

# Crunchy Green Beans with Caramelized Onions

The red onion and imitation bacon bits offer a hint of cherry-red color in this delicious vegetable side dish.

## Ingredients:

- 1 large red onion, cut into 1/2-inch strips
- 1/2 teaspoon olive oil
- 2 pounds fresh green beans, washed and trimmed
- 1/2 teaspoon garlic salt
- 4 teaspoons balsamic vinegar
- 2 tablespoons imitation (soy) bacon bits

## Directions:

Heat olive oil in medium skillet. Add onion and sauté until golden brown (caramelized), stirring frequently, about 25 minutes. Set aside.

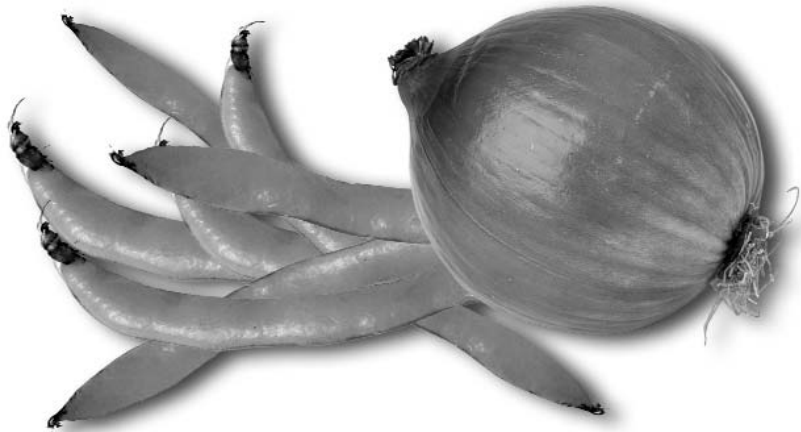
Steam green beans in steamer until crisp-tender, approximately 10 minutes.

Add green beans and garlic salt to skillet and mix with onions.

Drizzle with vinegar and sprinkle with bacon bits. Serve warm or cold.

Serves 8. Approximate per serving: 80 calories; 2.5 grams of fat.

No more tears with onions: To avoid teary eyes, peel onions under cold water. The water rinses away the volatile sulfur that causes teary eyes. You may also freeze the onion for 20 minutes before chopping.



If you have questions about this publication or would like to submit stories and photos for future publications, please contact Sharyl Lewis at 801.483.1500. 2676 Vista Avenue, Boise, ID 83705  
Cancer Information: 1.800.ACS.2345 [www.cancer.org](http://www.cancer.org)

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# Connecting for the Cause



## North Idaho Teas Promote Breast Cancer Awareness

First Lady Patricia Kempthorne will be the guest speaker at the Pink Tulip Tea in Coeur d'Alene, to be held October 15, 2003. This marks the fifth year for the tea, held annually during Breast Cancer Awareness Month. The tea is a perfect venue for boosting awareness, providing education and raising funds for the American Cancer Society. More than 200 women and men attend the Pink Tulip Tea each year.

Throughout north Idaho, teas are becoming very popular events. The second annual Pink Tea will be held in Moscow on October 10. A first-year tea is being planned in Grangeville, providing education and awareness to residents of Lewis, Clearwater, and Idaho counties. The date and program are yet to be determined. Furthermore, Lewiston, Idaho held their 6th annual Pink Ribbon Tea this year on May 9th. Sponsored by KOZE radio, the Pink Ribbon Tea was a great success again this year, with more than 200 in attendance.

For information on a tea in your area or how to plan an event in another north Idaho county, please contact Kathy Sewell at the Boise American Cancer Society Office, 208-343-4609.

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Reach to Recovery

## Moscow, ID Volunteer Honored

Maurine "Rene" Finney, *Reach to Recovery* Coordinator in Latah County has received the Teresa Laser Award for the State of Idaho, Rocky Mountain Division. This award honors Teresa Lasser, who began *Reach to Recovery* in 1952, following her own breast cancer experience. The award is presented annually by an ACS Division to an individual or group in recognition of outstanding contributions to the *Reach to Recovery* program.

Finney has been a *Reach to Recovery* Volunteer in Latah County since early 1996. As the first *Reach to Recovery* volunteer in a number of years, Rene took on the responsibility to educate doctors, hospitals and medical personnel about the program.

In 1997, Rene created the "Pink Book," a resource guide for women facing breast cancer. The "Pink Book" included information on local, regional and national resources including support groups, places to buy prosthesis, books, catalogs, magazines, and more. The "Pink Book" was distributed free of charge at Gritman Medical Center and in *Reach to Recovery* packets. This book has now been expanded to include the 10 northern counties of Idaho.

Finney is always willing to participate in seminars, health fairs, and to serve as a guest speaker at meetings and teas to promote *Reach to Recovery* and the American Cancer Society. Her dedication to the *Reach to Recovery* Program and the American Cancer Society made her the perfect candidate for this prestigious award.



## Idaho Bike Rides Gain Popularity

Three bike rides to raise funds for the American Cancer Society are being planned in Idaho for September 2003. Last year, the Tour de Coeur Bike Ride and Family Fun Day was such a success that this year it has been expanded. Tour de Coeur 2003 will be held September 6, and it includes rides from 1 to 60 miles along beautiful Lake Coeur d'Alene and into the surrounding hills. Entertainment, food, swimming and family activities will highlight the post ride festivities at Higgins Park. Because of the enthusiasm surrounding Tour de Coeur, two other Idaho areas are also planning rides. Working together, the rides will all be part of the ACS Autumn Bicycle Classic. In addition to Tour de Coeur, a ride is being planned in Sandpoint on September 7, and in Idaho Falls on September 13. The goal of the three committees for this year's events is to inspire the formation of additional rides throughout Idaho in years to come. For more information about any of these rides or to volunteer or sponsor, please contact Kathy Sewell at the Boise American Cancer Society Office, 208-343-4609.



## We're Covering the State in Pink!

October is breast cancer awareness month, and we all know that means THINK PINK! Throughout Idaho, volunteers will be selling pink tulip bulbs. Bags with four bulbs and ACS information promoting breast cancer awareness will be sold for \$5.00. Additional individual bulbs will be available at a very competitive price! To reserve your bulbs or to volunteer to get involved in this project, please contact Martha Tweedy, 208-785-2516, [mtweedy@cancer.org](mailto:mtweedy@cancer.org), or Cynthia Rozyla, 208-667-9749, [crozyla@cancer.org](mailto:crozyla@cancer.org).

## Breast Cancer Awareness Events

**Magic Valley Area**-More information, contact Women's Health Check at 208-734-5900, Lydia Gilman 208-737-2979

**Pink Tea**-Oct 2, 2003, 6:00 PM, at the Radio Rendezvous in Twin Falls. This event is free and open to the public.

Special guest is First Lady Patricia Kempthorne.

**Drive in for Breast Cancer**-All drive thru restaurants will have information on Breast Cancer. Date to be determined for October.

**Walk in for a Mammogram**-Magic Valley Regional Medical Center. Date to be determined for October.

Discount Mammograms are offered year around at Magic Valley Regional Medical Center.

**Art for Life**-Women's health awareness art project-Date to be determined for October.

**Twin Falls Fair**-August 27-September 1. ACS will be working in cooperation with the South Central Health District and Magic Valley Regional Medical Center in a prostate screening program sponsored by Senator Mike Crapo. He has also given MVRMC funds for 36 mammograms for women 40-64 of age that are in financial need and don't qualify for the WHF.

### Eastern Idaho Area

**Break for Breakfast sponsored by Portneuf Medical Center**-Pocatello, Idaho, October 21, 2003, 6-10 a.m., at the upper campus drive-in. Come for a free continental breakfast and Breast Cancer Information.

**Celebrate Women, Celebrate Life** - October 23, 2003, 6 p.m., at the Holiday Inn in Pocatello. Nice evening out for women with a great inspirational speaker, dinner, and entertainment. Free and open to the public. A special gift will be distributed for all breast cancer survivors who attend.

**Idaho Falls at Red Lion Inn on the Falls**-Denim and Pink Ribbons luncheon, October 3, 2003. Sharon Marler is the speaker author of "Mammie Slammies," along with breast cancer information. Free and open to the public.

**Free and Reduced Cancer Screening at Eastern Idaho Regional Medical Center**-October 25, 2003, 8 a.m.-2 p.m. For more information contact Timalee Gisler at 522-0310.

**St Anthony, Idaho Women's Health Fair- "Love Your Life" Country Manor**-September 27, 2003, 9 a.m.-1 p.m. Portneuf Medical Center's new Mobile Mammogram unit will be giving reduced fee mammograms and reduced fee coronary risk profiles. For more information, call 208-624-3820 or 208-624-4706

**Eastern Idaho Regional State Fair**-August 30-September 7, ACS will be working in cooperation with the local hospitals in a prostate screening program sponsored by Senator Mike Crapo. Senator Crapo will also sponsor some free mammograms for women 40-64 of age that are in financial need and don't qualify for the WHF.



## HOPE – A Picture of Twin Falls

The Magic Valley area has an ongoing project for Breast Cancer Awareness called *Art for Life* that is celebrated during October. Wynne Bradford Gensey is one of the artists that participates each year. This year, she has donated the copyright to one of her paintings to benefit the Breast Cancer Endowment Fund for Magic Valley Regional Medical Center. This is what she wrote on the back of the card:

"I wanted so much to contribute to this effort, but felt badly because I had nothing available. With hardly any time left, I went to my studio with a graphic sketch to try!

Some weeks ago I had attempted a painting, and then wiped it away. I was going to reuse that canvas. When I looked at the oil-stained canvas, I saw the remnants of a child. To my surprise I also saw very clearly the shape of the cancer ribbon!

I worked with palette knife and brush to somehow tie these two together. Soon the "Pink Ribbon" became a shawl around a mother in prayer. It begins to encompass the child as the little one holds on to it.

As I finished, suddenly a thought came to write across the top landscape in the wet paint.

'Daughter', 'Mother', and 'Sister'-all who have experienced breast cancer. And then I knew who really painted this oil I call *HOPE*."



## I am a Survivor!

I've attended Relay For Life for the past four years, since I was diagnosed in 1999. After the survivor lap, we stayed for a quilt auction, and I proceeded to bid on the quilt with my handprint on it. The bid went quite high so I gave up and decided it was not to be.

The next day, I went back for the closing ceremonies (which were very cold and windy), and wanted to see who got my quilt in the raffle. Nobody whose names were drawn for the quilt were present, so they were going to call the people who won the quilt to see if they had any particular attachment to it. If so, I would offer to buy it and contribute it to the American Cancer Society, or I would pay them something for it. I gave her my phone numbers and went on my way.

After a few days, I still hadn't heard anything and figured they had decided to keep it. Then, in the middle of the next week I received a call. "Donna this is Wendy Giles. My husband and I won the quilt at Relay For Life and we want you to have it." I was so excited! She said they knew immediately that they wanted me to have it, because they didn't know a single person on there. What blew me away is that both she and her husband are both survivors, but they just bought tickets to

support the American Cancer Society. I work at Magic Valley Regional Medical Center in Diagnostic Imaging, and we treat all the cancer patients so I know almost everyone on the quilt.

As we began to chat on the phone telling each other about our breast cancer history, she said, "Are you Tami Lauda's mother?" Well, yes I am. How do you know my kids? She had worked with my son-in-law for years and knew them clear back when they got married. So then we did have a lot to talk about.

Then she went on to tell me that she now makes a cute little security blanket for the breast cancer packets. They present these to newly diagnosed breast cancer patients and there was a way that I could help. She said when she was presented with her packet, she asked if there was a blanket in it and they said no. She said she could use one, as she was on the way to surgery for her biopsy at the time. She said from now on, there would be one in there. She has done this project all with her own money. By contributing to her, she could buy lots of material to keep it going. So I gave her a donation to continue the project for many, many, many more blankets!

We have had so much fun visiting and making a new friendship! What a small world!

Donna Spradling, Filer, ID

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## Survivor's Quilt

Survivor quilts mean so much to so many, not only the survivor but to the family, friends, doctors and nurses. The list goes on and on. I have a great story to share that happened at the Idaho Falls Relay in 2003.

Joyce Cooper is an avid Relayer and *Reach to Recovery* volunteer for Bonneville County. She was also the Survivors Committee chair for the Bonneville County 2002 Relay. Cooper received each of the quilt squares from the attending survivors and placed them in a special place. She just couldn't wait for the quilt to be completed. She even picked out the colors to match her bedroom. When the quilt was completed, she marveled that she



couldn't wait until she won it. Well, she was called out of town for the Relay. It was the first Relay that she had ever missed. I spoke to several committee members asking if she had bought raffle tickets and everyone replied no. That just wasn't like her to want the quilt so bad and not buy any raffle tickets. I spoke to the mother of the young man who won the quilt and she said we really don't need this at home. My hand print is on the other quilt, and I immediately asked if it could be bought. She said her son really likes lobster at a local restaurant. I couldn't pass up the offer. I had to get it for Joyce. We made the trade and I've been tickled ever since. When I got home from the Relay, there were two frantic calls from Joyce in Texas. "Please, please buy me some tickets for the quilt." Well to her surprise she has the quilt, and here it is.

## First Year Relay a Great Success

The first Bonner County Relay was held in Sandpoint at the Bonner County Fairgrounds on May 23 - 24. This Relay was unique to this area in that it was held inside the exhibition hall at the fairgrounds. It is always hard to predict what the weather in Sandpoint will be in May; it could range from a couple feet of snow to hot and dry. As it turned out, the weather was very pleasant and inside the hall a great time was had by all!

The Albeni Falls Pipes and Drums led the survivor lap and played at opening ceremonies. At sunrise, Bill Prater, Pipe Major led the walkers outside and around the fairgrounds to witness the beginning of a gorgeous day.

Twelve teams took part in this first Relay. Many members of the community came out to the fairgrounds to see what Relay is all about and are excited about getting involved in Relay 2004. An original goal of \$10,000 was set, but sponsors, teams and community members surpassed that goal by more than \$7000!!

Team members, community members, and the ACS staff are all anxious to begin plans for Relay 2004 in this beautiful north Idaho setting. Thanks to everyone involved!

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## Sportsmen Against Prostate Cancer

Cosponsored by United States Senator Mike Crapo, *Sportsmen Against Prostate Cancer* is a program designed to engage sporting clubs, corporations, and governmental entities by encouraging the delivery of a prostate cancer prevention and early detection message to organizational members or employees. The program also promotes worksite access for the delivery of additional ACS program and service offerings. Established in March, 2003, "Sportsmen" has been implemented by one of Idaho's largest counties and has partnered with four Idaho sporting organizations in the delivery of the awareness message. Currently, members of the Idaho legislature have taken under consideration the drafting of legislation



established to provide funding for this, and other, health-related programs. This funding opportunity would be provided through voluntary contributions made by Idaho residents when purchasing wildlife designer license plates or when renewing their Idaho hunting and/or fishing license.

## Prostate Cancer - Make An Informed Decision

If you're a man, you should be concerned about prostate cancer, which will claim nearly 30,000 lives this year. But you may have heard different advice on what you should be doing about it. When it comes to making the right decision for you, the issue can seem a little cloudy. Here's what you should know.

### The Uncertainty

For American men, prostate cancer is the most commonly diagnosed non-skin cancer and the second leading cause of cancer death. The good news is that prostate cancer can often be treated successfully if it is caught early. Currently, researchers and the medical community are working to better understand this disease, as well as how to best detect and treat it.

### Your Best Defense

The answer for each man is different. Learning all you can about your personal risk for prostate cancer and options for early detection testing will help you make informed decisions about your prostate health.

Talk to your doctor about your risk. Simply being a man and growing older are the greatest risk factors. Being black (the death rate for black men is more than

twice as high as white men), having a family history of the disease, and eating a high-fat diet can significantly increase your risk of prostate cancer.

Some other important things to remember about prostate cancer:

- In its early stages, prostate cancer has no symptoms.
- A prostate-specific antigen (PSA) test (a simple blood test) along with a digital rectal exam (DRE) is the best way to detect anything abnormal. This applies primarily for men 50 and older or younger men at higher risk, but discuss it with your doctor. The American Cancer Society recommends that African American men, and men who have a first-degree relative diagnosed with prostate cancer at a young age, should begin testing at age 45.



- There are many treatment options for prostate cancer, so an open dialogue with your doctor is essential.

Educating yourself is the key to making the right decision about your own health care.

Call the American Cancer Society for more specific information about this disease or to find out how you can help make a difference in the fight against prostate cancer.

## Donating Cars to Find A Cure

People can contribute to finding a cure for cancer by donating a car, truck, motorcycle, newer boat, RV or motor home through the American Cancer Society's *Cars for a Cure* program.

Vehicle donors receive an income tax write-off and also help the American Cancer Society with valuable funding which supports lifesaving research, education, advocacy and patient service programs.

The process is simple. Call the American Cancer Society at 1-888-CAR-5500 and the person answering the phone will complete an information form. An instruction packet, with samples, will then be sent with a business reply envelope. The vehicle donor will then need to sign over the title, lien release (if needed) and the odometer statement (for cars less than 10 years old) and mail it back to the Society. Upon receipt of the materials, the American Cancer Society then arranges for the vehicle or vessel to be picked up for free. The donor will be issued a receipt for the average retail value of the vehicle or vessel which may be used for an income tax write-off. The American Cancer Society receives the proceeds from the sale of the vehicle or vessel and uses the funds to help fight cancer.



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**1-888-CAR-5500**

## Bladder Cancer Survival Inches Up With Chemotherapy Drugs Given Before Surgery or Radiation

Patients with invasive bladder cancer may benefit from getting chemotherapy before surgery or radiation therapy, according to a new review of previously published studies.

Researchers from the Advanced Bladder Cancer Meta-analysis Collaboration, based in London, looked at the combined results from 10 clinical trials to assess whether or not chemotherapy given before local treatment (known as neoadjuvant chemotherapy) had an effect on outcome.

Examining data from more than 2,600 patients, the researchers found that combination chemotherapy (using more than one drug) improved five-year survival by five percent. They reported their findings in *The Lancet* (Vol. 361, No. 9373: 1927-1934).

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## Most Cancer Survivors Return to Work Living Productively Enhances Self-Esteem

Today there are more cancer survivors than ever, thanks to improvements in early diagnosis and treatment. For young and middle-aged survivors, returning to work is vital for financial and social well-being, as well as for self-esteem, researchers said.

A recent Dutch study reported in *Psycho-Oncology* (Vol. 11: 124-131) looked at factors related to cancer survivors and their return to work. The study looked at survivors in North America and the Netherlands.

Returning to work is not only important to cancer survivors, but to the whole society as well, said Evelien R. Spelten, PhD, at the Academic Medical Center in Amsterdam.

Spelten and her colleagues focused on 14 studies conducted between 1985

and 1999 to find out how many cancer survivors stay in the work force, and what factors are related to their return to work.

In the studies reviewed, Spelten found the average time of return after diagnosis or the end of treatment ranged from less than one year to eight years. She found that if more time had passed since the end of treatment, then the greater the return to work.

Spelten found that returning to work improved the quality of life for many cancer patients. Positive work-related factors included a supportive work environment and attitude from coworkers, as well as a flexibility of work hours and amount of work. Negative factors were associated with those jobs with physical demands.

“Interestingly, discrimination at work was not significantly related to return to work and did not seem to be a more prevalent problem among cancer survivors than in a control group,” said Spelten.

Factors affecting a cancer survivor’s return to work included a changing attitude towards work. The importance of work decreased, and a “life-is-too-short” attitude was evident, said Spelten. Most of the studies found increasing age and fatigue mostly did not affect the decision to return to work.

Education, income, gender, and marital status were not associated with return to work, Spelten said.

The researchers qualified their findings by noting the scarcity of information available. They pointed out a general lack of systematic research into the return to work by cancer patients as well as information on the prevalence of cancer in the working population.

Given the increasing number of cancer survivors, the authors recommend that more research is needed.

“This information can be used to design interventions to facilitate the return to work of cancer survivors by health care workers such as nurses, clinicians, occupational physicians, psychologists, and social workers,” said Spelten.

## Sympathetic Ear Is Therapeutic for Breast Cancer Survivors

If you are a breast cancer survivor, having someone to talk to can make those inevitable “intrusive thoughts” about the disease have less of a negative effect on your life, says a psychologist who has just reported her findings in the *Journal of Behavioral Medicine*, Vol. 24, No. 3, 231-244.

The women who reported having a good social network of supporters with whom they could share their feelings and fears did not necessarily have fewer intrusive thoughts, writes lead author Julie A. Lewis, PhD, and her colleagues.

However, compared to women who did not have that support, the women who had it reported a better quality of life and physical well being, Lewis tells ACS News Today.

“Intrusive thoughts, as measured in this study, mean any kind of thoughts or feelings that come, unbidden, about the cancer experience,” Lewis says. “They can come when you’re trying to work, when you’re trying to have a nice dinner with your partner. Or they can be nightmares.”

The mere presence or frequency of these intrusive thoughts did not seem to be as much a factor in the women’s quality of life as was having someone to talk to about them, Lewis says.

“What I found was the amount of social support people reported seemed to make the difference,” she says.

Lewis is a clinical psychologist in the department of psychology at the Children’s National Medical Center in Washington, D.C. She conducted the study of 64 breast cancer survivors while



she was a post-doctoral fellow at Mount Sinai School of Medicine in New York City. The women ranged in age from 30 to 81, according to the article. They varied in the number of years since they were treated—some as recently as one year before they were interviewed, and some as long as 15 years.

Lewis says she had set out to expand on previous research that found that women who felt more socially constrained reported a lower quality of life. She focused particularly on breast cancer survivors, and specifically on one type of support: having someone with whom the survivor felt she could share intimate thoughts.

Lewis did not study whether that confidant was a husband, female friend, sibling, or other specific relationship. But she is curious about whether that makes a difference, too, she says.

“I’m very interested in whether it matters whether it’s your husband, friend, child, or [support] group,” Lewis says; “This would be a natural extension of the study.”

“[Lewis’s study] adds to a growing literature that shows social support can be helpful to people dealing with illness—in this case, cancer,” says Frank Baker, PhD, vice president for behavioral research for the American Cancer Society.

If that seems obvious, Baker points out, “the obvious isn’t always true. One could put up the hypothesis that social interaction could become a burden to someone who is dealing with a life-threatening illness.”

But the evidence is growing that cancer patients and cancer survivors benefit from having a social network, and feeling as though they can talk about their feelings, Baker says. Family members and friends help just by listening, even if they don’t do anything more, Baker notes.

“Telling your story—we call it ‘narrative therapy’—can be helpful to you,” Baker says. “You can make sense out of what happened to you.”

If you have a friend who is dealing with cancer, don’t neglect to stay in touch, Baker emphasizes, and don’t assume they don’t want to be bothered.

He recalls a woman who participated in a large study of bone-marrow transplant patients that he conducted while at Johns Hopkins Hospital in Baltimore. As part of the study, participants spoke on a

regular basis with an interviewer who asked them questions about the quality of their lives and made notes, Baker says. One participant referred to this staff person as the “quality of life therapist.”

The use of the word “therapist” was telling, Baker says, describing a staff member who delivered no therapy at all. The therapy, he concludes, was in the simple act of listening.

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## Prostate Cancer Can Run in Families

### Men Less Aware of Risk Than They Should Be

Family history is known to be a risk factor in many diseases, including prostate cancer. Yet many men aren’t aware of the increased risk they face if they have relatives with the disease.

A recent study published in the journal *Cancer* (Vol. 97, No. 8: 1894-1903) could be a wake-up call. Researchers from New York University and Maastricht University in the Netherlands analyzed 33 previous studies of family history and prostate cancer to help clarify the risk men in this situation face. The studies involved more than 200,000 patients.

The analysis confirmed that a man who has a father or brother with prostate cancer has more than double the risk of developing the disease himself, compared to a man with no family history of the disease. Men who have two or more relatives with prostate cancer have about five times the risk.

The researchers also found that the risk is generally higher for men with affected brothers than for those with affected fathers, and that the risk is higher for those with relatives diagnosed at younger ages.

“A significant number of men who have a family history don’t know that means they’re at markedly increased risk,” said Durado Brooks, MD, director of prostate and colorectal cancer for the American Cancer Society. “Men are aware that prostate cancer is a significant issue in general, but they often don’t relate that general health issue to their own personal health,” he added.

## Rocky Mountain Division Merges to Become Part of Great West Division

On September 1, 2003, the Rocky Mountain Division of the American Cancer Society merged with the Northwest and Southwest divisions to form the Great West Division.

The new division serves 12 states: Alaska, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, Utah, Washington, and Wyoming.

The former Rocky Mountain, Northwest, and Southwest Divisions were very similar in terms of income, population, and numbers of volunteers and staff. While individually, these were ACS’ three smallest divisions, they had been the source of some of the best “best practices” in the country. By combining efforts, it is believed that the Great West Division will be better positioned to serve the communities in these 12 states, as well as make more efficient use of resources through economies-of-scale.

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## Diet, Physical Activity and Cancer...What's the Connection?

*By Dr. Tim Byers and Colleen Doyle, MS, RD, American Cancer Society*

How much do your daily habits—like diet and exercise—affect your risk for cancer? These choices are among the most important factors in a person’s risk of cancer. Fortunately, they’re within our own control.

For the majority of Americans who do not smoke, eating a healthful diet and being physically active are the most important ways to reduce cancer risk. Evidence suggests that one third of the 550,000 cancer deaths that occur in the United States each year are due to unhealthy diet and insufficient physical activity.

While it has long been an accepted fact that physical activity reduces one’s

risk of heart disease, it's still news that physical activity can also reduce the risk of cancer. Physical activity works in a variety of ways to reduce risk, including by helping control weight and by influencing hormones.

How much is enough? Adults should be moderately active for at least 30 minutes on five or more days per week. For reducing risk for breast cancer and colon cancer, even more exercise may be better. For kids, the recommendation is 60 minutes or more.

The most important change in physical activity most of us can make, though, is to move from being sedentary to incorporating even a moderate degree of activity into our daily routine.

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## Controlling Weight

Maintaining a healthy weight is important to reduce the risk of cancer and other chronic diseases, such as heart disease and diabetes. Being overweight or obese increases the risk of several cancers, including cancers of the breast (among women after age 50), and colon, endometrium, esophagus, and kidney cancers.

Being overweight works in a variety of ways to increase cancer risk. These include mechanical ways in which abdominal obesity leads to acid reflux into the esophagus, and hormonal ways, in which obesity increases circulating levels of hormones such as estrogen and insulin that can stimulate cancer growth. Achieving an ideal weight need not be the first goal, though, as substantial benefits can come from first stopping weight gain, then beginning to achieve a modest amount of weight loss.

**Vegetables and Fruits:** Greater consumption of vegetables and fruits has been shown to lower risk of several cancers, including cancers of the lung, mouth, esophagus, stomach, and colon. Vegetables and fruits are packed with vitamins, minerals, fiber, antioxidants, and many other substances, which together account for their beneficial effect. Because it is not known which of these components is most protective, the best advice is to get healthy nutrition from whole foods rather than from nutritional supplements.

Eat at least five servings of vegetables and fruits each day, especially those with the most color, (a sign of high nutrient content).

**Fat:** High fat diets have been associated with an increased risk of cancers of the colon and prostate, but there is little or no association between high fat diets and breast cancer risk. Current evidence suggests that it might be the type of fat in the diet, rather than the total amount of fat, that is most important to consider.

Limiting saturated fat may be particularly important to reduce risk for both cancer and heart disease. Choose lean meats and low-fat dairy products, and substitute vegetable oils (like canola and olive) for butter or lard.

Adopting a healthier lifestyle is easier for people who live, work, play, or go to school in an environment that supports healthy behaviors. Working together, communities can create the type of environment where healthy choices become easy choices. We all can contribute to those changes: Let's ask for healthier food choices at our workplace and where our children go to school. Let's support restaurants that serve healthy options. And let's help make our communities safer and more appealing places to walk, bike, and be active.

One third of all cancer deaths are related to diet and activity factors. That's equivalent to approximately 186,000 lives per year. Let's challenge ourselves to increase our physical activity, to lose some extra pounds, to make healthy food choices, and to look for ways to make our environments become healthier places to live.



## Hope Blooms With You

The Walgreens "Hope Blooms With You" breast cancer third-party charitable sales promotion raised more than \$2.2 million in just four weeks during May 2003. This is double last year's income from the "Hope Blooms With You" program, and it represents a significant milestone for the program in its sixth year and for cause marketing programs in general.

Funds less expenses will be distributed to the Divisions where the money was raised to further breast cancer program efforts in those areas.

Between April 27 and May 31, 2003, Walgreens shoppers could purchase a paper "bloom" that was scanned along with their other Walgreens store purchases and represented \$1 to the American Cancer Society. The consumer was then offered the option to post the bloom in the store.

For four consecutive weeks, Walgreens featured a breast cancer ad in its weekly nationwide circulars. These ads were developed in conjunction with the American Cancer Society, and all featured the "buy a bloom to help fight breast cancer" message. Each ad reached roughly 52 million households. Contributed services for the 2003 promotion are valued at \$381,000.

In addition to the advertising, Walgreens created collateral posters to further educate store employees about the promotion and for use with in-store displays advertising the promotion itself.

This promotion is designed to be free from unrelated business income tax (UBIT), so the Society cannot promote it. Walgreens conducts all promotions of "Hope Blooms With You."

This annual promotion with Walgreens represents an outstanding opportunity for the Society to gain exposure in more than 4,000 communities across the country. Walgreens' investment in promotion delivery and advertising tops more than \$1.7 million over its six years, in addition to the more than \$6 million cash raised to date.

In 2002, "Hope Blooms With You" was nominated for a Halo Award for Excellence in Cause Marketing for transactional campaigns and received recognition for achievement in this area.