

The United States Conference of Mayors

BEST PRACTICES CENTER

JUNE 2005

Promoting
**CANCER AWARENESS
& HEALTHY CITIES**

11
MAYORS
Campaign
Against
BREAST
CANCER



MAYORS
Campaign
Against
PROSTATE
CANCER
1999-2004

HEALTHY CITIES CAMPAIGN



THE UNITED STATES CONFERENCE OF MAYORS

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JUNE 2005

Promoting CANCER AWARENESS & HEALTHY CITIES



Best Practices on Promoting Cancer Awareness and Healthy Cities has been produced through The United States Conference of Mayors (USCM) Best Practices Center. The document is an official publication of USCM Health Programs and is a product of the Cancer Awareness Program—which includes the Mayors’ Campaign Against Breast Cancer and the Mayors’ Coalition for Prostate Cancer Awareness and Education—and the Healthy Cities Campaign. The Centers for Disease Control and Prevention (CDC) funds the Cancer Awareness Program and the Healthy Cities Campaign under grant #U58/CCU323713. However, any opinions expressed herein do not necessarily reflect the policies of CDC.

Innovative Approaches

USCM’s Best Practices Center enables mayors to share information about their own approaches for expanding opportunities and/or solving problems in their cities. Therefore, USCM’s Best Practices Center is a conduit for presenting innovative and effective mayoral strategies rather than scientifically proven methods.

USCM OFFICERS AND STAFF

Donald L. Plusquellic, Mayor of Akron, serves as USCM President, and Irma L. Anderson, Mayor of Richmond, is Chair of the Standing Committee on Children, Health and Human Services. USCM executive officers with responsibility for the Cancer Awareness Program and Healthy Cities Campaign are: J. Thomas Cochran, Executive Director; and Crystal D. Swann, Assistant Executive Director for Health and Human Services. This publication was edited by Carol Moody Becker, consultant/coordinator for the Cancer Awareness Program and Healthy Cities Campaign, who was assisted by staff from the 20 contributing cities. (*As of March 15, 2005, unless indicated otherwise, the mayors of these cities were in office.*)

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BACKGROUND

Best Practices: Promoting Cancer Awareness and Healthy Cities, 2005, 7th Edition

This 7th edition of Best Practices for Promoting Cancer Awareness and Healthy Cities reflects how USCM's Cancer Awareness Program has evolved over the past seven and a half years. As Mayors have expanded their local breast and prostate cancer awareness initiatives to address other cancers as well, they have often included screening and prevention for other chronic diseases. Following is a description of the evolution of the Cancer Awareness Program and USCM's newest health initiative, the Healthy Cities Campaign. Best Practices plays a major role in these two initiatives that emphasize information exchange among the mayors.

CANCER AWARENESS PROGRAM

In the fall of 1997, USCM launched The Mayors' Campaign Against Breast Cancer in response to the mayors' growing concern that this disease represented a major public health issue, particularly for the medically underserved. In the summer of 2000, similar concerns about prostate cancer resulted in the establishment of the Mayors' Coalition for Prostate Cancer Awareness and Education.

In the fall of 2000, USCM formed an overall Cancer Awareness Program—following the lead of the close to 60 mayors who now have added cervical, colorectal, skin, and other cancers to their advocacy activities. Like the breast and prostate cancer initiatives, the Cancer Awareness Program concentrates upon meeting the needs of the medically underserved and racial and ethnic minorities, who disproportionately bear the burden of cancer.

Remaining as discrete initiatives within the Cancer Awareness Program, The Mayors' Campaign Against Breast Cancer has over 250 members, and the Mayors' Coalition for Prostate Cancer Awareness and Education has over 150 members.

The Mayors' Campaign Against Breast Cancer

The breast cancer campaign focuses upon raising awareness and encouraging eligible women to take advantage of CDC-supported mammography. To this end, the breast cancer campaign emphasizes outreach to women who are at greatest risk—those who are over fifty, low-income, uninsured or underinsured, and members of racial and ethnic minorities—particularly African American women, who have a lower incidence of breast cancer than white women, but have higher mortality rates.

The Mayors' Coalition for Prostate Cancer Awareness and Education

The prostate cancer coalition is dedicated to increasing national awareness and understanding of prostate cancer and its complexities. Accordingly, this initiative concentrates on saving lives through informed decision making about screening and treatment. Outreach to the medically underserved and members of racial and ethnic minorities is emphasized—particularly to African American men who have the highest prostate cancer incidence rates in the world and are twice as likely as other American men to die from the disease.

HEALTHY CITIES CAMPAIGN

Given the concerns about the nation's growing obesity epidemic and its relationship to the onset of many chronic diseases—including some types of cancer—the Conference of Mayors launched a new initiative, the Healthy Cities Campaign, at the June 2004 Annual Meeting. This public health initiative is designed to enlist mayors to promote facilities and programs that encourage physical activity and better nutrition as a means to help their constituents maintain or reduce their weight. These can include:

- transportation facilities and services that encourage walking and/or biking;
- crime prevention to make the streets safer for walking;
- land-use that promotes sidewalks, retail stores with fresh produce, and open space for recreation; and
- incentives for children to consume healthy food at school and home.

Since people who are overweight are at increased risk for heart disease, high-blood pressure, diabetes, arthritis-related disabilities, and some cancers, the Healthy Cities Campaign is a major and significant new public health initiative for the mayors to undertake. Like the Cancer Awareness program, Healthy Cities will focus on those populations that are disproportionately affected by both obesity and chronic diseases.

CDC SUPPORT

USCM has conducted the Cancer Awareness Program, and now the Healthy Cities Campaign, under cooperative agreements with the US Centers for Disease Control and Prevention (CDC), allowing the Conference to:

- mount major preventive health initiatives; and
- expand CDC's priority on reaching the medically underserved.

USCM AND MAYORS' COLLABORATION ON CANCER AWARENESS AND HEALTHY CITIES

USCM Compiles Information

Throughout each program year, USCM compiles information for the mayors to use in designing their own local initiatives for cancer

awareness and Healthy Cities, drawing from the following sources (as well as others):

- CDC (www.cdc.gov)—data on various cancers and community opportunities for more physical activity and better nutrition;
- Intercultural Cancer Council (www.iccnetwork.org/cancerfacts)—Fact Sheets on the disproportionate impact of cancer upon racial and ethnic minorities and the medically underserved;
- American Cancer Society (www.cancer.org)—brochures and publications;
- Lance Armstrong Foundation (www.laf.org)—information on ways to enhance the lives of the 10 million cancer survivors in the United States;
- President’s Cancer Panel (<http://pcp.cancer.gov>)—policy recommendations; and
- Robert Wood Johnson Foundation (www.leadershipforactiveliving.org)—“Leadership for Active Living” initiative.

USCM Disseminates Information

USCM uses a variety of mechanisms to get information to the mayors about: 1) cancer awareness outreach strategies; and 2) ways to create more local opportunities for exercise and improved nutrition as follows:

- *USCM Web site*—www.usmayors.org/chhs—that includes the Health Awareness Advocacy 2005 Events Calendar, publications, video, PowerPoint, and links to resources;
- health promotion events and forums—at USCM’s Annual and Winter meetings;
- *USCM publications*—that draw heavily on the experience of the mayors—such as *Best Practices*, *Cancer Information Exchange*, *Healthy Cities Information Exchange*, and *USMayor*; and
- *Mailings to the mayors*—publications that are listed above as well as promotional materials for awareness events such as:
 - National Prostate Cancer Awareness Month (NPCAM)—September, and
 - National Breast Cancer Awareness Month (NBCAM)—October.

Mayors Report Back on Local Activities

Information exchange forms the core of USCM’s Cancer Awareness Program and the Healthy Cities Campaign, with the mayors who belong to these initiatives voluntarily reporting back as follows:

- NPCAM and NBCAM activities reports (in the fall);
- *Best Practices* submissions (in the late fall); and
- annual progress reports (in the spring).

This data is then incorporated into the USCM publications cited above that are disseminated to the mayors throughout the year

through mailings, forums, health promotion events, and the USCM Web site—www.usmayors.org/chhs.

HOW TO JOIN USCM’S HEALTH INITIATIVES

Sign-up forms are included at the back of this publication for mayors who would like to join the:

- Mayors’ Campaign Against Breast Cancer;
- Mayors’ Coalition for Prostate Cancer Awareness and Education; and
- Healthy Cities Campaign.

Or they may contact Crystal D. Swann, Assistant Executive Director for Health and Human Services for the Conference. Ms. Swann may be reached by telephone at: 202/293-7330; or by e-mail at: cswann@usmayors.org. The work of the breast cancer campaign, the prostate cancer coalition, and the Healthy Cities Campaign is continuous, so mayors may join these initiatives at anytime.

CENTERS FOR DISEASE CONTROL AND PREVENTION: PREVENTIVE HEALTH RESOURCES

As the protector of the nation’s health, the Centers for Disease Control and Prevention (CDC) provides up-to-date and scientific information on preventive health measures. For recommendations and guides on how to prevent chronic disease and promote your own good health, log on to the CDC links provided below. If you do not have access to the Internet, call 1-800-311-3435 for information about how to gain access to these resources.

- The Importance of Physical Activity
<http://www.cdc.gov/nccdphp/dnpa/physical/importance/index.htm>
- Overweight and Obesity
<http://www.cdc.gov/nccdphp/dnpa/obesity/recommendations.htm>
- Dietary Guidelines for Good Health
<http://www.healthierus.gov/dietaryguidelines>
- Heart Disease and Stroke Fact Sheets
http://www.cdc.gov/cvhl/library/fact_sheets.htm
- Diabetes and Me: Prevent Diabetes
<http://www.cdc.gov/diabetes/consumer/prevent.htm>
- Useful Resources to Quit Smoking
<http://www.cdc.gov/tobacco/how2quit.htm>
- Breast Cancer and Mammography Information
<http://www.cdc.gov/cancer/nbccedp/info-bc.htm>
- Prostate Cancer Screening: A Decision Guide
<http://www.cdc.gov/cancer/prostate/decisionguide/index.htm>
- Cervical Cancer and Pap Test Information
<http://www.cdc.gov/cancer/nbccedp/info-cc.htm>
- Screen for Life National Colorectal Cancer Action Campaign
<http://www.cdc.gov/cancer/screenforlife/index.htm>

LONG BEACH *California*

“The fight against breast cancer must be unrelenting, and we need to do all we can to encourage early detection as a way of saving our mothers, daughters, sisters and friends.”



MAYOR
BEVERLY O'NEILL

Mayor Continues to Lead the Fight Against Cancer

Recognizing that breast cancer is prevalent in Long Beach, Mayor Beverly O'Neill continues to provide mayoral leadership in the community fight against cancer. As part of the Mayor's Campaign against Cancer, the Health Department maintains a cancer awareness campaign in collaboration with community organizations and stakeholders to outreach to the citizens of Long Beach.

CANCER AWARENESS THROUGH THE MEDIA

The Long Beach Department of Health and Human Services maintains a cancer information awareness campaign by doing community lectures and media interviews on issues of cancer risk, prevention, and screening. In collaboration with the American Cancer Society (ACS), there has been a special emphasis on outreach to Hispanics by way of the Spanish-language media. For example, in October 2004, a public health physician, Dr. Félix Aguilar, was interviewed by the Spanish language TV network, Univision, for a special story on breast cancer and the ACS's "Look Good Feel Better" program. In addition, interviews for cancer-related issues were done for the Spanish language TV network Telemundo, KRCA-TV, Radiovisa, and Radio Romantica. For part of this work, the ACS received the 2004 Latino Marketing Award for a Public Relations Non-Profit Campaign.

Moreover, Mayor O'Neill's leadership was highlighted in the Charter Communications campaign "Long Beach Loves Women: Breast Cancer Awareness Outreach," which raised \$7,000 for the Long Beach MemorialCare Breast Center. This campaign earned Charter Communications a 2004 Beacon Award, given by the Cable Television Public Affairs Association for excellence in community programming.

*Mayor Beverly O'Neill
speaks out against cancer
at a community meeting.*



COLLABORATION WITH THE AMERICAN CANCER SOCIETY

Under the leadership of Mayor O'Neill, the City of Long Beach works in coalition with the ACS. The Health Department and the Parks and Recreation Department are continuing to collaborate with the ACS of Long Beach to bring to the city a Richard and Annette Bloch Cancer Survivor's Park.

City of Long Beach employees participated fully in the ACS "Relay for Life" on April of 2004, raising thousand of dollars for cancer research and services.

Moreover, Mayor O'Neill was the lead mayor for the "Take a Stand Against Breast Cancer" event held on October 25, 2004. This event brought together mayors from cities all over Southern California to raise awareness of the need for regional action to fight cancer.

PUBLIC HEALTH ACTIVITIES

The Health Department continues to be a source of referrals for cancer screenings for low-income, uninsured or underinsured persons.

In addition, the Health Department collaborated with community stakeholders to decrease the incidence of smoking in Long Beach. Due to this collaboration, public playgrounds for children and public building exits have become smoke-free recently.

CONTACT

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In recognition of Mayor O'Neill's continuing leadership in the fight against cancer, the ACS of Long Beach awarded her the 2004 President's Award.

WEST HOLLYWOOD *California*

"I take pride in being the Mayor of West Hollywood, a city that since its creation just 20 years ago has taken proactive steps toward the betterment of our community. In times when women, and men, are at increased risk for breast cancer, the work of our city staff humbles me. For the millions of people suffering from breast cancer, either directly or indirectly, I pray for a cure."



FORMER MAYOR
JOHN DURAN

West Hollywood Celebrates Cityhood Anniversary and 20 Years of Multi-Cultural Outreach for Breast Health!

The City of West Hollywood's efforts to increase awareness of the risks of breast cancer and the importance of early detection and treatment were enthusiastically supported by a large group of community collaborators, volunteers, and local medical practitioners. The Breast Cancer Awareness Month committee built on last year's successful creation of educational public service announcements and expanded its outreach efforts, with particular emphasis on the immigrant community.

COMMUNITY FOCUSED PUBLIC OUTREACH CAMPAIGN

Public Service Announcements Become Street Banners: Last year the City created a series of five public service announcements featuring women whose lives were affected by breast cancer—a Senior, a young woman, a Russian immigrant doctor, and a Lesbian couple. This year those same people were featured in street banners with breast health messages in both English and Russian. The powerful messages included:

- "Early detection saved my life"
- "Breast cancer does not discriminate"
- "I took care of that lump 33 years ago. I'm still here"
- "Do This! Monthly self-exam, Annual clinical exam, Yearly mammogram."

The public service announcements aired on the West Hollywood cable station throughout the month of October, and the street banners were first displayed at the City Council meeting on October 4. They were then placed on street poles in front of City Hall and the City's Senior Center at a park in a neighborhood where many immigrants from the countries of the former Soviet Union live.



This is one of four street banners featuring residents who are affected by breast cancer. One banner was produced in Russian and English to reach out to the City's immigrant community.

FREE BREAST EXAMINATIONS

West Hollywood Mammography provided free breast examinations during the month of October at a local medical facility with bilingual English and Russian speaking staff.

DISTRIBUTION OF EDUCATIONAL MATERIALS

Volunteers staffed outreach tables at local supermarkets to distribute thousands of tri-lingual (English, Russian, and Spanish) self-examination shower cards, lists of resources, and pink ribbons, of course! Local businesses donated raffle prizes and market employees wore pink ribbons and enthusiastically supported the volunteers with a steady supply of snacks and drinks.

CALENDAR AND COMMUNICATION

A Healthy West Hollywood Month Calendar announcing Breast Cancer Awareness Month and other healthy events throughout October was distributed throughout the City, included in the City's bus pass and taxi coupon mailing, and inserted into the Senior Center's quarterly newsletter. Public service announcements ran on cable all month, and the City's Web site featured breast health tips and referrals for free or low-cost medical services.

ENTHUSIASTIC GROUP OF COMMUNITY COLLABORATORS

The City of West Hollywood's Breast Cancer Awareness Committee included: The American Cancer Society; Cedars Sinai Medical Center; Congregation Kol Ami; Jewish Family Service; LA-Shanti/Wendy's Hope; Los Angeles Breast Cancer Alliance; Los Angeles Free Clinic; Partnered for Progress; Russian Community Center; West Hollywood Mammography; and the City of West Hollywood's Women's Advisory Board.

CONTACT

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The Healthy West Hollywood Month listings were distributed in City and Senior Center mailings and featured on the City's Web site.



NORWALK

Connecticut

“We launched the Norwalk Mayor’s Crusade Against Cancer to mobilize the resources of the government, the business community, and the American Cancer Society, under the leadership of the mayor, to make Norwalk one of the leading cancer fighting cities in America.”



MAYOR
ALEX A. KNOPP

Norwalk Mayor’s Crusade Against Cancer/ Become a NorWALKER Campaign

Mayor Alex A. Knopp has concentrated on the health of his community through his cancer collaborative and his cardiovascular health project, as described below.

MAYOR’S CRUSADE AGAINST CANCER

In 2002, Mayor Alex A. Knopp established the Norwalk Mayor’s Crusade Against Cancer, a collaborative of Norwalk-area providers focusing on cancer prevention and early detection. The mission is to mobilize the resources of the city government, the business community, and the American Cancer Society—under the leadership of the mayor—to make Norwalk one of the leading cancer fighting cities in America. The Crusade is responsible for establishing a citywide public health social marketing campaign. Using the private and public sectors, the campaign involves the hospital, local municipality, corporations, and school system to promote behavioral changes and community mobilization. Leadership and support for the Crusade comes from:

- Norwalk City Hall;
- Norwalk Hospital;
- Norwalk Health Department;
- Norwalk Community Health Center;
- Norwalk Housing Authority;
- The Witness Project;
- Norwalk Senior Center;
- Norwalk Radiology & Mammography Center;
- American Cancer Society-New England Division; and
- Other city agencies and organizations.

CRUSADE SUCCESSES

Time Off for Screening: The Mayor’s support for early detection began with a policy change for City of Norwalk employees, allowing them up to four hours of paid leave for pre-cancer screenings.

Skin Cancer Awareness: A “Sun Safety” campaign is aimed at children who attend city summer park programs and their parents. Skin cancer screenings for the community and city employees (specifically Public Works and Parks Department) are offered.

Colon Cancer Awareness: Colon cancer has been related to nutrition through a presentation entitled “Faith, Food and Family” presented to clients at the Norwalk Community Health Center.

Use of the Media: Frequent newsprint advertisements promoting prevention and early detection appear in city and regional newspapers along with breast and prostate cancer awareness efforts through letters to the editor, proclamations, and press conferences.

Breast Cancer—Outreach to the Underserved: Awareness and educational programs to reach the underserved population in Norwalk have included:

- educational outreach to the Norwalk Housing Authority residents through the Witness Project;
- “Tell a Friend” volunteer training (a grassroots referral effort to advocate annual breast health screenings) with the American Cancer Society; and
- “Take a Step to Wellness,” a citywide breast health education event.

The Crusade's new "Norwalk's Breast Health Initiative," an early detection program, recently received funding from the Connecticut Breast Health Initiative, Inc., to expand early detection and prevention services in Norwalk for underserved women. This will include educational presentations, screenings and early detection, and support through partnerships with Norwalk Mayor's Crusade Against Cancer collaborators. A voucher system will be instituted and distributed to eligible women based their uninsured status and the American Cancer Society's screening guidelines. The vouchers will cover the costs for a mammogram and a medical visit. Support services will be provided through the American Cancer Society-New England Division's Patient Support Services.

Impact of Crusade: The collaboration of the Crusade members has enabled a comprehensive approach in Norwalk on the fight against cancer.

BECOME A NORWALKER AND LEARN

In an effort to address the risk factors of cardiovascular disease and cancer, the Healthy Norwalk Partnership-Cardiovascular Health Project has mapped out walking routes in the City of Norwalk, to encourage residents to become more physically active.

History and the Environment: Neighborhood walking routes for ten neighborhoods in Norwalk, mapped out over a three-year period, provides the unique opportunity for residents to incorporate activity in their daily lives and also learn about the history of the various neighborhoods in Norwalk. Each of the neighborhood walking routes includes information on areas of historical significance to Norwalk, while others point out environmental areas of interest. Colorful maps are distributed throughout the community and are available on the Web at www.norwalkhealth.com/walkingroutes.

School Support: To help encourage the sustainability of this project, many of the neighborhood routes originate from a school that incorporates the walking route in their lessons. This project was funded through the Connecticut Department of Public Health.

CONTACT

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STAMFORD *Connecticut*

"It makes me proud to see how this campaign has developed and grown over the years. This year we reached more people than ever before, with special programs designed to reach the elderly, underserved groups, young people, and even our own City employees. Hats off to our community partners; we couldn't have done it without them!"



MAYOR
DANNEL P. MALLOY

Growing Audiences for Mayor's Cancer Awareness Campaign

Stamford Mayor Dannel P. Malloy is committed to fighting cancer. He knows that, above all, raising awareness for the disease and getting people to go for screenings are key factors in ensuring a healthier community.

Six years ago, the City embarked on its first cancer awareness campaign, at the time just focusing on cancers of the breast and prostate. Today, the Mayor's Cancer Awareness Campaign (MCAC) consists of a year-round effort that raises awareness for breast, prostate, skin and lung cancers, with messages geared for the young and old alike. Community partners in this initiative include the:

- City Department of Health & Social Services;
- City Department of Recreation Services;
- City Department of Risk Management;
- Stamford Board of Education;
- Stamford Hospital's Stamford Health Foundation;
- Bennett Cancer Center and Mobile Mammography Program;
- Club Be Well;
- School Health Centers HealthCare Connection;
- American Cancer Society;
- American Red Cross;
- The Witness Project of Connecticut; and
- Schering-Plough Oncology.

TARGETING SENIORS

The senior citizen community in Stamford is an active and health-conscious audience, open to receiving information, attending educational events, and participating in free screenings.

The Mayor's Cancer Awareness Campaign reaches this audience in several ways. Each year, the City hosts a Senior Health Fair. In 2004, this fair was attended by 600 individuals. Many participated in screenings that day; 54 were screened for skin cancer, some received colorectal test kits, and others used the American Cancer Society's skin analyzer. In addition, throughout the year the City's senior health nurse provided programs and distributed educational information on specific health issues to senior residences and centers.

REACHING THE UNDERSERVED

Through forged relationships with community centers and other local organizations, including The Witness Project, the Mayor's Cancer Awareness Campaign reaches the underserved population. This is accomplished through visits to churches and community centers, as well as through health fairs held in individual ethnic communities. One such program initiated by The Witness Project included the first inner-city mammography screening at a public housing site in conjunction with the Stamford Tenant Housing Association. At many of the other events, free mammograms provided by Mobile Mammography, Prostate Specific Antigen tests, and use of the skin analyzer were made available—with information distributed in English and Spanish to help educate many who are at risk and underserved in the community.

PINPOINTING CHILDREN AND TEENS

Breast cancer awareness for high schoolers: Since early in the Mayor's Cancer Awareness Campaign, organizers believed the initiative should also include young people. The City's School Health Centers HealthCare Connection helped to make this a reality. As part of a Breast Cancer Awareness Month program sponsored by Hadassah, the Bennett Cancer Center, Y-ME of CT, and the



Congratulating “Why I’ll Never Smoke” Poster Contest winners are from left to right: Brian G. Grissler, President and CEO, Stamford Hospital; Johnnie A. Lee, MD, MPH, City of Stamford Director of Health & Social Services and Medical Advisor; Mayor Dannel P. Malloy; Dr. Anthony L. Mazzullo, Superintendent of the Stamford Public Schools; and William S. Callion, Jr., Director of City of Stamford Public Safety, Health and Welfare.

American Cancer Society, close to 400 senior high school girls in the Stamford Public Schools were taught how to give themselves a breast self-exam. Additionally, these girls were asked to bring the information home to the women in their lives to reinforce the importance of early detection.

Skin cancer awareness for summer day campers: In 2004, there were also special activities designed for campers participating in the Stamford Recreation Services summer camp. Once again this year, nearly 200 elementary school-aged campers and lifeguards received free sunscreen and had the chance to use the skin analyzer as part of this effort. The campaign’s “Apply Don’t Fry” signs were displayed throughout the City to serve as a reminder of this important message.

Lung cancer awareness for elementary schools: As a new element of the campaign, the committee held a poster contest to promote lung cancer awareness among elementary school children. Students were asked to design a poster to demonstrate “Why I’ll Never Smoke,” and dozens of entries were received. Four winners were selected (first, second, third place and honorable mention) in two categories (grades K-2 and 3-5). They were recognized at a special awards ceremony with Mayor Malloy, the Superintendent of Schools, and other City and local officials. While winning entries received prizes, all were on display for several weeks in the lobby at Government Center for all to enjoy.

The creator of this winning poster said that he would miss his family too much to ever smoke.

This winning young artist said that he would never smoke because he likes fresh air and wants to live a long time.



CITY EMPLOYEES—A SPECIAL AUDIENCE

This year, City employees were also included as a target audience for the awareness campaign—particularly regarding sun safety. Hundreds of City operations employees' jobs require that they spend large amounts of time outdoors. Consequently, the Risk Management Department selected four departments for a "pilot" educational program that covered heat stress, sun safety, and skin cancer. These departments included: parks maintenance, town yard, highways, and traffic maintenance. The City gave special approval for a program to be held during the work day, and organizers maximized use of this time with a short presentation and use of the skin analyzer. The latter, in particular, allowed employees to see for themselves the damaging effects of the sun.

RESULTS

- Nearly 1,050 seniors were reached through the Senior Fair, Senior Center, and educational activities throughout the year.
- More than 600 men and women in the underserved populations received information and had access to screenings as part of this program's outreach efforts.
- Nearly 400 high school girls were taught how to examine their breasts and were sent home with information on early detection to share with other female family members.
- Close to 200 campers and lifeguards took part in a skin cancer awareness program at the beach.
- 250 "Apply Don't Fry" signs were posted around the City to serve as a reminder about the importance of using sunscreen.
- Approximately 100 elementary school students participated in a poster contest to promote lung cancer awareness.
- Approximately 80 employees attended educational sessions on sun safety and had the opportunity to use the American Cancer Society's skin analyzer.
- More than 850 women received mammograms at clinics held at health fairs, community centers, churches, and by request at community health centers—with breast cancer information distributed in English and Spanish.
- More than 150 colorectal kits were distributed at City-sponsored health fairs.
- Nearly 70 men received Prostate Specific Antigen tests with 16 called back for further testing.
- The "Apply Don't Fry" effort received honors including a \$5,000 grant from The Skin Cancer Foundation's "Sunproof America!" Program. This funding will be used to extend the program with more information to follow next year.

CONTACT

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WEST HAVEN

Connecticut

“The impact of West Haven’s round-the-clock campaign remains a success story, chiefly because of the thousands of residents it has reached through awareness events that advocate education and fun to all walks of life.”



MAYOR
**H. RICHARD
BORER JR.**

City of West Haven Bands Together for a Cure

by Michael P. Walsh

The city of West Haven has completed four years of extensive education awareness on the importance of early detection and screening of breast cancer.

On September 28, 2000, Mayor H. Richard Borer Jr.—now in the midst of his record seventh two-year term as mayor—initiated a grass-roots committee of eight city employees to explore and create programs to boost residents’ awareness about one of America’s leading causes of cancer death among women and men.

Since then, the city has organized diverse annual events to raise money and promote the idea that early detection saves lives.

ATTENTION-GETTING AWARENESS EVENTS

“Icy Plunge for the Cure”: As part of the mid-January “Icy Plunge for a Cure,” about 125 intrepid volunteers plunge into the frigid waters of Long Island Sound for a breast cancer fundraiser.

“Walk for a Cure”: The early May “Walk for a Cure” walkathon benefits the Susan A. Ruickoldt Scholarship Fund, established in memory of the former third-grade Savin Rock Community School teacher. The \$2,000 scholarship, announced at the three-mile walk, is awarded to a female high school senior of West Haven.

Candlelight Vigil: The early October candlelight vigil commemorating National Breast Cancer Awareness Month remembers loved ones and recognizes survivors of the disease. Names of loved ones are inscribed on luminaries, about 300 of which are displayed around the West Haven Green. The event also marks

the presentation of the West Haven Breast Cancer Awareness Committee’s charitable donations, which are given to organizations that provide research or services to those with the disease.

RESULTS

In its first four years, the committee has donated \$80,000 to various groups, including:

- The Susan G. Komen Breast Cancer Foundation;
- Y-ME of Connecticut;
- Hospital of St. Raphael’s Father Michael J. McGivney Center for Cancer Care; and
- CHAIN Fund.

“BAND TOGETHER FOR A CURE” BRACELETS

In October 2004, the committee designed and copyrighted a pink “Band Together For A Cure” plastic bracelet. The initial order of 2,500 bracelets sold out in less than a week. More have been ordered, but West Haven is truly “Banding Together For A Cure.”

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TAMARAC Florida

“The City of Tamarac has a long-standing commitment to promoting health and fitness for our residents. We are very proud to be designated as one of 50 Hearts and Park magnet sites in the country in recognition of our many efforts to develop, implement and measure the success of our programs in addressing obesity and related chronic diseases.”



MAYOR
JOE SCHREIBER

Stay Fit. Stay Healthy.

by Michelle Zimmer

The City of Tamarac Parks & Recreation Department’s mission is to provide safe, fun, and lifelong leisure activities to enhance the quality of life for the residents of Tamarac. This mission is accomplished by offering diverse programs and facilities that meet the residents’ cultural, social, physical, wellness, and recreational needs.

HEARTS N’ PARKS INITIATIVE

The City of Tamarac Parks & Recreation Department was one of 51 Magnet Centers chosen from across the United States to participate in the Hearts N’ Parks initiative sponsored through the National Recreation and Parks Association and the National Heart, Lung and Blood Institute. Consumer-oriented materials are available to communicate heart-healthy messages related to weight management, physical activity, high blood pressure, cholesterol, and heart disease. The Parks & Recreation Department offers a large and diverse Senior Program for ages 55+, Monday through Friday, at the Tamarac Community Center where Hearts N’ Parks programming is provided to the community. Seniors report feeling healthier and experiencing less pain in their daily lives by the end of the program.

Diverse Programming: The Community Center offers more than 45 activities per week to over 1,200 members including dancercise, yoga, jazzercise, bridge, trips, opinion groups, and more. The Community Center is a 31,000 square foot multi-purpose recreation center. Its facilities include a gymnasium, meeting rooms, arts and crafts room, aerobic room, computer room, a ballroom with stage, and a fitness center. The fitness center offers a variety of cardiovascular equipment, free weights, and selectorized equipment for use with membership.



Especially for Seniors: Within the Senior Program are specialized activities to promote health and wellness among seniors that include a walk club, arthritis self-help classes, and also bi-monthly health and fitness lectures. The Department recognizes that as people age their health and fitness needs change, and we strive to provide for these needs.

Social Services Included: The Department’s Social Services Division offers a variety of support groups throughout each week that residents may participate in, including topics such as a bereavement, Alzheimer’s, diabetes, low vision, and Parkinson’s disease. The Social Services Division also offers monthly eye, hearing, mammography, osteoporosis, skin cancer, and blood pressure screenings for all its residents.

Ongoing Needs Survey: The Department continues to offer programs, services, and facilities that patrons find popular. Just as important, the Department introduces new programs, services, and facilities that will benefit various levels of learning and fitness for patrons—while increasing their social interaction with individuals who share the same interest. To meet these goals, the Department surveys the participants bi-annually and uses this tool to measure success of the programming. From this survey new classes and activities are implemented to meet the growing needs of the participants.

Promoting Healthy Hearts: The Department encourages and promotes healthy lifestyles for Tamarac’s residents through education and the provision of innovative and quality opportunities, creating positive experiences for a diverse population. Also, posted around all facilities is heart-healthy information for the community to enjoy.

FALL INTO FITNESS

Targeting Youth Obesity: The Parks & Recreation Department also offers a variety of youth and teen programming at its Tamarac Park site. These programs run year round, after school, on weekends, and during summer camp. Through the Hearts N' Parks initiative, the Department offered several programs including: Summer Shape UP for the summer camp ages six through eleven years; and "Are you staying fit?" for the teen program. These innovative programs aim to reduce the growing trend of obesity and the risk of coronary heart disease in the United States by encouraging participants to aim for a healthy weight, follow a heart-healthy eating plan, and engage in regular physical activity.

Teaming Up with the Elementary School: The staff also partnered with the elementary school physical education classes and conducted diet and exercise classes. These efforts were assessed by incorporating CATCH games (modified versions of regular sports), lectures, and pre-and post surveys into the classes. Children reported learning new physical activities and improving their performance in others.

Involving Children in Sports: Tamarac Park consists of: a recreation center; a multi-purpose center with meeting rooms; a gymnasium; a teen center, one covered playground; two racquetball courts; and four baseball fields. Classes are offered in: children's gymnastics; ballet; hip-hop dance; cheerleading; tumbling; and martial arts for all ages. The Start Smart Program is an instructional sports development program that prepares children ages three to five years for the world of organized sports. Parents work together with their children in a supportive environment to learn the basic skills.

GET OUTSIDE AND PLAY!

Residents also have a variety of parks throughout the City to serve their recreation and fitness needs as described below:

Tamarac Sports Complex is an outdoor facility which consists of:

- four tennis courts;
- three basketball courts;
- one roller hockey rink;
- two baseball fields;
- two soccer/football fields; and
- picnic tables and grills.

Caporella Park is an outdoor facility that consists of:

- one-half mile walk/jog path;
- one fishing dock; and
- picnic tables and grills.

Veterans' Memorial Park is a passive outdoor facility that consists of:

- four-mile walking path;
- picnic tables and grills; and
- a boat launch.

Sunset Point Park is an outdoor facility that consists of:

- five picnic shelters with grills;
- playground with shade cover;
- a band shell;
- one-quarter mile trail with exercise stations;
- nature information kiosk; and
- wetlands.

HEALTHY STAFF = HAPPY STAFF

The City offers heart healthy information to all employees through a bi-monthly newsletter. The newsletter contains everything from heart-healthy recipes to heart-healthy exercises. The City also offers free fitness center memberships to all employees and sponsors a yearly health fair. By continuing to offer many diverse activities, classes, programs, and amenities, the City of Tamarac hopes to increase awareness significantly and promote a healthy and physically fit lifestyle for all age groups.

SUMMARY

The City of Tamarac is an advocate for healthy lifestyles of its community and staff. We offer various programs that enhance healthy lifestyles and promote heart-healthy activities. As a leader among its peers, the City participates in pilot programs and projects for research to combat obesity and chronic disease. By partnering with various agencies, we can provide the most innovative and stimulating activities for the community. The City continually meets the challenge of providing a variety of programming for its community to stay fit and healthy.

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EVANSTON

Illinois

“I am very concerned about the rate of prostate cancer among African American men. If they can’t come in for testing, we will take the testing to them.”



MAYOR
**LORRAINE H.
MORTON**

Evanston Men Get a Trim and a Test

A barbershop in a predominantly African-American community can be a great place to get a haircut, or talk sports and politics. As we have recently seen, it can even be the setting for a pair of popular movies. In Evanston, Illinois however, it’s a place where men can receive some potentially life-saving information.

PROSTATE CANCER AND AFRICAN AMERICAN MEN

Mayor Lorraine H. Morton and the City of Evanston have been increasingly concerned about the impact of prostate cancer, and the disparate impact that prostate cancer has on African American men. Looking for a way to reach more men with cancer screening and follow-up, the Evanston Department of Health and Human Services began to consider alternative opportunities to provide their services. Traditional civic buildings such as the senior center and the public library have been used in the past to conduct outreach and screenings.

BARBER SHOP SETTING FOR OUTREACH

In 2004, the Department implemented a new initiative to conduct prostate cancer screenings in a local barbershop. Using funds from the Illinois Department of Public Health, and local resources, City staff persuaded a popular neighborhood barber to open on a day he would usually be closed and offer free haircuts and a prostate specific antigen (PSA) test. In the relaxed atmosphere of the barbershop, men over 40 got a trim, a PSA test, their blood pressure checked, and a lot of good health information. In between arguments about the Cubs and the White Sox, the men got advice on proper diet and exercise. Written materials were distributed. Every participant received his test results within two weeks.

RESULTS

The vast majority of “customers” had never had a prostate cancer screening before. The program reached a number of uninsured men, another of the program goals. The barbershop program was so well received, it was repeated twice more in the year. Evanston’s program screened over 200 men in 2004. Almost five percent of the participants had elevated PSA counts which required follow-up and treatment. Health Department staff contacted those men, and when necessary, helped link them up with needed medical services.

The program caught the attention of the *Chicago Tribune*, the local Evanston newspapers, and the student newspaper at Northwestern University. The resulting media coverage greatly increased public awareness of the need for prostate cancer screening, and the need for African American men to think about it at an earlier age.

FUTURE PLANS

The barbershop screenings were an important first step for the City of Evanston as it begins to address the health needs of its significant population of aging baby-boomers. Efforts to reach those who are most at risk or are uninsured will require a new degree of creativity, as services are designed to reach a new population. As Mayor Morton has stated, “Evanston has always prided itself on its innovation in City services. This neighborhood-based delivery of cancer screening is another example of that.”



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HIGHLAND PARK *Illinois*



“The City of Highland Park has been committed to wellness and health promotion for seventeen years, starting this initiative in 1987 as a pilot program. By 1990 the program had grown in scope and was introduced to the entire City staff and individuals enrolled in our self-insured health plan.”



MAYOR
MICHAEL D. BELSKY

Weaving a Path of “Wellness” for Municipal Government

by Dr. Robert Manfredini, D.N.

EMPLOYEE WELLNESS FOR LIFE

Our Wellness For Life program for City employees is a multi-faceted program that embodies the wellness vision; that is, the “feeding” of the body and mind with activities that promote well-being and assist the body in preventing disease. To “feed” our program participants we have nine areas of focus: 1) education; 2) motivation; 3) fitness; 4) nutrition; 5) screenings; 6) smoking cessation; 7) ergonomics; 8) risk identification; and 9) community education and programming.

EMPLOYEE EDUCATION IS THE KEY ELEMENT

Education is the primary focus of the program because without understanding “the why or how” a person cannot self-motivate themselves to make change within their life. Through “soft” and “hard” education programming we achieve a high-level of wellness education.

Soft Education: What is meant by “soft education” is that the form of education does not require a direct teacher/student experience. For example, three times a week City employees receive thought-provoking quotes or health facts via email. Once a month they receive self-care email such as how to manage a cold or flu and an exercise of the month email that explains in detail a specific exercise or health practice. Besides email, patrons receive a bi-monthly, eight-page, self-published newsletter that covers health facts, recipes, activities, and general wellness information.

Another “soft” education program is our health risk appraisal questionnaire program that identifies health risks. If risk is identified, the participant receives information concerning that health

area; for instance, women who have been shown to have a risk of breast cancer will receive appropriate health information and a breast model that is used to teach the skill of lump identification.

Hard Education: Our “hard education” programs are instructor-based education sessions. One “hard” education program—responsible for reducing our public works injury rate from 28 percent in 1992 to less than 4 percent for the last twelve years—is our “Friday Morning Public Works Health Class.” This program discusses/demonstrates job ergonomics, health and self-care issues, and injury management; the class is mandatory and meets twice a month.

We also offer health-specific exercise classes. In 2004 six qigong (“chee-gung”) based activity classes were performed, and our Fit & Fun exercise class is held Monday, Wednesday, and Friday mornings.

We also offer an in-house “The Way To Be Is Smoke-Free” smoking cessation program, held once to twice a year for no charge and open to all employees and family members. Our success rate for “quitters” is approximately one-third of all participants.

MOTIVATION THROUGH EMPLOYEE REWARDS

No matter how much education we offer, motivation is still necessary — and that is why we offer two reward-based programs. Our *Prevent & Prosper program* allows employees to reduce/negate their next year’s insurance deductible by performing biennial medical physical with a cholesterol exam; an annual blood pressure check; body composition analysis; and completion of a health-risk appraisal questionnaire. Our *Fitness Bonus Hours program* allows employees to earn time-off for maintaining or achieving a specific level of fitness.

EMPHASIS ON EMPLOYEE FITNESS

Fitness is stressed, and our on-site fitness facility and satellite police and fire department fitness centers allow our program patrons to exercise in comfort and with guidance. Patrons must obtain a physician release form and must participate in a physical fitness assessment, which is based on the Cooper Institute of Aerobics Research battery of fitness tests and normative data.

Personalized Fitness Programs: Once assessed, the employees receive a personalized program and membership to our fitness facility. As an incentive, the City's wellness coordinator will update each patron's fitness plan on a daily basis to make his or her fitness center experience more productive. Lastly, new fitness plans are written every two to four weeks depending upon frequency of the patron's participation.

We also offer an evening yoga class. Nutrition is also stressed; we perform nutritional analysis and make appropriate recommendations so a person can optimize their body's functioning. Without knowledge and guidance success is rarely achieved; that is why we believe in stressing fitness and nutrition for our patrons.

EMPLOYEE HEALTH EVALUATIONS

Health Screening: Screenings are also a part of wellness promotion programming. Quarterly, we perform voluntary on-site blood pressure measurement for all employees. If a person's risk stratification deems them borderline hypertensive, the employee receives reminders to have blood pressure checks over the following three months as well as intervention information. Also, annually we have on-site ultrasound vascular screenings performed.

Ergonomic Analysis: We also perform workstation ergonomic analysis as a form of screening for our employees. New employees partake in a mandatory ergonomic workstation screening and workstation adjustment so as to reduce potential repetitive stress injuries while existing employees receive a review every two years.

HEALTHY HIGHLAND PARK FOR RESIDENTS

Healthy Highland Park Task Force: Our wellness efforts are not only for the employees; the City has created the Healthy Highland Park Task Force. "The mission of the Healthy Highland Park Task Force is to improve the quality of life and health for all Highland Park residents. The task force aims to increase awareness, education, and participation in health and fitness opportunities supported by local government, park district, and healthcare entities." This task force is made up of the:

- City of Highland Park;
- Park District of Highland Park;
- Highland Park Hospital; and
- Lake County Health Department.

Awareness of Opportunities: The task force goal is to provide and promote community-wide activities and amenities so that all classes of residents can be aware of healthy opportunities that are available to them. The task force will be hosting twenty-four educational sessions throughout the year that discuss everything from exercise to diabetes to disease prevention—as well as offering free cholesterol screenings to 750 people with two follow-up screenings during a one-year time-period. Those identified with moderate to high-risk will also receive counseling sessions.

Evaluation: The task force will be concurrently performing a public health study with the Center of Outcomes, Research, and Education of Evanston Northwestern Healthcare to study lifestyle and health practices, and expectations.

CITY PLAN TO CONNECT ALL NEIGHBORHOODS

Related to the City's efforts to create health opportunities for City employees and residents is the *Greenways Initiative*, a plan to connect all parts of the community eventually with sidewalks or walking trails. The City has committed to completing a segment of the plan each year over a twenty-year period.

CITY'S GOAL

It is the City's goal to help all employees and the family members/retirees who are enrolled in our health insurance program as well as the community become as healthy as they can; that is why we offer such extensive programming and opportunity. Wellness is a path that can be littered with distraction, but good maintenance and guidance will assist those on the path toward better health and quality of life, and that is the goal of our wellness programming.

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SCHAUMBURG

Illinois

“My concern has led me to become a member of the Mayors’ Coalition for Prostate Cancer Awareness and Education, a national initiative organized through the Conference of Mayors. I have joined with close to 150 other Mayors to make prostate cancer awareness a public health priority across the country. Remember, early detection can save lives.”



MAYOR
AL LARSON

Promoting Breast, Prostate, and Testicular Cancer Awareness

With the full support of Mayor Al Larson, the Village of Schaumburg Nursing Supervisor, Cindy McCune, provided cancer awareness information for employees and seniors. During lunch time on October 20, 2004, an information table was set up in the Municipal Building. The following information from the American Cancer Society was available for the employees:

Pamphlets for Women

- “Cancer Facts for Women”
- “The Older You Get, the More You Need A Mammogram”

Bookmarks for Women

- “Women’s Health Tests” (schedule of recommended health tests)
- “ABC’s of Breast Health”

Pamphlets for Men

- “Guidelines for the Early Detection of Prostate Cancer”
- “Guidelines for Early Detection of Cancer”
- “Cancer Facts for Men”

Handouts on Testicular Cancer

- “What Causes Testicular Cancer?”
- “What Are Some Questions I Can Ask My Doctor?”
- “How Is Testicular Cancer Found?”
- “After the Tests: Staging”

The above pamphlets, bookmarks, and handouts were also made available to employees during the monthly Wellness Clinic held on October 19, 2004, and to the seniors at the Senior Nutrition site on October 20, 2004.

“Progress through Thoughtful Planning”



VILLAGE OF SCHAUMBURG

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GARY *Indiana*

“Health care for all people is top priority. We can have luncheons, walkathons and all the awareness forums we want. But if we do not get rational, available and affordable health care for everyone, then we will accomplish little.”



MAYOR
SCOTT L. KING

The City of Gary Healthy Families 2010

by LaLosa D. Burns

MAYOR SCOTT L. KING'S CAMPAIGN AGAINST BREAST CANCER

The City of Gary's Division of Health and Human Services hosts a Breast Cancer Awareness Luncheon during October as a vehicle to communicate the importance of early detection, education, and awareness. For the October 2004 event, Health and Human Services partnered with The Methodist Hospitals, Inc., The Indiana Breast and Cervical Cancer Program, and The American Cancer Society—in an effort to increase our community outreach and decrease the number of individuals who do not seek proper health care because of fear.

While a most nutritious meal is served during the luncheon, the highlight of the awareness event is the knowledge that can be obtained from the different speakers, along with valuable information pieces that are available. Speakers this year included: Mayor Scott L. King who expounded on the necessity of available health care for all people; Dr. Jacqueline Carter, Neurologist, who reminded us that total body health care is key to healthy living; and Dr. Barbara Fuller, Oncologist, who spoke specifically on the topic of breast cancer.

Health and Human Services Director, Ida Parker, and the Deputy Mayor, Geraldine Tousant, both breast cancer survivors, were on hand in supportive role. The City's First Lady, Irene Smith-King, joined Ida Parker in making presentations to all breast cancer survivors in attendance. The annual event at the Genesis Convention Center served not only as an information session, but also as a support mechanism among cancer survivors.

Fundraising for Free Mammograms: Donations received from the Breast Cancer Awareness Luncheon are earmarked to supply free mammogram screenings for women ages 40-65 that satisfy eligibility requirements.

MAYOR KING KICKS OFF BREAST CANCER AWARENESS MONTH

The City of Gary participates in an annual 5K Walkathon in observance of Breast Cancer Awareness Month that is presented by the Gary Community Health Center. Mayor King and First Lady Irene Smith-King serve as grand marshals. The event in beautiful Marquette Park on the city's lakefront attracts both individual and team walkers. Individuals pledge minimal amounts to walk for the cause while businesses and corporations sponsor teams of ten or more.

Fundraising for Free Breast Exams: Proceeds from this early morning event aid in providing free breast examinations to uninsured or underinsured women in the community. This year was the Health's Center 6th annual event: "Breast Cancer Awareness... Walking To Save Lives." The Gary Community Health Center offers a full range of health care services.

“We should come to a point where we are not recognizing the breast cancer survivors, but celebrating a victory in prevention.”

—Mayor Scott L. King

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BALTIMORE

Maryland

“Baltimore City has the state’s highest cancer morbidity and mortality rates. In 2003, 97 city employees or their family members died of cancer. As Mayor, I have a responsibility to do all that I can to reduce the burden of cancer. The “No Excuses!” 4 Hours Off for Cancer Screening project for city employees is the first attempt to do just that.”



MAYOR
MARTIN O'MALLEY

No Excuses! 4 Hours Off for Cancer Screening for City Employees

Effective April 2005, all City employees are granted up to 4 hours per year to use for cancer screenings. This time will not be counted toward an employee's sick, personal or vacation time.

This innovative policy is based on the fact that early detection, intervention, and treatment are vital to cancer survival. The goal is simple—to screen as many City employees as possible, and reduce the burden of cancer.

THE BURDEN OF CANCER IN MARYLAND AND BALTIMORE CITY

Cancer is the second leading cause of death in Maryland, after heart disease. According to state health department Year 2000 data, Maryland was ranked 11th highest in the nation in total cancer mortality.

Baltimore City has the state's highest cancer morbidity and mortality rates. Data indicated that for all cancers, White and African Americans have similar incidence rates. Cancer mortality rates are higher in males than in females, with Black males having the highest overall cancer mortality rates.

Lung cancer accounted for 28.6 percent of all cancer deaths in Maryland. While it is decreasing in males, it is increasing in women. Tobacco use is the primary cause.

In Baltimore City, the most common cancers are breast, cervical, prostate, oral, and colon.

SCREENING FOR EMPLOYEES WITHOUT A PRIMARY PHYSICIAN

City employees are encouraged to undergo cancer screening. For those without a primary physician, a partnership with Mercy Medical Center and the University of Maryland Medical Systems has been formed to provide screening services.

BALTIMORE'S COMMITMENT TO EARLY DETECTION

Early detection is the best form of prevention for all cancers. If this initiative helps to save the life of even one person, it will be worth the time that the Baltimore City government is donating to support cancer screenings.

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DEARBORN *Michigan*

"I am encouraged by the stories of those who have embraced the message to take control of their health. The fight against breast cancer must continue through the effort of the entire community."



MAYOR
MICHAEL A. GUIDO

Dearborn Dedicated to Educating Women on the Value of Early Detection

by Peggy Schous

Under the direction and leadership of Mayor Michael A. Guido, Dearborn has made a solid commitment to raising the awareness of breast cancer in the community. The city has joined with the American Cancer Society (ACS) for seven consecutive years, and has also relied on the Karmanos Cancer Institute, to provide educational seminars to city employees and the general public. Mayor Guido initiated the annual campaign as soon as the United States Conference of Mayors (USCM) pledged its support to advance education on this deadly disease.

CITY EMPLOYEES SERVE AS AMBASSADORS

In our efforts to heighten the awareness of breast cancer, we encourage everyone in our community—employers, physicians, churches, clubs, social service agencies, and other organizations—to encourage women of all ages to obtain information about screening and mammography and to seek appropriate services.

We ask all city employees to carry this message to their social circles and the community at large. In fact, the Mayor has allowed employees to use city time to contact their family and friends to remind them about the need for annual mammograms. We invite employees to take a lead role in reaching out to racial and ethnic minorities and encourage uninsured women to take advantage of free mammography offered under the National Breast and Cervical Cancer Early Detection Program and administered by state health departments.

CITY EMPLOYEES SHARE THEIR PERSONAL EXPERIENCES

In a direct response to the city's encouragement, three municipal employees stepped forward to take an active role in this year's breast cancer awareness seminars by sharing their personal stories. Two women, both breast cancer survivors, told their stories to emphasize the importance of early detection through regular exams. The third speaker gave a new dimension to the seminars by speaking about the loss of his wife to the disease and the far-reaching effect on family members.

By encouraging a healthy dialogue about the need for early detection and other issues related to breast cancer, many women in Dearborn have been helped by the seminars, and the Mayor's overall campaign to raise awareness about the disease.

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SAIPAN

Commonwealth of the Northern Mariana Islands

“As a health promotion and disease prevention advocate, I emphasize that daily exercise and an annual checkup leads to a healthy family and community.”



MAYOR
JUAN B. TUDELA

Breast and Prostate Cancer Awareness, Diabetes and Hypertension Screening, and Exercise Promotion

PROSTATE CANCER AWARENESS

A mayoral proclamation designating the weeks during September 12 to 25, 2004 as Prostate Cancer Awareness Weeks on Saipan was signed by Mayor Juan B. Tudela on September 8, 2004, underscoring the 2004 theme: “Real Men Do It! Prostate Cancer Screening Saves Lives.”

To mark the occasion, Mayor Tudela was joined by members from the Saipan Legislative Delegation in the Fourteenth House of Representatives, the Commonwealth Cancer Association, the Department of Public Health, and representatives from the different church groups.

Celebrity bagging at two major shopping centers for two Saturdays highlighted the two-week event. Also, intensive education and awareness discussions were conducted at private business establishments and governmental departments and agencies to educate their employees about prostate cancer—the most commonly diagnosed non-skin cancer in men. Between 1997 and 2003, the Commonwealth of the Northern Mariana Islands (CNMI) Department of Public Health registered an estimate of 25 men diagnosed with prostate cancer.

Mayor Tudela urged all men in our community and throughout the island to become aware of their own risks of prostate cancer, talk to their health care providers about prostate cancer, and, whenever appropriate, get screened for the disease.

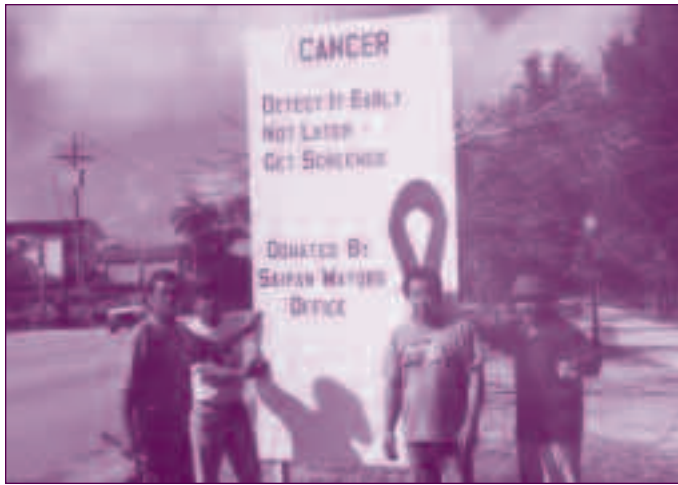


Secretary of the CNMI Department of Community and Cultural Affairs Juan L. Babauta (left); and President of the Commonwealth Cancer Association Hans Mickelson (right); join Mayor Juan B. Tudela during the mayoral proclamation signing ceremony designating September 12 through 25 as Prostate Cancer Awareness Weeks.



Representatives Justo Quitugua (left) and Clyde K. Norita (right) bag customers' purchased goods at Price CostCo during celebrity bagging in observance of Prostate Cancer Awareness Weeks in Saipan from September 15 through 25, 2004.





The Saipan Mayor's staff with their billboard reminding the residents about the importance of being screened early for prostate cancer. From left to right: Manny C. Borja; Roger Hernandez; Hiroshi Sakamoto; and Richard Cabrera.



Saipan Mayor Juan B. Tudela signs a mayoral proclamation designating the week of October 24-31, 2004, as Breast Cancer Awareness Week within the Municipality of Saipan. On hand to witness the ceremony from left to right: 2004 Liberation Day Queen Leiana V. Ogumoro; President of the Commonwealth Cancer Association Hans Mickelson; Mayor Tudela; 2004 Liberation Day Royal Princess Sweeda Glad; and cancer survivor Christine P. Kapileo.

BREAST CANCER AWARENESS

Acknowledging the increasing mortality rate of breast cancer among women in the CNMI, Mayor Juan Borja Tudela was joined by: members of the Saipan and Northern Islands Municipal Council; the President of the Commonwealth Cancer Association; cancer survivors; the 2004 Liberation Day Queen and Royal Princess; and representative of a local church as he signed a Mayoral Proclamation on Monday, October 25, 2004, designating the week of October 24 to 31, 2004, as Breast Cancer Awareness Week. This year's theme was: "No more excuses... Get your mammogram today!"

Breast Cancer is one of the leading forms of cancer among women in the CNMI. From 1992 to 2001, about 22 women in the Commonwealth have succumbed to breast cancer. The CNMI Department of Public Health conducted a total of 5,736 mammograms between 1998 and 2003— 857 in 1998; 943 in 2000; 965 in 2001; 1,223 in 2002; and 954 in 2003. Also, 21 mortality cases have been detected between 1995 and 2002, and 66 morbidity cases between 1995 and 2003.

In an effort to promote awareness around the community, and to remember all deceased breast cancer patients and survivors, a celebrity bagging was held at one of Saipan's major supermarket on October 22, 2004, led by Mayor Tudela. Saipan Representative Joseph P. Deleon Guerrero joined in with the 2004 Liberation Day Queen and her Royal Court at this event.

So as to emphasize the importance of screening for breast cancer, Mayor Tudela allowed his female staff to take two hours off to get their mammograms.



The 2004 Liberation Day Royal Court join Mayor Tudela during celebrity bagging at Payless Market to celebrate Breast Cancer Awareness Week. From left to right: Princess Shevonne A. Maratita; Mayor Tudela; Princess Myla Capalitan; Queen Leiana V. Ogumoro; and Princess Sweeda Glad.



Mayor Tudela (right) joins his staff as they put up the billboard informing residents of Saipan that October is Breast Cancer Awareness Month.



A nurse from the Marianas Health Service, collaborating with the Saipan Mayor's Office nurse, draws blood from this Tanapag village youth to check his blood sugar as part of Mayor Tudela's village health screening program.



Serving as judges during the annual Marianas March Against Cancer on May 14, 2004, held at the Hopwood School grounds are (from left to right): Mayor Tudela; Kathryn Barry; and Lt. Governor Diego T. Benavente.

MARIANAS MARCH AGAINST CANCER

President of the Commonwealth Cancer Association Hans Mickelson lauded Mayor Tudela for all his effort in promoting good causes to fight all forms of cancer. "Mr. Mayor, we applaud your unselfish support by providing education and awareness outreach programs (village, government, and private sectors) on prostate, breast, cervical cancer, etc., and you are always in the front to assist the Marianas March Against Cancer annual fundraising events to help families who are affected with cancer. Mr. Mayor, thank you again so much for your help and collaborating with the Commonwealth Cancer Association."

VILLAGE HEALTH SCREENING FOR DIABETES AND HYPERTENSION

The Saipan Mayor's Office in collaboration with a private health service provider, launched a series of village health screenings in early April to check residents for blood sugar and blood pressure in an effort to control diabetes and hypertension on Saipan. The health screening was also extended to non-resident workers

in the private sectors. A total of 483 male and 497 female underwent checks for diabetes and high blood pressure checks. Of the 980 checked, nearly 500 were non-resident workers, consisting of U.S. citizens and permanent residents.

PROMOTING PHYSICAL FITNESS AND SPORTS

As part of his commitment to total preventive health measures, Mayor Tudela is currently the Chairman of the CNMI Council on Physical Fitness and Sports, which coordinates the following physical fitness activities:

- a mass island walk that takes place on each island (Saipan, Tinian, and Rota); and
- a walk to prevent diabetes (turkey run/walk).

A turkey run/walk is a fun walk, held a week before Thanksgiving Day Weekend, reminding people to be mindful of their food consumption and to exercise.

The coordinated sports activities are:

- Mayor's youth inter-village basketball tournament;
- Mayor's basketball tournament; and
- Government-wide basketball and softball tournaments.

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NASHUA New Hampshire

“While a cure for cancer is not ‘just around the corner,’ nevertheless with continued research and education, with a prime emphasis on early detection, we are making giant strides against this medical foe. As a former American Cancer Society Division Director, I know firsthand how important it is for an entire community to be motivated toward the prevention of disease.”



MAYOR
BERNIE STREETER

Mayor Declares Week of October 17th – 23rd Breast Cancer Awareness Week

by Samia Medina-Rogers, RN, PHN

The City of Nashua has proudly joined the United States Conference of Mayors in its national cancer awareness campaign: “The Mayors’ Campaign Against Breast Cancer.” Nashua’s initial awareness event—the first Breast Health Fair for all residents—was a collaborative effort involving:

- two local hospitals;
- American Cancer Society, Nashua chapter;
- Television 13;
- a number of city businesses;
- State of New Hampshire Cancer Program; and
- City of Nashua.

SPECIAL OUTREACH TO LATINOS

The Mayor is committed to promoting health for all and is especially committed to reaching the medically underserved, low income, and diversified populations. For this reason, the Mayor made it a priority to reach our Latino/Hispanic population by hosting a bilingual TV show on breast cancer awareness.

During the show the Mayor stressed the importance of breast cancer screening by sharing his personal experiences with breast cancer and informing the community of breast cancer statistical facts.

BREAST HEALTH AWARENESS FAIR

For the first time ever, the City of Nashua along with other community organizations sponsored a community Breast Health Fair. The fair focused on informing the people of this city of the importance of early detection through breast cancer screening.

The Breast Health Fair offered information on breast self-exams, the importance of good nutrition, and informed the attendees of available screening programs throughout the city. During the fair, community members had the opportunity to enjoy free massages, makeovers, yoga information and tour the “See Us Hear Us” exhibit. This exhibit displayed photos of women affected by breast cancer and audio tapes of the heartwarming stories of breast cancer survivors.

OUTREACH STRATEGIES

“Making Strides Against Breast Cancer”: During the “Making Strides Against Breast Cancer Walk”—the start of our outreach efforts—the Mayor read his proclamation for Breast Cancer Awareness Week and announced the planned festivities for the week. More than 2,000 walkers participated in “Making Strides,” an American Cancer Society fundraiser.

Bilingual Materials: All information pertaining to the Mayor’s Campaign Against Breast Cancer was translated into Spanish, including education information and the schedule of events.

Citywide Distribution of Information: Information was distributed on breast cancer awareness throughout the city. The Mayor’s Campaign Against Breast Cancer Committee displayed a breast cancer education exhibit at the Nashua Public Library and, by using the van of the Division of Public Health & Community Service, materials were distributed to the local Soup Kitchen.

GENERAL CAMPAIGN RESULTS

As a result of the outreach conducted at the local Soup Kitchen and the Breast Health Fair, we had over 200 people participate in our awareness activities. Many more were able to enjoy the “See Us Hear Us” exhibit at City Hall and the Breast Cancer Education exhibit at the Nashua Public Library. It is the hope of Mayor Streeter that this year’s events will expand the awareness of all Nashua residents and improve the health of the entire community.

This is only the beginning of our quest toward the elimination of breast cancer.

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BRICK *New Jersey*

“One of the best ways for us to show our support for loved ones who have battled, or are currently battling breast cancer, is to participate in cancer awareness events and activities.”



MAYOR
**JOSEPH C.
SCARPELLI**

Brick Awareness Campaign Marks 6th Straight Year — Mayor Commends Students for “Making Strides”

2004 “MAKING STRIDES”

Mayor Joseph C. Scarpelli commends the students of Brick Township Memorial High School and Brick Township High School for their cancer awareness fund-raising efforts. Through their participation in the Mayor’s team for the 2004 “Making Strides Against Breast Cancer” Walk-a-thon, the cheerleading squads of both schools engaged in a friendly competition to see who could raise more funds for breast cancer research and education.

Effective Fund-Raising: Mayor Scarpelli presented the 2nd Annual Mayor’s Cup Trophy to the Brick Township High School Cheerleaders for raising the most money between the two schools. They raised \$1,120 while the Brick Memorial High School Cheerleaders raised \$422 for the Mayor’s team. Altogether, the Mayor’s team raised \$2,585 in 2004 for the annual “Making Strides” event. In addition to the students from the two high schools, the Mayor’s team consisted of Township employees,

residents, and council members—totaling 145 people in all for 2004. In the past six years, Mayor Scarpelli’s teams have raised \$10,000 with over 700 participants!

Recognizing the Team Sponsor: Traditionally, each team member receives a pink ribbon and an American flag sticker to wear proudly with their team shirts. Shirts were provided free by The Crystal Point Yacht Club, the team sponsor for the second straight year.

To show his appreciation, Mayor Scarpelli issued a proclamation in October 2004 to The Crystal Point Yacht Club owner, Robert Truesdale, for being a generous contributor to “Making Strides”



Showing their support for the Mayor’s “Making Strides Against Breast Cancer” Walk-a-thon team are from left to right: Team Coordinator Russell Martone; Councilwoman Ruthanne Scatturo, a breast cancer survivor; Secretary to the Mayor Donna Labruzzo; and Mayor Scarpelli.



*Brick Memorial
Cheerleaders*



Brick Township High School Cheerleading Team

Mayor Scarpelli poses with the two cheerleading teams that always are part of his team for the annual “Making Strides Against Breast Cancer” Walk-a-thon.



Mayor Scarpelli thanks the cheerleaders for joining his 2004 "Making Strides Against Breast Cancer" Walk-a-thon team.

and for supporting team efforts. Altogether, sponsors of the Brick teams have contributed over \$2,500 in shirts and awards since 1999.

Showcasing the Mayor's Team: Allison Laine, a seventeen-year-old Brick resident and member of the Mayor's team, sang the National Anthem to kick off the 2004 Walk-a-thon. This was the fourth year in a row that a student on the Mayor's team sang before a crowd of thousands at the annual Walk-a-thon.

A COMMUNITY INVOLVED

With strong support from township's Board of Education, students and their parents promoted breast cancer awareness and related educational activities. Many students volunteered to boost the Walk-a-thon and ask for sponsors.

As the Mayor explains, "Most of us are familiar with a person who has battled breast cancer. One of the best ways for us to show our support for our loved ones and friends who have battled, or are currently battling breast cancer, is to participate in the 'Making Strides Against Breast Cancer Walk-a-thon' or the cancer awareness event and activities in your area. That is why our team was formed and why we welcome anyone who wants to join."

PUBLIC INFORMATION CAMPAIGN

The Mayor's public information campaign is always the heart of each year's true success. The Mayor uses newspaper, television,

e-mail, youth club events, flyers, and even signs posted around town to promote the Walk-a-thon and spread awareness to the public.

GREATER EFFORTS TOWARD CITY EMPLOYEES

Mayor Scarpelli had an information flyer issued to all employees through their payroll checks, letting them know how to receive free prostate exams and mammograms for the uninsured. (Township employees can receive free health screenings through "Partners in Prevention" described below.) The Mayor offers full-time employees up to four hours leave time for prostate and breast cancer screenings. Also, as an incentive to participate in the "Making Strides" Walk-a-thon, Mayor Scarpelli gave Township employees an extra dress down day in October for the fourth straight year.

HEALTH COALITION FOR SCREENING

Since 2001, under the direction of the Mayor, the Township of Brick has teamed up with Brick Hospital (Ocean Medical Center) for "Partners In Prevention," a coalition for better health in Brick. The success of this partnership relies on the cooperation of the township and hospital to unite and spread awareness through proactive and educational activities within the community. Mayor Scarpelli is confident that such efforts will encourage more women to take part in screenings, self-exams, and clinical exams.

MAYOR'S PERSONAL EXPERIENCE AND SUPPORT

As a member of the United States Conference of Mayors (USCM), Mayor Scarpelli has belonged to the Mayor's Coalition for Prostate Cancer Awareness and Education for over four years and to the Mayor's Campaign Against Breast Cancer for over five years. As a result of his USCM membership and his personal experience battling prostate cancer, Mayor Scarpelli has continued to be a leader in his community in the fight against cancer. The Mayor's Walk-a-thon teams and efforts continue to soar, and he looks to 2005 as being his biggest year ever.

So as to emphasize their commitment to prostate and breast cancer awareness, the Mayor and Town Council members wore blue and pink ribbons during the months of September and October. "Keeping people interested in their own health, and the health of others makes the difference," says Mayor Scarpelli.

The 2005 Best Practices edition marks the fifth straight year that Mayor Joseph C. Scarpelli has been published in USCM's annual edition.

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TRENTON *New Jersey*

“More than half the battle in health care is encouraging people to get their blood pressure checked, to get health screenings, to accept the idea that prevention is absolutely essential. We bring this message to every neighborhood, for everyone to share with their loved ones.”



MAYOR
DOUGLAS H. PALMER

More than an Ounce of Prevention

Mayor Douglas H. Palmer has taken a proactive approach to the health of the Trenton community since the beginning of his administration. He has volunteered his time and effort as spokesperson for major health issues and committed his staff to working with public and private agencies to provide health education and services for all city residents.

CANCER AWARENESS ACTIVIST

Mayor Palmer has been actively involved in the fight against cancer for years. He has held press conferences and sponsored proclamations during “awareness months” for breast, cervical, and prostate cancer. In 2002 he passed a resolution making it possible for all city employees to have routine cancer screening on agency time. His staff in the Division of Health has done extensive community education on cancer prevention. In particular, the staff has worked with NJCEED (New Jersey Cancer Education and Early Detection) to help the medically indigent gain access to mammography, Pap smears, and prostate and colorectal screening.

Also in 2002, Mayor Palmer became a spokesperson for prostate cancer. In this joint venture with the American Cancer Society, Mayor Palmer’s picture appeared on billboards, buses, and in newspapers, urging the men of Trenton, in English and in Spanish, to be tested for prostate cancer. The campaign slogan was “Real Men Do It!”

TRENTON CRUSADE AGAINST CANCER

In May, 2004 the City of Trenton and the American Cancer Society introduced the “Trenton Crusade against Cancer,” a partnership that aims to reduce cancer mortality and incidence rates in the capital region’s largest and most racially diverse city.

Mayor Palmer called on corporate leaders, healthcare institutions, and faith-based and community organizations to develop an action plan to increase education and awareness, cancer screening rates, and access to care among Trenton residents. Especially targeted by the Crusade Against Cancer are those who are disproportionately affected by cancer because of economics, lack of medical insurance, literacy, language, and cultural beliefs.

Public and private agencies have been enthusiastic in their support of, and participation in, the “Trenton Crusade against Cancer.” A planning work group meets regularly and several innovative community events already have been held to increase cancer education and awareness.

A “Real Men Cook” event was held in April 2005 to raise awareness about how proper diet, and food selection and preparation influence the health of African-American males. The planning group also worked with the Trenton Restaurant Association to offer a Valentine’s Day program highlighting the connection between obesity and cancer—and emphasizing a healthy family diet.

HYPERTENSION SCREENING

In 2000 Mayor Palmer became spokesperson for “Trenton: A City with Heart,” a campaign launched by the City of Trenton and Bristol-Myers Squibb to educate and empower city residents to control hypertension. This campaign brought together educational institutions, churches, businesses, and other health care providers to address the issue of hypertension.

A picture of Mayor Palmer having his blood pressure taken appeared on billboards, buses, and in full-page newspaper ads. An educational video, in which he spoke to city residents about

hypertension, encouraged people to have their blood pressures taken at sports events, in barber shops and beauty parlors, at post offices, and churches.

In the six-month campaign, 1,700 blood pressures were taken, 40 percent of which were elevated. Follow-up was done by Division of Health nurses and student nurses from The College of New Jersey. By the end of 2001, 3,000 people had been screened for hypertension. Education and screening for hypertension continues to be a City priority.

CARE FOR THE MEDICALLY INDIGENT

In 2001 Mayor Palmer expanded the services of a long-standing STD clinic to include free primary care and free medications for the medically indigent. Nurse practitioners from The College of New Jersey School of Nursing examine and treat patients for acute and chronic illnesses.

Routine screenings are made available. Pap smears and prostate specific antigen tests are completed through support from the NJCEED program. Stock medications are provided by a pharmaceutical company.

An agreement with Capital Health System provided the services of a physician for eight hours per week in the clinic and allowed direct referral for those patients requiring specialty care. In 2003, the Adult Health Clinic recorded 900 patient visits.

HIV/AIDS “PROJECT IMPACT”

Project Impact is a State of New Jersey initiative, the goal of which is to “galvanize and support community leaders to help prevent the spread of HIV/AIDS in their communities.” Mayor Palmer introduced the project at a press conference in December, 2002, giving it his full support.

The Trenton launch of the community mobilization program was designed to inform African American leaders in their efforts to reduce the spread of HIV/AIDS in their communities. As part of the Project Impact effort, a community “town hall” meeting focused on preventing and treating HIV/AIDS.

The program continues to pursue the goals of: 1) raising the priority of HIV/AIDS as a public health concern; 2) improving communities’ ability to change those behaviors placing community members at risk for HIV/AIDS; 3) increasing the influence of existing programs to effect positive behavior change; and 4) strengthening social norms and values supporting HIV/AIDS prevention and positive behavior change.

In calling upon public officials, the faith community, health service providers, educators, parents —everyone in Trenton—to talk with their loved ones, family members, and peers, the Mayor carried forth the message that, while HIV/AIDS may seem like old news, it can never be taken for granted. He urged residents to “do battle against complacency.”

SCREENING VAN FOR HIV/AIDS AND OTHER DISEASES

The Mayor also accepted a grant in 2003, which enabled the City of Trenton to purchase and staff the Project Impact Health Van, which visits all neighborhoods in the city. The physician’s assistant and van coordinator on board provide HIV counseling and testing, and screenings for STDs, hepatitis C, hypertension, cholesterol, and diabetes. They also do Pap smears as well as prostate and colorectal screenings.

The van is often the first step to health care for the medically indigent. They step on board, meet people who are caring and knowledgeable, receive physical assessments, screenings, and health education, and are assisted in accessing further care if needed. Nutritious snacks are provided to the hungry and hygiene kits are provided to the homeless. The key to prevention is making screenings possible.



The “Impact” van travels throughout the city to conduct health screening for Trenton’s residents, with special outreach to the medically indigent.



Two key staff members of the Trenton Project Impact Van are Coordinator Pamela Hayes and Physician’s Assistant Andrea Conaway (seated). Ms. Conaway is checking the blood pressure of Trenton resident Amador Ochoa.

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COLUMBUS *Ohio*

“Arming our community members, particularly African American men, with knowledge and supporting them with services is essential to maintaining and improving the health of Columbus families.”



MAYOR
**MICHAEL B.
COLEMAN**

Reducing Prostate Cancer in Columbus

Mayor Michael B. Coleman is dedicated to making Columbus the best city in the nation to live, work and raise a family. He recognizes that accomplishing this includes addressing the health needs of individuals and families. In 2001, Mayor Coleman worked to increase community awareness of prostate cancer, by hosting a breakfast in partnership with the National Black Leadership Initiative on Cancer, Columbus Chapter. The event focused on African American men with the goals of: 1) increasing awareness of their increased risk for prostate cancer and the unique challenges they face; and 2) addressing many of the myths concerning prostate cancer, screening, and treatment.

Building on the success of 2001 event, during 2003-2004 Mayor Coleman worked closely with the Columbus Health Department and community partners to move from awareness to action to increase screening and reduce prostate cancer community-wide.

“LET’S TALK ABOUT IT” SESSIONS

The 2003-2004 effort included several key partners—including the Columbus Health Department Office of Minority Health, American Cancer Society Franklin County Unit, and the Ohio Commission on African American Males. These agencies worked together to host eleven “Let’s Talk About” Prostate Cancer Awareness Sessions, reaching over 300 African American men ranging in age from 19 years to over 65 years.

“Let’s Talk About It” is a prostate cancer education/awareness program focused towards African American men, designed by and provided through the American Cancer Society. African American men have the highest incidence of prostate cancer in the world and a mortality rate two times the rate for Caucasian men.

During the “Let’s Talk About It” sessions, men are informed about the risk factors for prostate cancer as well as the benefits

and limitations of screening (digital rectal exams [DRE] and the Prostate Specific Antigen blood test [PSA]), and treatment. Throughout the sessions, men are encouraged to make informed decisions about obtaining screening and about treatment if they are diagnosed with cancer. The importance of good nutrition and maintaining physical activity is also stressed as a means of staying healthy and reducing cancer risks. The importance of participation in clinical trials is also discussed.

Screening: The digital rectal exam and PSA blood test were made available for men who chose to be screened, following the “Let’s Talk About It” sessions.

Grassroots Outreach: Outreach for the “Let’s Talk About It” sessions was conducted through the faith-based community, community civic associations and commissions, City agencies, and Neighborhood Pride events.

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PROVIDENCE

Rhode Island

“Every step we take, as elected leaders, in bringing attention to the deadly personal costs of cancer and other chronic illness, takes us closer to a better quality of life for our people and the possibility of cure.”



MAYOR
DAVID N. CICILLINE

Promoting Cancer Awareness and Protecting Seniors' Health

By Mayor David N. Cicilline

It is my great honor to join other mayors nationwide in presenting our efforts to address the rampant rise of cancer and chronic illness in our city and cities nationwide, and to describe some of the steps we have taken to bring awareness of and support to those efforts.

Facing a significant, inherited deficit of nearly \$60 million, my administration has concentrated its work on restoring public confidence in government and fiscal stability and integrity, while providing critical public services. Through many management improvements, we have made enormous progress—but it has not come without sacrifice. We recently had to streamline significantly my Policy Office to a staff of two professionals, knowing that they are limited in the initiatives they can assume.

Nonetheless, our dedication to supporting quality of life issues can be achieved without a major commitment of resources and still be effective. Though our efforts were modest, we captured public interest by taking the measures described below.

CANCER AWARENESS

- **Press Release:** Issuing a press release about Breast Cancer Awareness Month.
- **Public Presentation:** Preparing and having a public presentation with brief speeches and a Proclamation for Breast Cancer Awareness Month in the Mayor's Office.
- **City Hall as a Venue:** Setting up tables in the City Hall lobby for dissemination of materials and posting of signs and materials about breast cancer and prostate cancer awareness and early detection. (These materials remained on display for two months.)
- **City Web site:** Posting the press release to our city Web site www.providenceri.com.

- **ACS Link:** Putting a live link to the American Cancer Society, Rhode Island offices, on our City's Web site.
- **Joining USCM Initiatives:** Participating in the U.S. Conference of Mayors (USCM) Mayors' Campaign Against Breast Cancer and the Mayors' Coalition for Prostate Cancer Awareness and Education by taping a public service announcement for USCM's nationwide breast and prostate cancer awareness initiatives.

ALZHEIMER'S DISEASE

- **Safe Return Initiative:** My director of Senior Services joined forces with the Alzheimer's Association of Rhode Island and the City of Providence Police Department to create a Safe Return initiative. We are now in our second year of this effort, in this my second year of my administration.
- **Collaboration with the Police:** Never before done in our state, my administration joined with our Special Victims Unit of the Police Department to create a Safe Return program, consisting of a registry of names of individuals with Alzheimer's and based on a highly-successful national program.
- **Public Education:** There are 22,000 seniors living in Providence—and we are attempting to educate families and friends, hospitals and nursing homes, and individuals about our Safe Return program.
- **Registration of Seniors:** We notified senior centers and high rises throughout the city of Providence and urged them to register names of their members and residents with the police.
- **Media Attention:** We issued a news release through the general media to bring attention to the issue and the opportunity to register senior relatives, friends, and neighbors.
- **Training the Police:** We are beginning a new initiative this year to train cadets in learning about and identifying Alzheimer's disease

in individuals who may be lost or in trouble, and in connecting them quickly with medical help, family, and/or friends.

FLU VACCINATION PROGRAMS

- **Outreach to the Vulnerable:** The City of Providence last year sponsored a flu clinic with the Rhode Island Department of Health and our area-senior centers and high rises—and to assist those who are not elderly, but are classified as having a chronic illness.
- **Public Relations Campaign:** We conducted a modest public relations campaign about vaccines, including: advisories; press releases and outreach to senior centers and high rises; posting to our Web site; and public posting of notices.
- **Collaboration:** This year with the severe reduction in available vaccine, we have been able to work with the Department of Health to secure enough vaccine for 3,000 individuals.

Every step we take, as elected leaders, in bringing attention to the deadly personal costs of cancer and other chronic illness, takes us closer to a reduction in the incidence of morbidity and mortality—and brings us closer to a cure.

I am proud to join my fellow mayors in cities, large and small, in focusing whatever resources we may have to the fight against cancer in our communities. I look forward to hearing more about the wonderful efforts made by my colleagues in your upcoming issue of *USCM's 2005 Best Practices on Promoting Cancer Awareness and Healthy Cities*.

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NASHVILLE

Tennessee

"We have been working diligently to encourage Nashvillians to get moving, and to provide more opportunities for active lifestyles through the building of sidewalks, greenways and bicycle paths. This program builds on those initiatives by encouraging group participation and partnering as a way of achieving better health and physical fitness."



MAYOR
BILL PURCELL

Mayor Announces Healthy Nashville 2010

When one out of five Nashvillians is considered obese and more than half are overweight, Mayor Bill Purcell says it's time to get out of the house and become more physically active. In order to do this Mayor Purcell announced the 2004 Healthy Nashville 2010 initiative: Healthy Nashville STEPS.

Healthy Nashville 2010 is a plan introduced by the Mayor in 2002. The goals are to improve health status and quality of life for those who live, work, learn, worship, and play in Nashville. The Healthy Nashville 2010 Leadership Council provides oversight for all activities. After a series of four concurrent assessments, the Healthy Nashville Leadership Council determined that obesity, overweight, and physical inactivity are the most strategic issues Nashville must address in order to become a healthier city.

HEALTHY NASHVILLE STEPS

The Healthy Nashville 2010 Leadership Council developed Healthy Nashville STEPS as the way to become more physically active and make better nutrition choices, specifically 100 fewer calories a day, until healthy levels of physical activity and healthy weights are achieved and maintained.

Ideally the first goal would be to increase steps by 2,000 per day or about a mile, while decreasing calories. This approach helps participants make physical activity and good food choices a part of their daily lives. The ultimate goal is to halt the rising rate of obesity in Nashville.

Healthy Nashville STEPS is geared to fit all segments of the Nashville community through five plans: 1) Work STEPS; 2) School STEPS; 3) Worship STEPS; 4) Play STEPS; and 5) Neighborhood STEPS. Healthy Nashville STEPS pilots occurred during the summer and fall of 2004 and are described in the next column.

Neighborhood STEPS: Working with the Mayor's Office of Neighborhoods, two neighborhood associations piloted Neighborhood STEPS with positive results. Participants said they felt better, and noted some neighborhood walking safety hazards which they reported to appropriate authorities.

Work STEPS: Four business groups are participating in Work STEPS. Activities include organized walks and taking the steps while at work. One pilot placed artwork painted by local students in each stairwell. Another posted the number of steps from floor to floor.

Worship STEPS: Worship STEPS data showed most participants did increase average daily steps.

School STEPS: Metro Public School principals have been provided with pedometers and encouraged to model increased School STEPS for children and youth.

HEALTHY NASHVILLE STEPS AND NASHVILLE GREENWAYS

Healthy Nashville STEPS and Nashville Greenways sponsored a series of Greenway walks to encourage more physical activity and utilization of Nashville's many walking areas. Healthy Nashville STEPS will be recruiting additional partners throughout the coming months in efforts to get more Nashvillians using the formula of increased steps and fewer calories to equal improved health and quality of life. Group participation and partnering as a way of achieving better health and physical fitness will be encouraged.

HEALTHY NASHVILLE STEPS AND TENNESSEE ON THE MOVE

Healthy Nashville STEPS has affiliated with Tennessee on the Move (TOM) administered by the University of Tennessee. This affiliation offers the use of the Tennessee on the Move website to log and track steps and to receive tips on healthy food choices. TOM allows individuals and groups to follow progress and set goals.

INVITATION

If you visit Nashville, wear your pedometer, enjoy walking about, and add your steps to Healthy Nashville STEPS. We will welcome you as a Nashvillian while you are in our midst.

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BEAUMONT Texas

“Those who are medically underserved represent an extremely vulnerable sector of our society. The City of Beaumont and Southeast Texas are most fortunate to have the Julie Rogers ‘Gift of Life’ Program that provides critical access to free cancer screening services for this at-risk group while simultaneously increasing community awareness about the importance of early detection and preventative care.”



FORMER MAYOR
EVELYN LORD

Mayor Actively Engages in Local Cancer Awareness and Screening Program

Former Mayor Evelyn Lord ardently supported and actively participated in the Julie Rogers “Gift of Life” Program, a non-profit 501(c)(3) organization dedicated to decreasing the incidence of death associated with breast and prostate cancer. Its mission is accomplished through:

- *provision of free mammography and prostate cancer screenings* for people of limited financial means who are uninsured and underinsured, along with access to treatment and follow-up care through a referral link with the University of Texas Medical Branch (UTMB) at Galveston; and
- *conducting extensive educational outreach* throughout Southeast Texas.

10 YEARS OF PROGRAM SUCCESS

Celebrating its 10th anniversary, the “Gift of Life” began in 1994 as a tribute by Regina Rogers to her late mother, Julie (a breast cancer survivor), and has grown into one of the largest cancer screening initiatives of its type in the state of Texas. Since the organization’s inception, it has funded over 9,000 free mammograms and 3,300 free prostate cancer screenings, and has conducted more than 250 educational outreach presentations. From the beginning, the following program partners have provided a strong foundation for its accomplishments:

- Memorial Hermann Baptist Hospitals;
- Julie & Ben Rogers Cancer Institute;
- University of Texas Medical Branch (UTMB) at Galveston and its local clinics;
- local physicians;
- Cancer Stop Program; and
- The University of Texas M. D. Anderson Cancer Center.

Additionally, the “Gift of Life” is and has always been built on strong community support, such as the continuing benevolence of major benefactors, Charline Dauphin and her daughter, Robin, who have helped implement the Sidney “Chief” Dauphin educational outreach expansion throughout Southeast Texas. Also, the Nelda C. and H. J. Lutcher Stark Foundation has contributed significantly to both breast and prostate cancer programming in Orange County, including the sponsorship of four mobile mammography events and multiple outreach efforts.

Other major sponsors include H-E-B Grocery Company that provides continual financial assistance to sustain program activities and Hibernia Trust (acting on behalf of the H. E. & Kate Dishman Foundation, the Dujay Charitable Foundation, and the Mamie McFaddin Ward Foundation) that has aided in the purchase of a minivan to transport clients and supplies to all community events as well as equipment to increase program efficiency.

MAYOR’S PERSONAL INVOLVEMENT

Former Mayor Lord served on the “Gift of Life” Board of Directors and with her participation lent credence to the organization’s efforts. From her commitment to meeting the needs of those who are medically underserved to educating the community on a broader level, the Mayor’s involvement brought much-needed attention to both breast and prostate cancer. Further, each year she issued proclamations signaling the beginning of Breast and Prostate Cancer Awareness Months. Presented at City Council sessions, these citations convey crucial consciousness-raising messages and highlight the significance of early detection in the fight against these dreaded diseases.



Then Mayor Lord (second from left) presents proclamation in recognition of Prostate Cancer Awareness Month to “Gift of Life” Chair, Regina Rogers (second from right); Honorary Chair for September, Jerry LeVias (left); and “Gift of Life” Board Member, Joe Domino, President of Entergy Texas (right).



Then Mayor Lord expresses appreciation to BASF FINA Petrochemicals, LP, honored with the 2004 Corporate “Spirit of Love” award during the “Gift of Life” annual board meeting. Pictured (left to right) are: Mark Viator (BASF); Nell McCallum Morris (“Gift of Life” Board President); Marshall Williams (BASF); Regina Rogers (“Gift of Life” Chair); Carl Griffith (“Gift of Life” Board member and Jefferson County judge), then Mayor Lord, and Mike McAtee (BASF).

During the “Gift of Life” 2004 Annual Board Meeting, then Mayor Lord presented a crystal box from the City of Beaumont to Mrs. William C. (Sallye) Keith, a breast cancer survivor, who was honored with the program’s “Spirit of Love” award. Recognized for her “unparalleled dedication, commitment and spirit in the fight against cancer” and her sponsorship of “Gift of Life” mobile mammography van events since 1996, Mrs. Keith has personally provided funding for over 275 mammograms and clinical breast exams for medically underserved women in Southeast Texas.



Then Mayor Lord with “Gift of Life” Board president, Nell McCallum Morris, and Board Secretary, Donna Harris, present “Spirit of Love” award to Mrs. William C. (Sallye) Keith, a long-time supporter of breast health services for medically underserved women.

STEADFAST SUPPORT EARNS BASF CORPORATE “SPIRIT OF LOVE” AWARD

Receiving the “Gift of Life” corporate “Spirit of Love” award during its annual board meeting was BASF FINA Petrochemicals, LP. This company has contributed over \$50,000 to subsidize more than 400 free mammograms and clinical breast exams for Southeast Texas women since 2000. In particular, Mark Viator, BASF Manager of Community Relations and Human Resources, has taken a very personal and active interest in the program, regularly visiting the BASF-sponsored van sites and interacting with clients.

MORE THAN 1,500 WOMEN RECEIVE FREE MAMMOGRAPHY SERVICES EACH YEAR

Over 750 “Gift of Life”-sponsored mammograms for medically underserved women are conducted annually by program partner Memorial Hermann Baptist Hospitals in Beaumont and Orange, following referrals from local UTMB clinics that administer well-woman assessments, including clinical breast exams. Funding is provided by the Memorial Hermann Baptist Hospital system, Drs. Joseph Kong and Danny Chow of the Julie & Ben Rogers Cancer Institute, and numerous other supporters.

In addition, the program brings UTMB-Galveston’s mobile mammography van, the Oleander, to Southeast Texas 20 times each year, dispensing free mammograms and clinical breast exams for another 750 women. Notably, a number of women receive clinical breast exams only and are subsequently referred directly to UTMB-Galveston for follow-up care due to suspicious findings, highlighting the importance of the availability of early detection services.



Then Mayor Lord visits the "Oleander," UTMB-Galveston's mobile mammography van that brings services through Southeast Texas 20 times each year.

In addition to the Nelda C. and H. J. Lutcher Stark Foundation, BASF FINA Petrochemicals, LP, and Sallye Keith, other mobile van sponsors are the Gladys D. Bevil Charitable Trust; Entergy Texas; the Wilton and Effie Mae Hebert Foundation; Mildred Manion; Miracle Match for Life (a partnership of BASF and TOTAL PETROCHEMICALS USA, INC.); MOTIVA; Premcor; the St. Katharine Drexel Humanitarians; TEXAS STATE BANK, *a Bank for Texas*; TOTAL PETROCHEMICALS USA, INC. (formerly ATOFINA); and the Young Men's Business League.

EVER-INCREASING NUMBERS OF MEN SEEK PROSTATE SCREENINGS

Through massive outreach efforts, including newspaper advertisements and targeted mailings, as well as radio and television coverage, over 400 Southeast Texas men received prostate cancer screenings during three successive weekends in September 2004, representing a substantial increase over last year's numbers. Program volunteers and the Golden Triangle Hispanic Chamber of Commerce assisted the "Gift of Life" in pre-registering men who did not speak English, enabling the organization to reach a segment of the community that might have otherwise gone unaided.

Jerry LeVias, college football Hall of Famer, NFL star and Beaumont native, served as honorary chair of the 2004 September events, lending not only his name and celebrity but also his time and energy. Phlebotomists associated with the Julie & Ben Rogers Cancer Institute administered Prostate Specific Antigen blood tests. Digital rectal exams were conducted by local physicians, Danny Chow, MD; John Henderson, IV, MD; George Hoffman, MD; Joseph Kong, MD; and Jeff Spier, MD (of UTMB). In addition to the tests and exams, clients also received educational materials related to prostate cancer, preventative care, early detection and treatment. They also viewed a related video provided by The University of Texas M. D. Anderson Cancer Center about the importance of annual prostate cancer screenings.

Each year, with the assistance of UTMB and Dr. Michael Warren, Chief, Division of Urology, this September initiative serves as an educational tool for the Southeast Texas community at large, offering access to health care professionals and life-saving cancer screening services for uninsured and underinsured men—who would otherwise be unable to afford them. The September medical events were sponsored by The Nelda C. and H. J. Lutcher Stark Foundation, Quality Mat Company, Inc., Memorial Hermann Baptist Hospitals, H-E-B Grocery Company, TAP Pharmaceuticals Inc., Sam's Club, and Wal-Mart.

During 2004, the "Gift of Life" also provided another 100 prostate cancer screenings at area health fairs, bringing the yearly total to over 500 tests.

THE SIDNEY "CHIEF" DAUPHIN EDUCATIONAL OUTREACH PROGRAM

Annually, the "Gift of Life" conducts over 50 Sidney "Chief" Dauphin Educational Outreach Programs with social groups and at retirement communities, employment centers, PTA meetings, churches, and health clinics. Through these presentations and numerous health fairs each year, the program collectively reaches almost 5,000 people in Southeast Texas, including teens who attend breast health programming delivered in area high school settings using the "Check It Out" initiative established by Hadassah women.

Each breast health outreach program is comprised of a short video explaining breast self-examination or the importance of annual prostate exams, which is reinforced by medical professionals, including registered nurses from the Julie & Ben Rogers Cancer Institute. A question and answer segment follows and provides answers to inquiries and attempts to dispel any misconceptions. Also, survivors share their stories of courage and triumph with those in attendance. Further, all participants are given literature and encouraged to convey the message of early detection with their friends and family.

Testicular health education with high school males is scheduled to begin in January 2005 in partnership with the local Hadassah chapter.

BREAST CANCER AWARENESS MONTH KICK-OFF

Over 300 "Gift of Life" board members, donors, volunteers, staff, and other supporters participated in the program's annual Breast Cancer Awareness Month Kick-Off event held at Parkdale Mall, at which more than 90 survivors were honored. Activities included an annual mall walk and wellness workshops of exercise, healthy cooking, and general well-being. Nell McCallum Morris, Board President, presided over the Breast Cancer Survivors Ceremony at which Ana Wallace, a breast cancer survivor and board member, offered her personal testimonial. All other survivors were asked to state their names and years of survival, an inspirational part of the Kick-Off each year.

Importance of an Awareness Month: Breast cancer awareness is certainly more than a one-month per-year-proposition, and the primary focus of “Gift of Life” activities—365 days a year—centers on increasing community consciousness about the disease. However, Breast Cancer Awareness Month and the Kick-Off event capture the attention of people who otherwise might not be aware of the need for annual mammograms and the availability of free healthcare services through the program. The Kick-Off, in particular, affords survivors a special opportunity to tell others that a breast cancer diagnosis does not automatically mean loss of life and that with early detection the chance to live a full and long life is a very real possibility.



Then Mayor Evelyn Lord and husband, Sam, take a lap during Breast Cancer Awareness Month Kick-Off Mall Walk.

RECORD NUMBERS ATTEND PROSTATE CANCER HEALTH FORUM

The Montagne Center of Lamar University was the setting for the “Gift of Life” Program’s sixth annual Health Forum in September 2004. With the Jefferson County Medical Society as its co-host and through the commitment of conference partners, the Lamar University Department of Nursing and M. D. Anderson Cancer Center, the yearly event, which focused for the first time on prostate cancer, attracted more than 650 health care professionals and students.

M. D. Anderson provided the following speakers for the conference: prominent physician Curtis Pettaway, MD, Associate Professor; Jane Williams, MSN, APRN, BC, FNP; and Elizabeth Hossan, RN, MS, CFNP. The 2004 event offered expanded hours, including 4.8 contact hours for nurses and, for the first time, continuing medical education credits for physicians (4.5 credits).

The forum was sponsored by: Memorial Hermann Baptist Hospitals; Amgen, Inc.; Aventis Pharmaceuticals; TAP Pharmaceuticals, Inc.; Odyssey Healthcare; Solvay Pharmaceuticals; United States Surgical Auto Suture; and Valley Lab.

“GIFT OF LIFE” EXPANDS PROGRAM ACTIVITIES

Heightened Awareness Campaign: It was hard to miss the “Gift of Life” Program’s consciousness-raising campaigns throughout Southeast Texas during Prostate Cancer Awareness Month in September and Breast Cancer Awareness Month in October. Through the support of Prostate Cancer Awareness Month sponsor, Quality Mat Company, Inc., and Breast Cancer Awareness Month sponsor, Plastic Surgery Associates (Dr. Mark & Aileen Larson and Dr. Duane & Jacqueline Larson), the “Gift of Life” expanded its awareness activities into important and previously untapped areas, including billboards, bench bulletins at bus stops, yard signs, community posters, and 270,000 flyers offering critical cancer informational messages distributed by pharmacies, grocery stores, and dry cleaners to their customers.

The program also entered into an exciting partnership with McDonald’s, Golden Triangle Cycle Center, and Cathie & Brian Ellis to develop trayliners with special prostate and breast cancer messages used at all 24 Southeast Texas McDonald’s locations.

Groceries and Prostate Cancer Screenings: The “Gift of Life” also initiated a targeted outreach campaign during summer 2004, advising area men and their families who reside in traditionally underserved neighborhoods about the need for prostate cancer screenings and the availability of the program’s services. With the help of Sam’s Club, Market Basket, and Lucky Seven stores, the organization set up shop inside several key grocery locations on two successive Saturdays.

Using table displays, flyers, literature, signage, and promotional items, “Gift of Life” staffers employed an informal “meet and greet” approach to discuss these life-saving services with men or the women in their lives who are often responsible for urging men to have the necessary tests. Volunteers, including those from Kappa Alpha Psi fraternity, helped the organization make contact with more than 1,000 individuals, spreading the word about the importance of early detection and preventative care. In addition, over 50 men were pre-registered for a July prostate cancer screening event.

ASPIRE: SMOKING CESSATION AND PREVENTION CAMPAIGN

In cooperation with the Beaumont Independent School District (BISD) and The University of Texas M. D. Anderson Cancer Center, the “Gift of Life” introduced a smoking cessation campaign to more than 1,700 ninth grade students at three high schools in the Fall of 2004. ASPIRE (A Smoking Prevention Interactive Experience) was developed by The University of Texas M. D. Anderson Cancer Center and The University of Texas School of Public Health and funded, in part, by “Gift of Life” and M. D. Anderson Cancer Center benefactor, Charline Dauphin, in loving memory of her husband, Sidney “Chief” Dauphin.



Participating in an ASPIRE Kick-Off event at West Brook High School are (left to right): Lisa Sheppard-Goodlett and Dr. Tres Radford (both of M.D. Anderson Cancer Center); Ed Turner (Beaumont Community Chronicle); Nell McCallum Morris (“Gift of Life” Board President); Charline Dauphin (“Gift of Life” benefactor); Heath McGallion and Chris Davis (both of Merrill Lynch); and then Mayor Lord.

The ASPIRE curriculum features an interactive CD-Rom in which teenage smokers are given tips to help them quit, and non-smokers are encouraged not to start. The program teaches negative short-term and long-term consequences of smoking. Remarkably, M. D. Anderson statistics indicate one-third of all cancer deaths can be attributed to tobacco.

Preparations for the introduction of the curriculum included an in-service training for BISD personnel, stressing the need for a strong support system for all participating students. In order to maximize the opportunity for success of ASPIRE, the “Gift of Life” developed its own set of related activities for students and teachers with funding from Merrill Lynch and conducted kick-off events at each of the three BISD high schools, featuring the testimonial of George Webster, former NFL star and an ex-heavy smoker, who has battled throat cancer, prostate cancer, congestive heart failure, and has had both legs amputated.

MIRACLE MATCH FOR LIFE

Through Miracle Match for Life (a partnership of BASF FINA Petrochemicals, LP, and TOTAL PETROCHEMICALS USA, INC.) and in a collaborative effort with the Gulf Coast Marrow Donor Program and LifeShare Blood Centers, the “Gift of Life” is also helping to increase cancer awareness in the African American community about the importance of donating blood and bone marrow and detecting cancer in its early stages.

PROSTATE CANCER SUPPORT GROUP

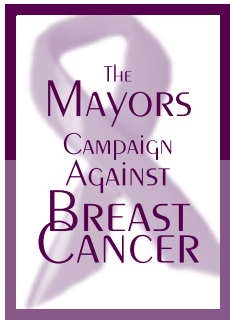
The “Gift of Life” and the American Cancer Society joined forces to launch a prostate cancer support group in September 2004 to offer awareness, education, affirmation, and support for men who are newly diagnosed, in active treatment, and those who are survivors, as well as their family, friends, and significant others. Monthly meetings are facilitated by prostate cancer survivors who guide discussions and help address group needs—while the members themselves determine group dynamics and how the meetings will operate.

Another key component of the group will be the linking of prostate cancer survivors with those who are newly diagnosed. Men who have been trained by the American Cancer Society to provide this type of support system will serve as a “sounding board” for other men facing a new diagnosis of prostate cancer. Through this special relationship, a current prostate cancer patient will be matched with a companion, who has undergone a similar experience and may be able to provide insight and much-needed encouragement—as well as discuss shared experiences and available resources.

CONTACT

Regina Rogers, Chair
Julie Rogers “Gift of Life” Program
PHONE: 409-833-3663
FAX: 409-833-2662
E-MAIL: giftoflifebmt@yahoo.com

CALL TO JOIN THE MAYORS' CAMPAIGN AGAINST BREAST CANCER



*I want to join The Mayors' Campaign
Against Breast Cancer to establish or expand
coalitions, initiatives, and/or other activities
for awareness, early detection and control.*

Mayor: _____

City: _____ State: _____

MY STAFF CONTACT PERSON WILL BE:

Name: _____

Title: _____

Agency: _____

Mailing Address: _____

City: _____ State: _____

Zip: _____

Phone: _____ Fax: _____

E-mail: _____

MY CITY MAY BE CONTACTED BY OTHER CITIES

FOR INFORMATION ABOUT OUR PROGRAMS.

Yes No

Please return by *FAX 202.293.2352* to:

Crystal D. Swann, Assistant Executive Director, U.S. Conference of Mayors

or by mail to:

Crystal D. Swann, Assistant Executive Director, U.S. Conference of Mayors,
1620 Eye Street, N.W., 4th floor, Washington, D.C. 20006

CALL TO JOIN THE MAYORS' COALITION FOR PROSTATE CANCER AWARENESS AND EDUCATION



*I want to join the Mayors' Coalition
for Prostate Cancer Awareness and Education
to promote informed decision making
on screening and treatment.*

Mayor: _____

City: _____ State: _____

MY STAFF CONTACT PERSON WILL BE:

Name: _____

Title: _____

Agency: _____

Mailing Address: _____

City: _____ State: _____

Zip: _____

Phone: _____ Fax: _____

E-mail: _____

MY CITY MAY BE CONTACTED BY OTHER CITIES

FOR INFORMATION ABOUT OUR PROGRAMS.

Yes No

Please return by *FAX 202.293.2352* to:

Crystal D. Swann, Assistant Executive Director, U.S. Conference of Mayors

or by mail to:

Crystal D. Swann, Assistant Executive Director, U.S. Conference of Mayors,
1620 Eye Street, N.W., 4th floor, Washington, D.C. 20006

MAYORS' HEALTHY CITIES CAMPAIGN SIGN-UP FORM

Yes, I want to join the USCM Mayors' Healthy Cities Campaign to expand opportunities for physical exercise and good nutrition in my city—particularly for the medically underserved, racial and ethnic minorities, and seniors by:

ESTABLISHING POLICIES THAT WILL FACILITATE:

more physical exercise in the community

better nutrition in my city

PROMOTING THE BENEFITS OF MORE EXERCISE AND BETTER NUTRITION THROUGH:

my personal message to the community

education programs

Mayor: _____

City: _____ State: _____ Zip: _____

MY STAFF CONTACT WILL BE:

Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

MY CITY CURRENTLY HAS THE FOLLOWING POLICIES, FACILITIES, AND/OR PROGRAMS THAT ENCOURAGE EXERCISE AND BETTER NUTRITION *(please check all that apply):*

transportation facilities and services that encourage walking and/or biking

safety, security, and crime prevention

land-use planning and development that promote:

sidewalks

retail stores with fresh produce

exercise trails

parks

recreation facilities

school sites, facilities, and policies that facilitate:

physical education

good nutrition

use of existing recreation programs

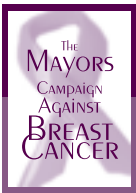
programming that promotes active living

other, please specify: _____

I will undertake new policies and programs after I join USCM's Healthy Cities Campaign.

Please return by FAX to:
Crystal D. Swann, USCM,
202.293.2352

or by mail to:
Crystal D. Swann, USCM,
1620 Eye Street, N.W., 4th floor, Washington, D.C. 20006



THE MAYORS' CAMPAIGN AGAINST BREAST CANCER

MEMBERS: AS OF MAY 04 2005, THE FOLLOWING 256 MAYORS WERE MEMBERS OF THE CAMPAIGN AND WERE IN OFFICE.

CITY	STATE	MAYOR	CITY	STATE	MAYOR
Anchorage	AK	Mark Begich	Hollywood	FL	Mara Giuliani
Tuscaloosa	AL	Alvin DuPont	Largo	FL	Robert E. Jackson
Little Rock	AR	Jim Dailey	Lauderhill	FL	Richard J. Kaplan
Peoria	AZ	John Keegan	Margate	FL	Pam Donovan
Surprise	AZ	Joan H. Shafer	Miami	FL	Manuel Diaz
Avalon	CA	Ralph J. Morrow Jr.	Miami Beach	FL	David Dermer
Campbell	CA	Jane Kennedy	Sunrise	FL	Steven B. Feren
Compton	CA	Eric J. Perrodin	Tamarac	FL	Joe Schreiber
Fresno	CA	Alan Autry	Augusta	GA	Bob Young
Hayward	CA	Roberta Cooper	East Point	GA	Patsy Jo Hilliard
Highland	CA	Ross B. Jones	Agana	GU	Felix Ungacta
Inglewood	CA	Roosevelt F. Dorn	Cedar Rapids	IA	Paul Pate
Long Beach	CA	Beverly O'Neill	Idaho Falls	ID	Linda Milam
Martinez	CA	Rob Schroder	Arlington Heights	IL	Arlene J. Mulder
Newark	CA	David W. Smith	Belleville	IL	Mark A. Kern
Pasadena	CA	Bill Bogaard	Bolingbrook	IL	Roger C. Claar
Rialto	CA	Grace Vargas	Buffalo Grove	IL	Elliott Hartstein
Richmond	CA	Irma L. Anderson	Carol Stream	IL	Ross Ferraro
San Bernardino	CA	Judith Valles	Chicago	IL	Richard M. Daley
San Jose	CA	Ron Gonzales	Evanston	IL	Lorraine H. Morton
San Leandro	CA	Shelia Young	Freeport	IL	Jim Gitz
San Rafael	CA	Albert J. Boro	Hanover Park	IL	Irwin Bock
Santa Ana	CA	Miguel Pulido	Hoffman Estates	IL	William D. McLeod
Santa Rosa	CA	Jane Bender	Lombard	IL	William J. Mueller
Victorville	CA	Terry Caldwell	Mount Prospect	IL	Gerald Farley
Arvada	CO	Ken Fellman	Orland Park	IL	Daniel J. McLaughlin
Denver	CO	John W. Hickenlooper	Palatine	IL	Rita Mullins
Thornton	CO	Noel Busck	Rock Island	IL	Mark W. Schwiebert
East Hartford	CT	Timothy D. Larson	Rockford	IL	Doug Scott
Manchester	CT	Steve Cassano	Romeoville	IL	Fred Dewald
New Haven	CT	John DeStefano, Jr.	Saint Charles	IL	Sue Klinkhamer
Norwalk	CT	Alex A. Knopp	Schaumburg	IL	Al Larson
Shelton	CT	Mark A. Lauretti	Village of Niles	IL	Nicholas B. Blase
Stamford	CT	Dannel Malloy	Wheeling	IL	Greg Klatecki
Wallingford	CT	William Dickinson, Jr.	Carmel	IN	James Brainard
West Haven	CT	H. Richard Borer, Jr.	Fort Wayne	IN	Graham A. Richard
Washington	DC	Anthony A. Williams	Gary	IN	Scott King
Delray Beach	FL	Jeff Perlman	Indianapolis	IN	Bart Peterson
Dunedin	FL	John Doglione	Jonesboro	IN	Terry Poling

CITY	STATE	MAYOR
Kokomo	IN	Matt McKillip
Marion	IN	Wayne W. Seybold
Michigan City	IN	Chuck Oberlie
Muncie	IN	Dan C. Cannan
Portage	IN	Douglas W. Olson
Kansas City	KS	Carol S. Marinovich
Olathe	KS	Michael Copeland
Frankfort	KY	William I. May, Jr.
Lexington	KY	Teresa Ann Isaac
Alexandria	LA	Edward G. Randolph, Jr.
Lake Charles	LA	Randy Roach
Amesbury	MA	David T. Hildt
Boston	MA	Thomas M. Menino
Brockton	MA	John T. Yunits, Jr.
Everett	MA	David Ragucci
Lawrence	MA	Michael J. Sullivan
Leominster	MA	Dean Mazzarella
Malden	MA	Richard Howard
Medford	MA	Michael J. McGlynn
Newton	MA	David B. Cohen
Revere	MA	Thomas G. Ambrosino
Salem	MA	Stanley J. Usovicz, Jr.
Westfield	MA	Richard K. Sullivan, Jr.
Baltimore	MD	Martin O'Malley
Frederick	MD	Jennifer P. Dougherty
Gaithersburg	MD	Sidney A. Katz
Dearborn	MI	Michael A. Guido
Dearborn Heights	MI	Ruth A. Canfield
East Lansing	MI	Mark Meadows
Grosse Pointe Woods	MI	Robert E. Novitke
Kalamazoo	MI	Robert B. Jones
Southgate	MI	Dennis A. David
Westland	MI	Sandra A. Cicirelli
Apple Valley	MN	Mary Hamann-Roland
Bloomington	MN	Gene Winstead
Brooklyn Center	MN	Myrna Kragness
Burnsville	MN	Elizabeth B. Kautz
Mankato	MN	Jeff Kagermeir
Maplewood	MN	Bob Cardinal

CITY	STATE	MAYOR
Minnetonka	MN	Karen Anderson
Lake Waukomis	MO	Ann Dwyer Sanders
Marshall	MO	Connie J. Latimore
Platte City	MO	Dave Brooks
Riverside	MO	Betty Burch
Saipan	MP	Juan Borja Tudela
Jackson	MS	Harvey Johnson, Jr.
Meridian	MS	John Robert Smith
Billings	MT	Charles F. Tooley
Gastonia	NC	Jennifer T. Stultz
Kannapolis	NC	Ray Moss
Salisbury	NC	Susan W. Kluttz
Fargo	ND	Bruce Furness
Grand Forks	ND	Michael R. Brown
Bellevue	NE	Jerry Ryan
Omaha	NE	Mike Fahey
Manchester	NH	Robert Baines
Nashua	NH	Bernard A. Streeter
Bayonne	NJ	Joseph V. Doria, Jr.
Brick	NJ	Joseph C. Scarpelli
Camden	NJ	Gwendolyn A. Faison
Clifton	NJ	James A. Anzaldi
East Orange	NJ	Robert L. Bowser
Edison	NJ	George A. Spadaro
Elizabeth	NJ	J. Christian Bollwage
Gloucester	NJ	Sandra L. Love
Hamilton	NJ	Glen D. Gilmore
Hope	NJ	Timothy McDonough
Kearny	NJ	Alberto Santos
Monroe	NJ	Richard Pucci
New Brunswick	NJ	Jim Cahill
Newark	NJ	Sharpe James
Orange	NJ	Mims Hackett, Jr.
Parsippany-Troy Hills	NJ	Marceil 'Mimi' Letts
Piscataway	NJ	Brian C. Wahler
Plainfield	NJ	Al McWilliams
Prospect Park	NJ	William Kubofcik
Sayreville	NJ	Kennedy O'Brien
Tinton Falls	NJ	Ann Y. McNamara

CITY	STATE	MAYOR
Trenton	NJ	Douglas Palmer
Woodbridge	NJ	Frank G. Pelzman
Albuquerque	NM	Martin J. Chavez
Farmington	NM	Bill Standley
Los Lunas	NM	Louis Huning
Roswell	NM	Bill B. Owen
Las Vegas	NV	Oscar B. Goodman
Albany	NY	Gerald D. Jennings
Binghamton	NY	Richard A. Bucci
Brighton	NY	Sandra Frankel
Buffalo	NY	Anthony M. Masiello
Glen Cove	NY	Mary Ann Holzkamp
Hempstead	NY	James A. Garner
Mount Vernon	NY	Ernest D. Davis
Rome	NY	James F. Brown
Utica	NY	Timothy Julian
Valley Stream	NY	Edward W. Cahill
White Plains	NY	Joseph Delfino
Akron	OH	Donald L. Plusquellic
Brooklyn	OH	Ken Patton
Cleveland Heights	OH	Ed Kelley
Columbus	OH	Michael B. Coleman
Dayton	OH	Rhine L. McLin
Dublin	OH	Marilee Chinnici-Zuercher
Elyria	OH	William M. Grace
Gahanna	OH	Rebecca W. Stinchcomb
Huber Heights	OH	Jack Hensley
Kettering	OH	Marilou W. Smith
Loveland	OH	Brad Greenberg
Mansfield	OH	Lydia Reid
North Olmsted	OH	Norman Musial
Oakwood	OH	Judy Cook
Walton Hills	OH	Marlene Anielski
Warrensville Heights	OH	Marcia L. Fudge
Westlake	OH	Dennis M. Clough
Xenia	OH	John Saraga
Albany	OR	Chuck McLaran
Tualatin	OR	Lou Ogden
Bethlehem	PA	Donald T. Cunningham, Jr.

CITY	STATE	MAYOR
New Castle	PA	Wayne Alexander
Philadelphia	PA	John Street
Pittsburgh	PA	Thomas J. Murphy
Caguas	PR	William M. Marin
Carolina	PR	Jose E. Aponte de la Torre
Cidra	PR	Angel L. Malavé Zayas
Isabela	PR	Carlos O. Delgado
San Juan	PR	Jorge Santini
North Providence	RI	A. Ralph Mollis
Pawtucket	RI	James E. Doyle
Providence	RI	David N. Cicilline
Warwick	RI	Scott Avedisian
Woonsocket	RI	Susan D. Menard
Charleston	SC	Joseph P. Riley, Jr.
Columbia	SC	Robert D. Coble
Myrtle Beach	SC	Mark Struthers McBride
Rock Hill	SC	Doug Echols
Britton	SD	Jason A. Campbell
Eden	SD	Mary Dunn
Huron	SD	Mary A. Pearson
Lake City	SD	Adrian Heitmann
Mitchell	SD	Alice Claggett
Veblen	SD	LaVonne Jacobson
Germantown	TN	Sharon Goldsworthy
Johnson City	TN	Elizabeth 'Duffie' Jones
Memphis	TN	Willie W. Herenton
Nashville	TN	Bill Purcel
Beaumont	TX	Evelyn M. Lord
Corpus Christi	TX	Samuel Loyd Neal
Dallas	TX	Laura Miller
Denton	TX	Euline Brock
Euless	TX	Mary Lib Saleh
Irving	TX	Joe Putnam
Laredo	TX	Elizabeth G. Flores
Texarkana	TX	James W. Bramlett
Kanab	UT	Kim T. Lawson
Midvale	UT	JoAnn B. Seghini
Murray	UT	Daniel C. Snarr
Provo	UT	Lewis K. Billings

CITY	STATE	MAYOR
Salt Lake City	UT	Ross C. "Rocky" Anderson
Tooele	UT	Charlie Roberts
Newport News	VA	Joe S. Frank
Norfolk	VA	Paul Fraim
Portsmouth	VA	Dr. James W. Holley, III
Virginia Beach	VA	Meyera E. Oberndorf
Burlington	VT	Peter Clavelle
Bellingham	WA	Mark Asmundson
Kent	WA	Jim White
Redmond	WA	Rosemarie Ives
Seattle	WA	Gregory J. Nickles

CITY	STATE	MAYOR
Greenfield	WI	Timothy T. Seider
La Crosse	WI	John D. Medinger
Racine	WI	Gary Becker
Wauwatosa	WI	Theresa M. Estness
West Allis	WI	Jeanette Bell
Alderson	WV	Luther Lewallen
Charleston	WV	Danny Jones
Elkins	WV	Judy Guye
Glasgow	WV	Charles Armstrong
Hurricane	WV	Raymond Peak
Lewisburg	WV	John Manchester





MAYORS' COALITION FOR PROSTATE CANCER AWARENESS AND EDUCATION

MEMBERS: AS OF MAY 04 2005, THE FOLLOWING 156 MAYORS WERE MEMBERS OF THE COALITION AND WERE IN OFFICE.

CITY	STATE	MAYOR	CITY	STATE	MAYOR
Tuscaloosa	AL	Alvin P. Dupont	Lombard	IL	William Mueller
Little Rock	AR	Jim Dailey	Mount Prospect	IL	Gerald Farley
Peoria	AZ	John Keegan	Rock Island	IL	Mark W. Schwiebert
Surprise	AZ	Joan H. Shafer	Rockford	IL	Doug Scott
Avalon	CA	Ralph J. Morrow, Jr.	Schaumburg	IL	Al Larson
Compton	CA	Eric J. Perrodin	Village of Niles	IL	Nicholas B. Blase
Fresno	CA	Alan Autry	Fort Wayne	IN	Graham A. Richard
Inglewood	CA	Roosevelt F. Dorn	Gary	IN	Scott L. King
Long Beach	CA	Beverly O'Neill	Indianapolis	IN	Bart Peterson
Newark	CA	David W. Smith	Jonesboro	IN	Terry Poling
Pasadena	CA	Bill Bogaard	Kokomo	IN	Matt McKillip
Richmond	CA	Irma L. Anderson	Marion	IN	Wayne W. Seybold
San Leandro	CA	Shelia Young	Michigan City	IN	Chuck Oberlie
Santa Rosa	CA	Jane Bender	Portage	IN	Douglas W. Olson
Arvada	CO	Ken Fellman	Frankfort	KY	William I. May, Jr.
Denver	CO	John W. Hickenlooper	Lake Charles	LA	Randy Roach
Thornton	CO	Noel Busck	Amesbury	MA	David T. Hildt
Manchester	CT	Steve Cassano	Boston	MA	Thomas M. Menino
Stamford	CT	Dannel P. Malloy	Everett	MA	David Ragucci
Wallingford	CT	William Dickinson, Jr.	Lawrence	MA	Michael J. Sullivan
West Haven	CT	H. Richard Borer, Jr.	Medford	MA	Michael J. McGlynn
Washington	DC	Anthony A. Williams	Revere	MA	Thomas G. Ambrosino
City of Margate	FL	Pam Donovan	Baltimore	MD	Martin O'Malley
Dunedin	FL	John Doglione	Frederick	MD	Jennifer P. Dougherty
Hollywood	FL	Mara S. Giuliani	Dearborn	MI	Michael A. Guido
Lauderhill	FL	Richard J. Kaplan	East Lansing	MI	Mark Meadows
Miami	FL	Manuel Diaz	Jackson	MI	Martin J. Griffin
Sunrise	FL	Steven B. Feren	Southgate	MI	Dennis A. David
Tallahassee	FL	John Marks	Westland	MI	Sandra A. Cicirelli
Tamarac	FL	Joe Schreiber	Bloomington	MN	Gene Winstead
Augusta	GA	Bob Young	Brooklyn Center	MN	Myrna Kragness
Milledgeville	GA	Floyd L. Griffin, Jr.	Burnsville	MN	Elizabeth Kautz
Davenport	IA	Charles W. Brooke	Mankato	MN	Jeff Kagermeir
Arlington Heights	IL	Arlene J. Mulder	Maplewood	MN	Bob Cardinal
Buffalo Grove	IL	Elliott Hartstein	Minnetonka	MN	Karen J. Anderson
Carol Stream	IL	Ross Ferraro	Platte City	MO	Dave Brooks
Chicago	IL	Richard M. Daley	Saipan	MP	Juan Borja Tudela
Evanston	IL	Lorraine H. Morton	Jackson	MS	Harvey Johnson, Jr.
Hanover Park	IL	Irv Bock	Tupelo	MS	Larry K. Otis

CITY	STATE	MAYOR	CITY	STATE	MAYOR
Billings	MT	Chuck Tooley	Toledo	OH	Jack Ford
Gastonia	NC	Jennifer T. Stultz	Walton Hills	OH	Marlene B. Anielski
Kannapolis	NC	Ray Moss	Warrensville Heights	OH	Marcia L. Fudge
Grand Forks	ND	Michael R. Brown	Xenia	OH	John Saraga
Omaha	NE	Mike Fahey	New Castle	PA	Wayne Alexander
Brick	NJ	Joseph C. Scarpelli	Philadelphia	PA	John Street
Camden	NJ	Gwendolyn A. Faison	Pittsburgh	PA	Thomas J. Murphy
Clifton	NJ	James Anzaldi	Isabela	PR	Carlos Delgado-Altieri
East Orange	NJ	Robert L. Bowser	San Juan	PR	Jorge A. Santini
Edison	NJ	George A. Spadaro	Providence	RI	David N. Cicilline
Hamilton	NJ	Glen D. Gilmore	Warwick	RI	Scott Avedisian
Hope	NJ	Timothy C. McDonough	Woonsocket	RI	Susan D. Menard
Irvington	NJ	Wayne Smith	Charleston	SC	Joseph P. Riley, Jr.
Kearny	NJ	Alberto G. Santos	Columbia	SC	Robert D. Coble
New Brunswick	NJ	Jim Cahill	Myrtle Beach	SC	Mark Struthers McBride
Plainfield	NJ	Al McWilliams	Rock Hill	SC	Doug Echols
Prospect Park	NJ	William Kubofcik	Germantown	TN	Sharon Goldsworthy
Sayreville	NJ	Kennedy O'Brien	Memphis	TN	Willie W. Herenton
Tinton Falls	NJ	Ann McNamara	Nashville	TN	Bill Purcell
Trenton	NJ	Douglas Palmer	Beaumont	TX	Evelyn M. Lord
Albuquerque	NM	Martin J. Chavez	Corpus Christi	TX	Samuel L. Neal, Jr.
Farmington	NM	Bill Standley	Dallas	TX	Laura Miller
Los Lunas	NM	Louis F. Huning	Laredo	TX	Elizabeth Flores
Las Vegas	NV	Oscar B. Goodman	Texarkana	TX	James W. Bramlett
Hempstead	NY	James A. Garner	Murray	UT	Daniel C. Snarr
Mt. Vernon	NY	Ernest D. Davis	Provo	UT	Lewis K. Billings
Rome	NY	James F. Brown	Salt Lake City	UT	Ross C. "Rocky" Anderson
Utica	NY	Timothy Julian	Lynchburg	VA	Carl B. Hutcherson, Jr.
Valley Stream	NY	Edward W. Cahill	Norfolk	VA	Paul D. Fraim
Akron	OH	Donald L. Plusquellic	Portsmouth	VA	Dr. James W. Holley, III
Brooklyn	OH	Ken Patton	Virginia Beach	VA	Meyera E. Oberndorf
Columbus	OH	Michael B. Coleman	Burlington	VT	Peter A. Clavelle
Dayton	OH	Rhine McLin	Bellingham	WA	Mark Asmundson
Gahanna	OH	Rebecca W. Stinchcomb	Redmond	WA	Rosemarie Ives
Huber Heights	OH	Jack Hensley	Seattle	WA	Gregory J. Nickels
Kettering	OH	Marilou W. Smith	La Crosse	WI	John D. Medinger
Loveland	OH	Brad Greenberg	Racine	WI	Gary Becker
North Olmsted	OH	Norman T. Musial	Wauwatosa	WI	Theresa M. Estness
Reynoldsburg	OH	Robert L. McPherson	Charleston	WV	Danny Jones

MAYORS PROMOTING BREAST AND/OR PROSTATE CANCER AWARENESS AND ADDRESSING ADDITIONAL CANCERS

THE FOLLOWING 59 MAYORS WERE IN OFFICE AS OF MARCH 14, 2005

CITY	MAYOR	ADDITIONAL CANCERS BEING ADDRESSED
Anchorage, AK	Mayor Mark Begich	cervical
Surprise, AZ	Mayor Joan H. Shafer	brain, bladder, colorectal, leukemia, lymphoma, Aden carcinoma or mesothelioma
Newark, CA	Mayor David W. Smith	skin
San Leandro, CA	Mayor Shelia Young	colorectal, ACS fundraising for all cancers
Thornton, CO	Mayor Noel Busck	colorectal
Manchester, CT	Mayor Steve Cassano	cervical
New Haven, CT	Mayor John DeStefano, Jr.	cervical, lung
Norwalk, CT	Mayor Alex A. Knopp	colon, skin
Stamford, CT	Mayor Dannel P. Malloy	colorectal, lung, skin, health/nutrition regarding cancer
Wallingford, CT	Mayor William Dickinson, Jr.	skin
Lauderhill, FL	Mayor Richard J. Kaplan	colon
Cedar Rapids, IA	Mayor Paul Pate	cervical, colorectal, lung, skin, testicular
Arlington Heights, IL	Mayor Arlene Mulder	all cancers, including ACS fundraising
Chicago, IL	Mayor Richard Daley	cervical
Evanston, IL	Mayor Lorraine H. Morton	colorectal, lung
Hanover Park, IL	Mayor Irwin Boch	gynecological, lung, skin, testicular
Palatine, IL	Mayor Rita Mullins	ACS fundraising for all cancers
Shaumburg, IL	Mayor Al Larson	skin, testicular
Michigan City, IN	Mayor Chuck Oberlie	all cancers, including ACS fundraising
Lexington, KY	Mayor Teresa Isaac	colorectal
Alexandria, LA	Mayor Edward G. Randolph, Jr.	lung (second-hand smoke)
Baltimore, MD	Mayor Martin O'Malley	cervical, colon, oral
Boston, MA	Mayor Thomas M. Menino	screen for all cancers, special outreach for colorectal, lung (second-hand smoke), oral, skin
Malden, MA	Mayor Richard Howard	ACS fundraising for all cancers
Dearborn, MI	Mayor Michael Guido	women's cancers
Westland, MI	Mayor Sandra Cicirelli	ACS fundraising for all cancers
Platte City, MO	Mayor Dave Brooks	colon, lung, skin
MP, Saipan	Mayor Juan Borja Tudela	ACS fundraising for all cancers, cervical, leukemia, liver, lung
Jackson, MS	Mayor Harvey Johnson, Jr.	ACS fundraising for all cancers

CITY	MAYOR	ADDITIONAL CANCERS BEING ADDRESSED
MT, Billings	Mayor Charles F. Tooley	skin
Gastonia, NC	Mayor Jennifer T. Stultz	ACS fundraising for all cancers
Fargo, ND	Bruce W. Furness	cervical
Brick, NJ	Mayor Joseph Scarpelli	ACS fundraising for all cancers
Clifton, NJ	Mayor James Anzaldi	cervical, colon, oral, skin
East Orange, NJ	Mayor Robert Bowser	cervical, colorectal
Newark, NJ	Mayor Sharpe James	ACS fundraising for all cancers, cervical, colon, oral, testicular
Plainfield, NJ	Mayor Al McWilliams	cervical, colorectal, testicular
Trenton, NJ	Mayor Douglas Palmer	ACS fundraising for all cancers, cervical, colorectal
Farmington, NM	Mayor Bill Standley	cervical
Akron, OH	Mayor Donald Plusquellic	ACS fundraising for all cancers, cervical
Columbus, OH	Mayor Michael B. Coleman	colorectal
Dayton, OH	Mayor Rhine McLin	cervical, lung
Kettering, OH	Mayor Marilou W. Smith	ACS fundraising for all cancers
Walton Hills, OH	Marlene B. Anielski	skin
Westlake, OH	Mayor Dennis M. Clough	ACS fundraising for all cancers
Pawtucket, RI	Mayor James E. Doyle	all cancers (Pawtucket Cancer Control Task Force)
Warwick, RI	Mayor Scott Avedisian	childhood cancers
Eden, SD	Mayor Mary Dunn	tobacco-related initiative
Huron, SD	Mayor Mary A. Pearson	colorectal, lung
Germantown, TN	Mayor Sharon Goldsworthy	cervical
Beaumont, TX	Mayor Evelyn Lord	lung
Eules, TX	Mayor Mary Lib Saleh	ACS fundraising for all cancers
Laredo, TX	Mayor Elizabeth G. Flores	screen for cervical, colon, lung
Virginia Beach, VA	Mayor Meyera Oberndorf	cervical, colorectal, ovarian, testicular
Burlington, VT	Mayor Peter Clavelle	skin
Kent, WA	Mayor James 'Jim' White	ACS fundraising for all cancers
Greenfield, WI	Mayor Timothy T. Seider	cervical, colon
Wauwatosa, WI	Mayor Theresa M. Estness	colorectal, lung, skin
West Allis, WI	Mayor Jeanette Bell	oral, skin, testiculara

MAYORS BELONGING TO HEALTHY CITIES CAMPAIGN

THE FOLLOWING 16 MAYORS WERE IN OFFICE AS OF MARCH 14, 2005

CITY	STATE	MAYOR
Cerritos	CA	Dr. Bob Hughlett
West Hollywood	CA	Abbe Land
Norwalk	CT	Alex A. Knopp
Pembroke Pines	FL	Frank C. Otis
Arlington Heights	IL	Arlene J. Mulder
Highland Park	IL	Michael D. Belsky
Michigan City	IN	Charles Oberlie
Topeka	KS	James A. McClinton
Amesbury	MA	David T. Hildt
Saipan	MP	Juan Borja Tudela
Brick	NJ	Joseph C. Scarpelli
Irvington	NJ	Wayne Smith
Las Vegas	NV	Oscar B. Goodman
Germantown	TN	Sharon Goldsworthy
Nashville	TN	Bill Purcell
Euless	TX	Mary Lib Saleh



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