

HEALTH

Join the movement to 'Stop Diabetes'

November is American Diabetes Month

November is a time to reach out to those with diabetes and communicate the seriousness and the importance of diabetes prevention and control.

This disease can lead to potentially life-threatening complications such as blindness, heart disease, stroke,



Dr. Rebecca Wincek Bateson has a private practice at 678 Philadelphia St. and practices optometry with Dr. Mike Yuhus and Dr. Greg Caldwell.

kidney disease and amputation.

For years, the American Diabetes Association has used this month as an opportunity to raise awareness of the disease and its serious complications.

With nearly 24 million

children and adults in the United States living with diabetes, and an additional 57 million Americans at risk, simple awareness will no longer suffice. One out of every three children born today will face a future with diabetes if current trends continue.

These statistics, coupled with the personal struggles of people with diabetes and their loved ones, underscore the need for action.

Diabetes is not merely a condition.

It is an epidemic disease. Drastic action is needed. So, this November join the American Diabetes Association in officially launching a national movement to Stop Diabetes. Help us confront it, fight it, and most importantly, stop it.

There are four concrete steps you can take to fight this disease.

In addition to joining the national movement, here are a few ways you can help stop diabetes on a local level:

GIVE: The drive to stop diabetes cannot succeed without individuals dedicating time, effort and funds to support mission-critical activities in your neighborhood.

ACT: Whether you want to run, walk, bike or simply tell a friend, there are many ways to help build momentum for the Stop Diabetes movement.

LEARN: The American Diabetes Association has many resources throughout the country.

If you, or a loved one, already have diabetes or are at risk for Type 2 diabetes, we can provide lifestyle and motivational information to prevent this disease from taking control of your life and the lives of those around you.

To learn more about how you can give, act and learn, visit StopDiabetes.com or call 1-800-DIABETES.

SHARE: Inspire others to join the movement by sharing your personal story. Beginning November 2, visit StopDiabetes.com and join us on Facebook and Twitter to learn about all the exciting ways to be a part of the Stop Diabetes movement.

Invite your family, friends, and co-workers to join this effort as well.

If you would like to join our office in the fight for a cure for diabetes please visit www.diabetes.org and donate to the Step Out Walk for Team Indiana Eye Care.

If you have any questions about diabetic eye disease, e-mail Becca@indianayecare.net.

Got information?

Help us make the Health Page better.
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Breast cancer campaign spurs backlash

By **KIMBERLY HAYES TAYLOR**
 Detroit News Health Writer

Catherine Guthrie remembers being inundated with pink after her breast cancer diagnosis in January. She left her oncologist's office with a pink satchel, a pink water bottle and other pink items, and found it "disturbing."

"I had breast cancer, a deadly disease, and I felt like I was being treated like a little girl," says the 38-year-old Bloomington, Ind., freelance writer who started a blog protesting pink during October. "I wanted to be treated like an adult with a serious illness and a pink water bottle is not going to make it better."

On the other hand, Darlene Dickson said seeing pink everywhere makes her feel like people care about those who have cancer.

"I like the pink," says the 52-year-old Southfield resident, who was diagnosed with breast cancer in June. "When you see it you know what the cause is."

When National Breast Cancer Awareness Month was founded 25 years ago, it was intended to nudge women to get screened for breast cancer and to promote education. Today, it is a machine arguably more successful than any other disease campaign, with hundreds of items washed in pink hitting the shelves every October, billions of dollars raised for cancer research and advocates saying the campaign has helped reduce the annual number of breast cancer deaths.

But the ubiquitous movement also has led to campaigns and blogs against pink products, researchers of diseases that receive less attention crying foul, and studies finding companies can make higher profits on cause-related products, introducing some skepticism about campaign participation.

HOW PINK WAS BORN

In 1985, when members of groups such as the American Academy of Family Physicians, AstraZeneca Healthcare Foundation and Cancer Care created National Breast Cancer Awareness Month, there were no pink ribbons or products in the annual observance's campaign to promote education and awareness about the disease.

Pink was first linked to breast cancer in 1982, when the non-profit Dallas-based Susan G. Komen for the Cure created a logo with a pink ribbon. A decade later, the idea really got going when Alexandra Penney, Self magazine's editor-in-chief, created a ribbon for the second breast cancer awareness issue and worked with cosmetics companies to get it distributed in New York City stores.

Avon and Estee Lauder were among the first companies to use the pink ribbon on products in 1993, and other companies quickly followed suit.

Eventually, the campaign expanded from pink ribbons to the color pink itself, with pink-themed fundraisers and community awareness efforts like Think Pink Day or NFL players sporting pink gloves, hats and towels, and companies latching onto slogans like Shop Pink as they committed funds to be linked to the awareness campaign.

From Hungry Howie's pizza boxes and Swiffer dusters to

KitchenAid mixers, companies donate money to benefit cancer organizations. Some companies, such as Yoplait, donate a nickel to cancer research for every lid sent to them. Other companies, such as Procter & Gamble, commit to donating an amount (in its case, \$250,000 minimum) depending on how well products sell during October.

Today, pink-product fundraising is a juggernaut. For example, Susan G. Komen for the Cure, the giant of all breast cancer organizations, has more than 200 corporate partners slapping pink on products.

CORPORATE DONORS HELP

Karen White, Komen's director of corporate relations, said corporate partners donated nearly \$50 million to the organization last year, and contributions from pink products have enabled Komen to donate \$1.3 billion for cancer research.

"It allows us to do a lot of what we do," White says. "Eighty-seven cents of every dollar is spent on our mission."

Some of that money comes back to Metro Detroit. For example, in September Komen donated grants, including \$784,731 to Michigan's Breast and Cervical Cancer Control Program, which is administered in Wayne County by the Barbara Ann Karmanos Cancer Institute and Wayne State University, and \$115,000 to the Breast Cancer Outreach Project in Dearborn administered by the Arab Community Center for Economic and Social Services (ACCESS).

Dr. Zeina Nahleh, co-director of Karmanos' Breast Oncology Multidisciplinary Team, said researchers have come closer to finding a cure for breast cancer because of "pink" funding. That funding comes from various sources, such as proceeds of products going pink in October, the Recipes of Hope cookbook on sale in October at local Kroger stores, and the Oct. 30 Pistons game where \$5 of specially priced \$15 upper level seats goes to Karmanos.

Nahleh said 98 percent of breast cancer detected early is curable. "We don't have a cure yet for advanced stages, but we have a cure for early stages," she said.

The breast cancer mortality rate also has dropped about 2 percent per year since the early 1990s, she said.

"This is the impact of screening, and the most recent decrease is related to newer development, newer treatment and novel therapies," Nahleh said.

PINK OUTPERFORMS OTHERS

The success of National Breast Cancer Awareness Month and the pink products aren't without controversy. Some researchers say the focus on breast cancer overshadows the fight against other cancers and diseases that claim more women's lives.

According to the National Heart, Lung and Blood Institute, breast cancer is the No. 5 killer of women, ranking lower than heart disease, stroke, lung cancer and chronic obstructive pulmonary disease.

Dr. Douglas Arenberg, a lung cancer researcher and associate professor of pulmonary and critical care medicine at the University of Michigan, said he wishes



there were more equity in cancer research funding.

"I'm a doctor who has patients with lung cancer, and they look for me to help them, and I don't have much to offer them compared to my colleagues who treat breast cancer," he said.

Because breast cancer gets so much more funding, there are more tailored treatment regimens, clinical trials, specialized drugs and alternative forms of treatment than are available for other diseases.

For every person who dies of breast cancer each year in the United States, Arenberg pointed out, four will die of lung cancer. Yet, "the resources to treat lung cancer are much less than breast cancer," he said.

Adding to the controversy is the fact that companies can increase profits by simply adding the color pink to a product. Those profits can be substantial. For instance, a shampoo aligned with a good cause increased its sales by 74 percent over the same brand without a cause, according to a test Duke University conducted with Cone Communications, a Boston consultancy group that helped pioneer the widespread use of so-called "cause marketing."

A recent University of Michigan study on cause-related marketing found companies can experience such "spillover" increase that it compensates for the money donated to charity.

The study's researchers concluded, "Our results suggest that actions of (cause marketing) firms should be looked on with some skepticism by consumers and government officials —

while the firms may be helping with charitable causes, they are also using (cause marketing) to increase their own prices and profits."

Though she does like the pink everywhere, Dickson did recently cringe when she saw a pink bag of potato chips, called it "pimping the cause."

However, she said, she thinks the pink campaign is a good way to focus on breast cancer.

"Everybody has a mother, an aunt or somebody that they know has been affected," she said.

Karmanos' Nahleh said she lauds advocacy groups for campaigning for early detection.

"The increased voices for breast cancer research and the demand for breast cancer research have definitely had an impact," she said.

RESOURCES

Breast and Cervical Cancer Control Program (BCCCP): Provides free mammograms, clinical breast exams, pelvic exams and pap smears for eligible women between ages 40 and 64. Call (888) 242-2702 or (800) 527-6266.

Karmanos Cancer Institute:

Provides cancer treatment, alternative cancer treatment and chemotherapy, state-of-the-science cancer research and resources. Visit www.karmanos.org or call (800) 527-6266.

National Breast Cancer Foundation: Increases awareness of breast cancer through education, providing free mammograms and funding research; www.nationalbreastcancer.org.

National Breast Cancer Awareness Month: Increases awareness of breast cancer and importance of early detection; www.nbcam.org.

Breast Cancer Site: Helps promote awareness of breast cancer and offers free mammograms; www.thebreastcancersite.com.

American Cancer Society: Provides guidelines for early detection for breast cancer, research, resources and other tools; www.cancer.org.

Avon's Breast Cancer Crusade: Aims include education, early detection and supporting medical research; www.avoncruisade.com.

National Cancer Institute: Information about breast cancer treatment, prevention, genetics, causes, screening, clinical trials, research; www.cancer.gov.

Breastfeeding Benefit

Women with a family history of breast cancer may lower their risk if they breastfeed their babies. A study followed over 60,000 women for eight years. Overall, there was a 25% reduced risk of breast cancer for those who breastfed their children compared to those who never breastfed. However, those women with a family history of the disease who breastfed their babies had a 60% lower risk. The protective effect was seen with as little as three months of breastfeeding, and even when some formula was introduced.

By Rob Kasisky, R.P.H.

401 North 4th St., Indiana
 (Beside The Dairy Queen)
Phone 724-349-9170
Toll Free 1-888-463-9170

Home Health Answers

Presented by
Linda Bettinazzi
 President/CEO

Instant Assistance

Many seniors experience a situation where they are alone and need immediate help with a medical emergency. For those who are disabled or simply living alone, owning or leasing a device that provides that help can be a lifesaver. A Personal Emergency Response System (PERS) is an electronic device that calls for help by use of a small radio transmitter. A help button is worn or carried by the user. When the button is pressed, it sends out a signal that dials one or more pre-determined emergency phone numbers. Although this device is an excellent supplement to home care services, it is certainly not a substitute for it.

A PERS is an excellent option when an elder is alone, but if you want to make sure that your parent or loved one has hands-on care, please call our office to discuss your home care options. We have trained professional companions who can help with meals, grooming, bathing, errands, groceries, transportation, and, of course, making sure that your loved one is healthy and safe. No PERS can do all that. Our services are flexible, to match your needs, which means we can offer 24-hour long-term care, or temporary respite care for overnight. We also have RNs and LPNs on staff to provide skilled care where necessary. Call (724) 463-1102 to learn what we can do for you. *Compassionate care right at home.*

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BRIEFS

■ **Active Parenting of Teens,** Center for Family Life, 125 N. Fifth St., Indiana (724) 463-8595.

■ **Baby Signs** is offered through Excelsa Health. For more information, call (877) 771-1234.

■ **Childbirth and Beyond** is six-week class through Excelsa Health. Also available are Childbirth and Beyond Refresher Class and Weekender. For more information, call (877) 771-1234.

■ **Community CPR Review,** American Red Cross, Indiana chapter, (724) 465-5678.

■ **CPR Classes** teach adult CPR with automated external defibrillator instructions through the American Red Cross. For more information, call the Indiana chapter at (724) 465-5678.

■ **Cyber CPR** is a new way to learn adult CPR and first aid through the American Red Cross. Participants are issued a user name and password and a link to the training Web site. They are then able to take the knowledge portion of the course online at their own pace. The CPR and first aid skills are then tested in the classroom with an instructor. The online portion must be completed before attending the skills session. For more information or to register, call the Indiana chapter at (724) 465-5678 or e-mail bburns@ic-carc.org.

■ **Friends & Family CPR** is

available through Excelsa Health. For more information, call (877) 771-1234.

■ **Disaster Mental Health Services:** An Overview helps participants understand the function within the American Red Cross Disaster Services Program. Participants will learn how DMHS supports disaster relief workers and people affected by disasters. For more information, call the Indiana County Chapter at (724) 465-5678.

■ **Eat Well for Life** is a four-week lifestyle improvement program promoting wellness and long-term weight management through balanced nutrition, cooking demonstrations and other hands-on experiences. Call IRMC at (724) 357-8088.

■ **HOPE** is a six-week lifestyle management program focusing on how to have stronger bones to live a longer, healthier life.

The program provides an overview of osteoporosis, education on healthy nutrition, physical exercise, medication options, stress management and more. For more information, call Excelsa Health at (877) 771-1234.

■ **Infant/Child CPR** classes teach "loving touch" techniques for a fee through the American Red Cross. For more information, call the Indiana chapter at (724) 465-5678.