

Colorectal Cancer Association of Canada



AUTUMN NEWSLETTER 2011



Greetings,

From a rainbow of seasonal fruits and veggies to long daylight hours beckoning you to get active, summer is the perfect time to improve your healthy lifestyle and start reducing your colorectal cancer risk.

With a number of awareness-boosting athletic events to train for and an exciting new primary prevention project on the horizon, the CCAC has had a busy season! We hope you will enjoy these brief highlights from April to August.

The CCAC team wishes you a happy and healthy Autumn!

AWARENESS and EDUCATION

CCAC Round Table Conference (May 27 - 29)

Vancouver was the breathtaking backdrop to our third Round Table Conference. Entitled *Addressing Quality of Care Issues in the Colorectal Cancer Patient Pathway*, our multidisciplinary health professionals came together to discuss how they could better provide patients with seamless access to top quality care. Participants across Canada engaged in deep discussions and group workshops to address various quality of care issues. Primary prevention, screening, treatment, survivorship and palliative care concepts were all explored.

No CCAC conference would be complete without colon-friendly cuisine and a variety of activities to keep minds sharp and bodies healthy. Our healthcare allies participated in yoga, tai chi, jogging and biking.

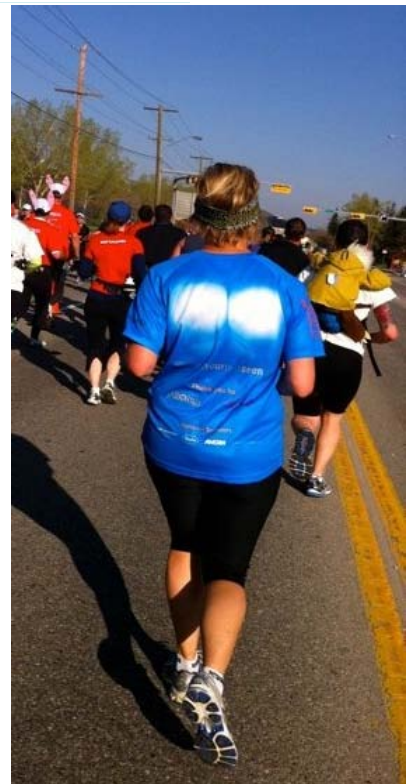


The CCCRT Report will soon be ready, with a summary of the sessions and recommendations for improving the patient journey.

Meet the GetYourButtSeen running team!

The CCAC is honoured to be an official charity in all of the 2011 Scotiabank Charity Challenge races (Montreal, Halifax, Calgary, Vancouver, Toronto) and in the Mississauga and Oakville Marathons. We are inspired by the dozens of beginners and experts alike who laced up for our cause and spread awareness on race day. Thank you!

We are well on our way to reaching our \$25,000 fundraising goal. There are still spots left for the Oakville Half Marathon (September 25) and the Scotiabank Toronto running events (October 16). Contact Michelle Sylvestre (michelles@colorectal-cancer.ca) to find out how you can become a part of the GetYourButtSeen movement.



The Giant Colon Tour from coast to coast

Our most eye-catching educational tool has had a busy spring and summer season, with tens of thousands visiting the exhibit and learning about pathologies of the colon from our helpful volunteers. Thank you to our community partners in Halifax NS, Vancouver BC, Richmond BC, Regina SK and Winnipeg MB for making these events possible. We extend a special thanks to Aboriginal Cancer Care Ontario and Six Nations of the Grand River for hosting an enriching cross-cultural experience!

Our tour continues to expand and we will cross the country once again this year to support CRC screening programs as they launch in each province. *Contact us if you would like to find out more about hosting the Giant Colon in your community.*



Above: Our former National Development Director Gail Grief (right) meets with generous sponsors in Montreal

Left: A youngster prepares to journey into the famous Giant Colon in Vancouver

Right: A CancerCare Manitoba team member shows off educational literature in Brandon

Volunteer Awareness and Fundraising Events

What do garage sales, graffiti art and sit-ups have in common? They're all the inspiration for creative community events led by the CCAC's dedicated volunteers!

Graffiti Get Down and Oh Cana'DUH (April 12 & 13 in Toronto, ON)

These fun and funky fundraisers were planned and executed by second year event planning students under the guidance of profs Darron Knebel and Wendy Polgar. Graffiti artists, breakdancers and beatboxers "got down" on April 12, and a sea of canucks swarmed the Oh Cana'DUH event on April 13.



From Her Hands Make & Take Craft Day (May 7 in London, ON)

Janet McCarthy wanted to make a difference after losing her beloved Aunt Patricia to colorectal cancer. Her intimate Mother's Day fundraising event brought women of all ages together to celebrate the lives of those they had lost through handicrafts, art and songs. *Visit the touching From Her Hands blog.*



6th Annual Community Garage Sale (May 14 in Thornhill, ON)

Volunteer Jessica Wu's garage sale raised funds in loving memory of her incredible mother, Joyce Wu. Colorectal cancer prevention and treatment information was made available to all of those stopping by to browse for new treasures.



Crunch Out Colon Cancer (May 21 in Dartmouth, NS)

Pat and Lauren Connors brought us on a trip down memory lane with this fundraiser in memory of their father Jim Connors. Neon-clad participants did a grueling session of the fabulously retro *8 Minute Abs* routine for every \$80 raised. With so much community support for the event, we bet their obliques are now anything but weak!



4th Annual Barrick Golf Tournament (June 23 in Canmore, AB)

This scenic tournament was organized by CCAC Board Member Paul Moynihan and was graciously hosted at the Stewart Creek Golf & Country Club. *The Calgary Herald* ran story about CCAC President Barry Stein's welcoming speech- you can read about it [here!](#)



SUPPORT for PATIENTS and their FAMILIES

Cancer Coach Training Conference (June 15 - 17)



*Cancer Coaches are survivors, caregivers and healthcare professionals who we train, certify and **empower** to guide patients and their families as they conquer cancer.*

This year's Cancer Coach Training Conference began with a detailed lesson in digestive anatomy and an overview of approved therapies, led by our Clinical and Educational Specialist. Medical experts in oncology, surgery, radiation, ostomy care, psychology and complementary alternative therapies broadened our knowledge and prepared our Cancer Coaches to answer patients' questions and help them navigate Canada's healthcare system.

If you need support...

Call us at 1-877-50-COLON to be put in touch with one of our highly-trained volunteer Cancer Coaches, or to find out about support groups in



**Colorectal
Cancer Coaches**

your region.

ADVOCACY on BEHALF of all PATIENTS

The CCAC critiques colorectal cancer care in Quebec

Advocacy is an essential tool used by the CCAC to make a difference for all Canadians touched by colorectal cancer. Effective advocacy can protect patient rights, improve services and remove barriers to accessing treatments in communities across Canada.

When Quebec Health Minister Yves Bolduc released the findings of *Working Group on the evaluation process of new anti cancer medications*, the CCAC knew that the recommendations fell short in important ways - especially the lack of provisions for patient input. **Read our press release.**

THE CCAC IN YOUR COMMUNITY

"An Evening of Luxury" - CCAC Annual Fashion Gala

Immerse yourself in a world of fantasy and glamour at this year's Fashion Gala benefitting our many awareness, education, support and advocacy initiatives.

When: November 15, 2011 at 7 p.m.

Where: Le Windsor Hotel - Montreal, QC

For information on our various sponsorship packages or to purchase tickets contact: info@colorectal-cancer.ca or call 1-877-50-COLON



Upcoming Events Across Canada

Interested in starting an event? Contact Frank Pitman, the CCAC's Volunteer and Patient Support Director, at frankp@colorectal-cancer.ca. Visit our [online calendar](#) for event details.

SEPTEMBER

September 25 - Oakville Half Marathon - Oakville, ON

September 30 - The Giant Colon Tour at the Canadian Society of Gastroenterology Nursing & Associates (CSGNA) National Conference - Ottawa, ON

OCTOBER

October 4 - The Giant Colon Tour at Toronto General Hospital in the Conservatory - Toronto, ON

October 16 - Scotiabank Toronto Waterfront Marathon - Toronto, ON

October 18 - The Giant Colon Tour at the Oshawa Centre - Oshawa, ON

October 24-25 - CCAC President Barry Stein speaks at Toronto Cancer 2011 (University Health Network) and The Giant Colon will be present at the Metro Toronto Convention Centre- Toronto, ON

October 27-30 - Boomer's Better Living Show - International Centre - Toronto, ON

October 28 - The CCAC's Hereditary Registry scientific meeting - Montreal, QC

NOVEMBER

November 4 - 6 - The Giant Colon Tour at the West Edmonton Mall - Edmonton, AB

November 15 - Second Annual GetYourButtSeen Fashion Gala - Le Windsor - Montreal, QC



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