On September 15 Janis Osmond held a *Walk A Mile in His Shoes* in her hometown of Hampden. This is the second year that Janis and her team of volunteers have organized a Walk A Mile, and for a community of just over 500 residents, Hampden turned out in a big way once again this year. Known throughout her local region as a tireless worker for a number of charitable causes including prostate cancer, Janis has dedicated herself to this mission out of her love for her father, Milton, and the many hundreds of men like him who are dealing with a prostate cancer diagnosis. Janis is proud to report that one of the greatest supporters of prostate cancer awareness in the Hampden area is Fire Chief Calvin Wilton of the Hampden Volunteer Fire Department. In addition to providing bus transportation to the Walk A Mile participants, Chief Wilton called his crew to a special meeting following the walk to discuss the issue of prostate cancer.

To his great credit, Calvin Wilton went ‘above and beyond’ by doing something many men are reluctant to do – he spoke publicly of his own experience with prostate cancer, and urged his men to take charge of their health by getting checked for prostate cancer.

When a member of the Norman’s Cove Support Group received the news recently that he would need further treatment for his prostate cancer, he was concerned that he would not be able to manage the daily drive to and from St. John’s. On hearing this, Joe Jeddore, another member of the support group, gladly stepped in to offer his services as driver and saw his friend through what could have been a much more difficult time. Since the publication of our last issue of this newsletter, Labrador West Support Group leader Charlie Ward has been very busy with awareness presentations. Charlie has spoken to 359 people in at least five public meetings. During 2012, he has presented personally to a total of 1218 people. These are just a few of the countless examples of caring, courage and dedication that we see going on around us each day.

This is exactly the sort of involvement that is needed throughout the province. We need people who are willing to stand up and lead by example. With the help and dedication of volunteers like Calvin Wilton, Janis Osmond, Joe Jeddore, Charlie Ward and countless others, we will continue to deter, defeat, and defy prostate cancer.
On September 21 and 22, the Newfoundland and Labrador Prostate Cancer Advisory Board held its thirteenth annual provincial Prostate Cancer Survivors’ Conference. This annual get-together is eagerly anticipated by prostate cancer survivors all over the province, some of whom have been coming since its beginning. Registration and accommodations are free for prostate cancer survivors and their partners, with delegates responsible only for their transportation to and from the site. However, the Advisory Board subsidizes the mileage for one delegate from each support group.

The conference was held on the Avalon Peninsula for the first time this year, at the Lavrock Camp and Conference Centre on Salmonier Line. This year’s event was made possible by funding from the Provincial Government’s Cancer Prevention and Awareness Grant Program, as well as in-kind support from the Canadian Cancer Society – NL and Prostate Cancer Canada Network.

Although the largest contingent of attendees came from the greater St. John’s region, numerous other communities were represented by delegates from each of the nine prostate cancer support groups around the province. Over fifty prostate cancer survivors, many of them accompanied by their spouses and partners, came from places as scattered as Labrador City, Boxey, Robinsons, Heart’s Content, Conne River, Gambo, Clarenville, Stephenville, and St. John’s. Approximately seventy people were in attendance, including several invited guests and presenters. Of this number, one-third were spouses and partners of prostate cancer survivors. The involvement of spouses and partners in the treatment and recovery of prostate cancer patients is greatly encouraged. We recognize that prostate cancer, while it is a “man’s disease”, certainly affects his family and all those who love and care about him.

The conference began on Friday afternoon with registration and welcome, followed by the advisory board’s Annual General Meeting and election of officers. Following dinner, the delegates were welcomed by Provincial Prostate Cancer Awareness Coordinator Darrell Yetman; Angela Noseworthy, Manager of Community Services, Canadian Cancer Society - NL; Sandy Collins MHA, Parliamentary Secretary to the Minister of Health and Community Services; and Peter Mallette.
Director of Prostate Cancer Canada’s Atlantic regional office in Halifax. The keynote address was delivered by local motivational speaker Gary Summers. The evening’s entertainment was provided by “Starting Over”, a folk-traditional musical group from Trinity Bay.

The Saturday morning sessions included a presentation on Erectile Dysfunction, its causes and effects, and various methods of coping with it. This was delivered by Getty Vasista, a well-known specialist in the subject who lives and works in Halifax. The second session dealt with Incontinence, another condition which often accompanies prostate cancer treatment. Again, this session was delivered by an expert presenter, Physical Therapist Ingrid Ruelokke.

The third session of the morning was a very interesting and timely talk by Radiation Oncologist Dr. John Thoms of St. John’s. Dr. Thoms spoke of new equipment and treatment methods being made available to patients in this province. Each of these presentations was followed by a lively question and answer opportunity, during which survivors and their partners learned a great deal of new and important information. Follow-up questionnaires completed by delegates indicated that all three of these sessions had been highly anticipated and were very much appreciated by the audience. Along with the quarterly newsletter, public awareness presentations, the Walk A Mile In His Shoes events and the website, this annual conference has become an important element in the Prostate Cancer Advisory Board’s program of spreading information and awareness throughout the province. It is an opportunity for the leaders and other delegates of the nine Support Groups to meet and share information and to re-energize their efforts to support the province’s many prostate cancer survivors. With the wrap-up of the annual conference on Saturday afternoon, delegates returned to their respective regional support groups to share the current information they gathered at the conference, assured of the continuing support of the Canadian Cancer Society and Prostate Cancer Canada Network.

(Thank you to Olga Carpenter for all the photos included in this article.)
The annual National Leaders’ Conference of Prostate Cancer Canada Network took place from October 4 to 6 in Regina, Saskatchewan. The Newfoundland and Labrador contingent to the conference was comprised of twenty delegates. Representatives of our Newfoundland and Labrador support group network, along with spouses and partners, spent the three days immersed in presentations, meetings, entertainment and sharing sessions. As the PCCN web site states, “The Leaders’ Conference brings together prostate cancer survivors, partners, medical practitioners & researchers, policy makers, as well as PCC staff for three full days of inspirational information-sharing, education and mutual support. Over 200 participants attended presentations and group discussions; discussions that were specifically designed to respond to the unique challenges facing all survivors and leaders of affiliated support groups who are on the frontline of the fight against prostate cancer.”

The first evening featured a welcome from the Honourable Brad Wall, Premier of Saskatchewan and a message from Mayor Pat Flacco of Regina, followed by a keynote address by the Honourable Nancy Heppner, Saskatchewan’s Minister of Central Services. The following morning there were presentations on the National Prostate Cancer Research Strategy, by Dr. Stuart Edmonds, PCC’s Senior VP Research, and on the Prostate Cancer Patient Pathway, a Saskatchewan project similar to our Cancer Patient Navigator program but with a specific focus on Prostate Cancer.

Dinner on Thursday evening was hosted at the RCMP Heritage Centre. Further sessions included “Brachytherapy and Clinical Trials” presented by Dr. Gerard Morton, “Prostate Cancer Education and Decision Making” with Dr. Joyce Davison, sessions for survivors and for partners, “Diet, Dietary Supplements and Rx from A to Z” with Dr. Mark Moyad, and “Celebrating Unsung Heroes” with motivational speaker Peter Davison.

As you read this, we hope that you will consider getting involved in the leadership of your local support group, if you are not already. There are many rewards to be found in helping others who are going through a diagnosis of prostate cancer. Some men attend support group meetings, get answers to their questions, and then leave, never to return. However, your group was there for you because many realized that they would be needed by those who are coming after. Because of your survivor experience you have a great deal to offer the next man. Even if nothing more than a listening ear or a comforting presence, your contribution can mean so much.

Each year, PCCN sponsors two delegates from each of our Newfoundland and Labrador Support Groups to go to the national conference. This is an excellent opportunity to avail of the collective expertise of support group leaders from across the nation. It is also a time for renewing old acquaintances and forming new ones, reinforcing the strengths we need to continue the fight against this disease which affects so many.

To quote once again from the PCCN web site: “Our time together was a testament to our commitment to learning from each other and towards acting as advocates for improved prostate cancer treatment and awareness within our own communities. By empowering and mobilizing affiliated support groups, we are truly building a focused, unified and sustainable national approach to the fight against this disease.”
PROSTATE CANCER AND THE CANADIAN CANCER SOCIETY

The facts
An estimated 26,500 men will be diagnosed with prostate cancer in Canada in 2012. An estimated 4,000 will die from the disease. A man has a 1 in 7 chance of developing prostate cancer in his lifetime (the risk is highest after age 60) and 1 in 28 will die of it. A man’s personal risk of developing prostate cancer has changed little since the late 1990s. Prostate cancer death rates declined significantly between 1997 and 2006, likely because of improvements in treatment.

<table>
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<th>2012</th>
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<td>Death rate*</td>
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<tr>
<td>5-year survival (2004–2006)</td>
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*age-standardized to the 1991 Canadian Standard Population (per 100,000)

What we’re doing
The Canadian Cancer Society works across Canada to ensure that no one is alone in the fight against cancer. As Canada’s leader in the fight against cancer, we support excellent prostate cancer research, educate men about early detection, and provide information and support to men living with prostate cancer, their families and their caregivers.

Prostate cancer research
The Canadian Cancer Society provided $2.7 million in 2011–2012 to fund a broad range of prostate cancer research projects across the country. Current research includes:

An assessment of whether metformin, a commonly-used oral diabetes drug, is associated with a decrease in prostate cancer incidence and death among men over 65. Researchers will use existing data of men with and without diabetes who have or have not used metformin to determine if metformin prevents the development of cancer. The findings may offer men an opportunity to reduce their risk of prostate cancer.

A study that will help identify tumour-specific biomarkers and drug targets. Using prostate cancer genomes as a base, researchers will develop new tools to simultaneously compare hundreds of thousands of genomes. The new tools will solve the problem of how to take advantage of and understand the full meaning of the massive amount of genetic information that is now available as a result of the success of genome-sequencing projects in the last 10 years.

A study using MRI (magnetic resonance imaging) to locate and deliver more intense radiation doses, specifically to tumour nodules, and to determine if this strategy for radiation therapy is more effective at eradicating tumours. When prostate cancer recurs after radiation treatment, it often reappears in areas that initially contained the highest concentration of tumour cells, called tumour nodules.

The impact of our research
Researchers funded by the Canadian Cancer Society continue to discover ways to reduce cancer incidence and mortality and enhance the quality of life for Canadians living with and beyond cancer. Here are some recent prostate cancer research achievements:

A clinical trial, led by the

(continued on next page)
In Touch  Prostate Cancer Support Groups of Newfoundland and Labrador  6  Fall 2012

A note from the Coordinator:

This is my last issue of In Touch as your editor and my last communication as Provincial Coordinator for Prostate Cancer Awareness. It is with a mixture of regret and gratitude that I am leaving the position of Coordinator, which I assumed on June 14, 2011. It has been a rare privilege to be a part of the great work being done by the Newfoundland and Labrador Prostate Cancer Advisory Board and the provincial network of nine support groups.

Thank you to Advisory Board Chairs Curtis LeGrow and Tolson Chapman, with whom I have had the pleasure of serving for the past year and a half, and the other dedicated volunteer members of the Advisory Board who work so hard on behalf of the prostate cancer survivors and their families.

I wish the best in the future to the Advisory Board, the Support Group leaders around the province, and the many wonderful people I have had the pleasure of meeting through this work. Thank you all.

- Darrell Yetman

PROSTATE CANCER AND THE CANADIAN CANCER SOCIETY

(continued from previous page)

NCIC Clinical Trials Group, found that men with prostate cancer who are treated with an intermittent course of androgen-suppressing (hormone) therapy live as long as those receiving continuous therapy. The results are expected to change current treatment protocols and reduce some of the side effects of hormone therapy. Researchers discovered natural marine products that have inspired the development of new anticancer drugs to treat recurrent prostate cancer. The new drugs work by blocking the androgen hormone receptor.

A study of the early development of prostate cancer found that abnormalities in a gene called PTEN can be used as biomarkers to help determine the severity of prostate cancers. The PTEN test developed in this project has been introduced into several large clinical labs in the U.S.

Local Canadian Cancer Society offices, our toll-free Cancer Information Service and our website offer comprehensive information on prostate cancer and cancer research. Visit our website at cancer.ca, call us at 1-888-939-3333, TTY at 1-866-786-3934 or email info@cis.cancer.ca.

APPOINTMENTS TO PCCN POSITIONS

Congratulations to two of our Newfoundland and Labrador Prostate Cancer Support Group volunteers, Dr. Bill Kennedy and Wayne Morris, who have been appointed to positions with Prostate Cancer Canada Network (PCCN).

Dr. Bill Kennedy has been appointed by his peers to be Chair of the Prostate Cancer Canada Network Advisory Council (PCCNAC). The Advisory Council will help to establish a Canada wide PCCN strategy and provide advice in areas such as: programs related to awareness, public education, and advocacy in support of those impacted by prostate cancer.

As Chair of the PCCNAC, Dr. Kennedy's responsibilities will include:

Representing the interests of those impacted by prostate cancer and bringing forward emerging issues,

Representing PCCN at the PCC Board of Directors meetings,

Liaising with national staff to ensure ongoing communication, and

Supporting advocacy initiatives on behalf of those impacted by prostate cancer.

In September Wayne Morris, leader of the Bay St. George Prostate Cancer Support Group, was selected as a representative for the Atlantic region on the fourteen-member PCCN National Advisory Council. We invite you to join us in congratulating Bill and Wayne and wishing them well in their new roles.

A note from the Coordinator:

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I wish the best in the future to the Advisory Board, the Support Group leaders around the province, and the many wonderful people I have had the pleasure of meeting through this work. Thank you all.

- Darrell Yetman
SENSOR DETECTS EARLY STAGE PROSTATE CANCER

British scientists have designed a prototype of a highly sensitive scanner that can detect diseases such as prostate cancer and HIV in very early stages. They consider their discovery extremely useful in countries where high-tech detection equipment is scarce. The researchers, from Imperial College London, reported that their new visual sensor technology is 10 times more sensitive than traditional disease detectors that measure biomarkers in the body, according to Medical News Today. Read more about this on the web at http://news.yahoo.com/sensitive-sensor-detects-prostate-cancer-early-stages-232100915.html

MOST INFORMATION TOO HARD TO UNDERSTAND

There’s no shortage of websites with information on prostate cancer treatment, but they may be well beyond the average person’s comprehension, a new study finds. The study, of 62 such websites, found that only three had treatment information written below a 9th-grade reading level. Most often, sites aimed for the reading level of a high school senior - far beyond the reading skills of many Americans. Read more about this on the web at http://touch.chicagotribune.com/#section/-1/article/p2p-73038707/

A number of videos are available on the web which may be of great interest to our readers.

- At the 2011 National PCCN Conference in Halifax, Dr. Patrick Lee presented on his research in using viruses to kill prostate tumors. A video about this can be seen here: http://snipurl.com/257gcym

- At the 2012 PCCN Conference in Regina Dr. Joyce Davison spoke on “Prostate Cancer Education and Decision Making”. View her talk by visiting this web site: http://www.youtube.com/watch?v=MECY5doFB-4&feature=share&list=UUncObqBYZQFT11rYAsj_Nsg
HAPPY VALLEY - GOOSE BAY
On September 30, prostate cancer supporters in Happy Valley – Goose Bay held a Walk A Mile In His Shoes. Stanley Oliver of the Labrador office of the Canadian Cancer Society (CCS) was instrumental in organizing this event, with a great deal of assistance from Rex Goudie, Regina Vickers and other members of the Rotary Club. Approximately 25 Rotarians and family members started from the Town Hall at 2:00 p.m. and “walked a mile” in the shoes of a prostate cancer survivor. Afterwards, the walkers enjoyed a time of fellowship and refreshments, and the afternoon was enjoyed by all.

CCS had an information booth and provided specific information related to prostate cancer. In addition to raising awareness throughout the region for the cause of prostate cancer, the event raised approximately $3500 to help support the work of the Newfoundland and Labrador Prostate Cancer Support Groups.

TRINITY SOUTH
Anyone who has attended a Walk A Mile in His Shoes in Norman’s Cove knows that Bill Hurley, leader of the Trinity South Support Group, always likes to turn this event into a day-long community get-together. As with every successful Walk A Mile, planning begins many weeks in advance. Like most of our prostate support group volunteers, Bill and his wife Nancy are involved in a number of community organizations in their hometown and know how to make the most of their community connections. They get the pledge sheets and posters out around the region early and make sure that volunteers are well informed of what is expected of them.

This year the walk took place from the Community Hall in Norman’s Cove at 2:30 on September 8, having outgrown the previous location at the Fire Hall. Following the walk, the participants gathered for refreshments and prize draws.

But it didn’t end there. The festivities continued, as in past years, with a barbecue and a party well into the evening at Bill’s and Nancy’s house. As the picture shows, Walk A Mile in His Shoes is a very popular event in the Trinity South area and it is no surprise that so many of Bill’s and Nancy’s friends look forward to it each year.