

April 2014

Guam Comprehensive Cancer Control Newsletter



The Revised Guam Comprehensive Cancer Control Plan 2013-2017

In December 2013, the Comprehensive Cancer Control (GCCC) Coalition revised the Guam Comprehensive Cancer Control Plan 2013– 2017. The revised plan outlines goals and objectives for each of the coalition’s priority areas: Prevention; Screening, Early Detection, and Treatment; Policy and Advocacy; Data and Research; and Survivorship and Quality of Life. The objectives identified will be addressed by each of the coalition’s action teams within the next 3-5 years.

Strategies identified in each priority area include, but are not limited to:

- *Prevention:* Enhancing programs in schools that provide children with quality physical activities; and targeting obesity through policy and systems change Approaches.
- *Screening, Early Detection and Treatment:* Promoting the US Preventive Services Task Force Guidelines as an evidenced based tool that could be used by clinicians to improve clinical screening services in health care settings .
- *Data and Research:* Publishing the latest cancer data in Guam via the Guam Cancer Facts and Figures Report 2007– 2012 .
- *Policy and Advocacy:* Continuing to support policies and legislation that eliminate or decrease cancers and its modifiable risk factors.
- *Survivorship and Quality of Life:* Developing products that aim to increase awareness and educate patients and their families.



Please contact the GCCC Program for copies of the Guam Comprehensive Cancer Control Plan 2013– 2017.

The plan will be made available for download at <http://livehealthy.guam.gov>.

KUAM Careforce



On November 23, 2013, the 2013 KUAM Careforce honored individuals who have made a difference in our community.

The Health and Wellness Honor was awarded to Ms. Rosalie V. Zabala, Health Services Administrator, Bureau of Community Health Services, Department of Public Health and Social Services. She was recognized for her hard work and dedication in leading the fight against non-communicable diseases (NCD) such as heart disease, cancer, stroke and diabetes through the NCD Consortium.

“The people of Guam will be cancer free, embracing a healthy lifestyle and living in a healthy environment.”

Volume 3 Issue 2

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Health Tips!

If you smoke and want to quit, here are some tips to help you prepare and increase your chances of success.

First, set a date to quit smoking. Pick an important date, such as birthdays or anniversaries.



Second, tell your family, friends, and coworkers when you want to quit and ask them for their support. Next, talk with your doctor about medicines to help you resist the urge to smoke.



Finally, call **1-800-QUIT-NOW** (1-800-784-8669) or visit www.quitnow.net/guam and speak with a Quit Coach.



Call or visit now and receive a free sample of nicotine replacements such as patches or gum.



Breast Cancer Awareness Month

By Ms. Marisha Artero/Ms. Chalorna Lauron

Breast Cancer Awareness Month activities kicked off on October 2, 2013 with a Proclamation Signing with Governor Eddie Baza Calvo. In addition to community partners, numerous survivors and caregivers attended to mark the special occasion. In an effort to increase the number of women screened for breast cancer, Guam Regional Medical City, in partnership with the American Cancer Society, the Department of Public Health and Social Services' Breast and Cervical Cancer Early Detection Program, PMC Isla Health System, FHP and Guam Radiology Consultants partnered to offer a \$25 gas coupon to women upon completion of an initial mammogram. The incentive promotion ran through the end of December and reached 200 women.



Proclamation Signing with Governor Eddie Baza Calvo

In addition to this incentive program, partner organizations hosted various events and activities to bring awareness to breast cancer screening and survivorship:

The American Cancer Society launched a pledge campaign throughout the month of October, collecting pledges in support of funding for Guam's Breast and Cervical Cancer Early Detection Program. Over 200 pledges were collected and presented to Congresswoman Madeleine Z. Bordallo during an advocacy visit attended by ACS volunteers, staff, partners at the Department of Public Health and Social Services and survivors and caregivers. The American Cancer Society also hosted two workshops in October – one focused on nutrition and eating well. The second workshop was an interactive cooking class hosted by the University of Guam's Expanded Food and Nutrition Program. Both workshops provided an opportunity for the American Cancer Society to remind participants that eating well is one way to reduce your risk of cancer.

Pictures from the American Cancer Society Cooking Class Workshop



Breast Cancer Awareness Month Activities

October 2013

Guam Cancer Care hosted various breast cancer awareness events during the month of October.

The *Get Your Pink On and Join The Fight Health Fair* promoted the importance of women getting screened for breast cancer. Throughout the health fair, breast cancer risk assessment and health screenings were conducted. The *Get Your Pink On and Join The Fight Breast Cancer Awareness Wave* provided an avenue for various partners, stakeholders and community members to show their support against breast cancer via a wave event at the intersection of the ITC Building in Tamuning. More than 1,000 people attended the wave. Lastly, Guam Cancer Care and Strides for the Cure hosted the 12th Annual Strides for the Cure 2k/5k Run/Walk. The annual activity raises funds to support cancer prevention strategies in our community to include supporting the Kids for the Cure project which teaches children how to live a healthy and cancer-free life. The event also promoted physical fitness and wellness as a strategy to prevent cancers.

BCAM Proclamation Signing Event at the Governor's Office



Guam Cancer Care's Get Your Pink On Wave and Health Fair



12th Annual Strides for the Cure 2k/5k Run Event



CCC Coalition Action Teams Updates

Screening, Early Detection, and Treatment Action Team (SEDAT)

By Ms. Rose Grino

The CCC Screening, Early Detection and Treatment Action Team, in collaboration with the CCC Policy and Advocacy Action Team, CCC Prevention Action Team and program staff, continues to promote and distribute the 2012 U.S. Preventive Services Task Force (USPSTF) Screening Guidelines pocket guides to clinics, organizations, and health care providers. The guide provides current evidence-based recommendations regarding clinical preventive services.

The objectives of this strategy are to detect cancer at the earliest stage through cancer screenings, promote the use of evidence-based screening guidelines to ensure quality care, and improve cancer screening rates.

Between November 2013 and February 2014, more than 100 copies of the pocket guide were distributed to 10 targeted local health care providers: FHP Health Center, The Doctors Clinic, American Medical Center, PMC Isla Health System, Cancer Center of Guam, Latte Stone Cancer Care Center, Seventh Day Adventist Guam Clinic, IHP Medical Group, Department of Public Health and Social Services, and University of Guam Student Health Services. In addition, a survey was conducted to assess the types of guidelines local health care providers are utilizing in their organization. JOIN THE FIGHT packets were also distributed that include cancer screening guidelines, mini cards, and posters through partnership with Guam Cancer Care. The team conducted awareness presentations to the Guam Medical Society, DPHSS staff, and FHP Health Center. The team will continue to conduct presentations to the Guam Medical Association and Guam Nurses Association throughout the year to ensure goals and objectives are met.

Prevention/NCD Physical Activity Group

By Ms. Chalorna Lauron

On January 15, 2014, the Department of Public Health and Social Services and members of the Non-Communicable Disease Consortium (NCD) hosted the Government of Guam's Worksite Wellness Program (WWP) Re-Commitment Event at the Northern Sports Complex.

Event activities included a Ribbon Cutting Ceremony to open the 5-course exercise station – an NCD Physical Activity Group and CCC Prevention Action Team initiative; WWP Re-Commitment Address by Lt. Governor Ray Tenorio; Words of Encouragement from First Lady Christine Calvo and Senator Dennis Rodriguez, Jr.; and introduction of the enhanced Worksite Wellness Program "Points System."

Policy and Advocacy Action Team (PANDA)

By Mr. Chuck Tanner

The CCC Policy and Advocacy Action Team (PANDA), which is integrated to the NCD Consortium Policy and Advocacy Action Team, has been collaborating with the various CCC and NCD Action Teams, and local partners to advocate for health policies that support the prevention and control of cancers and the other non-communicable diseases.

PANDA advocated the passing of Bill 206-32 and is working to support the passage of Bill 264-32. Bill 206-32, now Public Law 32-132, increases the current tax rate on smokeless tobacco from \$14 to \$40 a pound. Bill 264-32 will prohibit the sale or distribution of electronic cigarettes to minors.

Evidence shows that using tobacco products is the risk factor for developing cancer of the lungs and bronchus.

Survivorship and Quality of Life Action Team (SQOL)

By Marisha Artero

The CCC Survivorship and Quality of Life Action Team is currently working on determining the specifics of the "Hope Project." This project will capture stories of cancer survivors that can be used to inspire hope and as an advocacy tool to increase awareness of survivorship issues and promote screening and prevention in the community.

Additionally, the Survivorship Action Team is working to develop two new modules to grow the current 8-module Palliative Care Curriculum. One module will focus specifically on wound care and a second module will highlight cultural competencies unique to Guam.

CCC Coalition Action Teams Updates

Data and Research Action Team (DRAT)

By Ms. Renata Bordallo

Two studies sponsored by DRAT – a) Economic Costs of Cancer on Guam, and b) Cancer Survival Rates on Guam – are moving along. Both studies are being done by paid consultants who are working closely with the DRAT team. They will be completed by June 29, 2014.

The study of Economic Costs of Cancer on Guam, headed by Junjie Zuasula, will focus on the Top Ten Incident Cancers on Guam for the period 2007-2011 (see Table below). The pilot study will incorporate data from the Department of Public Health & Social Services Medicaid & MIP Programs and other GovGuam agencies.

TOP 10 CANCER SITES, GUAM 2007-2011

Source: Guam Cancer Registry, October 2013

Rank	Site Groups (ICD-03)	New Cases
1	Breast	301 (15.5%)
2	Lung & Bronchus	278 (14.3)
3	Prostate Gland	228 (11.7%)
4	Colon & Rectum	188 (9.7%)
5	Liver & Intrahep Bile Ducts	98 (5%)
6	Thyroid Gland	84
7	Uterus	69
8	Lymphoma	62
9	Cervix Uteri	53
10	Stomach	40
	All Cancer Sites	1,942 (100%)

Thank you to all DRAT and other Coalition members who have helped further our work. If you have the interest and time, please join us at our monthly meetings - 3rd Tuesday of each month at the UOG Dean Circle House #7 from 9am-10am.



Guam Comprehensive Cancer Control Coalition Members

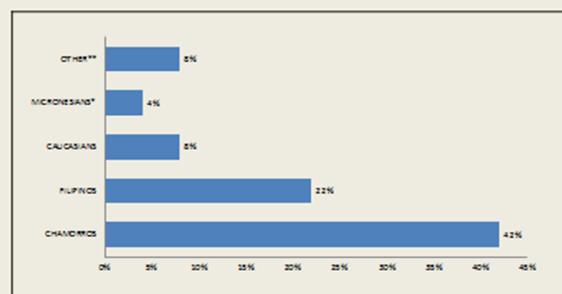
The study on Cancer Survival Rates for Guam, headed by Dr. Mike Ehlert, will focus on the Top Five Cancer Mortality Sites on Guam, by Gender, for the period 2000-2009 (see Table below). It will analyze cancer cases and mortality data primarily from the Guam Cancer Registry, and its analysis will include gender, ethnicity, stage, and village at diagnosis. Ethnic groups will include: Chamorro, Filipino, Asian (non-Filipino), Micronesians (non-Chamorro), Caucasians and Others.

TOP 5 GUAM CANCER DEATHS 2000-2009 BY SITE AND GENDER

Source: Guam Cancer Registry, December 2013

Male Deaths Count (% Total)	Female Deaths Count (% Total)
Lung & Bronchus 278 (30.3%)	Lung & Bronchus 120 (21.2%)
Prostate 114 (12.4%)	Breast 118 (20.8%)
Colon & Rectum 103 (11.2%)	Colon & Rectum 62 (10.9%)
Liver 87 (9.5%)	Cervix 29 (5.1%)
Nasopharyngeal 31 (3.4%)	Liver 26 (4.6%)
Total Male = 916	Total Female = 567

Racial/Ethnic Distribution of Cancer Cases Diagnosed in 1998-2010 in Guam Residents



SOURCE: GUAM CANCER REGISTRY, OCTOBER 2013. Data analyzed with assistance from University of Hawai'i Cancer Center, US4 Partnership Grant.

The table above shows the Racial/Ethnic distribution of Guam Cancer Cases diagnosed in 1998-2010 follows:

Chamorros - 42%, Filipinos - 22%, Caucasians - 8%,
Micronesians (other than Chamorros) - 4%, and Others - 8%

CCC Coalition Members in Action

Guam Cancer Care: Helping Save Lives, One Person at a Time

By Mr. Chuck Tanner

As Guam Cancer Care enters its 3rd year of existence, the group continues their mission to bridge the gaps of services for the residents of Guam afflicted with Cancer. The dedicated staff of Guam Cancer Care accomplishes this through several programs and events. The core of the organization is the patient navigation program. Patient Navigators provide face-to-face assistance to cancer patients and their families in a number of ways. The navigators tailor their services to meet the individual needs. The next valuable program is the financial assistance program. Through the Guam Cancer Trust Fund, navigators are able to award minimal funding to patients on a quarterly basis to assist in co-payments, co-insurance, or out of pocket expenses incurred during cancer treatment. We found many patients have difficulty making appointments due to transportation issues. With the gracious assistance of Cars Plus, IP&E Shell, and the Bank of Guam, in late 2012 GCC instituted a Patient Transport Program, which effectively assists patients in meeting their physician appointments. This service is free to patients registered with Guam Cancer Care.



When we established our services we found that over 90% of our local patients were being diagnosed with Stage III or Stage IV cancer. At these stages the survival rates are lower and the financial burden is higher. We wondered how could we reduce this trend. What can we do to improve preventative measures and encourage our people to take a proactive approach to their health? Our answer is the "JOIN THE FIGHT" campaign. More than a program this is a "movement." The JTF campaign goes beyond the standard health fair concept at the mall and focuses preventative efforts with companies and organizations that sign the pledge. The staff of GCC goes to the organization and collaborate preventive efforts with them to move our residents to a more healthy lifestyle, with preventive measures placed at the forefront.

Finally, a truly important part of GCC is getting the word out to the people of Guam on the effects of cancer and the importance of awareness and lifestyle changes. We do this through a series of community events. What follows is only a small sample of the many events GCC has held in 2013 and will continue in 2014. We humbly ask you to support our efforts. One easy way is to "like" us on Facebook, and while you are there, please take a moment to "surf" through the many events and pictures we have posted and visit us at www.guamcancercare.org.

Together we can do wonderful things and make an impact against this terrible disease. If you would like to **JOIN THE FIGHT** please contact Guam Cancer Care at 969-2223 or visit us at 341 S. Marine Corps Drive, RK Plaza Suite 102, Tamuning, Guam. Please join us in as we travel the path God has set us on.

Pictures from the JOIN THE FIGHT CAMPAIGN



CCC Coalition Members in Action

Great American Smokeout

By Ms. Marisha Artero



November 21, 2013, marked the American Cancer Society's Great American Smokeout. The event encourages smokers to use the date to make a plan to quit or to plan in advance and quit smoking for the day. By quitting – even for one day – smokers will be taking an important step towards a healthier life and being smoke-free – one that will lead to reducing cancer risk. As part of these efforts, over 1,000 “Quit Kits” (kits filled with information and resources to help an individual quit smoking) were distributed to clinics, worksites and schools and tobacco-cessation workshops were hosted by interested organizations. At the University of Guam, the Great American Smokeout was highlighted through a week-long event that featured health screenings, activities, prizes and information to help students quit tobacco.

Pictures from the Great American Smokeout at the University of Guam



THE OFFICIAL SPONSOR OF BIRTHDAYS.®

**We would like to invite you to
join the Coalition...**

As a member of the Coalition, you will:

- ★ Be involved with developing, enhancing, and supporting cancer programs and services.
- ★ Advocate for and support cancer survivors and their families.
- ★ Network with others in the community that share a strong interest in cancer and access cancer-related resources and information.

For more information about Guam Comprehensive Cancer Control Program and Coalition, please contact:

- ★ Lawrence Alam
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Email: lawrence.alam@dphss.guam.gov
- ★ Vivian Pareja
Phone: 671-735-0670



GCCC Coalition Active Members at the Annual Cancer Retreat held on December 13, 2013 at the Westin Resort Guam



Dignitaries, guests and members of the NCD Physical Activity Group and CCC Prevention Action Team during the Ribbon Cutting Ceremony to open the 5- Course Exercise Station at the Northern Sports Complex on January 15, 2014

**Calendar of Events
(May – June 2014)**

May

- **May 10th:** United Airline's Plane Pull Event
- **May 12th:** Policy, Systems, and Environmental Change Workshop at the Westin Resort and Spa.
- **May 23rd– 24th, 7:00pm to 7:00am:** American Cancer Society's (ACS) *Relay For Life 2014*
For more information, please call ACS at 477-9451

June

- **June 7th:** Celebrate Life! Cancer Survivors' Conference

Coalition Monthly Meetings:

SEDAT: 4th Tuesday or 4th Thursday: 4:00pm – 5:00pm
(FHP Health Center Conference Room)

SQOL: 3rd Wednesday: 11:30am – 12:30pm
(University of Guam Dean Circle House #7)

DRAT: 3rd Tuesday: 9:00am – 10:00am
(University of Guam Dean Circle House #7)

PANDA: 2nd Monday: 4:00pm – 5:00pm
(FHP Health Center Conference Room)

Prevention/NCD Physical Activity Group:
4th Monday: 4:00pm – 5:00pm
(Guam Cancer Care Conference Room)

To find out specific dates, location and time, please call the Guam Comprehensive Cancer Control Program at 735-0673 or 735-0670.

Notes:

For current Public Hearings, check the Guam Legislature Calendar at <http://www.guamlegislature.com/calendar.htm>

