Annual Meeting Held October 10th
New Officers Elected

The Louisiana Division held its 1986 annual meeting on Friday, October 10th at the Holiday Inn Crowne Plaza 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 1987. The meeting covered every aspect of the Society: Crusade, Service, Research and Public Education.

Winston H. Weese, M.D., Public Information Committee chairman and moderator of the morning workshop, opened the meeting by thanking the volunteers for their commitment to cancer control.

In his welcome address, Division Vice President Jerald P. Block outlined some accomplishments in 1986: over $750,000 in research grants in Louisiana, over 10,000 cancer patients reached through service programs and over 530,000 state residents reached through educational programs.

Crusade income was explained in more detail by James A. Noe, Jr., state crusade chairman. Although the state's Crusade income did not reach its goal, the Louisiana Division did succeed in raising over one million dollars for the second year in a row. Also to be noted was the fact that 13 Units exceeded their crusade goals, and an additional 10 Units exceeded their goals when memorial contributions were figured in the total.

As an example of how special events played a major role in fund-raising efforts, Mrs. J.J. “Poddy” Champeaux, volunteer from the Calcasieu Unit, described their success with their special event called “Show for Life.” In addition, R.S. Barnwell, III, President of the Caddo-Bossier Unit described their Unit's success on the ACS golf tournament promotion with a videotaped presentation partially narrated by ex-Pittsburgh Steelers’ quarterback and local native, Terry Bradshaw.

To explain how the money that is raised from these and other events is spent, Ronald Welsh, M.D., Division treasurer, narrated a slide presentation titled "Where the Money Goes." Dr. Welsh 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 service and rehabilitation programs available to cancer patients and their families.

Mrs. Robert Birdsall, Public Education chairman, introduced the Society's new comprehensive program to combat tobacco use entitled “Smoke-free Young America.” The program offers a package of policy and educational initiatives designed to affect the group most likely to adopt a life-long smoking habit—young people.

Volunteers then viewed the new ACS film in connection with the Smoke-free Young America program entitled “Breaking Free.” This youth-oriented film's message shows that youths can accomplish all their goals and dreams in life without the “cloud” of cigarettes as a part of their life.

Finally, Martin B. Flamm, M.D., J.D., member of the steering committee for the Bosom Buddies Breast Cancer Recovery group, spoke on the organization's background and goals and the different factions that go into making this one of the most helpful and supportive groups sponsored by the Society.

After a short break and photo session, volunteers reconvened for lunch at which time awards were presented. Among the honorees were: Dr. Ronald A. Welsh for his outstanding performance as Division Treasurer for the past 9 years and served as professional delegate to National for the past 6 years, Dr. Ronald F. Carr for this commendable service as chairman of the Executive Committee over the past 2 years, Mrs. Robert Birdsall for her dedication as Division Treasurer for the past 2 years, Mrs. Elmo Walther, Jr., president, Jerald P. Block, vice president, Mrs. Elmo D. Cire, secretary, and Ronald F. Carr, D.D.S., treasurer.

Following the awards presentation, Ms. Anne Belcher, R.N., Ph.D. Director of a Masters program in Oncology Nursing at Memorial Sloan-Kettering Cancer Center in New York spoke on the topic “Nutrition and Cancer: You Are Indeed What You Eat!” Her colorful and informative presentation provided more insight into the correlation of nutrition and its effects which may help reduce the risks of some forms of cancer.

The afternoon session also featured the election of new officers and board members. Officers for 1986-87 include: Ewell P. Walther, Jr., president, Jerald P. Block, vice president, Mrs. Elmo D. Cire, secretary, and Ronald F. Carr, D.D.S., treasurer.

Luis R. Guerra, D.D.S., M.S., is chairman of the board of directors. Chairman of the executive committee is Winston H. Weese, M.D.

New board members are: Mrs. Betty Bernard, David Carlton, M.D., Robert S. Daniels, M.D., Mrs. Pam Harrison and Sheldon Johnson, M.D.
Smoke Free Young America Announced

In an effort to reduce the alarming death toll from illnesses related to cigarette smoking, the American Cancer Society announced at the June National Board Meeting a “comprehensive plan of action” to combat tobacco use. “Smoke Free Young America” is a package of public policy and educational initiatives designed to affect the group most likely to adopt a lifelong smoking habit—young people.

In the public arena, the Society’s plan includes:

* A call for a ban on advertising of tobacco products and, as a first step, the elimination of models in ads.
* A call for a ban on promotional events sponsored by tobacco companies and aimed at young people.
* Efforts to encourage the ban of sales of cigarettes to minors, as well as to end cigarette sampling.
* Support of nonsmoker protection in public places through voluntary and legislative action.

*Support of financial incentives to nonsmokers by health insurers.

In addition to this public policy action plan, the Society announced the launching of a new, five-point educational program. The goal of the campaign is to reduce by 50 percent the rate of smoking among young people between the ages of 12 and 18 by 1990. It is estimated that 12 percent of teenagers in this age group smoke. Five groups have been targeted for the “Smoke Free Young America” program: vocational-technical school students; health care professionals, specifically primary care physicians; expectant parents; pre-school children; and early adolescents (fourth to sixth graders).

“The American Cancer Society is determined to support the growing social climate that discourages smoking and destroys the tobacco industry’s attempt to portray smoking as an acceptable activity for productive and healthy Americans,” said Mrs. Robert Birdsall, Public Education Chairman of the Louisiana Division.
Public Attitudes Toward Colorectal Cancer

Two Gallup surveys of adults regarding their awareness of an experience with various colorectal cancer screening tests indicated continued misinformation about the disease and underutilization of specific screening tests.

The surveys were conducted in early 1986 for the American Cancer Society and included a total of 2,525 men and women 40 years of age and older. Results are compared to those from a similar survey conducted three years ago.

* In 1986, 39 percent of respondents had ever had a stool blood test; up from 28 percent three years ago.

* Thirty-nine percent had had a procto exam, an increase from thirty-one percent.

* Fifty-four percent of respondents had ever had a digital rectal exam; a marginal increase of 3 percent from three years ago.

* Only 11 percent of respondents asked their physician to examine their colon or rectum as part of an asymptomatic checkup.

The surveys also revealed the need for increased education to dispel beliefs and opinions about colorectal cancer. And forty percent are concerned that CR cancer treatment will result in a permanent handicap.

However, almost 50 percent of those surveyed indicated that they are interested in learning more about colorectal cancer.

Progress Against Cancer? A Broader View

By Arthur I. Holleb, MD
Senior Vice-President, Medical Affairs

"We are losing the war against cancer," according to a highly publicized article by John C. Bailar, III, MD, PhD, and Elaine M. Smith, PhD, MPH, recently published in the New England Journal of Medicine ("Progress Against Cancer?" 314:1226-1232, May 8, 1986). The authors label the past 35 years "a qualified failure," and suggest we shift focus away from treatment and cure, and emphasize prevention instead.

While it is true that the overall cancer death rate has risen by 8% from 1950 to 1982, a different look at the figures show that this trend is accounted for by the tragic 247% increase in the lung cancer death rate that occurred in the same period of time.

When lung cancer is removed from the statistics, there is a 13% decrease in the cancer death rate overall.

Drs. Bailar and Smith acknowledge the 13% decrease, but trivialize its significance. Their report does not acknowledge that individual lives have been made longer and more productive because of improvements in cancer treatment. The authors also imply that early detection interferes with statistics and creates a false impression of progress; that longer survival only postpones inevitable death. But to the clinician, longer survival following earlier diagnosis means improved quality of life—success, not failure.

Nor are the remarkable advances of the last decade reflected in the assessments of Drs. Bailar and Smith. Earlier diagnosis of breast cancer is undeniable attributable to mammography, which can find a breast cancer too small to be palpated by the most experienced examiner. Had we accepted the pessimism about mammography promulgated by Dr. Bailar in the mid-1970s, the technological advances in mammography and its improved ability to find early, highly curable breast cancer would never have occurred.

The central flaw in the reasoning of Dr. Bailar and Dr. Smith is the attempt to reduce a complex, variable group of 100 diseases to a simple arithmetic formula and to view the statistics in a selective, monoclonal way. A concern is that the approach to their article, as perceived by the public, will lead highly curable cancer patients into the hands of promoters of questionable treatments.

Our present knowledge cannot protect all people against every form of cancer. For today's aging population, prevention will probably have less impact. Therefore, in the absence of guarantees, we must consider both present and future generations.

No one questions the importance of prevention. The American Cancer Society and the National Cancer Institute have long been strong and vocal leaders in advocating the same cancer prevention that Dr. Bailar and Dr. Smith endorse. NCI's Division of Cancer Prevention and Control is engaged in a major program of prevention, and the American Cancer Society awards millions of dollars in institutional grants for cancer cause and prevention.

In addition, the American Cancer Society is currently deeply involved in Cancer Prevention Study II (CPS II). The energies of 77,000 Society volunteers are being directed to collect information on the habits and lifestyles of 1.2 million Americans—a population that will be followed for six years. This massive prevention study is modeled on the 1959-1972 ACS effort, CPS I, which yielded, among other information, the most reliable evidence that smoking is intimately related to lung cancer, and that the most important step a person can take to avoid cancer is to refrain from smoking.

The American Cancer Society is responsible for some of the most cogent work in cancer prevention currently being conducted anywhere in the world. The point is that prevention research and treatment research should be viewed as partners, not competitors. They should complement each other to the benefit of everyone.

When Drs. Bailar and Smith discuss cancer research as if it divides neatly into prevention and treatment, they overlook the largest, most active, and, ultimately, the most cost-effective form of cancer research—basic science.

Through basic science we are learning about the programming of normal cells and cancer cells; the body's immunologic interaction with foreign invaders and cancer cells; and how protein chemistry is analyzing the structure and mechanisms of cells to map what goes on at the molecular level in cancer patients.

It is a disservice to the public to discourage the search for early detection, prompt diagnosis, and appropriate treatment, when we are in the most exciting of times in cancer research and cancer control.

Have we made progress against cancer? Indeed we have. Our success shines in the faces of parents whose children have survived previously incurable cancer. It is verified in the eyes of people whose adult relatives have also survived or have a better quality of life after the diagnosis of cancer is made. This, to me, is more than progress. It is a measure of victory—and reason enough to keep the task.
Understanding Life With Cancer is a program for cancer patients and their families. Participants meet under the guidance of a professional staff.

Reach To Recovery is a hospital visitation program for those who have had surgery for breast cancer.

Bosom Buddies is a breast cancer recovery group whose goal is recovery through education and support. Participants learn from speakers and share feelings under the guidance of professionals.

Central Area
Congratulations to the winners of the ACS State Golf Tournament held in Many, La. on September 13. Winners from the Rapides Unit were: Simmie Anderson, Judy Henry, Diane Stevens, Dot Wynn, Rona Allison, Ruth Galloway, Norma Nelson and Mrs. Richard Lotton. Winners from the LaSalle Unit were: Claude Terral, Paul Cornwell, Earl Bourgeois, Shelby Lee, Mike Sheffield, Tim Wesson, Hiram Lucius and Don Barksdale.

Southwest Area
The fifteenth annual Institute on Cancer Nursing was held in Lake Charles on September 18 with over 200 nurses and nursing students attending. Different cancer sites as well as environmental hazards were discussed.

An I Can Cope session is also being planned in DeRidder in early January.

South Central Area
In the Vermilion Unit, a meeting of the ACS Board of Directors, Vermilion Parish Unit was held on November 12 at the Abbeville General Hospital.

These special events have been scheduled in the following Units:

- **Lafayette Unit**
  - Bike-a-thon — November 1 — Chairman, John Shutts
  - Bid for Bachelor — February 12, 1987 — Chairman, Mrs. Tommie Warren
  - Spring Family Fair — April 5, 1987 — Chairman, Sylvia Oats, R.N., Maggie Exner and Paula Gibbons
  - Spring Regatta — April, 1987 — Chairman, Michael Placer

- **Acadia Unit**
  - Haunted House — October 31 — Sponsored by Church Point Jaycees
  - Bake Sale/Cookbook Sale — December, 1986 — Chairman, Jo Cart
  - Rayne Coffee — April, 1987 — Sponsored by Les Amis Women’s Club

- **Non-Profit Org. U.S. POSTAGE PAID**
  New Orleans, La. Permit No. 341

University Libraries
University of Southwestern
Louisiana
Lafayette, La. 70501