1979 Crusade Highlights

CRUSADE GOAL OF $825,000—With considerable money still due, our Division's goal of $825,000 is in sight, according to the State Crusade Director. Most units are slightly ahead of last year.

SPECIAL EVENTS—After the Residential Drive our second largest source of income is special events. Among these successful affairs have been the Hall of Fashion Ball in Baton Rouge, Calcasieu's Show for Life, the Cotillion To End Cancer of Greater New Orleans and the new Caddo-Bossier Prelude events. Also the many Bike-athons, dances, cake walks and raffles continue to flourish.

OVER 30,000 VOLUNTEERS—The Louisiana Division has over 30,000 dedicated volunteers in the Crusade effort this year. These include residential, independent business and special gifts among others.

QUOTA BUSTERS—Congratulations to the following Quota Buster Units who had exceeded their reported goals so far: Caddo-Bossier, Jackson, Morehouse, Richland, Union, Concordia, Grant, LaSalle, Rapides, Sabine, Vernon, Calcasieu, Terrebonne and St. James.
ACS President Says

‘There Is No Safe Cigarette’

A new American Cancer Society study has shown that precancerous abnormalities in the bronchial tree occur less often in males who smoke relatively low tar/nicotine cigarettes than in those who smoke cigarettes relatively high in tar and nicotine, and that among non-smokers studied they do not occur at all.

The findings were based on comparisons under the microscope of 20,424 tissue samples from 445 men who died of causes other than cancer during the years 1955 to 1960 and 1970 to 1977. Both groups had smoked approximately the same number of cigarettes, but during the intervening years, the tar and nicotine content of cigarettes had decreased.

Because tissue abnormalities were found less frequently in those who had smoked cigarettes lower in tar and nicotine than in those who had smoked cigarettes with a high tar and nicotine content, the study concluded that we should see “a decline in lung cancer death rates of cigarette smokers at some future date.”

Dr. LaSalle D. Leffall, Jr., of Washington, D.C., president of the American Cancer Society, said the study tends to confirm earlier conclusions that high tar/nicotine cigarettes are related to higher death rates from lung cancer.

Although findings of the study suggest a way for smokers to reduce their lung cancer risk by switching to low tar/nicotine cigarettes if they find it impossible to quit entirely, Dr. Leffal said, the best way to escape the risk of lung cancer “is still not to smoke at all.”

“There's no such thing as a threshold of safety,” he said. “There is no safe cigarette.”

“An estimated 80 percent of those who die from lung cancer have cigarette smoking histories,” he continued. “This year, cigarette smoking is expected to cost nearly 100,000 American lives from lung cancer alone.

Lung cancer continues to be the most prevalent of all major cancers, because most lung cancer can be prevented by not smoking cigarettes.”

Head and Neck Discussed At Rehabilitation Conference

The 1979 Rehabilitation Conference On Head and Neck Cancer highlighted activities of the Division’s Service and Rehabilitation program for the first half of this year.

Held on March 16, at the Fairmont Hotel in New Orleans, the Conference featured an outstanding program to health professionals from throughout the state. Plans are already underway for next year’s conference.

A grant of $500 has also been given to the New Orleans Chapter of the United Ostomy Association to help defray expenses for their Sixth Annual Regional Conference in New Orleans.

Reach to Recovery and Ostomy programs have also been implemented in Houma. Sister Linda Pellegrin, R.N., of the Social Services Department of Terrebonne General Hospital has spearheaded these programs.

In other news another Ostomy Chapter has been organized in Monroe. Plans are also underway for implementing a Reach to Recovery program and an Ostomy Chapter in the Camp Polk-Leesville area.

1978 Smokeout A Success

A Gallup Poll showed more than 14 million smokers tried to give up cigarettes in the American Cancer Society’s 1978 Great American Smokeout.

According to the national study, 3,600,000 did not smoke on November 16 and another 10,400,000 cut down for the day. In addition 2,400,000 smokers were still not smoking two weeks later.

The report indicated “a very high level of public familiarity” with the event and a high level of participation.

“These excellent results give ample evidence that the Smokeout is worth the energy, time and interest devoted to it,” said Mrs. Robert Birdsall, vice president of the Louisiana Division of the American Cancer Society.

About 1 out of 4 cigarette smokers either cut out or cut down on cigarette smoking the day of the Smokeout, according to the survey.

The sampling further reported about 3 out of 10 adults surveyed indicated familiarity with the event. “The Great American Smokeout succeeded in reaching all demographic segments of the population,” it said.

The survey revealed that Smokeout participation was greater among women than among men, and higher among younger people than those of more advanced age.

Eight percent of non-smoking adults and 87 percent of smoking adults were aware of the Smokeout and 26.6 percent of the nation’s 54,000,000 smokers participated (6.7 percent made it through the day without smoking and 19.9 percent managed to get part-way through the day). On the average of two weeks later, 4.4 per cent were still not smoking.

Those who managed to get all the way through the day without a smoke set the pace for quitting permanently; 36 percent of them were still not smoking approximately two weeks later. Yet even among those who couldn’t get all the way through the Smokeout without a cigarette, seven percent persisted and had managed to beat the habit a fortnight later.

Annual Report Available

The Division’s 1978 Annual Report is now available through the Area offices or from the Division’s headquarters.

This 1978 Annual Report outlines the extent of the Society’s activities in Louisiana.

The report shows that a total of $360,420 was spent for research in Louisiana last year.
Lafourche Winners

Recently announced winners in the Lafourche Parish Anti-Smoking Poster Contest are left-to-right: Windy Knight, Lockport Upper Elementary, 3rd place in central area; Mitzi Robichaux, Golden Meadow Upper Elementary, 2nd place in south area; Karen Crochet, South Thibodaux Elementary, 2nd place in north area; Angela Duet, Golden Meadow Upper Elementary, 3rd in parish and 1st in south area; Tricia Stein, Bayou Boeuf Elementary, 3rd place in north area; Matt Campeaux, Cut Off Elementary, 3rd place in south area; Brian Leach, St. Mary's Nativity, 1st in parish and 1st in central area; Delia Landry, Chackbay Elementary, 2nd in parish and 1st in north area; and Mike Knobloch, St. Mary's Nativity, 2nd place in central area.

Anti-Smoking Contest Winners

Learn Smoking Is Serious Business . .

New Orleans Winners

Winners of the 1979 Anti-Smoking Cartoon Contest sponsored by the Greater New Orleans Unit of the American Cancer Society are shown receiving awards from Dr. Robert Ayerst, unit president, (center). Left to right are Rebecca Gilberti of Metairie, first place winner in the junior division; Hope Nelson of Gretna, second place junior winner; Karen Orgeron also of Gretna, second place in the senior division; and Arthur Johnson of New Orleans, first place winner in the senior division. One hundred dollar U.S. Saving Bonds were presented to both first place winners and a $50 saving bond went to each second place winner.
National ACS Annual Report Says

More Lives Being Saved

The National American Cancer Society has asserted that, over the years, more lives have been saved from leukemia than from polio, and that the Pap test for cervical cancer has saved more lives than the measles vaccine.

In its annual report for fiscal 1978, the Society added that "confirmation of the causal link between cigarette smoking and lung cancer has a life-saving potential comparable to the discovery of the tubercle bacillus, which is used in the tuberculosis vaccine."

A special section in the annual report, titled "Cancer: Where We Are Today," was devoted to progress against the disease.

Explaining that today's statistics reflect the effectiveness of therapies in use prior to the early 1970's, the report pointed out that more years will be needed before the effectiveness of today's therapies can be properly measured.

Even so, it said, thirteen once-deadly cancers now are considered curable, including 75 percent of all cases of Hodgkin's disease and localized Burkitt's lymphoma, and 90 percent of Wilm's tumors in children.

According to the report, fifty chemicals now are useful in treating cancer, often in combination with surgery, radiation, or a combination of the two. Radiation techniques have grown more sophisticated, and surgery is still primary.

Cigarette smoking was singled out as a major preventable cause of cancer which is responsible for 118,000 needless deaths a year.

In the financial section of the report the Society revealed that it has budgeted a total of $149,171,000 for expenditure during its current fiscal year, including $48,345,000 for research, $39,405,000 for public and professional education, and $28,994,000 for patient and community services.

Outstanding Service Awarded

Mrs. Clyde H. Smith of Vidalia has been presented a Certificate of Appreciation from the Society in recognition of 20 years of "Outstanding Service" in the Central Area.

Mrs. Smith has worked tirelessly in the campaign to conquer cancer by serving as Vidalia memorial chairman since 1959.

"The American Cancer Society Memorial Fund was established to provide a practical and fitting means by which families or friends can commemorate a loved one who has died of cancer or other causes," Mrs. Smith said.

"Contributions made in memory of a family member or a friend are acknowledged by the American Cancer Society, and a Memorial Card is sent to the family, other group of individual stating that a Memorial has been received and giving the name of the donor. These contributions may be in any amount and are tax deductible," Mrs. Smith said.

"Memorial funds are used in support of the Society's unceasing fight against cancer through coordinated programs of research, education and service here in Louisiana."

Although the major source of funds for these programs comes from the Society's annual April Crusade, memorial gifts received throughout the year are becoming increasingly important to the Society as more families and individuals become aware that they can contribute in name of a loved one toward ultimate victory over the dread disease of cancer.