Annual Meeting Held October 7th
Division Officers Elected

The Louisiana Division held its 1988 Annual Meeting on Friday, October 7th at the Doubletree Hotel in New Orleans. Over 100 volunteers throughout the state gathered to review the progress over the past years and to discuss ways to progress even further in 1989. The meeting covered every aspect of the Society: Crusade, Service/Rehabilitation, Research and Public Education.

In his welcome address, Division President Jerald P. Block outlined some of the accomplishments in 1988: nearly $1 million dollars in research grants; in force over the past years and in the Crusade goals. These Units served as 1987-88 Division Public Education programs outlining early detection and prevention/risk reduction.

The duration of the morning session was devoted to workshops covering various topics: In Public Education, a workshop was conducted showing the various initiatives on smoking control guidelines; in Crusade, the topic covered was special events, particularly “Jail and Bails”; in Service/Rehabilitation, the workshop focused on the new Cancer Response System (CRS). Finally, a workshop was conducted on Unit Volunteer Orientation, which incorporated the “People of Purpose” presentation to educate volunteers on the Society’s history, principles and policies.

After a short break and photo session, volunteers reconvened for lunch at which time awards were presented. Among the honored were: Dr. James R. Peltier who served as State Crusade Chairman during the 1987-88 Crusade; Mrs. Robert Birdsell who served as 1987-88 Division Public Education Chairman; the 1988 Crusade “Quota Buster” Units which exceeded their Crusade goals. These Units include: Ascension, Beauregard, Bienville, Cameron, Iberville, Jackson, Lincoln, Lafourche, Morehouse, St. Helena, St. Martin and Tensas; the 1988 Per Capita Division Award which was presented to the Jackson Unit of the Northeast 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, Rebecca Givens; St. Tammany Unit; GNO Area, Miriam Schultz, R.N., Greater New Orleans Unit; Northwest Area, Albert Saylors, Caddo-Bossier Unit; Northeast Area, Cindy Rogers, Ouachita Unit; Greater Baton Rouge Area, Thelma McDonald, Greater Baton Rouge Unit; Central Area, Dr. Wynella B. Badgett, Rapides Unit; Southwest Area; Imogene Park, Calcasieu Unit; South Central Area, Sylvia Oats, R.N., Lafayette Unit.

Afterwards, the volunteer leaders and officers were delighted to hear from Mrs. “Bunny” Jumonville, who is incoming 1988-89 State crusade Chairman for the Division. Mrs. Jumonville’s message to the Delegates was both moving and inspirational as she discussed her role as Chairman as well as cancer patient and encouraged the volunteers to continue their efforts to eventually eliminate cancer once and for all.

The following officers were elected during the Board of Directors meeting during the afternoon session: Jerald P. Block of Thibodaux, President; Mrs. Robert E. Birdsell of Jonesboro, Vice President; Mrs. Elmo D. Cire of New Orleans, Secretary; Ronald F. Carr, D.D.S. of New Orleans, Treasurer; Luis R. Guerra, D.D.S., M.S., Chairman, Board of Directors; Sheldon A. Johnson, M.D., Vice Chairman, Board of Directors; Winston H. Weese, M.D., Chairman, Executive Committee.

New members elected to the Division Board of Directors include: Mrs. Robert C. Morrison of Alexandria, Mrs. Glenny Lee Buquet of Houma, Larry Haaskins, M.D. of Lake Charles, Joseph B. Reynolds, M.D., F.A.C.S. of Bastrop, Mr. Edward Faile, Jr. of Ruston, Cindy Rogers, M.S.W., B.C.S.W. of Monroe, Mrs. Donna Dupuy of Bossier City, Mrs. Clarence Harmon, Jr. of Opelousas, Gary T. Wiltz, M.D. of Franklin, Mrs. Sylvia Shackleford of Gonzales and Mrs. Ettie Lee Golotta of Plaquemine.

Honorary Board Members include: Mrs. Henry Bernard of New Iberia, Mrs. Gladys Head of Monroe, Merrill O. Hines, M.D. of Jefferson, Mr. Donald A. Mayeux of Mamou, M. L. Michel, M.D. of Metairie, Andrew S. Ranier, M.D. of Lake Charles, Mrs. Velma Richard of Ponchatoula, Mr. W. Howard Senyard of New Orleans, N. R. Spencer, M.D. of Monroe, Ronald A. Walsh, M.D. of New Orleans and Donald B. Williams, M.D. of Lafayette.

Mrs. J. E. “Bunny” Jumonville, Jr.

Jumonville 1988-89 State Crusade Chairman

“Bunny” Jumonville, wife of State Senator J. E. Jumonville, Jr. of Ventress has been named 1989 State Crusade Chairman for the American Cancer Society’s Louisiana Division.

Jumonville, author, professional model and teacher will direct the activities of thousands of volunteers from Louisiana during the Society’s education and fund-raising campaign during the month of April, 1989.

“My focus is to not only encourage the financial enhancement of the American Cancer Society but to bridge the gap between cancer patients and volunteers”, stated Jumonville.

Jumonville, along with Joy Mounger co-authored “The Louisiana Crawfish Cookbook” and helped promote the crawfish industry in the United States and Canada. She has also made the 1984 Best Dressed list in Baton Rouge and has worked with the American Cancer Society’s Celebrity Waiters Special Event.

“I look forward to my role as State Crusade Chairman for several reasons. First, I anticipate different productivity because new people in a position bring fresh and new ideas. In addition, being the first woman and first cancer patient to hold this position, I feel will bring new perspective in the chain of events that follow”, she commented.

“Our theme this year is “Celebration of Life” and with that in mind, my personal message will be the Fight is not over until we win”, she added.

Bunny Jumonville and Senator Jumonville reside in Ventress. They have three sons, Tres, Dutch and Clayton.
1988 Great American Smokeout Plans Underway
Louisiana Set To Beat Last Year's Record

Anytime is a good time to quit smoking, but November 17 will be the "right time" for millions of American smokers who will join this year's Great American Smokeout.

That's the message offered by American Cancer Society volunteers planning the 12th annual Smokeout, the one day the nation's smokers are encouraged to set aside tobacco for just 24 hours.

The overall goal of the Great American Smokeout provides a supportive and positive atmosphere for smokers attempting to give up their cigarettes. Last year, 19.6 million smokers participated in the Smokeout by quitting or cutting down for the day, according to a Gallup Survey.

In Louisiana, nearly 350,000 state residents participated in Smokeout-related activities. This year, Division volunteers are planning to exceed last year's record through a variety of programs and celebrations across the state.

In the Southeast Area, Smokeout-related programs and rallies are the order of the day in hospitals, companies, schools and other businesses in cities including Hammond, Slidell, Larose, Houma, Thibodaux, Mandeville, Bogalusa and others.

In the Greater New Orleans Area, several rallies, promotions and smoking cessation programs will be conducted. Also on tap are school and military promotion ceremonies as well as designated hospitals becoming smoke-free institutions on the day of the Smokeout.

Smokeout rallies have been set in the Northwest Area as well as an Ark-La-Tex Great American Smokeout hotline for smokers to call in to get information on how to quit and tips to stay quit. In addition, there will be proclamation ceremonies as well as health fairs in local communities.

The Northeast Area has numerous Smokeout-related events planned. Poster contests are planned in all 12 parishes of the Northeast Area in addition to other promotions including: a "Cold Turkey Challenge" in West Monroe in cooperation with Glenwood Hospital; balloon releases at different facilities as well as a "mock funeral" with a coffin full of disposed cigarettes to be used as part of a bonfire for Northeast Louisiana University's pep rally. Assisting in the promotion will be radio station KNAN of Monroe.

In the Greater Baton Rouge Area, area hospitals will be participating in Smokeout-related activities as well as schools and area businesses. Also planned is a Smokeout parade on the LSU campus where literature and tips to quit smoking will be distributed.

In the Central Area, Fort Polk has planned week-long activities during Smokeout week. Planned events include runs, cold turkey raffles, exchange booths, (gum and candy for cigarettes) balloon releases as well as rallies and other celebrations. Posters and essay contests will take place in Avoylells and Rapides as well as school balloon releases. Promotions are even being planned at local hospitals for babies born on the day of the Smokeout.

The Southwest Area will conduct several Smokeout celebrations including "adoption" ceremonies in Lake Charles; Smokeout-related activities in telephone companies, hospitals, and other businesses including Boeing as well as several Chemical plants. Also planned is a "Balloon Blow", educating junior high school students that healthy lungs are needed to inflate balloons and need not be damaged by cigarettes.

In the South Central Area, Smokeout-related events will take place as area hospitals, schools, businesses and companies are planning activities in New Iberia, Lafayette, St. Mary, St. Landry, Opelousas, St. Martinville, Crowley and Jeanerette.

PACE Setters Announced

The Louisiana Division's Public Education responsibilities and activities continue to play a key role in the American Cancer Society's short-range goal of saving more lives through early detection and prompt treatment.

The Louisiana Division is proud to announce that not only has the adult and youth goals for 1987-88 been reached, but that seven Units have attained the status of PACE Setter during the recent fiscal year. These Units have not only reached their respective goals but have surpassed priority activities in cancer education. Congratulations for a job well done go to the following Units:

- Caddo-Bossier
- Webster
- Bienville
- Ouachita
- Lincoln
- Caldwell
- Jackson

New Division Grants Awarded

The American Cancer Society announced the addition of two research grants which brings the total of over $860,000 in cancer research in Louisiana.

The Society is the largest source of private cancer research funds in the United States, second only to the National Cancer Institute, an agency of the Federal government. To date, the Society has invested close to $1 billion in cancer research nationwide since its initial investments which started in 1946.

Tina M. Henkin, Ph.D., is the recipient of a Junior Faculty Research Award in the amount of $90,500. Dr. Henkin's study takes place at the Department of Biochemistry and Molecular Biology at the LSU Medical Center in Shreveport. This type of grant is given primarily to outstanding medical personnel specializing in cancer research.

Another research grant has been awarded to David Gross, Ph.D., Department of Biochemistry and Molecular Biology at the LSU Medical Center in Shreveport. The grant, which totals $162,000 investigates the structure and regulation of a heat inducible yeast gene.

Contributions to the American Cancer Society continue to fund these research projects as well as educational and service programs throughout the state.

(List of Grants on Page 4)
Having a phone number at your finger tips which can deliver accurate and timely information about cancer is an advantage you may never need. But if you or someone you love receives a diagnosis of cancer, information suddenly becomes imperative. Louisiana residents will have access to information for questions they may have about cancer simply by dialing a toll free telephone number: 1-800-ACS-2346.

The American Cancer Society, the sponsor of this new public service which was inaugurated in response to the public’s craving concern about cancer, this service, Cancer Response System (CRS) continues the Society’s obligation to provide quality data and seek appropriate resources in the community to assist in meeting cancer-related needs.

"At a time when there is much misinformation about cancer, which now claims 400,000 lives a year, it is important that people have rapid access to consistent, accurate and up-to-date information about cancer and its prevention, detection, diagnosis and treatment," said Sheldon A. Johnson, M.D., Division Chairman of the Service/Rehabilitation Committee, who helped implement this system for the Louisiana Division.

Callers can phone the new ACS number Mondays through Fridays between 9:00 a.m. and 5:00 p.m. and receive information on cancer, from probable causes to possible cures. In addition, the toll-free service will also refer patients and their families to local community services within the Louisiana Division. These may include rehabilitation programs such as Reach to Recovery and Bosom Buddies for breast cancer patients to name a few. Other services include providing transportation to and from treatment facilities where available as well as providing limited financial assistance.

Callers will also be offered free brochures, leaflets and other literature on any subject about which they would like more detailed information. However, all calls will of course be kept strictly confidential.

Handling the phones will be well-trained ACS staff members and volunteers. The answers they give will be based on a central data bank, which continuously receives an input of information from ongoing sources all over the world: leading cancer scientists, physicians, and medical research centers, plus the Society’s own library of resources.

The Society, however, makes it plain that the service will make no medical recommendations, which are more properly in the province of the physician.

"Even though the service provides an accurate, authoritative source of cancer information, we cannot presume to take the place of the personal physician, who is better equipped to give advice on diagnosis and treatment", said Dr. Johnson. "But we can provide a clearer understanding of knowledge people in general need to cope with all aspects of the disease, from prevention to recovery.”

Louisiana Division volunteers are encouraged to share the new number with their communities, telling neighbors about this new, free way to obtain answers to questions. “A diagnosis of cancer can be a frightening thing to a person with no access to information,” says Dr. Johnson. "Good, timely data is crucial for making the right choices about treatment and, even more fundamentally, about living."

If you would like more information or wish to volunteer in assisting the CRS program, contact your area American Cancer Society office.

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**Smoking Control Programs Available**

The American Cancer Society has played a leading role in smoking control in the last decade. In the Louisiana Division, Public Education volunteers have continued to provide educational programs to both adults and youth on the health consequences of smoking.

The following directives have been developed by the National Public Education Department to work towards a common goal of eliminating cancers related to smoking:

A. Smoking Prevention: Many programs of this type include: "Health Myself", "Starting Free" preschool kit, "Breaking Free" and Tobacco-Free Young America activities. New Programs and revisions of outdated material are in development.

B. Supporting the Development of Restrictive Smoking Policies: A new program has been established to educate and implement changes in smoking control, particularly involving involuntary smoking and the development of smoking policies in the community. Entitled, Where There’s No Smoke, this program available to local units, targets community and business leaders as well as others to help create restrictive smoking policies within the community.

C. Providing Information and Support To Smokers Trying To Quit: Studies have shown that 9 in 10 smokers have either tried to stop smoking or say they would if there were an easy way. Besides the FreshStart smoking cessation program, a new directive in smoking cessation is now available entitled Smart Move. This program is a single-session smoking cessation program which can also be used as an introduction to other smoking cessation methods, such as FreshStart. The program is brief, direct and easy to read and is targeted for a wide variety of workplace groups.

Another smoking cessation program available is called Special Delivery: Smoke Free. This program targets low income pregnant smokers who have unique risks and needs. The format illustrates not only the dangers of smoking to the mother but to the unborn child as well.

For more information on these programs, contact your area American Cancer Society office.

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Ballot must be received by December 31, 1988.
MAIL TO: MasterCard International Inc., P.O. Box 5929, Clifton, NJ 07015-9892
Complete, correct information required for ballot to be valid.
## Research Grants in Force September 1, 1988

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<tr>
<th>Grant Number</th>
<th>Investigator</th>
<th>Department</th>
<th>Institution</th>
<th>Amount</th>
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<td>MV-425</td>
<td>Gross, David, Ph.D.</td>
<td>Department of Biochemistry and Molecular Biology</td>
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<td>$162,000</td>
<td>Structured Regulation of a Heat Inducible Yeast Gene</td>
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<td>Beckman, Barbara S., Ph.D.</td>
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<td>The role of Arachidonic Acid Metabolites in Erythropoiesis</td>
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<td>Henkin, Tina M., Ph.D.</td>
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<td>Oeschger, Max P., Ph.D.</td>
<td>Department of Microbiology, Immunology and Parasitology</td>
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<td>Antitermination Regulation of RNA Polymerase Genes in <em>E. coli</em></td>
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<td>Nichols, Gary M., M.D.</td>
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Total number of grants in force — 9
Amount of research funds in La. — $861,000