Annual Meeting Held October 9th
New Officers Elected

The Louisiana Division held its 1987 Annual Meeting on Friday, October 9th at the Le Pavillon Hotel in New Orleans. Volunteers from throughout the state gathered to review the progress over the past year and to discuss ways to progress even further in 1988. The meeting covered every aspect of the Society: Crusade, Service, Research and Public Education.

Mrs. Simon Weil of the Pointe Coupee Unit was moderator of the morning workshop and opened the meeting by thanking volunteers for their commitment to cancer control.

In his welcome address, Division President Ewell P. Walther, Jr. outlined some of the accomplishments in 1987: over $750,000 in research grants in Louisiana, over 6,000 cancer patients reached through service programs and over 450,000 state residents reached through educational programs.

Crusade income was explained in detail by Dr. James R. Peltier, state crusade chairman. In this year's Crusade, the Louisiana Division raised $1,005,777 without the aid of funds from the exotic wagering pool which was eliminated from the state budget. Also to be noted was the fact that 12 units exceeded their Crusade goals for 1986-87.

To explain how the money that is raised in the Louisiana Division is spent, Dr. David M. Carlton, Jr. crusade committee chairman narrated a slide presentation of "Where the Money Goes." Dr. Carlton examined the various research projects currently funded in Louisiana as well as numerous training and educational programs for both laymen and professionals, and the many services and rehabilitation programs available to cancer patients and their families.

Next, Ms. Pam Harrison of the Caddo/ Bossier Unit gave a Division update on the progress of Public Education programs during the 1986-87 year. In the report, the Louisiana Division reached over 200,000 adults and 250,000 youth with life-saving educational programs and materials. These successful programs include: "Taking Control," a 10-step guide to a healthier lifestyle; a "Smoke-Free Young America" by the year 2000 initiative to help educate the youth on the dangers of smoking; "Special Touch," a new educational emphasis on breast cancer detection; finally, a new educational program for pre-school children ages 3-5 entitled "Starting Free — Good Air for Me."

Other reports given during the morning workshop included: a Service and Rehabilitation project called "Road to Recovery" which was presented by Dr. Sheldon A. Johnson of the Greater Baton Rouge Unit; a Division Special Events report given by Mrs. Rebecca Roberts, Division special events chairman; a presentation on the "Bid for Bachelors" special event given by Mrs. Diana Trahan, of the Terrebonne Unit; finally, a special presentation on the Volunteer Development Program given by Mrs. Bobbie Brewer, National coordinator from the Southern Area — National Society.

After a short break and photo session, volunteers reconvened for lunch at which time awards were presented. Among the honorees were: Dr. James R. Peltier who served as State Crusade Chairman during the 1986-87 Crusade; Mrs. Robert Birdsall who served as 1986-87 Division Public Education Chairman; Mr. Fred Bonsack who served as State Golf Chairman for the past 2 years; Mr. Ewell P. Walther, Jr.,

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Block Elected President

Jerald P. Block of Thibodaux was elected President of the Louisiana Division at the American Cancer Society's 1987 Annual Meeting, October 9, in New Orleans.

Elected Vice President was Mrs. Robert E. Birdsall of Jonesboro. Other officers named include Mrs. Elmo D. Cire of New Orleans, Secretary and Ronald F. Carr, D.D.S., of New Orleans, Treasurer. Luis R. Guerra, D.D.S., M.S. will again serve as Chairman of the Board of Directors. The executive committee will be chaired by Winston H. Weese, M.D., of New Orleans.

"The American Cancer Society is proud of its accomplishments in Louisiana and optimistic about winning the battle against cancer," said Block. "Today, over 52% of the patients diagnosed with cancer are being cured. We are excited about this cure rate since it represents a saving of human lives and allows those affected to have normal, productive lives. We will continue our goal in Louisiana to reach more people with necessary information and knowledge about the causes of cancer so that these individuals can make informed lifestyle choices affecting their health."

New members elected to the Division Board of Directors include Mrs. Rebecca Roberts of Shreveport, Mrs. Edia Harris of Baton Rouge and Dennis Botts, B.C.S.W. of Alexandria.
1987 Smokeout A Success
Louisiana Reaches Record Numbers

According to a Gallup Survey, 39.1% of the nation’s 50 million smokers participated in the 1987 Great American Smokeout, that total being 19.6 million. Among that total, over 11.5%, or 5.8 million smokers were able to stay off cigarettes for 24 hours and 3.7 million were still not smoking 1 to 3 days after the Smokeout. One interesting note is that of the number of people surveyed, over 90% had heard of the Great American Smokeout.

In the Louisiana Division, preliminary reports show that approximately an unprecedented 350,000 state residents participated in Smokeout-related activities shattering last year’s record of 195,000.

In every other area of the state, smokers and nonsmokers alike participated in fun and festive events.

In the Southeast area, rallies, balloon releases and proclamations took place along with poster contests and even a 5-K race in Covington. Local hospitals and schools also participated in Smokeout-related events.

The Greater New Orleans area held a massive rally at Canal Place where proclamations and a balloon release took place. Other activities were held throughout the metropolitan area in companies, hospitals, schools and college campuses.

In the Northwest Area, balloon releases, poster contests and Smokeout-related activities prevailed during the big day. Barksdale Air Force Base participated in many Smokeout events including balloon releases, “Adopt-A-Smoker” parties and even conducted smoking cessation clinics for military personnel.

The Northeast Area had great response with this year’s Smokeout. Balloon releases, rallies and Adopt-A-Smoker programs took place throughout the 12 parish area. The area also had great participation in poster contests cosponsored by local banks in Ruston, West Carroll and Lake Providence.

The Greater Baton Rouge Area held many Smokeout activities throughout their local communities. Besides the popular balloon releases, parades and smoking cessation functions conducted by local hospitals, the local Baton Rouge police and fire departments helped conduct the Great American Signup. An 18-wheel truck rode down the streets of Baton Rouge soliciting signatures of nonsmokers for the Smokeout. A good turnout and participation prevailed throughout the day.

Reach to Recovery Update

Reach to Recovery volunteers throughout the Southwest Area gathered together for a seminar to update them on the latest practices and policies of the Reach to Recovery training program. The sessions were held at three local hospitals in the Southwest area: Beauregard Memorial Hospital in DeRidder, St. Patrick’s Hospital in Lake Charles and the American Legion Hospital in Jennings.

Emma Jean Anderson, M.S.W., Medical Affairs Director for the Louisiana Division helped conduct the seminars which touched on the following topics: self-referral procedures for breast cancer patients; new cosmetic coverings for minority patients as well as policy statements that trainers must receive the attending physician’s approval before demonstrating exercise therapy to breast cancer patients.

All Reach to Recovery volunteers need to be recertified after two years to keep up to date with new practices and policy procedures.

New Pre-School Program Announced

The Louisiana Division of the American Cancer Society is introducing a new Public Education program for pre-school children entitled, “Starting Free: Good Air for Me.”

The goal of this program is simply smoking prevention. It is designed to help young children learn polite ways to tell a smoker or other adults how smoke makes them feel and be able to leave a room when someone is smoking.

These are important health reasons to start facing the smoking issue earlier than ever before. The most recent report of the Surgeon General of the United States shows clearly that children who live with people who smoke are far more likely to develop certain illnesses such as bronchitis, pneumonia, chronic coughs, ear infections and more frequent colds.

The effects of “involuntary smoking” can be long-lasting because children who grow up with smokers are far more likely to become smokers themselves.

These materials are prepared for use in day care settings, early childhood learning centers or at home. Some of the “Starting Free” materials include: facilitator’s guide, story books, posters, hand puppets, stickers and activity sheets for teachers, care providers and parents. For more information on “Starting Free,” you can contact your local ACS area office.

Smoke-Free Class of 2000 Planned

A tri-agency conference was held in New Orleans to announce the new campaign for a Smoke-Free Class of 2000. The American Cancer Society, American Heart Association and the American Lung Association cosponsored the meeting which assembled volunteers and staff from across the country representing all three agencies to discuss the plan for the nationwide Smoke-Free Class of 2000 kickoff during the 1988-89 school year.

Mrs. Robert E. Birdsall, Public Education Chairman for the Louisiana Division stated the conference represents a first; the cooperative meeting of the three largest voluntary health agencies all concerned with the prevention of disease and death from tobacco use. The meeting included general sessions and workshops to determine strategies that state and metropolitan coalitions could accomplish for the kickoff and implementation of the project.

Mrs. Birdsall also added that by understanding common goals and the need to form coalitions to achieve these goals coupled with success stories shared by other Smoke-Free Class of 2000 pilot projects, the conference has set a precedent for future projects to be established within the state of Louisiana.
Southeast Area

A student in the education department at Southeastern Louisiana University is working on developing an oral cancer unit specifically for junior and senior high school students to increasePublic Education awareness of cancer. Joann Grant, a new ACS volunteer from Florida will be conducting the first I Can Cope program in Slidell beginning January 5, 1988. Congratulations to Wiley Matherne, Rachel Hawkes and Linda Autin from the Lafayette Unit who put on two Jail and Bail's this past August and raised close to $5000. The Washington Unit was recently reorganized and the new board of directors are doing a commendable job of expanding the American Cancer Society's presence in the community. At a recent breast cancer screening/education program, 80 women participated in reduced cost mammograms in Mandeville.

Greater New Orleans Area

The first annual Asclepian Ball was held in September at the New Orleans Hilton Hotel. Greek art, food and decor enhanced the mystical evening with music provided by Jubilation! Honorees for the event included Dr. Robert Beazley and Mrs. Arthur C. Waters. The event was a terrific success and raised close to $11,000. The first Pro-Am Night Golf tournament was held in November at Ormond Country Club and raised nearly $6,000. The tournament was played with local celebrities and included a cocktail reception and buffet dinner. All the equipment necessary for the tournament was provided including fluorescent balls, light sticks and lighted carts.

Northwest Area

The Caddo/Bossier Unit displayed its consumer education program, "Taking Control" at the Barksdale Air Force Base Commissary in October. Trained volunteers handed out literature about eating right to reduce cancer risk, quitting smoking and overexposure to the sun. Approximately 60,000 shoppers visited the commissary during the three day event and an estimated 2,500 people participated in the "Taking Control" program. Many thanks to the following: Dr. Goodman, dietician, for the dining hall at Barksdale; Sgt. Heathman, dietician for Barksdale as well as ACS volunteers, Frances Hanna and Dori DeLee. Volunteers were trained to present "Taking Control" by Mary Lynn Vassar, registered dietician at Willis-Knight Medical Center in Shreveport.

Northeast Area

The Lincoln Parish Unit has recently been organized with 20 members presently on the board with Ann Lee as president of the unit. Green Clinic in Ruston has donated office space to the American Cancer Society in order to distribute literature and information on the ACS and its programs. A laryngectomy workshop has been planned in a cooperative effort with Glenwood Hospital and St. Francis Hospital in Monroe during the month of March. In Monroe, an ostomy association is being formed through the efforts of Cindy Rogers, Director of Social Services at St. Francis Hospital. Over 300 people participated in screening procedures at a healthfair conducted by the Caldwell Parish Library in which the American Cancer Society played a major role.

Greater Baton Rouge Area

A donation was made of three artificial larynaxes to the New Voice Club of Baton Rouge. The donation, valued at approximately $900 came from several local corporations. The Greater Baton Rouge Unit participated in two major healthfairs, namely Health Check and Women's Health Day which were greatly received by the public. In November, an Oral Cancer Conference was held at our Lady of the Lake Hospital. Dr. Ronald Carr and Dr. Luis Guerra spoke to the 56 participants on "Pathology and Patient Care". An "I Can Cope" program will be starting January 5 at Baton Rouge General Hospital and will continue through February 9.

Southwest Area

Workshops were conducted to recertify volunteers for the Reach to Recovery program in Beauregard, Calcasieu and Jefferson Davis parishes. Pat Miller of Lake Charles is a new volunteer in this program. Rose Spencer, R.N., of the Calcasieu Unit was awarded the Public Education Life Saver Award at the ACS Annual Meeting in October. An I Can Cope program for cancer patients and their families was hosted by Humana Hospital in Oakdale in October where Ezora Wade, L.P.N. served as facilitator. In October, the Calcasieu Unit's special event, "Show for Life on Safari" was held and raised nearly $40,000. Entertainment was provided by Singer Helen Reddy which contributed greatly to the success of the event.

Central Area

At Rapides General Hospital, a nurses' conference was held in September where over 130 professionals attended presentations and workshops on dealing with the various aspects of cancer. A Reach to Recovery update and training session for new volunteers was held at St. Francis Cabrini Hospital where a total of 15 volunteers attended the seminar. A "Taking Control" program was held at England Air Force Base where over 15,000 people viewed the presentation. In Alexandria, a state golf meeting will be held this coming January. A mini Oral Cancer Conference is presently being scheduled for the Central Area sometime in the early part of next year as is a dental clinic for professionals. Congratulations to the lady golfers representing the Louisiana Division who took first place in their division at the 15th annual American Cancer Society Golf Championship at the Doral Country Club in Miami, Florida. To be congratulated are Betty Lofton, Pat Rougeau, Ruth Joseph and Teecy Wagner from the Rapides Unit.
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outgoing President of the Louisiana Division. Also presented was a new Division award recognizing outstanding achievement in the area of Crusade. The recipient of this year’s per capita award went to the Jackson Unit of the Northwest Area. Mrs. Christie Weeks, Jackson Unit president, accepted the award on behalf of Mr. Bobby Culpepper, Jackson Unit crusade chairman.

Special recognition was given to the Public Education volunteers in all areas of the state. The Life Saver recipients were: Southeast Area, Joan Cutrer; GNO Area, Gloria Bernard; Northwest Area, Donna Dupuy; Northeast Area, Irma Colvin; Greater Baton Rouge Area, Marlys Knowles; Central Area, Melda Scull; Southwest Area, Rose Spencer and South Central Area, Melinda Granger.

Following the awards presentation, Dr. Frank Rauscher, American Cancer Society senior vice president of research spoke on the many advances in cancer research. Among other developments, Dr. Rauscher explained that interferon is now the treatment of choice for six different cancers and that the cost of treatment for each patient has been significantly reduced.

In Memoriam  
Mrs. Sybil Miller

Special Events Calendar

December  
• Love Lights A Tree — Lincoln, Ouachita, St. John, St. Martin, Webster  
• Road Block — Marion (Union)  
• Style Show — Jonesboro (Jackson)  

January  
• Celebrity Waiters — Gonzales (Ascension)  

February  
• Jail and Bail — Bogalusa (Washington)  
• Bid for Bachelors — Lafayette  

March  
• Bid for Bachelor — Houma (Terrebonne)  
• Tribute Dinner to Ferd Block — Thibodaux (Lafourche)  
• Golf Tournament — Iberia  
• Celebrity Waiters Dinner — Monroe (Ouachita)  
• Video-thon — Monroe (Ouachita)  
• Easter Bake Sale — Jonesboro (Jackson)  
• Night Golf Tournament — Mandeville (St. Tammany)  
• Golf Tournament — Calcasieu