or other event and ask someone they care about to complete a pledge form.

Call to Action

Colon cancer is one of the only cancers that can be prevented through the removal of precancerous polyps. If everyone 50 and older was tested for colon cancer according to the American Cancer Society-recommended screening guidelines, new cases would be reduced by 25 percent and colon cancer-related deaths would decrease by 50 percent.




Make Your Pledge For 2009 COLON CANCER FREE ZONE!

Know the Facts

- Men and women are at equal risk for colon cancer.
- Colon cancer may be **prevented** with early colon cancer testing through the removal of polyps.
- If you are 50 and older, you need one of these screening tests and should talk with your healthcare provider about which test is best for you.
 - Fecal Occult Blood Test (FOBT) or Fecal Immunochemical Test (FIT) every year
 - Flexible sigmoidoscopy every five years
 - FOBT or FIT every year plus flexible sigmoidoscopy every five years
 - Double Contrast Barium Enema every five years
 - Colonoscopy every 10 years

Help the American Cancer Society reach its goal to save more lives from colon cancer by making the pledge.

Pledge Instructions: 1) Complete the form below; 2) Make your pledge to be Colon Cancer Free; 3) Give the duplicate pledge form to a friend or loved one; 4) Remember to keep your pledge. It may save your life or the life of someone you love!

Hope.Progress.Answers.® / 1.800.ACS.2345 / www.cancer.org

Take the Pledge

Indicate your pledge and sign below. Keep your pledge. Put this on your refrigerator or somewhere else visible as a reminder.

- I am 50+ and will schedule my screening. It is scheduled for _____.
- I am 50+ and have already been screened. Congratulations! My next screening is _____.
- I will talk with at least one person and encourage them to be screened.
This person a family member friend co-worker.

Signature: _____

Date: _____

Take the Pledge

Indicate your pledge and sign below. Keep your pledge. Put this on your refrigerator or somewhere else visible as a reminder.

- I am 50+ and will schedule my screening. It is scheduled for _____.
- I am 50+ and have already been screened. Congratulations! My next screening is _____.
- I will talk with at least one person and encourage them to be screened.
This person a family member friend co-worker.

Signature: _____

Date: _____



Fight Back Relay Activity – Colon Cancer

Find the Polyp

Colon cancer is the second leading cancer killer in the United States. The good news is that colon cancer testing can save your life and prevent colon cancer. If you are over 50, you should be tested according to the guidelines.

Supplies:

- 5 or more colon cancer star cut-outs
- Prizes

Directions:

1. Hide the colon cancer star cutouts around the Relay event.
2. Make a stage announcement. Hold up a colon cancer star ribbon cut-out and read:

Fight back against colon cancer! If you are over 50, get tested for colon cancer. Everyone tell their friends and family to get tested if they are 50 or older as well.

Blue stars, a symbol of the fight against colon cancer, are hidden around the event. We have a prize for the first person who finds a blue star. Let's make this a Colon Cancer-Free Zone ... the hunt is on!

3. The first person to find a colon cancer star and bring it back will receive a special prize for their early detection. But, testing is important at any point in time, so everyone else that finds the remaining ribbons will also receive a prize.

Call to Action

Colon cancer is one of the only cancers that can be prevented through the removal of precancerous polyps. If everyone 50 and older was tested for colon cancer according to the American Cancer Society-recommended screening test guidelines, new cases would be reduced by 25 percent and colon cancer-related deaths would decrease by 50 percent.



[front, sample only – please obtain a color version from your staff partner]





[back]

YOU HAVE FOUND A POLYP!

Did you know that colorectal cancer is the second leading cause of cancer deaths in the U.S.? Every year, about 135,000 Americans are diagnosed with colorectal cancer and about 57,000 die from the disease. Most of these cases occur after the age of 50, which is why the American Cancer Society recommends that men and women at average risk begin regular screening at age 50. Most colorectal cancers begin as a polyp that later becomes cancerous. If polyps are found early, they can be removed before cancer develops. In this sense, colorectal cancer is a disease that can be prevented. Remember, these tests are your best insurance for preventing or detecting colorectal cancer early when it may be successfully treated.

Please return this to the Fight Back tent to receive your cure. 😊



Fight Back Relay Activity – Colon Cancer

Don't be a Chicken, Get Screened for Colon Cancer

Convey the importance of getting a colonoscopy.

Supplies:

Plastic Easter eggs

Basket

Paper strips that say, "Don't be a Chicken, Get Screened for Colon Cancer!"

Rubber chickens

Directions:

1. Decorate your tent area with chickens and colon cancer awareness material to draw people to your tent.
2. Create a hat with a chicken entwined in some tubing, hang little red ornaments (polyps) around the rim of the hat.
3. Stuff a paper strip in each egg.
4. Wearing the hat and holding a basket with eggs, hand out eggs while walking around the track and talk to Relayers about the importance of getting a colonoscopy.



Fight Back Relay Activity – Colon Cancer

Relay's Anatomy – How to Save a Life

If you've seen the show, you know the routine – a bunch of really good looking doctors run around and save people's lives. Here is your chance to join the cast. We'll just replace the hospital in Seattle with your Relay.

Spread the work about the importance of colon cancer screening for people over 50.

Supplies:

Anything that makes you look doctor-like: white coats, stethoscope, names tag, etc.

Poster board

Pens/markers

Directions:

1. Using the poster board, make signs to post around your campsite messages such as:
 - a. Colon Cancer can be prevented if pre-cancerous polyps are removed.
 - b. Only about half of Americans over the age of 50 have been screened for colon cancer.
 - c. If you are over 50, talk to your doctor about colon cancer screening.
2. With your campsite decked out with the messages above, put on your doctor's coats and start making rounds around your Relay to talk to people about the importance of colon cancer screening.
3. Encourage them to tell anyone they know who is over 50 how colon cancer screening can save their life. Distribute colon cancer brochures.
4. Make multiple rounds throughout the event.



Design your own ... Colon Cancer Fight Back Activity

We are so glad that you have chosen to design your own Mission Delivery activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Mission Delivery area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

- Colon cancer is the third most commonly diagnosed cancer in California.
- Most colon cancer patients are over 50.
- Beginning at age 50 men and women should get tested for colon cancer.
- In California less than 45 percent of men and women get the proper tests for colon cancer.
- The survival rate is 90 percent when colon cancer is diagnosed early.

Fight Back! Get participants to encourage friends, family, and their selves to get tested for colon cancer if they are 50 or older. Use the Health Reminder Assistant (www.cancer.org/remindme).

Activity

Activity Name:

Supplies Needed:

Activity Description:



Information and Patient Services

Fight Back Relay Activity – Information and Patient Services

American Cancer Society Information Prize Wheel

No matter who you are, the American Cancer Society can help. Contact us anytime, day or night, for cancer information, support, and services. The American Cancer Society’s toll-free 800 number (1-800-227-2345) or www.cancer.org is available 24 hours a day, seven days a week. Take action by learning more about what we do!

Supplies:

- American Cancer Society Information Prize Wheel (ask your Relay staff partner)
- A collection of small give-away prizes
- American Cancer Society Wheel question list (attached)
- Table on which to set American Cancer Society Information Prize Wheel

Directions:

1. Have a participant spin the wheel.
2. The marker will point at a specific topic on the wheel. Read one of the corresponding topic questions from the Wheel question list.
3. If the participant gets the question right, they get a prize.

\$\$\$ Team Fundraising Tip:

Have participants pay to play.



Answers on a pdf file



Fight Back Relay Activity – Information and Patient Services

Road to Recovery License Plate Challenge

Promote the American Cancer Society Road to Recovery program and the need for volunteer drivers in your community.

Supplies:

- Road to Recovery License Plate directions and template for each team
- Road to Recovery brochures and posters
- Road to Recovery sign-up sheet
- Markers, crayons (possible use for decorating supplies from the Luminaria booth)
- Pens
- Survivor judging ballot forms
- Ballot box
- American Cancer Society license plate holders or some other prize

Directions:

1. Make copies of the License Plate Template and directions for each team
2. Challenge each team to participate by thinking up a personalized Road to Recovery license plate:
 - Only one entry per team
 - Personalize the license plate to reflect the American Cancer Society and Relay For Life
 - Decorate the license plate with pens, markers, crayons, stickers, etc
 - Have each team who participates include their team name and team captain name on the template
3. Have Survivors at the Relay judge the license plates by selecting their favorite and writing it on the judging ballot form. Provide a ballot box at the Survivor area.
4. Select a specific time when survivors will judge and a specific time when the winning license plate will be announced.
5. Provide winning team with American Cancer Society license plate holders or some other prize.
6. Invite a local Road to Recovery Volunteer Driver to come and announce the winning license plate. Have the volunteer speak about the Road to Recovery program and challenge the participants to think about volunteering an hour a week to drive a patient.
7. Use the Road to Recovery Volunteer Interest Tracking/Sign-up for those interested in the program.

Fight Back!

Help cancer patients in your community. Become a Road to Recovery volunteer and help cancer patients get to their appointments and life-saving treatments.



**The American Cancer Society
Road to Recovery License Plate Challenge**

Survivor Judging Ballot Form

Team with the most creative Road to Recovery License Plate is:

TEAM NAME: _____

**The American Cancer Society
Road to Recovery License Plate Challenge**

Survivor Judging Ballot Form

Team with the most creative Road to Recovery License Plate is:

TEAM NAME: _____

**The American Cancer Society
Road to Recovery License Plate Challenge**

Survivor Judging Ballot Form

Team with the most creative Road to Recovery License Plate is:

TEAM NAME: _____

**The American Cancer Society
Road to Recovery License Plate Challenge**

Survivor Judging Ballot Form

Team with the most creative Road to Recovery License Plate is:

TEAM NAME: _____



The American Cancer Society Road to Recovery License Plate Challenge

Team Directions to Enter the License Plate Challenge:

Design a personalized license plate to reflect the American Cancer Society and Relay For Life.

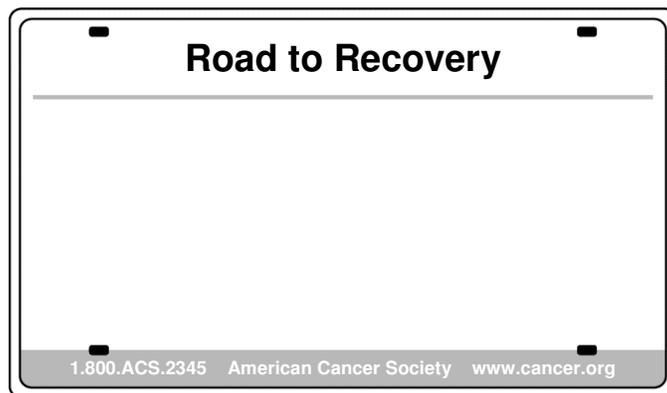
There are seven spaces for letters or numbers on the Road to Recovery license plate to be creative with, use markers, pens, crayons, etc...

Only one license plate entry per team.

Creatively display the license plate at the Survivor Tent. The judging will take place during the hours of _____ and the winners will be announced at _____.

The Survivors in attendance at Relay will judge which license plate is the best. Each survivor will hand in his or her license plate ballot form to the Survivorship area the Relay.

The most creative team to win the Road to Recovery License Plate Challenge will be awarded a special prize.





Road to Recovery

1.800.ACS.2345

American Cancer Society

www.cancer.org

TEAM NAME: _____

TEAM CAPTAIN NAME: _____



Fight Back Relay Activity – Information and Patient Services

Road to Recovery Car Show Parade and Race

The American Cancer Society offers the Road to Recovery program in which cancer patients can receive rides to and from cancer-related medical appointments free of charge in your community. Become a volunteer driver today! Showcase how Road to Recovery works and recruit volunteer drivers through the Relay For Life event.

Supplies:

- A lot of cardboard boxes
- Orange Cones
- Caution Tape
- 3 signs: “Driver’s House,” “Patient’s House,” and “Treatment Center”
- Prizes
- Road to Recovery program descriptions/brochures
- Road to Recovery applications
- Volunteer training conference call schedule and sign-up sheet

Directions:

Teams make cardboard boxcars (large enough to fit two people: a driver and a passenger) and bring the completed car to the Relay For Life event. Cars should advertise the Road To Recovery program clearly and can be made in any style, e.g., fire truck, airplane, racecar, etc.

Car Show Parade

Have participants park cars in a specified area for a time and display cars like a classic car show. Hold this event for 30 minutes to one hour. Or have the cars do a parade around the track at a specified time.

Have survivors judge the cars and decide on various categories such as “Best in Show,” “Most Creative,” and “Best Advertisement for Road to Recovery.”

Give awards out in a public setting for the winners.

Always highlight the Road to Recovery program and advertise where to sign up to be a driver. Offer teams a prize for recruiting a driver.

Car Race

The field can be set up a quarter to half of the length of a football field. Mark the field with orange cones and yellow caution tape if available. There are three stations of the race, spaced equal distances apart, with signs at each place: 1) Driver’s House, 2) Patient’s House, 3) Treatment Center.

Race: The race consists of the boxcar the team made and two people from each team: the driver and the patient. Racers start at the “Driver’s House” with only the driver in the boxcar. The second team member/passenger (“patient”) stands at mid-field and waits to be picked up by the driver. When the race starts, the driver runs to the “Patient’s House” and picks up the patient, and



both run (inside the box car) to the “Treatment Center” at the end of the field, run around the treatment center, run back to the patient’s house, drop off the patient, and the driver runs back across the start/finish line, and the trip is over. The first to cross the finish line is the winner of that heat.

Continue this process in heats until all teams have raced, and hold a final race championship among the winners of each heat.

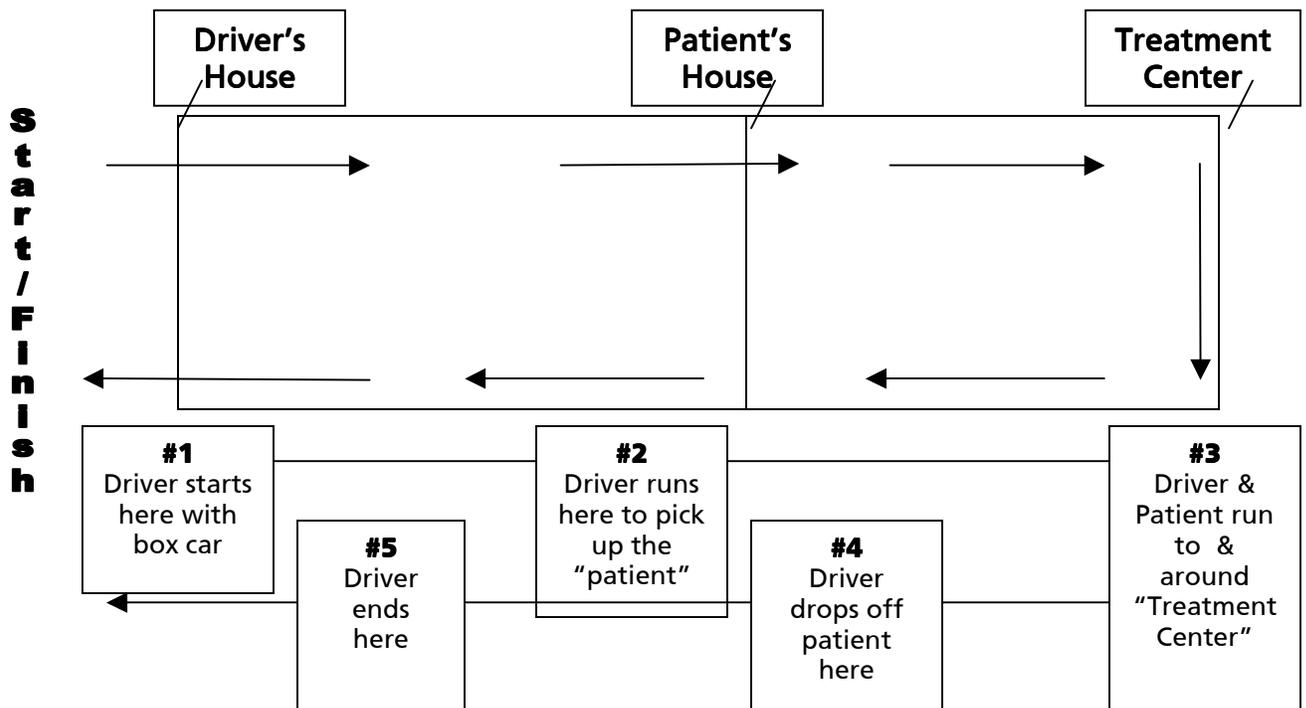
Message: At each juncture of the Car Show/Parade and Race, have a volunteer speak to the crowd of the importance of the Road to Recovery program, citing local statistics and patient service numbers, and repeatedly communicating the specific local need for volunteer drivers. Indicate repeatedly where interested people can get more information on the program and sign up to volunteer.

Fight Back!

Help cancer patients in your community. Become a Road to Recovery volunteer and help cancer patients get to their appointments and life-saving treatments.

\$\$\$ Team Fundraising Tip:

To make this a fundraiser, have entry fees for participants. Or during the Car Show Parade, have the cars go around the track collecting donations. Be creative in incorporating this into your on-site fundraising!





Design your own ... Information and Patient Services Activity

We are so glad that you have chosen to design your own Fight Back activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Fight Back area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

No matter who you are, the American Cancer Society can help. Contact us anytime, day or night, for information and support. The American Cancer Society's toll-free 800 number (1-800-227-2345) is available twenty-four hours a day, seven days a week. Trained cancer information specialists answer questions about cancer, link callers with resources in their communities, and give information on local events.

The American Cancer Society offers many services to cancer patients, survivors, and caregivers that help to enhance aspects of life often challenged by the disease. No one has to make the cancer journey alone. Free services such as Reach to Recovery, Man to Man, I Can Cope, Look Good...Feel Better, Road to Recovery, Call Back, and the Cancer Survivors Network offer a full range of information and support at any stage of a cancer journey.

Fight Back! The American Cancer Society has numerous volunteer opportunities regardless of having a little or a lot of time that can be accomplished from the home or the office. In order to reach more patients and help provide them with free quality services from the American Cancer Society, we need more volunteers! Sign up to be a program volunteer by talking to your Relay staff partner.

Activity

Activity Name:

Supplies Needed:

Activity Description:



Nutrition and Physical Activity

Fight Back Relay Activity – Nutrition and Physical Activity

Might as well Jump! Jump! Go ahead and Jump!

This jump-roping contest will test participants' endurance, coordination, and willingness to potentially look very silly in front of a bunch of other people. Promote the importance of regular physical activity and the American Cancer Society guidelines for physical activity and cancer prevention:

- Adults: Engage in at least moderate activity for 30 minutes or more on five or more days of the week; 45 minutes or more of moderate to vigorous activity on five or more days per week may further reduce the risk of breast and colon cancer.
- Children and adolescents: Engage in at least 60 minutes per day of moderate-to-vigorous physical activity for at least five days per week.

Supplies:

Large colorful handmade sign advertising a jump rope contest

Jump ropes

Masking tape, paint, orange cones, chalk – something to delineate the jump rope area

Sign to list participants and number of jumps completed (or use the back of the handmade sign)

Suggested prizes include: jump rope, small basket of fruit, fruit juice, etc.

Directions:

1. Promote the contest by including it in the event program and going tent-to-tent and letting people know when it will take place. Have the MC make a stage announcement.
2. Have participants warm up before they exercise
3. Each participant is allowed two or three practice jumps to get the feel of the rope.
4. At the go signal, participant jumps until they miss a step.
5. As they are jumping the official jump recorder counts each jumpers' jumps.
6. The person with the most jumps wins.
7. Encourage competition between teams.
8. Be sure to offer applause and encouragement to participants. For an added touch you could ring a bell to indicate each jump that is completed successfully.

\$\$\$ Team Fundraising Tip:

Ask participants for a small donation (\$1 or \$2) to enter the contest. Sell jump ropes, hula-hoops, or other fun exercise equipment.

Call to Action

Be more physically active. This activity was a fun way to get your heart rate up and get a little exercise. If you are already active, keep it up! If not, look for ways incorporate physical activity into your daily routine and make a commitment to reducing your cancer risk by being more active.



Fight Back Relay Activity – Nutrition and Physical Activity

Obstacle Course

This can be done as a team or individual event. Promote the importance of regular physical activity and the American Cancer Society guidelines for physical activity and cancer prevention:

- Adults: Engage in at least moderate activity for 30 minutes or more on five or more days of the week; 45 minutes or more of moderate to vigorous activity on five or more days per week may further reduce the risk of breast and colon cancer.
- Children and adolescents: Engage in at least 60 minutes per day of moderate-to-vigorous physical activity for at least five days per week.

Supplies:

- 8-12 small cones*
- 2-3 jump ropes*
- 8-12 hula hoops*
- Small prize for the winner

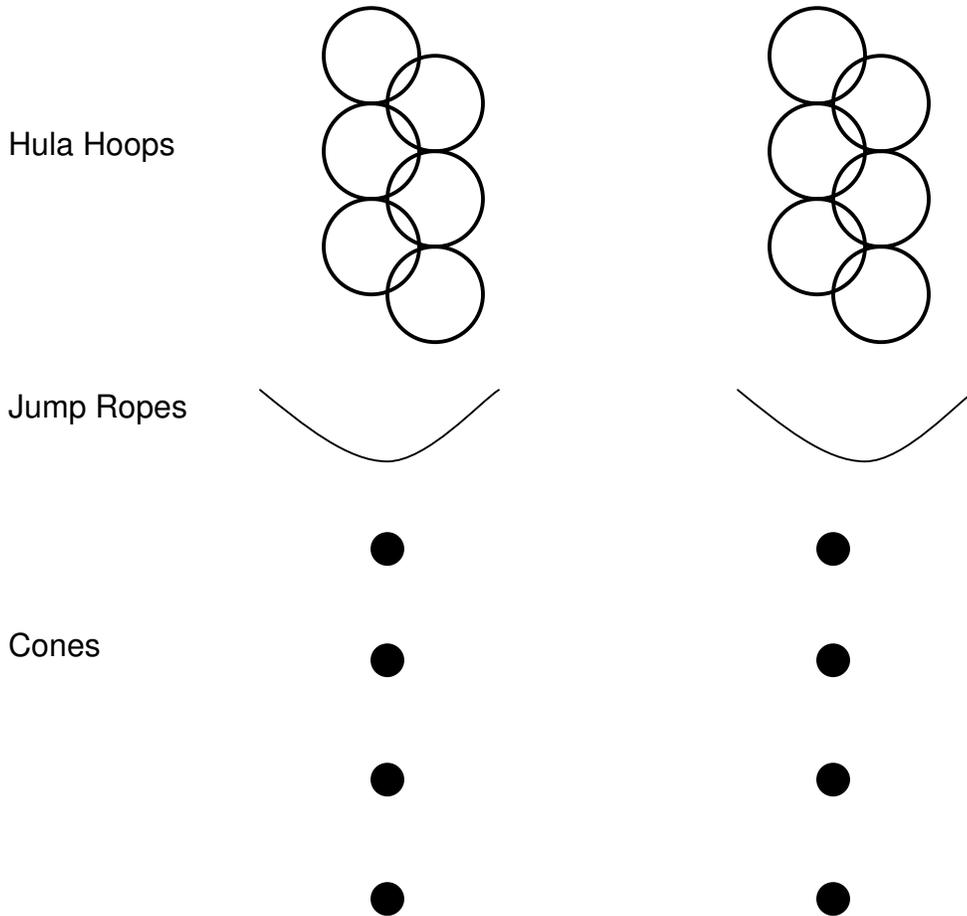
Directions:

1. You will need a good size area of open space.
2. Have participants warm up before the activity.
3. Set up two or three courses side by side (see diagram).
4. Use the cones to make a zigzag path for contestants to run through, weaving in and out between each cone.
5. After the cones leave the jump ropes out on the ground. Do thirty jumps before advancing to the next section.
6. After the jump rope, lay the hula-hoops on the ground for contestants to run through – similar to running through tires.
7. After the hula-hoops, contestants need to do 10 jumping jacks before running back to the starting line. If this is a team activity, they would tag their next team member.

This activity can be done a number of ways. The idea is to get people moving. You can easily substitute different items or different quantities of items to make up your course. For instance if you have only two hula hoops make contestants hula hoop 10 times rather than running through them hopscotch style.



Here is an example of what your course could look like:



\$\$\$ Team Fundraising Tip:

Turn this Mission Delivery activity into an on-site fundraiser by asking teams for a small donation (maybe \$5 per team) to participate. The fun they have running through the course will be well worth it.

Call to Action

Be more physically active. This activity was a fun way to get your heart rate up and get a little exercise. If you are already active, keep it up. If not, look for ways incorporate physical activity into your daily routine and make a commitment to reducing your cancer risk by being more active.



Fight Back Relay Activity – Nutrition/Physical Activity

Fun Food Challenge

Bring more healthy options to your Relay. Promote healthy eating choices and encourage people to eat more fruits and vegetables.

Supplies:

- Tables
- Fruit
- Veggies
- Posters
- Nutrition info

Directions:

1. Set up stations around the track manned by volunteers. Or have 10 teams incorporate a station into their campsite:
 - a. **Good choices, bad choices** – Display healthy choices (fruits and vegetables) and not so healthy choices (candy bars, potato chips, etc)
 - b. **Guess by smell** – Have participants put their sniffer to the test and try to identify a certain fruit or vegetable by smell.
 - c. **Guess by taste** - Have participants put the old taste buds to work and try to identify a certain fruit or vegetable by taste only. You can blindfold them if you like to be sure they don't cheat.
 - d. **Peel orange** – Make it a contest if you like. If you have two people at your table/campsite at the same time, see who can peel it faster.
2. As Relayers walk the track and stop by the stations have them perform the activity.
3. You can make a little score sheet for participants to check off as they go to each.
4. Give participants added incentive by giving small prizes for completed score sheets.

Call to Action

Reduce your cancer risk by choosing a healthier diet. Eat at least five servings of fruits and vegetables a day, adopt a physically active lifestyle, maintain a healthful weight throughout life.

\$\$\$ Team Fundraising Tip:

Charge a small fee at a fruit and vegetable art station. Provide contestants with a selection of fruits, vegetables, and toothpicks and have them assemble the fruits and veggies into sculptures – an animal, a person, a flower, whatever. Put the entries on display and choose a small group of people to judge. Or: set-up a mini fruit and veggie stand to sell produce to participants.



Fight Back Relay Activity – Nutrition/Physical Activity

The Prize is Life

The Prize is Life is a take-off on “Price is Right.” Work with the Entertainment committee to incorporate. This would be ideal to have in the event program. Make sure the activity is promoted for maximum participation.

Supplies:

- Variety of foods for each question
- 2-part tickets (raffle tickets)
- Microphone
- Volunteer emcees

Directions:

1. Numbered raffle tickets are presented to potential audience participants as they walk around the track and around campsites. They are asked to sit in the bleachers or in front of the stage at a certain time.
2. After the audience sits, the game show host calls out a number. The person holding that ticket is told: “Come on down! And play *The Prize is Life!*”
3. Present the contestant with four or five food items on a table in front of the audience, and ask them to guess which is highest in fiber. If they answer correctly, they choose a prize.
4. Another question is asked of a new contestant and presented with four to five food items; they are asked which has the highest number of fat grams.
5. Next question, next contestant, next four to five food items: Which costs the least?
6. Next question, next contestant, and next four to five food items: Which has the highest of milligrams of vitamin C?
7. You can have a number of questions.
8. Read:
60% of cancers can be prevented from proper nutrition, physical activity, and no tobacco use. Eat a balanced diet including at least five servings of fruits and vegetable every day.
9. Have prizes for the winners and maybe have each person in the audience receive a consolation prize like a Relay For Life bracelet, stickers, etc.

Call to Action

Reduce your cancer risk by choosing a healthier diet. Eat at least five servings of fruits and vegetables a day, adopt a physically active lifestyle and maintain a healthful weight throughout life. Share this message with family, friends, and co-workers to help build a healthier community.



Fight Back Relay Activity – Nutrition/Physical Activity

Trail ReMix with DJ Cal Carrot

A healthy diet and physical activity help prevent cancer. You can start to eat smarter and be more active at any age. No matter when you start, you'll begin to be healthier and reduce your cancer risk. Some tips are to choose whole grains in preference to processed grains and sugars, eat five or more servings of a variety of vegetables and fruits each day, choose fish, poultry, or beans as an alternative to beef, pork, and lamb. Substitute vegetables, fruits, and other low-calorie foods for calorie-dense foods such as French fries, cheeseburgers, pizza, ice cream, doughnuts, and other sweets.

Supplies:

- Ziploc baggies
- Bowls
- Serving spoons
- Dried fruit
- Low-fat granola
- Sesame sticks
- Cereal (Cheerios, Chex)
- Cal Carrot costume

Directions:

1. Announce from the stage that there will be a Trail ReMix Station with DJ Cal Carrot.
2. Set-up the ingredients in bowls with serving spoons and have participants spoon what they like into a baggie.
3. Have nutrition information available and make sure that participants hear the message of the positive effect good nutrition can have on reducing one's cancer risk.

Call to Action

Reduce your cancer risk by choosing a healthier diet. Eat at least five servings of fruits and vegetables a day, adopt a physically active lifestyle, and maintain a healthful weight throughout life.



Fight Back Relay Activity – Nutrition/Physical Activity

Fruit or Veggie Stand

Help your fellow Relay participants get extra servings of fruits and vegetables by turning your campsite into a fruit stand.

Supplies:

- Fruit and Veggies (apples, oranges, bananas, carrots, celery etc.)
- Bowls to display the fruit and veggies
- Poster board
- Markers
- ACS Materials
 - Eat Well with Fruits and Vegetables (Item # 2510.07)
 - Enjoy Fruits & Vegetables Poster (Item # 2144.00)
 - Choices For Good Health (Item # 2089.00)

Directions:

1. Talk to the food chair of your event to see if they might be able to help provide you with donations of fruit/veggies for your stand. If the food chair is unable to help, talk to your local market to see if they might be able to donate.
2. Decorate your campsite with the poster, make a sign with the name of your fruit stand and make signs with the American Cancer Society guidelines for nutrition and physical activity for cancer prevention:
 - Eat at least five servings of fruits and vegetables a day
 - Be active for at least 30 minutes a day.
3. Invite Relayers to stop by and have some fruit as they are walking their laps around the track. Distribute Choices for Good Health and Eat Well with Fruits and Vegetables brochures. You may also want to take some fruit and brochures and work the track. Go around and talk to people about the benefits of good nutrition and offer them a piece of fruit.

Call to Action

Reduce your cancer risk by choosing a healthier diet. Eat at least five servings of fruits and vegetables a day, adopt a physically active lifestyle, and maintain a healthful weight throughout life.



Fight Back Relay Activity – Nutrition and Physical Activity

Watermelon Eating Contest

What is more American than a good old fashioned eating contest? Unlike the eating contest where people eat obscene quantities of hot dogs or chicken wings, this contest uses a much healthier food, watermelon. More importantly, it is a fun way to encourage people to follow the American Cancer Society nutrition guidelines and eat more fruits and vegetables.

Supplies:

- 2-4 Watermelons (seedless!)
- A table, chairs (borrow whatever is already on site)
- Paper towels
- Hand Sanitizer

Directions:

1. Work with the entertainment chair to secure a time and place for the contest.
2. Begin promoting the contest at team captain meetings prior to the event. Also walk around tent to tent the morning of the event and let teams know when and where the contest is taking place.
3. Make an announcement shortly before the contest to remind teams to get their eaters over to the table where the contest will be taking place. One eater per team.
4. Encourage team members to come and cheer their team mates on.
5. Cut the watermelon in equal size chunks – quarters or eights work well.
6. Put watermelon chunks on the table.
7. The game is pretty simple. Have contestants put their hands behind their backs and eat.
8. The first person to finish their piece wins.
9. While congratulating the winner be sure to mention that everyone who competed is a winner because they are one big chunk of watermelon closer to meeting their recommended five servings of fruits and vegetables in a day.

Call to Action

Reduce your cancer risk by choosing a healthier diet. Eat at least five servings of fruits and vegetables a day, adopt a physically active lifestyle, and maintain a healthful weight throughout life.



Design your own ... Nutrition/Physical Activity

We are so glad that you have chosen to design your own Mission Delivery activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Mission Delivery area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

- Eat five or more servings of fruits and vegetables each day, for children, adults, and teen girls. Teen boys should eat seven servings. Choose whole grains in preference to processed grains.
- Limit your consumption of red meats, especially those processed and high in fat.
- Adults should engage in moderate physical activity for 30 minutes or more, and children and teens at least 60 minutes five or more days of the week. Moderate activity is anything that makes you breathe as hard as you do during a brisk walk.
- Stay within your healthy weight range. Balance caloric intake with physical activity.
- If you drink alcoholic beverages, limit consumption.
- Public, private, and community organizations should work to create social and physical environments that support the adoption and maintenance of healthful nutrition and physical activity behaviors.
- Adopting a physically active lifestyle can help reduce your risk of cancer.

Fight Back! Pledge to get at least 30 minutes or more of physical activity five or more days each week.

Activity

Activity Name:

Supplies Needed:

Activity Description:



Research

Fight Back Relay Activity - Research

Go Research

Do you remember the children's card game, "Go Fish"? Here is the American Cancer Society's Research Promotion version! The American Cancer Society has been funding research since 1946 and has been involved with many successes.

Supplies:

Go Research cards (relayforlife.org)

Directions:

1. This game has broken down five great research accomplishments into the categories of celebrate, remember, and fight back.
2. Distribute the cards to Relay participants and instruct them to find the other participants with cards to complete their celebrate, remember, fight back color sequence. Each accomplishment is in a different color, for example, the blue Celebrate cardholder must find the blue Remember cardholder and the blue Fight Back cardholder.
3. Once the three participants have found each other, they should walk three laps together talking to other Relayers about their accomplishment and then approach the stage to ask if they or someone else could make an announcement reading their completed celebrate, remember, fight back research statement.
4. You might want to offer a prize such as any left over Mardi Gras beads from the 2007 Research activity.

For those of you enrolling participants for Cancer Prevention Study-3 (CPS-3), a Go Research series has been written for those sites.* The cards should be printed out on colored paper to identify each section. Examples: Celebrate = Blue. Remember = Purple. Fight Back = Red.

Go Research Participant Instructions

You must find your match! While walking around the track look for other Relayers with Go Research cards in your color. Each color represents three components of an important research accomplishment.

Once you have found the complete group of cardholders (celebrate, remember, and fight back), please walk three laps together and show other Relayers your cards. Then approach the stage and ask if you or someone else could read the completed celebrate, remember, fight back statement.

The cards are colored coordinated so that you are able to locate you counterparts.



Fight Back Relay Activity - Research

Relaying the Research

Supplies:

Signs
Zip-ties/rope
Lab coats
2015 finish line
Markers
Prizes

Directions:

1. Have teams create signs with research messages (some can be found in the Design Your Own Research Activity section).
2. One person starts walking around the track wearing a lab coat repeating their message on the sign.
3. When they get to the second person on their team, that person then continues around the track with the second sign until they reach the third person and so on until the fifth person on the team completes the lap with their sign.
4. The team to reach the finish line first wins.



Design your own ... Research Activity

We are so glad that you have chosen to design your own Mission Delivery activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Mission Delivery area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

- In 2010, we celebrate over 64 years of funding cancer research.
- Prior to the development of the Pap test in the 1960s, cervical cancer was one of the top killers of women. The creator of the test was funded by a Society research grant.
- Thanks in large part to the chemotherapy treatments pioneered by American Cancer Society-funded researchers over the last 30 years, the majority of children with cancer now grow to adulthood.

Fight Back! Tell everyone about Cancer Prevention Study-3 (CPS-3), which tracks participants' health over many years to study and analyze the causes and prevention of cancer. Call 1-800-ACS-2345 to find out which pre-selected Relay For Life events in California in 2010 are enrolling individuals.

Activity

Activity Name:

Supplies Needed:

Activity Description:



Skin Cancer

Fight Back Relay Activity – Skin Cancer

Slip! Slop! Slap! Wrap! Citation

Promote use of sunscreen by issuing citations. The citations emphasize the positive measures people are taking to protect from the sun. Ninety percent of skin cancers could have been prevented. Protect yourself from sunburn by avoiding the sun between 10 a.m. and 4 p.m. and using sunscreen with SPF 15 or higher. A tan is not healthy. It is the body's response to an injury of the skin caused by the dangerous ultraviolet rays of the sun. Relay participants can protect themselves from skin cancer by following these simple steps:

Slip on a shirt - Choose shirts and pants that protect as much skin as possible.

Slop on sunscreen - Choose a sunscreen with sun protection factor (SPF) 15 or higher.

Slap on a hat - Choose a hat that shades the face, neck, and ears.

Wrap on sunglasses - Protect your eyes and the sensitive skin around them from UV rays.

Supplies:

Citations

Pens or pencils

Sunscreen

Slip! Slop! Slap! Officer badges

Directions:

1. Slip! Slop! Slap! Officers approach Relayers on the track or the field and ask them if they have slipped on a shirt, slopped on sunscreen, slapped on a hat with a wide brim, and wrapped on sunglasses.
2. If the Relayer in question complies, or the volunteers observe any that have a hat and shirt on, they issue a citation to the participant.
3. The participant can turn the citation in to receive a prize or to enter a drawing for a prize. If sunscreen is available at the prize area, this is a chance to direct those who have not slopped on sunscreen to do so. Volunteers can also have prizes and sunscreen as they walk the track.
4. Create a team campsite theme promoting skin safety. Have team members dress in police hats and wear the sun patrol badges.

\$\$\$ Team Fundraising Tip:

Turn this Fight Back activity into an on-site fundraiser by creating a Sun Safety Awareness Jail and Bail. Stop participants walking the track. The person who doesn't meet the criteria on the citation goes into a "Jail" box. In order for them to go free they must put on their sunscreen and have someone bail them out by giving a donation. Give the donor and the person who is jailed sun safety and skin cancer awareness tips.

Slip! Slop! Slap! Wrap! Citation

You have been issued this citation for compliance with the following American Cancer Society guidelines concerning sun exposure.

Slip! On a shirt. Protect your skin with clothing.

Slop! On sunscreen with a Sun Protection Factor (SPF) of 15 or higher.

Slap! On a hat with a wide brim. Make sure the hat protects your face, ears, and neck. (No baseball caps.)

Wrap! On sunglasses. Protect your eyes from UV rays.

Slurp! Keep hydrated by constantly drinking water.

Reapply! Be sure to put on more sunscreen.

During the middle of the day the sun's rays are very strong. Take the shadow test: when your shadow is shorter than you are, the sun is high in the sky, and the ultraviolet rays are very strong. UV rays travel through clouds. Be sure to protect your skin even on cloudy or overcast days.

For more information call 1-800-ACS-2345 or visit www.cancer.org

Slip! Slop! Slap! Wrap! Citation

You have been issued this citation for compliance with the following American Cancer Society guidelines concerning sun exposure.

Slip! On a shirt. Protect your skin with clothing.

Slop! On sunscreen with a Sun Protection Factor (SPF) of 15 or higher.

Slap! On a hat with a wide brim. Make sure the hat protects your face, ears, and neck. (No baseball caps.)

Wrap! On sunglasses. Protect your eyes from UV rays.

Slurp! Keep hydrated by constantly drinking water.

Reapply! Be sure to put on more sunscreen.

During the middle of the day the sun's rays are very strong. Take the shadow test: when your shadow is shorter than you are, the sun is high in the sky, and the ultraviolet rays are very strong. UV rays travel through clouds. Be sure to protect your skin even on cloudy or overcast days.

For more information call 1-800-ACS-2345 or visit www.cancer.org

Slip!Slop!Slap!



Officer

Slip!Slop!Slap!



Officer

Slip!Slop!Slap!



Officer

Slip!Slop!Slap!



Officer



Design your own ... Skin Cancer Activity

We are so glad that you have chosen to design your own Fight Back activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Fight Back area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

Everyone is at risk for skin cancer whatever their skin color.

Everyone needs to protect themselves from the sun.

Following are actions you can take to reduce your risk of skin cancer:

Slip on a shirt – choose shirts and pants that protect as much skin as possible.

Slop on sunscreen – choose a sunscreen with a Sun Protection Factor (SPF) of 15 or higher.

Slap on a hat – choose a hat that shades the face, neck, and ears.

Wrap on sunglasses – protect your eyes from UV rays.

Fight Back! Slip! Slop! Slap! Wrap!

Activity

Activity Name:

Supplies Needed:

Activity Description:



Tobacco

Fight Back **Relay Activity – Tobacco**

Smoking Identity Game

Demonstrate lives lost from tobacco

Supplies:

Copies of game sheets
Photos of celebrities
Pens
Prizes

Directions:

1. Make enough copies of the Identity Game sheets for as many participants you feel will take part in the game. Be sure to have plenty of pens.
2. Ask your staff partner to print out the photos for each of the celebrities you will see in the answer key.
3. Discuss prizes with your staff partner before the event. Consider giving a small prize to the team with the most participants as well as a 1st, 2nd and 3rd Prize.
4. At Relay hang each photo around the track as you see fit so that as participants walk the track they can play the game.
5. Pass out the game sheets. As participants round the track they will try to match the photos with the descriptions on the quiz. **DO NOT** put the names of the celebrities on the photos. This is half of the fun.
6. As sheets are turned in number them so that you can determine who had the most correct answers first.
7. When all sheets are collected determine your winners and give out prizes.
8. Throughout the balance of the Relay read one of the questions and provide the answer. “I was a ground breaking Olympic Athlete and a smoker. I died of lung cancer in 1980. I am Jessie Owens”



Smoking Identity Game

1. I was a Camels spokesman and famous western and war movie actor. I was smoker who survived lung cancer in 1969, but later developed stomach cancer _____
2. Traded by the Red Sox I am a famous athlete who smoked cigars and chewed tobacco. I had throat cancer and died in 1948 _____
3. I was a popular cartoonist who had lung cancer and passed away during cancer surgery due to heart attack _____
4. I was a Rasta-man and talented musician and singer. I died from lung cancer _____
5. I smoked 4 packs of cigarettes a day at the height of my addiction. I died from pancreatic and liver cancer. I was a well beloved actor on Little House on the Prairie, Bonanza, and Highway to Heaven _____
6. Many know me as a member of one of the most famous UK bands to hit the United States. I had head, neck & lung cancer. _____
7. I died smoking in bed at age 49 _____
8. I was a United States President and cigar smoker who had head and neck cancer _____
9. I am known for my style and grace, but I was a smoker. I had Non-Hodgkin's Lymphoma _____
10. I am known for being a great thinker. I had mouth and mandible cancer. I had 33 operations in 20 years for cancer of the jaw. _____
11. I was the ultra cool male film star of the 1960's. I was a smoker who died at the age of 50 during surgery for lung cancer and mesothelioma. _____
12. I was the emcee for the most popular variety show. I died of lung cancer and cancer of the esophagus. I was a spokesman for Chesterfields. _____
13. I was the wife of Superman and an actress. I was a non-smoker that died of lung cancer _____
14. Multiple Strokes and lung cancer were the causes of death for this entertaining trio _____
15. I was the last emperor of India and the last king of Ireland. I was a smoker who died of lung cancer in 1952 _____
16. I was a ground breaking Olympic Athlete and a smoker. I died of lung cancer in 1980 _____
17. Part of the Rat Pack, an actor, singer and comedian – I was a smoker and died at age 64 from throat and oral cancer _____
18. "Unforgettable" sums me up. I was a talented and influential jazz singer from Alabama. I was a smoker and died one year after discovering that I had lung cancer _____



19. I quit smoking 20 years prior to my death, but returned to it after September 11th 2001. I was the ABC World News Tonight anchor. I died from lung cancer

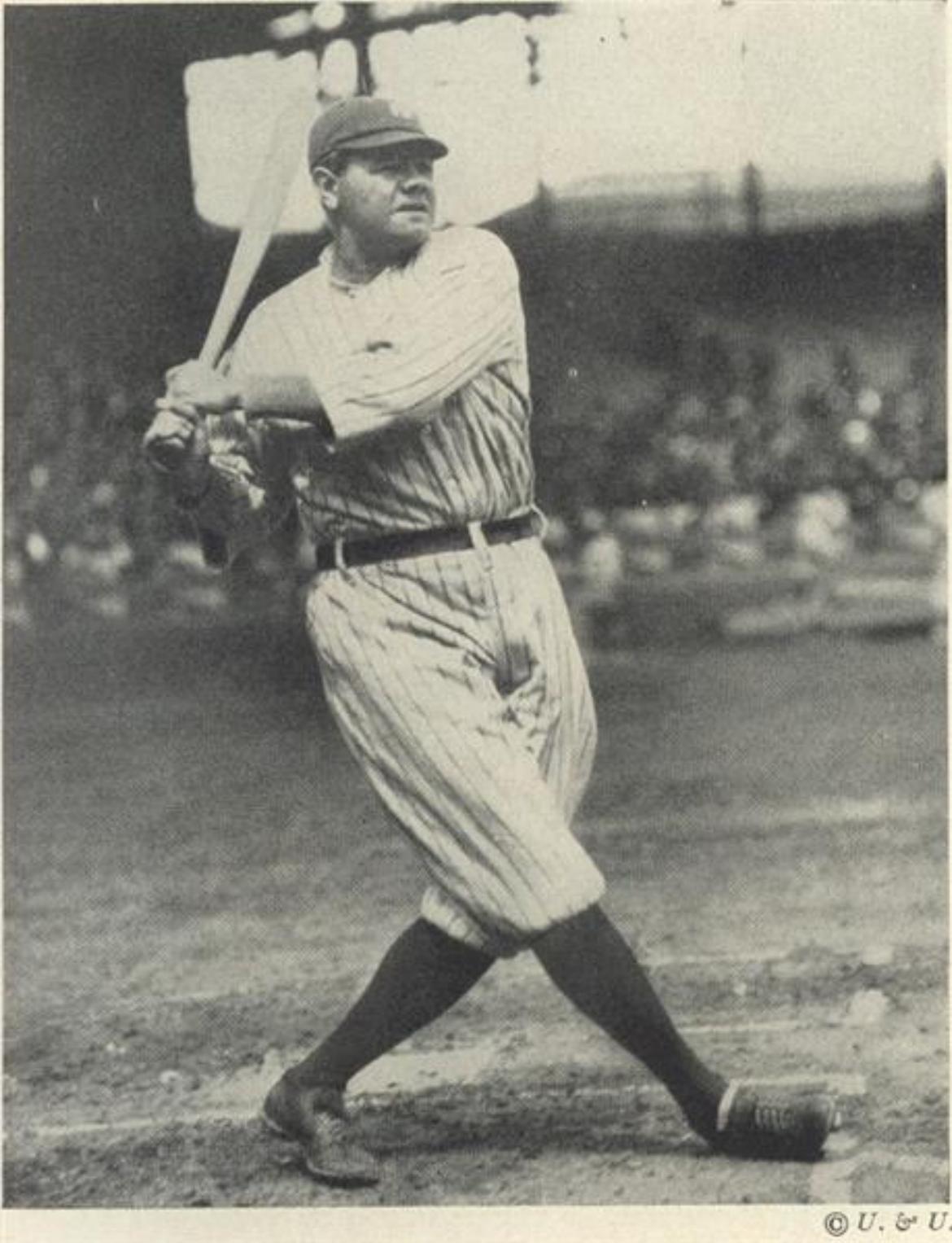
Participant Name: _____

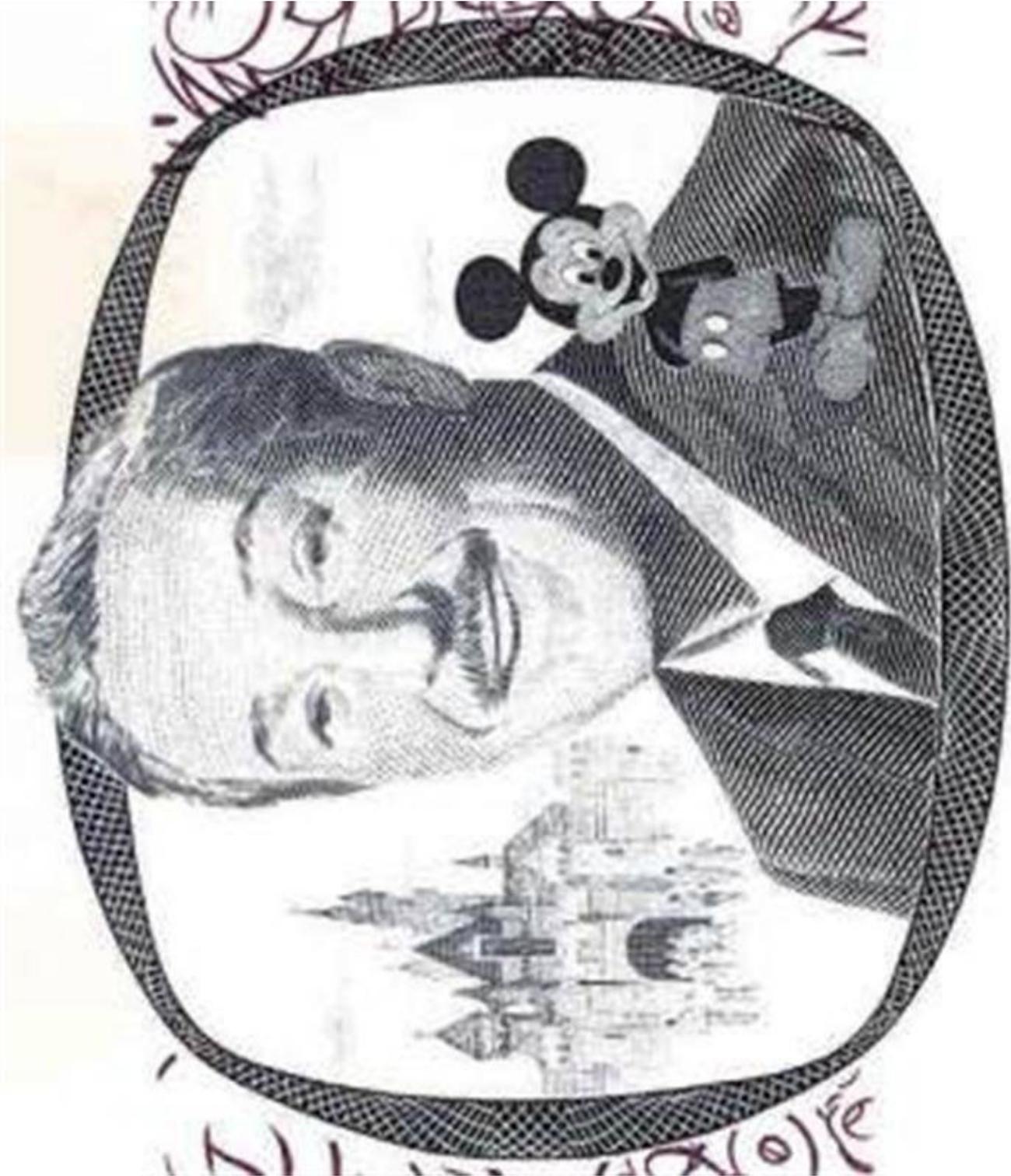
Team Name: _____

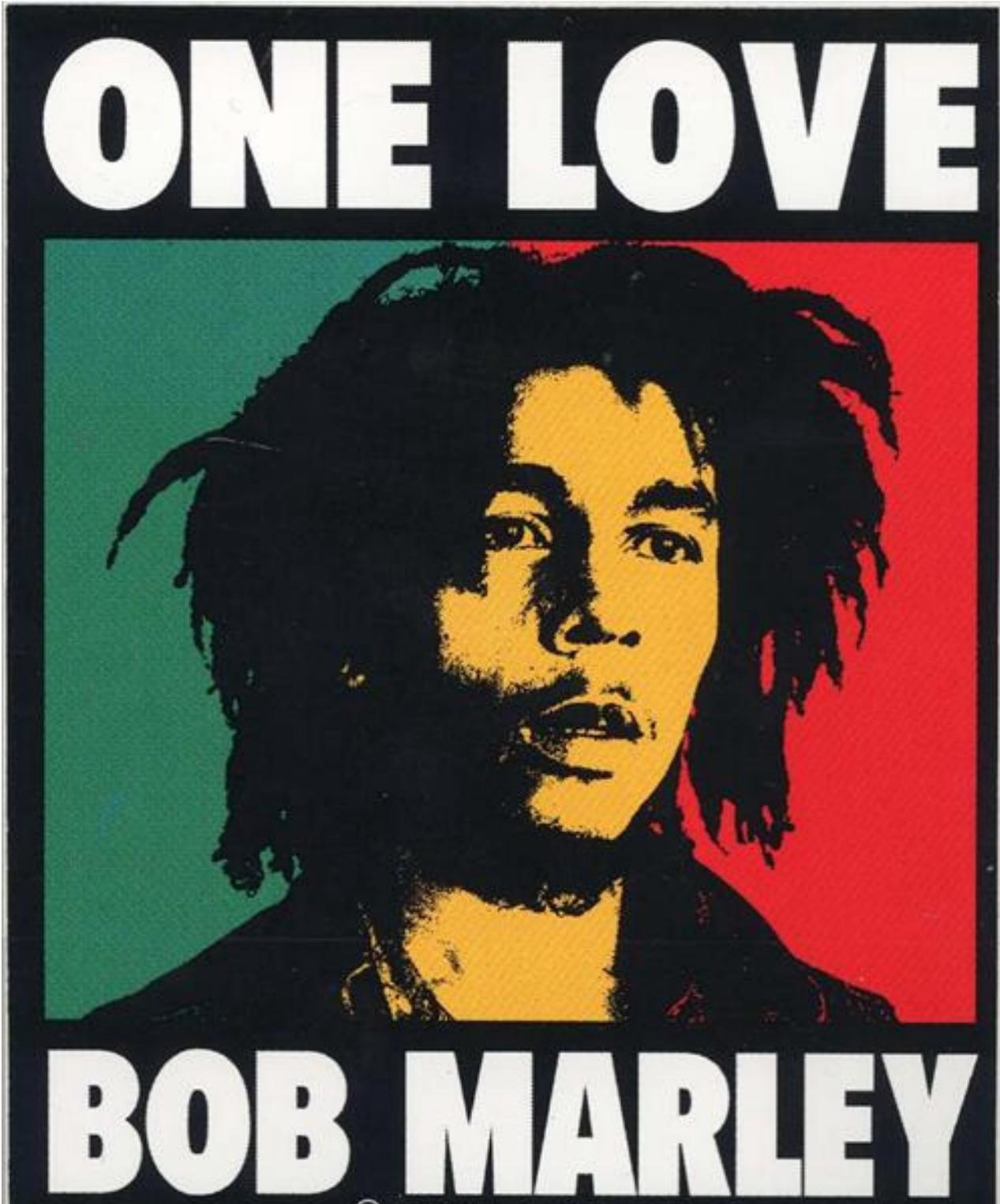
Answer Key to Identity Game:

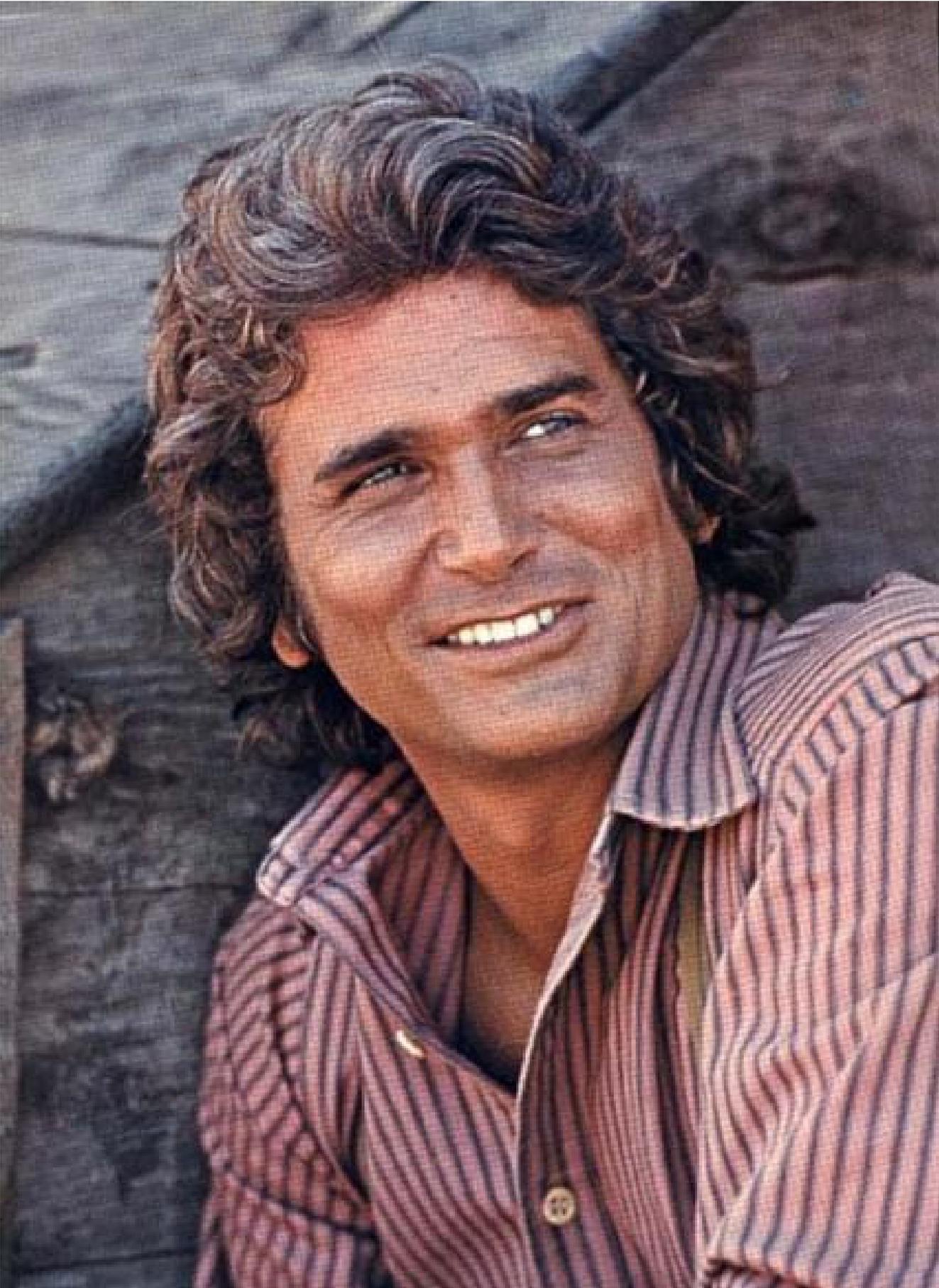
1. John Wayne
2. Babe Ruth
3. Walt Disney
4. Bob Marley
5. Michael Landon
6. George Harrison
7. Jack Cassidy
8. Ulysses S. Grant
9. Jacqueline Kennedy Onasis
10. Sigmund Freud
11. Steve McQueen
12. Ed Sullivan
13. Dana Reeves
14. Larry, Curly & Moe
15. King George VI
16. Jesse Owens
17. Sammy Davis Jr.
18. Nat King Cole
19. Peter Jennings

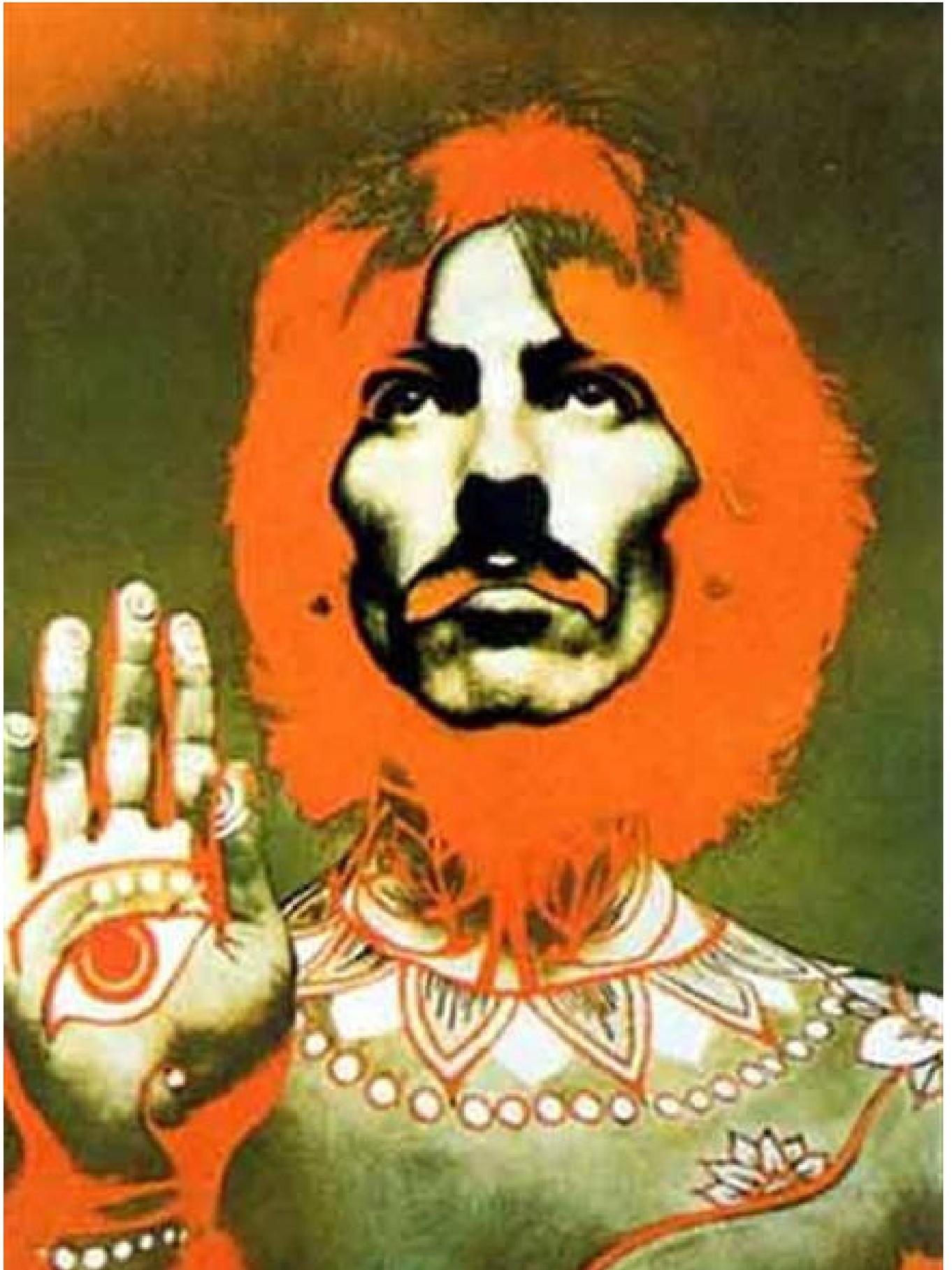




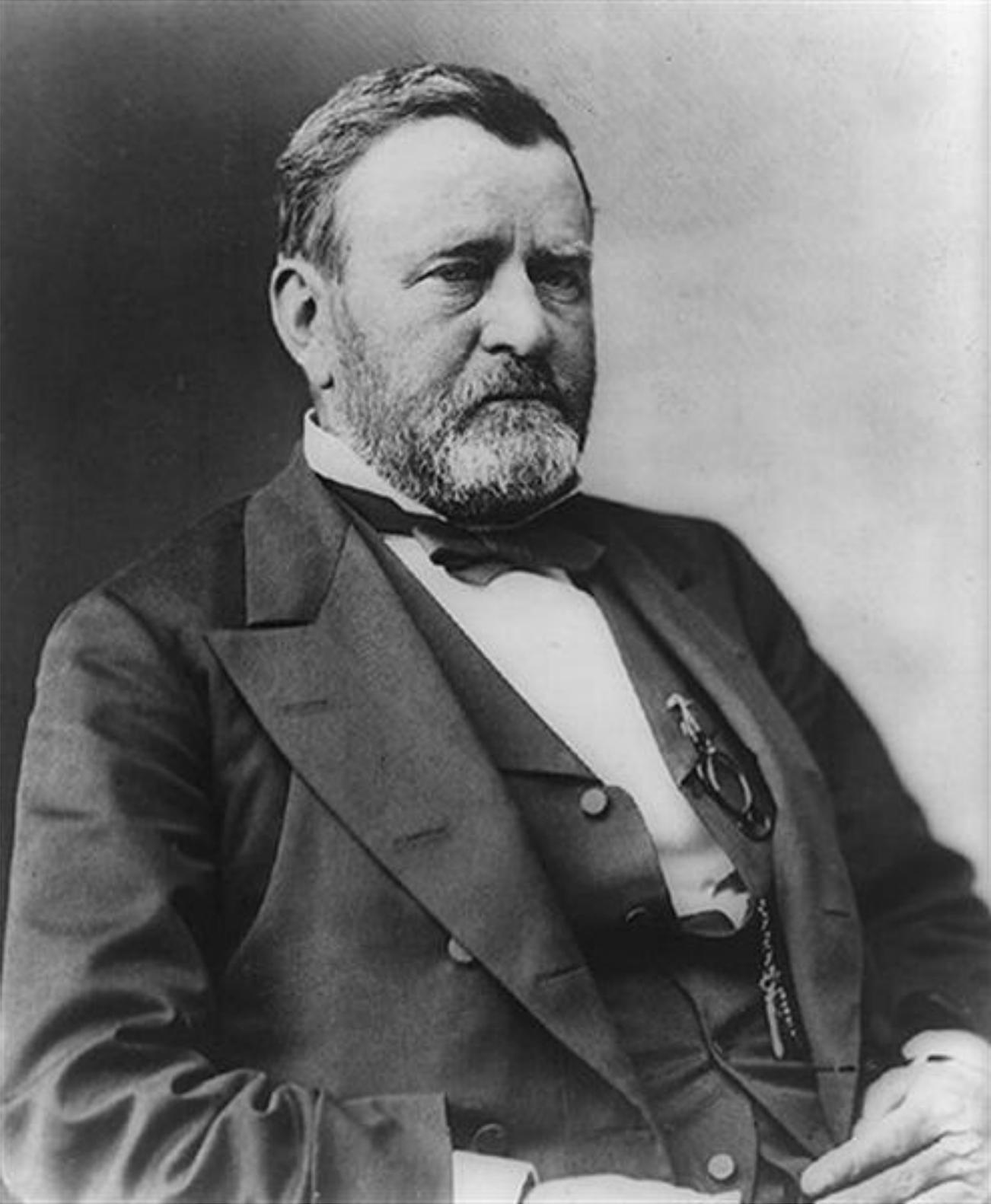




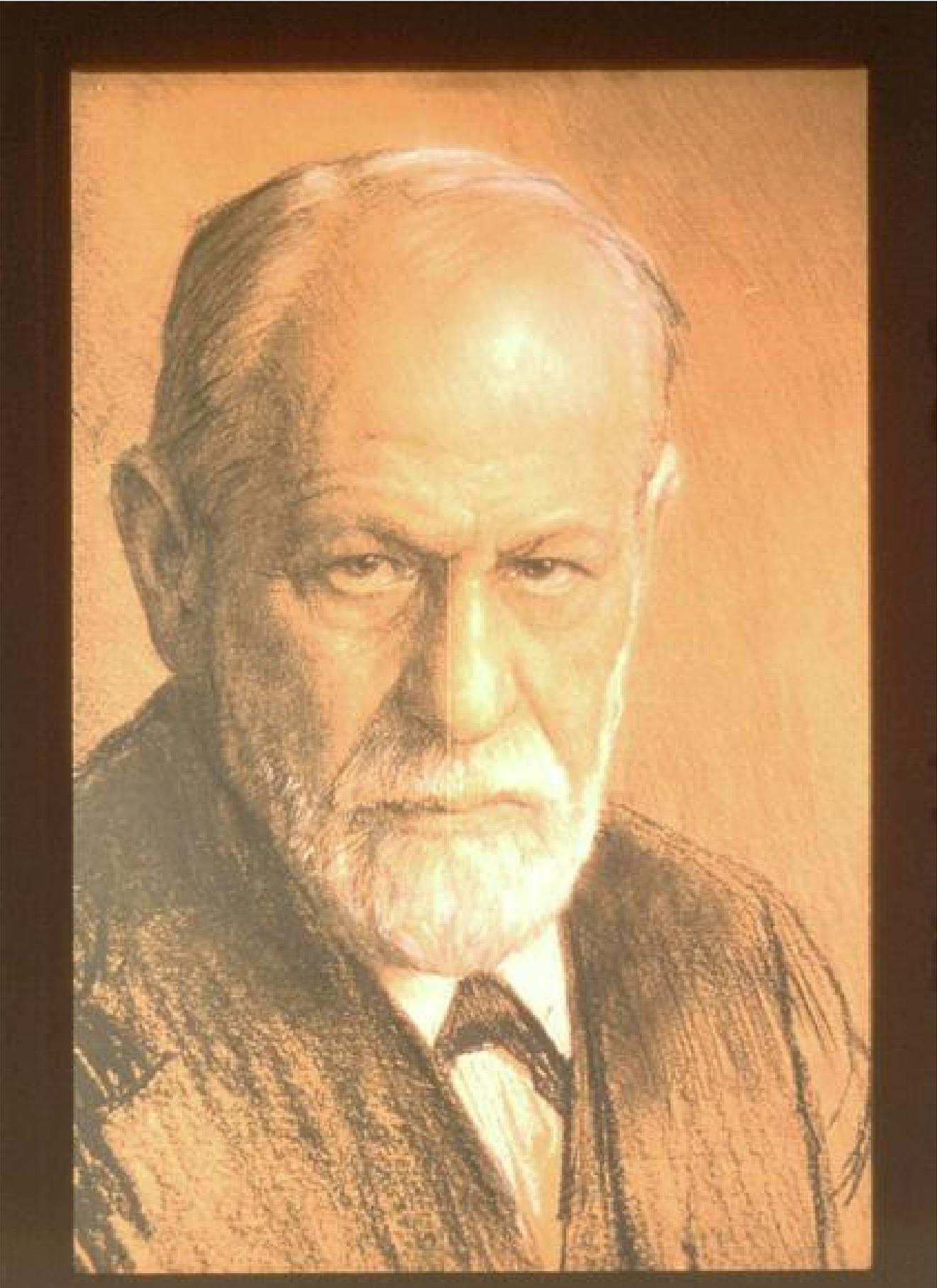




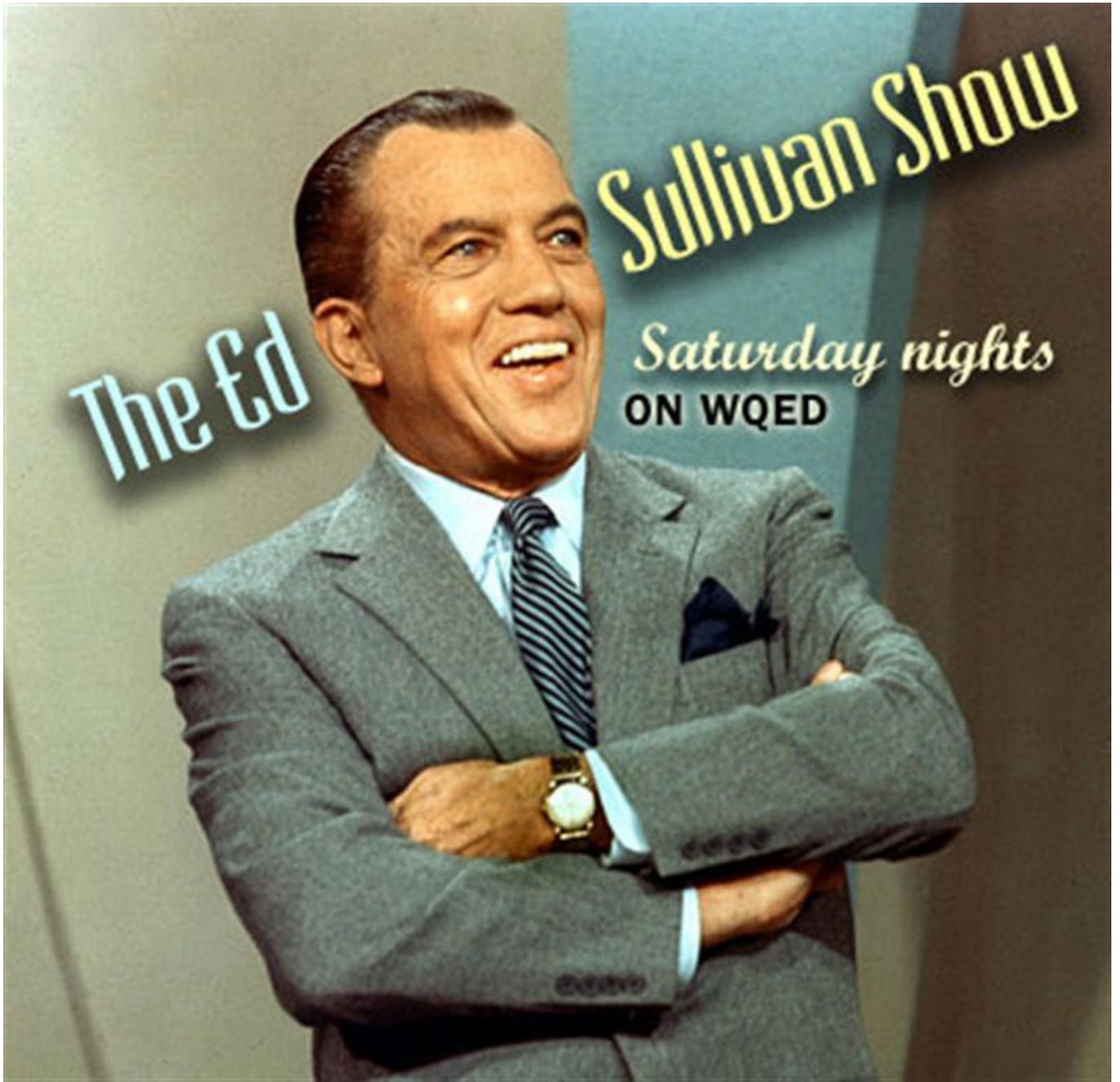














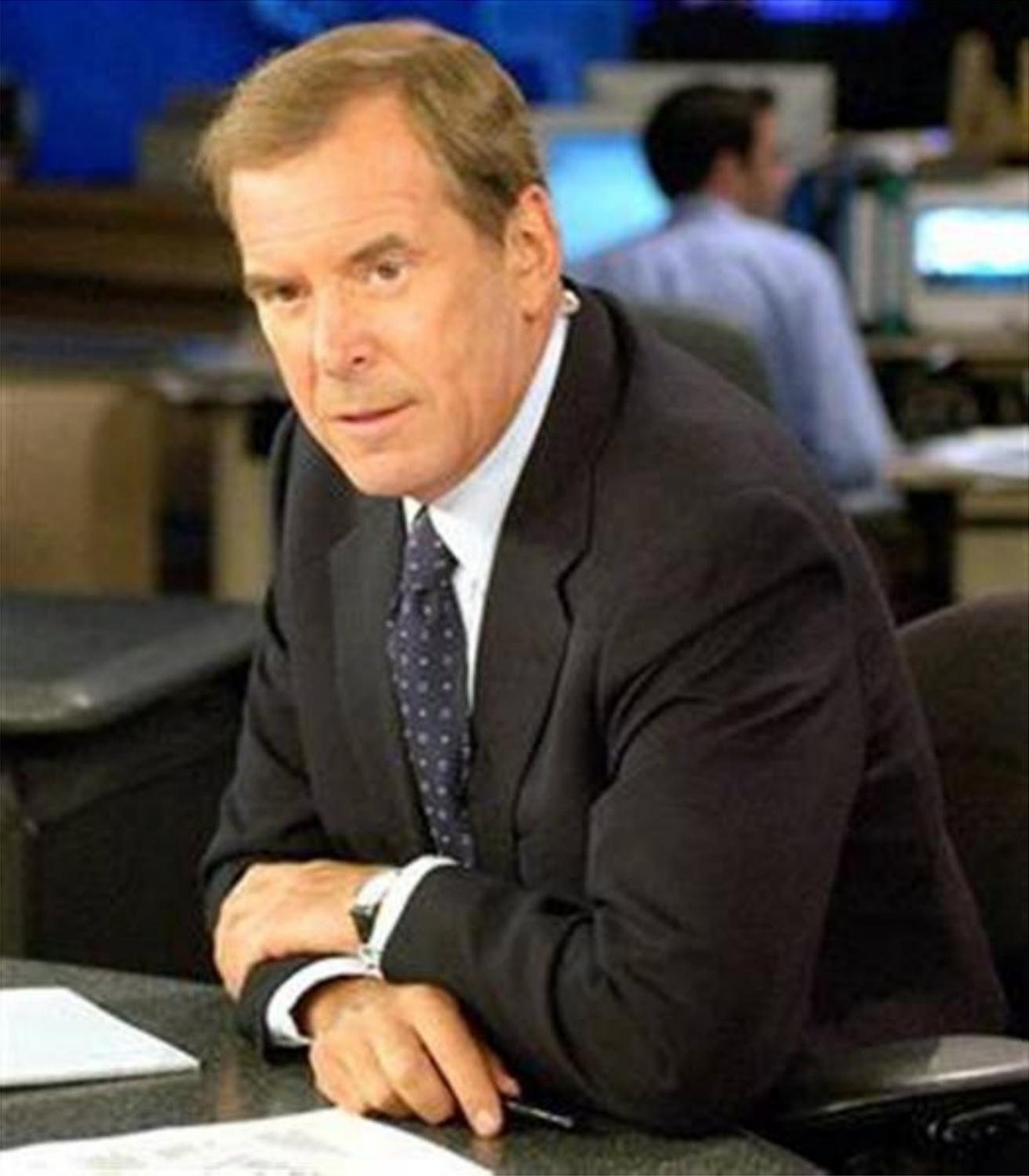














Design your own ... Tobacco Activity

We are so glad that you have chosen to design your own Fight Back activity at your event or campsite. Before you start planning, please make sure you review the American Cancer Society guidelines below. Please submit this back to your Relay staff partner for approval and for any materials you may need. Good luck!

Questions to keep in mind

- Who will you be targeting? (Adults? Youth? Males? Females?)
- Where will you be doing the activity? (Fight Back area? Campsite? Stage?)
- If the committee is designing the activity, how will you have teams implement it?
- How will you promote the activity at the event to make sure there is participation? (Stage announcement? Implement on the track? In the event program?)
- How many volunteers will be implementing this activity?

Message and American Cancer Society Guidelines

- 85 percent of lung cancer is caused by cigarette smoking.
- One out of every three cancer deaths is due to tobacco.
- Researchers are finding that smoking is linked to cancers of the mouth, throat, pancreas, cervix, kidney, and bladder.
- 3,000 non-smoking adults die of lung cancer as a result of second hand smoke.

Fight Back! Get yourself or a friend to quit tobacco. Call the American Cancer Society, 1-800-ACS-2345, to double the chances of quitting for good.

Activity

Activity Name:

Supplies Needed:

Activity Description:



Stage Announcements

Advocacy

1. The Cancer Action Network is a grassroots community organization the American Cancer Society employs to increase our legislative influence. Fight back by becoming a member and influence federal, state, and local legislative decision-making by phoning, writing letters, and making personal visits with lawmakers. For more information call 1-800-ACS-2345 or visit www.cancer.org.

2. The American Cancer Society Cancer Action Network® (ACS CAN) works to ensure cancer patients and their loved ones are represented by policymakers. This nonpartisan, nonprofit sister organization to the American Cancer Society uses voter education and issue campaigns to influence lawmakers about important cancer issues. Fight back by becoming a member of ACS CAN. For more information call 1-800-ACS-2345 or visit www.cancer.org.

Breast Cancer

1. Breast cancer is the most common cancer among women in California. Fight back by getting annual mammograms if you are 40 or above and tell others to do the same. Early detection is the best defense against breast cancer. For more information call 1-800-ACS-2345 or visit www.cancer.org.

2. Early Detection is the best defense against breast cancer. Fight Back by getting clinical breast examinations every three years should begin at age twenty and annual mammograms and clinical breast exams at age forty. For more information call 1-800-ACS-2345 or visit www.cancer.org.

Colon Cancer

1. Things to do now that I'm 50 ... get tested for colon cancer! Fight back by getting yourself tested if you are over 50 and tell others to do the same. For more information call your American Cancer Society, 1-800-ACS-2345 or visit www.cancer.org.

2. Fight back against colon cancer by making a personal commitment to decrease your risk. Colon cancer risk factors include age, family history, and race, but other factors such as smoking and diet impact your risk as well. For more information call 1-800-ACS-2345 or visit www.cancer.org.



Stage Announcements (cont)

Information and Patient Services

1. No matter who you are, the American Cancer Society can help. Contact us anytime, day or night, for information and support. The American Cancer Society's toll-free 800 number (1-800-227-2345) is available 24 hours a day, seven days a week. Trained cancer information specialists provide information in 150 different languages, answer questions, and connect callers with local resources.
2. Fight back. Join the Cancer Survivors Network. This online community connects patients, survivors, and their loved ones with others who understand the personal battle against cancer. The Cancer Survivors Network provides insight, moral support, and inspiration. Find the Cancer Survivors Network and share your story with others online at www.acscsn.org.
3. When cancer patients' inability to drive interferes with their access to quality treatment, trained American Cancer Society Road to Recovery® volunteers are available to drive them to and from appointments free of charge – and to provide hope, friendship, and support along the way. For more information call 1-800-227-2345 or visit www.cancer.org.
4. I Can Cope® allows adult cancer patients and their loved ones to learn new ways to navigate the cancer experience. When a cancer diagnosis causes feelings of fear, frustration, and confusion, the I Can Cope program pairs patients and their families with medical professionals who empower them to make informed decisions throughout the cancer experience. For more information call 1-800-227-2345 or visit www.cancer.org.

Nutrition/Physical Activity

1. Poor diet and physical inactivity may be responsible for one of every three cancer-deaths. The American Cancer Society recommends eating at least five servings of fruits and vegetables each day. Fewer than 48% of Californians meet this recommendation. For more information call 1-800-ACS-2345 or visit www.cancer.org.
2. After reviewing the scientific evidence, the American Cancer Society has confirmed that eating a healthy diet and being physically active can help prevent cancer. No matter when you start eating smarter and being more active, you'll begin to be healthier and reduce your cancer risk. For more information call 1-800-ACS-2345 or visit www.cancer.org.



Stage Announcements (cont)

Research

1. Fight back by telling everyone you know about CPS-3 and let them know that this is a one-time, historic opportunity to make a difference in the fight against cancer. For more information call 1-800-ACS-2345 or visit www.cancer.org.

2. The American Cancer Society has sponsored research involving the development of more than thirty cancer drugs and treatment. From Avastin, which starves a tumor, to herceptin, which attacks only cancerous cells. From Taxol, Taxotere, and Tamoxifen for breast cancer to Camptosar and Celebrex for colon cancer, many therapies or treatments that you or a loved one have received are built on the foundation of research funded by the American Cancer Society. For more information call 1-800-ACS-2345 or visit www.cancer.org.

3. ACS has been involved in many of the major cancer research breakthroughs of the century:

- 80% 5-year survival rates for many childhood leukemias
- Pap smear crusade to detect cervical cancer
- Mammography to screen for breast cancer
- Lumpectomy + radiation for treatment of breast cancer
- PSA test for prostate cancer screening
- 5-FU (chemotherapy) for colon cancer
- Identification of smoking as cause of lung cancer

These are just a few. For more information call 800-ACS-2345 or visit www.cancer.org.

Skin Cancer

Slip, slop, slap, and wrap. Slip on a shirt – choose shirts and pants that protect as much skin as possible. Slop on sunscreen – choose a sunscreen with a sun protection factor (SPF) of 15 or higher. Slap on a hat – choose a hat that shades the face, neck, and ears. Wrap on sunglasses – protect your eyes from UV rays. For more information call 1-800-ACS-2345 or visit www.cancer.org.

Tobacco

1. Quit smoking today – the risk of lung cancer decreases over time. After 15 years, the risk is only slightly higher than those who never smoked. For more information call 1-800-ACS-2345 or visit www.cancer.org.

2. One out of every three cancer deaths is due to tobacco use. 85% of lung cancer is caused by cigarette smoking. Are you ready to quit smoking? For more information call 1-800-ACS-2345 or visit www.cancer.org to find out about smoking cessation resources available in your area.