



CHAPTER LEADER NEWS

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Us TOO International
Prostate Cancer Education &
Support Network

HELPFUL HINTS FOR RUNNING YOUR CHAPTER

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Us TOO
PROSTATE CANCER
EDUCATION & SUPPORT

EXPANDING THE SCOPE OF YOUR CHAPTER

Us TOO Chapters generally hold regularly scheduled meetings. In addition, many chapters choose to broaden the scope and reach of their chapter, participating in events and outreach beyond their regular meetings.

1. Outreach activities:

A. Develop articulate and informed speakers to present information to men and women about the need for early detection.

B. Get involved with local Health Fairs. Have Chapter members provide literature on the need for early detection of prostate cancer, and information on the value and benefits of participating in an Us TOO Chapter.

C. Contact the American Cancer Society to inquire about organizations that are looking for speakers and volunteer to speak. Also inquire about local Health Fairs in which your chapter members can participate.

2. Broaden the reach of the Us TOO message by getting radio and television stations involved with early

detection initiatives, for example:

A. Contact a local TV station about possibly presenting a program on the need for early detection. Suggested timing: twice a year, on Father's Day and in September, which is prostate cancer awareness month

B. Invite local medical professionals to participate in on-air programs about the need for early detection. Also select some of your chapter members to participate in the discussion.

C. Contact newspapers about your meetings, specific agenda items of interest, and special events, such as early detection seminars or screening.

D. Contact the larger, regional newspapers asking them to print an article about your chapter and the good work you've accomplished and the results within the survivor community. Your member's outcomes will make wonderful interest stories.

E. Contact the smaller, local towns, weekly newspapers and offer to write a story or paragraph on Prostate Cancer, the need for screening, the reducing death rate, and the new techniques, etc. Your group's presence and availability can be mentioned in the paragraph.

International Conference On Prostate Cancer 2006
Moderator: Charles E. Myers, MD
Friday October 19 to Sunday October 22, 2006 Reston, Virginia

SPEAKERS

Israel Barken, MD
Prostate Cancer Research & Education Foundation

David Bostwick, MD, MBA
Bostwick Laboratories

Harry B. Burke, MD, PhD
Bostwick Laboratories

E. David Crawford, MD
University of Colorado and The Prostate Cancer Education Council

Michael Dattoli, MD
Dattoli Cancer Center & Brachytherapy Research Institute

J. Steven Jones, MD
The Cleveland Clinic

William Lloyd Glover, Jr., M.D.,
FACS Fairfax Urology Center, Ltd.

John Lynch, MD
Georgetown University Hospital

Charles E. Myers, MD
American Institute For Diseases Of The Prostate

Gary Onik, MD
Celebration Health/Florida Hospital

A. Oliver Sartor, MD
Dana-Farber Cancer Institute

Mark Scholz, MD
Prostate Oncology Specialists, Inc.

Bruce Sodee, MD
University Hospitals of Cleveland

Ashutosh Tewari, MD
New York Presbyterian Hospital

Anyone can attend the FCRE/USTOO International Prostate Conference at Reston, Virginia. It is geared for patients who want to learn how to get their best treatment. The discounted registration fee of \$100.00 is extended until Oct. 1st. There is still an additional \$5 rebate for signing up on line. There is a Syllabus of the conference speeches for \$10 that must be purchased in advance and a gala dinner Saturday night for \$50 if you want to attend. Dr. Leonard Kuhn, "the Laugh Doctor" will be the speaker. The Syllabus is worth its weight in gold because it provides the same Powerpoint information that the speakers will be using in their slides. Be sure you buy at least one.

If you want to stay overnight, you can make reservations at the Hyatt Regency - Reston by calling 1 -800-233-1234 or 703-709-1234. The Hyatt Regency - Reston, is located at the Reston Town Center, not far from Dulles International airport which services the Washington metropolitan area.) If you mention the "International Prostate Cancer Conference", the cost is \$119/night +9% Tax.

You can register on line at <http://www.cancer-foundation.org/howtoregister.html> or by calling 718-522-7512. This website also provides detailed information on the conference agenda and all workshop topics.

Special note to chapter leaders: we are looking for volunteers to run patient support groups at the actual conference. If you would be willing to lead a group, please contact: Karen@ustoo.org.

Us TOO's Sneakers@Work Day will bring high visibility to Prostate Cancer – It's about time!

On June 15, 2007 **Sneakers@Work Day** aims to make millions of Americans aware that Prostate Cancer kills nearly as many men as breast cancer kills women. You know that the statistics are scary and now many more will know too. **AWARENESS** is key. **EARLY DETECTION** is best. **ACTION** is critical.

Sneakers@Work Day is a sweeping cross-country workplace-based fundraising event just prior to Father's Day, which will bring major attention to this devastating silent killer among men. Any company who participates will be wearing a badge of good will and support for men, across the country and the world. This is a groundbreaking launch of a new campaign, certain to become as large as the Breast Cancer Awareness one, Lee Denim Day.

Sneakers@Work Day is easy:

- Companies pledge support
- Employees are encouraged to wear sneakers to work
- Each employee donates \$5.00

Every participant receives a pair of blue sneaker laces (blue represents prostate cancer as pink represents breast cancer)

Action is Key! Commitment is critical. Sneakers@Work Day can only succeed with your help and involvement. Enroll your company, your wife's, son's, daughter's company, friend's company. Get local service clubs—Lions, Rotary, Elks, Kiwanis, Chamber of Commerce and others--to help. **SPREAD THE WORD. Without companies making an active commitment to participate, awareness cannot grow, and we cannot accomplish for men what has been accomplished for women and Breast Cancer.**

For more information, visit www.ustoo.org and click on the Sneakers@Work logo, or contact Dan Reed at 630-795-1002 or dan@ustoo.org.



Us TOO International Participates in Combined Federal Campaign

For the first time ever, Us TOO International is now eligible to receive Combined Federal Campaign funds as a new member of the Health Service Charities of America (HSCA). HSCA represents human service charities in workplace fundraising drives, and has participated in the Combined Federal Campaign, individual state and municipal campaigns, and private sector corporate campaigns.

All federal employees, including military personnel, will be participating in the 6-week Combined Federal fundraising Campaign September 15 – December 15, 2006, and are able to complete pledge cards to make donations to their charities of choice.

Please share the Us TOO CFC number within your chapter and network of friends: CFC# 2865. Thank you!

Supporting Those Facing End-of-Life Issues:

A FREE telephone training program especially for chapter leaders



“They said there’s nothing more they can do...”

What do you do or say when someone comes to you with these words? How do you respond? What is your role?

Us TOO International proudly presents a FREE 60 minute nation-wide tele-conference call on supporting patients and their families when facing end-of-life issues. No pre-registration necessary. Participation limited to the first 50 callers.

Date: TUESDAY, OCTOBER 17TH, 2006

Time: 6pm pacific, 7pm mountain, 8pm central, 9pm eastern

Dial in #: 1-800– 500-0311

What you will learn:

Understanding why it is difficult to discuss end-of-life issues

How to respond to and best support, the patient and family

What is your role?

What is hospice?

What resources can you provide and direct them to?

The Twelve principles of a “Good-Death”

Ideas that may bring a measure of comfort

SPEAKERS:

Gary Skramstad, Lutheran Clergyman, currently the Spiritual Care Director at a large senior facility, Country Manor Campus, in Sartell, MN. Diagnosed at age 54 with advanced prostate cancer, Gary was one of the founders of the greater St Cloud US TOO chapter, where he continues as Chapter Leader.

Elizabeth Cabalka, Consulting Program Development Manager for Us TOO, member of Us TOO’s Advisory Panel on Companion & Family care, speaker on issues of grief and end-of-life care, and the author of the books, *Wednesdays at the Fluff ‘n’ Fold ~ A Caregiver’s Oasis* & *The Circles of Love Collection*.

Elizabeth Brown, Chaplain trained and practiced at St. Mary’s Hospital in Duluth, MN. Mother of 6, Grandmother of 19, Former of college and high school teacher. Elizabeth attends US TOO meetings in support of her husband, James Brown, who is a prostate cancer survivor and an Us TOO Regional Director.

FREE Online Cancer Advocacy Training Program Available Now

Washington, D.C.—The National Coalition for Cancer Survivorship (NCCS) has launched online advocacy training sessions through their grassroots network, Cancer Advocacy Now! (www.canceradvocacynow.org) to teach those affected by cancer how to effectively speak up for better healthcare. These training sessions emphasize the importance of advocating for access to quality cancer care and provide guidance on how to communicate with federal legislators and other policymakers on issues that are important to cancer survivors.

“Federal policies greatly impact the way our nation researches, regulates, finances, and delivers cancer care. Through these online training sessions we will educate, empower, and teach those affected by cancer how to advocate for themselves and others. We believe in the power of many informed voices coming together to let our lawmakers know what matters to us,” said 34-year cancer survivor and NCCS President and CEO, Ellen Stovall.

The online training sessions allow viewers to follow along at their own pace and are very user-friendly. The first training session defines advocacy and explains its importance in regards to improving this nation’s healthcare system. The second session highlights some of the barriers and obstacles that cancer survivors face and the proposed legislative changes that would promote a comprehensive cancer care system for all Americans. The narrators are all cancer survivors and they clearly outline different ways that people can ‘make noise’ and promote positive change in their local and national communities by building relationships with key policymakers.

By taking action, patients, survivors, caregivers, family, and friends can help to ensure that all Americans are receiving the cancer care they deserve. To join NCCS in the fight for quality cancer care, sign up for Cancer Advocacy Now! at www.canceradvocacynow.org.

**All grassroots advocates can access the training
modules for FREE at
www.canceradvocacynow.org/trainmodule/**

**Us TOO International
Prostate Cancer
Education & Support
Network**

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Visit our website
at www.ustoo.org



**"Us TOO University" 2006 has
sold out! Look for more informa-
tion this fall regarding the 2007
schedule for Us TOO University
dates and locations!**

**Chapters Work in their local Communities to Celebrate September:
Prostate Cancer Awareness Month!**

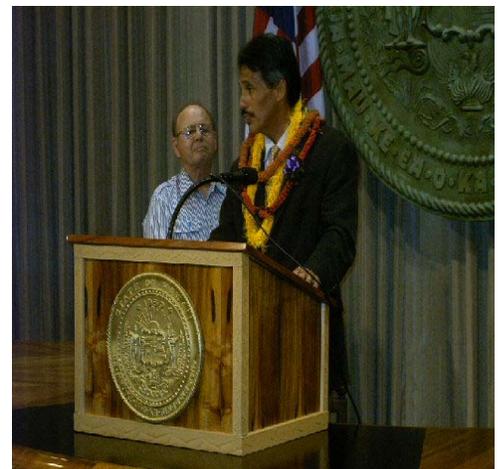
Us TOO Northwestern Memorial Hospital hosted two work-
shops in Chicago including *What Every Man Should Know:
Understanding the Prostate and Prostate Cancer and Men's
Sexual Health: focus on erectile dysfunction*

David C. Pratt Chapter of Us TOO hosted a workshop titled
Current Treatment Options for Prostate Cancer. A 3 physi-
cian panel discussed the daVinci Surgical System, Tomother-
apy and Hormone Therapy.

Us TOO Markstein Cancer Education Center promoted free
PC screenings for community members.

Us TOO Atlanta Midtown Chapter joined with the Compre-
hensive Men's Health Initiative to host a day long health fair
focused on men's health issues which included free PC
screenings, entertainment, physician presentations and con-
certs!

GREAT JOB!!!!



Hawaii Lt. Gov. Duke Aiona presents Prostate Cancer Awareness Month Proclamation to Us TOO and Hawaii Prostate Cancer Coalition members. Accepting the proclamation for participants is Us TOO Regional Director Phil Olsen, a 13-year PCa survivor. Photo: Wendy Nihoa.