

Printed for the Prostate Cancer Support Groups as a courtesy of Newfoundland Power



## Peace of Mind

On May 25th a new prostate cancer awareness campaign was launched in the province of Newfoundland and Labrador. A large gathering witnessed the media launch at the Fluvarium in St. John's. This new campaign is designed to build on the public awareness that has been generated in the province since 2001 with the launch of the first public awareness campaign called **Living Proof**.

Suffice it to say, the awareness of prostate cancer has come a long way from a few men furtively seeking information about that very private part of their anatomy. It's just not a guy thing anymore. It's become more of a family issue whereby family members have come to realize that prevention and early diagnosis are key in the battle with diseases like prostate cancer. Prostate cancer is still the number one commonly diagnosed male cancer in this country. Outcomes are generally better with early detection and more timely treatment.

Throughout the summer the early *Peace of Mind* campaign focused on the print media. Bus shelters around the cities of St. John's and Mount Pearl also featured the colorful posters. It's not just about you. It's about families, brothers, partners, sons and daughters. The poster is also featured on our website.

The process of distributing the individual 11 x 17 posters has already begun and will continue more vigorously throughout the fall and winter. The plan is to have a poster in every pharmacy, clinic and public place in this province. This should eliminate the excuses. More and more men will come to realize that prostate cancer is a serious issue and that success in dealing with this disease, which by the way can happen to any man, depends on more timely discovery.

### Prostate Cancer Support Group for the Gander Area

**M**en in the Gander area, including the whole Kittiwake shore, do not have to face a diagnosis of prostate cancer alone. On Monday evening, September 11, 2006 a prostate cancer support group will begin serving the area. In fact, the monthly support group meeting is not just restricted to men with prostate cancer and their families but welcomes anyone (male or female) seeking information about the disease. It is important to have a group in the area because a local presence will have been established. The group leaders will utilize the local media (radio, TV and print) to advertise the contact names and other contact information.

Contact person is **Nelson Granter**, 674-4461 or 424-4154.

**Watch for meeting date and location.**

### Events Calendar

**Prostate Cancer Awareness Week  
September 18-24**

**Provincial Survivors Conference  
September 29-30  
Max Simms Camp**

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## Pomegranates, PSAs and Prostate Cancer

Pomegranate juice seems to be appearing on more and more store shelves these days, and it is a fortuitous trend. The delicious, deep-red juice is remarkably high in health-protective antioxidants and ellagic acid, a potent anti-carcinogen. The latest good news on the pomegranate front follows a UCLA study published in the July 1, 2006, issue of *Clinical Cancer Research*. The three-year clinical trial concluded that drinking an eight-ounce glass of the juice daily quadrupled the period in which prostate-specific antigens (PSA) levels in men treated for prostate cancer remained stable.

The study involved 50 men who had undergone surgery or radiation but who quickly exhibited increases in PSA, a sign that their cancers were progressing again. The UCLA team saw positive changes in the average doubling time (increasing from 15 to 54 months) in the men who drank juice.

This makes perfect sense to me. The healing power of deep-colored fruits and vegetables is being confirmed in laboratories around the world almost daily. Black raspberries are being shown to have similar action against mouth and esophageal cancers. Foods that inhibit or in some cases even heal tumors in cancer patients offer protection from cancer for the rest of us, and everyone should eat – or drink – them regularly.

### **Another Way to Get Your Fruit: Smoothies!**

*Smoothies are a great way to get your fruit – especially for those who do not like fruit in its whole form. Dr. Weil on Healthy Aging has a variety of smoothie recipes, including a High-Fiber Blender Fruit Smoothie and a Wake-up Smoothie.*

For more information on this topic or other related topics visit [DrWeil.com](http://DrWeil.com).

[DrWeil.com](http://DrWeil.com) is the leading online resource for healthy living based on an integrative medicine philosophy. For the last seven years, [DrWeil.com](http://DrWeil.com) has helped millions of consumers and health professionals stay abreast of news and information in the field through the site. Dr. Andrew Weil, M.D. serves as editorial director for the site, overseeing its direction and content.



### *Calgary 2006 National CPCN Conference*

On July 30-August 1, Charlie and Peggy Ward (Labrador City), Ches and Brenda Stanford (Clareville), Don and Nina Langdon (Pasadena), Andy Grant and Curtis LeGrow (St. John's), John Power (Grand Falls-Windsor) Darrell Yetman (Heart's Delight) and Graham Mercer (Carbonear) represented this province at the CPCN conference in Calgary. **Winning the War Against Prostate**

**Cancer** was a very appropriate theme. The speakers, in true military fashion, provided solid information and offered sound advice. The breakout sessions allowed for good interaction as we shared awareness ideas.

This was the third annual CPCN conference. It was our understanding before going to Calgary that the 2007 conference would be held in St. John's next August. However, due to an arrangement with CPCRI (Canadian Prostate Cancer Research Initiative) the 2007 Conference will be a combined event between CPCN and CPCRI and will be held in Toronto next September. The plan is to present a report to the nation on prostate cancer research as part of the 10th anniversary of the two groups. Hopefully all of the prostate cancer support groups in the province will be represented at that conference.

We also learned in Calgary that Victoria and Montreal expressed interest in hosting the CPCN Conference. Although disappointed that we did not get to host the 2007 conference, we still are interested in hosting this event.

### June 29th meeting notes:

Well Man's Clinic: Graham reported that Kelly Power-Kean (nurse practitioner) has her clinic up-and-running in St. Mary's and Mount Carmel. Graham will attend the next clinic in Mount Carmel on September 26<sup>th</sup>. Graham also attended the nurse practitioners conference on Friday June 23<sup>rd</sup> and used the opportunity to distribute 70 **Peace of Mind** posters to each of the nurse practitioners for their respective clinics.

Kittiwake Support Group: The new group has been officially formed and will meet the 2<sup>nd</sup> Monday of the month, beginning in September. Graham will pass on this information to Wally. Hopefully Dr. David Sutherland will speak at the first meeting.

Peace of Mind: Graham reported that, during the summer, the posters and information brochures will continue to be distributed throughout the province. The metro bus shelters have the posters on display around the city. A request also will be made to Eastern Health (George Tilley's office) to place the large posters in the main hallway of the Health Science Center. Irene requested 60 posters for Health and Community Services.

CPCN National Conference 2006: Each support group will be represented at the conference. Graham and Curtis will prepare a **2007 Conference** presentation for the Calgary Conference. In preparation for this, Graham will be in contact with Brenda Walsh. Dave Boone will provide golf shirts for the representatives as part of the 2007 Conference promotion package. The services of a conference planner were recommended. Bill Kennedy, Andy Grant and Graham will head up the 2007 Conference committee.

Walk a Mile 2006: Graham reported that more than 30 sites will be participating either on Father's Day weekend or during Awareness Week in September. The go-to person at CCS is Joanne Whalen. Approximately \$65,000 was raised on Father's Day weekend with an overall projection of \$100,000 for the 2006 Walk a Mile.

CUA Halifax: With the support of Sanofi-aventis, Graham attended the Canadian urology conference.  
Patient Navigator (PN): Scott reported that the Provincial Cancer Control Strategy report will soon be released and that there should be a recommendation for PN.

In Touch Newsletter: Beginning in September, the newsletter will have a changed format and will be published only twice a year (summer and winter issues).

Board meeting-place change: Beginning on August 31<sup>st</sup>, the regular monthly board meeting will be relocated to the Canadian Cancer Society board room.

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Since the last board meeting, Mr. Paul Ludlow has been selected by the Minister of Health and Community Services to represent his department on the board. Paul replaces Libby Crawford who just recently retired.

### *Prostate Cancer Awareness Week September 18-24*

Throughout this week, prostate cancer support groups across Canada will be involved in numerous activities to promote prostate cancer awareness. The support groups in Newfoundland and Labrador have been very active during the past several years in delivering the awareness message and encouraging men to have their regular prostate examination. Again this year, the support groups will be engaged in a variety of awareness activities with the assistance of the local media. The St. John's office will also utilize the media to get the awareness message to areas of the province not serviced by the support groups.

*Early Detection Saves Lives*

## Prostate Cancer Survivor Conference 2006

Pre-Registration  
Max Simms Memorial Camp  
September 29-30

**Please note:** As was the case in previous years, your accommodation and food will be free. Except in special circumstances, you will be responsible for your own transportation costs.

You may wish to pre-register as a group through your support group chair or, if you are not a member of a prostate cancer support group, you may wish to phone me at 1-888-753-6520, toll free, to register.

Otherwise, please complete the following and send (before September 22) to :

*Graham Mercer  
Canadian Cancer Society  
P.O. Box 8921, Viking Building  
St. John's, NL  
A1B 3R9*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town/City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

If you would like to have your *story/journey* printed in a future issue, please forward a copy of it, along with a recent photo (optional), to me at [gmerc@nl.cancer.ca](mailto:gmerc@nl.cancer.ca) or write to:

*Graham Mercer  
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