June, 2011
Editor: Terri Likowski, Chapter Services Program Manager

CHAPTER NEWS!

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FDA Approval of 36 Workstations Further Supports National Availability of First-in-Class Prostate Cancer Immunotherapy PROVENGE

SEATTLE, June 29, 2011 /PRNewswire/ -- Dendreon Corporation (Nasdaq: DNDN) today announced that the U.S. Food and Drug Administration (FDA) approved its Los Angeles cancer immunotherapy manufacturing facility, allowing the company to continue to increase the availability of PROVENGE® (sipuleucel-T) across the U.S. to help meet the needs of patients with asymptomatic or minimally symptomatic metastatic castrate resistant (hormone refractory) prostate cancer.

The Los Angeles facility includes 36 workstations, and Dendreon will bring these new workstations online in a staged approach. With this FDA approval and the fully approved New Jersey facility, Dendreon now has total of 84 workstations available to manufacture PROVENGE. Dendreon expects to continue to provide additional capacity through the anticipated licensure mid-year of one other manufacturing facility in the United States. In April, Dendreon filed a post-approval supplement for its third facility in Atlanta, for which there is an FDA action date of August 28, 2011.

PROVENGE is designed to induce an immune response against prostatic acid phosphatase (PAP), an antigen expressed in most prostate cancers, and is the first in a new therapeutic class of drugs known as autologous cellular immunotherapies.

"As the foundation of care, PROVENGE is an important treatment option for men with metastatic castrate resistant prostate cancer," said Mitchell H. Gold, M.D., president and chief executive officer of Dendreon. "The FDA approval of the Los Angeles facility will enhance our ability to provide PROVENGE to the many patients across the country who may benefit from it."

In anticipation of the availability of the additional workstations, Dendreon expects to have approximately 225 active infusing sites by the end of the second quarter and approximately 500 by the end of 2011.
Exciting news just in – CMS has issued their final decision on PROVENGE, requiring coverage for the use of PROVENGE for asymptomatic or minimally symptomatic metastatic castrate resistant prostate cancer. We are excited that this news – combined with yesterday’s approval of the LA manufacturing facility – all support broader access of PROVENGE for advanced prostate cancer patients.

Below is an overview of the reimbursement decisions announced today:

The Centers for Medicare and Medicaid Services (CMS) issued a final National Coverage Decision (NCD) for PROVENGE on June 30, 2011, requiring Medicare contractors to cover the use of PROVENGE for treatment of asymptomatic or minimally symptomatic metastatic castrate resistant (hormone refractory) prostate cancer. The NCD will standardize coverage processes across the country for all Medicare patients with asymptomatic or minimally symptomatic metastatic castrate resistant (hormone refractory) prostate cancer and provides the local Medicare Administrative Contractors (MACs) specific criteria, consistent with the label, on how PROVENGE should be covered.

PROVENGE was issued a product specific Q-code effective July 1, 2011, which allows for electronic submission of claims and is expected to accelerate time to payment for physicians.

CMS’ release is available here: [http://go.cms.gov/leND5b](http://go.cms.gov/leND5b)

Dendreon’s release on the announcement can be viewed here: [http://prn.to/iytqNi](http://prn.to/iytqNi);
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Us TOO University 2011:
Teaming for Success
Sharing the Latest Information, Needs & Skills
August 19-20, 2011
Chicago Hyatt Regency O’Hare
Register online @
www.ustoo.org
Click on the Us TOO University button:

All meals served will be prostate healthy choice buffets, a signature of Us TOO events.

For detailed information go to the Us TOO website at: www.ustoo.org. Please contact Terri Likowski for Scholarship opportunity application @ terri@ustoo.org or call directly @ 800-808-7866
Us TOO University 2011: Teaming for Success

Sharing the latest information, needs & skills

Agenda

Who Should Attend: Us TOO Chapter Leaders and other prostate cancer support group leaders, plus other key representatives from their leadership councils, such as co-leader, advocacy leader, women/partners group leader, event manager(s), or community outreach volunteer. Those interested in starting a support group, creating an Us TOO fundraising event in their community, or activating survivors and their families for increased prostate cancer awareness and advocacy nationally and/or locally.

Meeting purpose & goals: To gather a group of people who are or want to be more proactive and engaged with Us TOO International, where we 1) share and hear the latest information related to prostate cancer, 2) learn about what new collaborations, resources and projects are available, 3) make time for facilitated discussion on people's own group needs and activities and 4) hear about news and developments from the Us TOO home office on how we can team for success.

FRIDAY, August 19, 2011

7:30 – 8:30 am Registration & Breakfast Buffet (socialize and meet fellow volunteers and staff while viewing selected chapter resources and displays of Us TOO education and support materials)
  * Learning objective: make contacts and learn available resources

8:30 – 8:50 am Welcome and Meeting Introduction: Why We are Here and What We Hope to Accomplish Fred Mills, Chairman, Us TOO International, Tom Kirk, President & CEO, Us TOO International and Kay Lowmaster, Vice Chair, Program Committee Chair, Us TOO International
  * Learning objective: understand meeting purpose and goals

8:50 – 11:00 am Medical Update Panel: Exciting Developments in Research & Practice
  - Activists in Action: Us TOO-sponsored Volunteers at the Table
  - Priorities in Prostate Cancer Research, Speaker TBA (DoD CDMRP researcher)
  - NCCN Treatment Guidelines for Prostate Cancer: Active Surveillance and Advanced Disease, James Mohler, MD
  - Q&A
  * Learning objective: understand priority research and latest treatment approaches

11:00 – 11:15 am BREAK

11:15 – 11:30 am Getting Active: Exercise for Prostate Cancer Patients, Survivors and All of Us
  * Learning objective: get moving and learn new techniques to improve fitness

11:30 – 12:30 am LUNCH – Open networking, sit by state/region, with Us TOO Board Members for open discussion and sharing
  * Learning objective: make contacts and learn available resources
FRIDAY, continued

12:30 – 1:45 pm  Sharing Session: Support Group/Chapter Updates & Challenges
Attendees from each chapter/support group to share description of their group’s accomplishments and most pressing challenges. Challenges will be recorded on flipcharts for review and discussion in later sessions.

  *Learning objective: share and help identify problems to address*

1:45 – 2:00 pm  BREAK

2:00 – 3:45 pm  Strategic Corporate Collaborations and How They Impact You and Those You Help
Introduction by Tom Kirk, featuring members of the *Us TOO Prostate Cancer Business Leadership Council*
  - New Awareness Campaigns and Websites for Greater Awareness and Support
  - “Old school” Resources Continue - Newsletters and Materials
  - Pushing Harder for Access to Treatments and Priority Research – Policy Collaborations
  - Taking Advantage of New On the Ground Resources

  *Learning objective: identify new resources to use to help others*

3:45 – 4:15 pm  BREAK

4:30 – 6:30 pm  Tools, Exercises and Skills for Support Group Facilitation and/or Speaking with Anxious, Fearful or Angry Individuals, Facilitator, Shelly Imholte
  - Peer to peer counseling
  - Active listening
  - Discussing intimate and emotional subjects
  - Relaxation techniques

  *Learning objective: experiment with new psycho-social skills for improved performance*

6:30 – 7:00 pm  RECEPTION & casual networking (and view displays of Us TOO education and support materials, selected chapter resources)

7:00 – 7:45 pm  DINNER

7:45 – 9:00 pm  Introductions by Fred Mills, Us TOO Board of Directors

  *Awards Presentations*
  Fundraising Award
  Outstanding Chapter Fundraising Award
  Recognize volunteers w/ certificates/photo for volunteer research work with DoD & NIH
  Recognize support group/chapters participating in Pints for Prostates campaign

9:00 pm  Evening Ends
SATURDAY, August 20, 2011

7:30 – 8:20 am  Breakfast Buffet

8:30 – 9:45 am  Challenges and Solutions for Support Group/Chapter Improvement:

   (8:30 – 8:45) Revisit list of challenges from Friday’s session. Add new ones if missed any.
   (8:45 – 9:00) Prioritize top 3-5 challenges.
   (9:00 – 9:15) Small group brainstorming on possible solutions and next steps.
   (9:15 – 9:45) Large group presentation of solutions and next steps.

   * Learning objective: active engagement in solution identification

9:45 – 10:00 am  BREAK

10:15 – 10:30 am  Staying Active: Exercise for Prostate Cancer Patients, Survivors & All

   * Learning objective: keep moving and learn more techniques to improve fitness

10:30 – 11:30 am  Us TOO Review – Tom Kirk, President & CEO, Us TOO International

   Us TOO 2010 Accomplishments
   Budget/Finances
   Trends and Plans

   * Learning objective: understand the home office direction

11:30 – 11:45 am  LUNCH – Sit by state/region, 1 BOD member at every table

   * Learning objective: follow-up with contacts for unanswered questions

11:45 – 12:30 pm  Lunch Speaker, Chuck Gallagher, motivational speaker & prostate cancer survivor

   * Learning objective: review your motivational needs to keep going & help more

12:30 – 1:30 pm  Teaming for Success

   Kay Lowmaster, Vice Chair, Program Committee Chair and Tom Kirk, President & CEO, Us TOO International

   Liability and Increasing Government Reporting Demands
   Us TOO organizational structure: New Standards & Teaming Agreement

   * Learning objective: meet compliance Standards to obtain & maintain good standing

1:30 – 1:45 pm  BREAK
1:45 – 2:30 pm  Positioning for Success: Us TOO Board Committee Activities & Key Initiatives
Us TOO Board Directions - Fred Mills, Board Chairman
  Program Committee (1:45 – 1:55) – Kay Lowmaster, Board Vice Chair, Program Committee Chair
  Development Committee (1:55 – 2:05) – Dave Houchens, Treasurer, Development Committee & Finance Committee Chair, Rick Lyke, Director, Founder, Pints For Prostates
  Board Membership Committee (2:05 – 2:10) – Ridge Taylor, Secretary, Board Membership Committee Chair
  * Learning objective: identify opportunities for further involvement

SATURDAY, continued

2:30 – 3:00 pm  Us TOO Staff Priorities and Assignments -- Tom Kirk, President & CEO (2:10 – 2:30)
  * Learning objective: understand home office resource contact points

3:00 – 3:30 pm  Next Steps for Success: Facilitated group discussion
  Where – as an integrated organization – are WE going?
  Priorities for Chapters and Activists – outcomes from this meeting
  Strategic Directions: The Next 3 years
  Communications – ways to stay in touch with each other, and remaining focused on priorities, Us TOO committees & workgroups
  * Learning objective: actively participate in Us TOO’s planning for the future

3:30 pm  Program Ends

REGISTER TODAY! @ www.ustoo.org

Space is limited!
Us TOO University
August 19 - 20, 2011
Hyatt Regency O'Hare Hotel
If you are flying, Use O'Hare Airport not Midway
Free Shuttle from Chicago O'Hare to Hyatt Regency Hotel
The Bachelor Classic is an annual golf outing held in Louisville, KY with a primary mission of raising funds for Us TOO International. Currently in its 7th year of existence, the tournament hosts over 100 golfers along with a wealth of non-golfing supporters. While the Bachelor Classic has consistently grown in terms of size, capability and ambition, 2011 marks the first year that Us TOO has been directly involved with the planning process. The Bachelor Classic community is extremely excited about this partnership and the galvanizing effect that it will surely have.

The Bachelor Classic originated one Fall day in 2005 when a small group of longtime friends that had recently graduated college began talking as they were wrapping up a round on the golf course. While acknowledging the enjoyable day that was, the founding members began to realize that there existed serious potential to transform their somewhat typical Saturday scramble into something with real purpose. Shortly thereafter, the inaugural event was planned and Us TOO was selected as the recipient of proceeds (a very modest amount the first time around).

The decision to select Us TOO was unanimous following an appeal from one of the founding members which pointed out just how many people with close ties to the group, specifically parents, had battled prostate cancer. Some members found the statistics on Us TOO’s website shocking and felt stronger about the decision after receiving some basic education. In addition, the grassroots nature of Us TOO and the activities that it promotes seemed very much in line with the spirit of the tournament.

While the field of golfers at the Bachelor Classic may be considered young, the tournament’s focus is not. The Bachelor Classic name stemmed from the founders’ desire to remain young at heart as they began to face the harsh realities of the real world; that is something that men of all ages and risk profiles can appreciate.

The Bachelor Classic kicks off with a breakfast buffet at home base ("the Shed") and ends with dinner, awards and celebration in the same location. Golfers bussed to/from the course for convenience. Nighttime festivities begin with the crowning of the annual champions and the Bachelor Classic Man of the Year. Each year the Bachelor Classic strives to improve the experience and always welcomes new people and ideas. Please visit www.thebachelorclassic.com for additional details.
Armed with video game controllers in hand, gamers will be battling it out for the best score while also battling prostate cancer at Game Pazzo during a fundraising event slated for April 7. In addition to playing all of the most popular video games on multiple gaming systems, participants can perform on the fully-equipped sound stage with Battle of the Bands, Rock Band, and Guitar Hero. Also on stage will be a performance by nationally-known comedian, Mike Ostrowski, and a brief presentation about the advances in prostate cancer treatment by Dr. Walter Stadler, professor of Medicine & Surgery, Hematology/Oncology & Urology at the University of Chicago. One hundred percent of the proceeds will be donated to two national 501-c-3 non-profit prostate cancer organizations, Us TOO International Prostate Cancer Education & Support Network and Pints For Prostates.

The “Game Pazzo for Prostates” event is the vision of Terry Newsome, a Game Pazzo co-owner and prostate cancer warrior survivor. “I was diagnosed just before Christmas 2009, and had my prostate removed robotically in February 2010, ” shares Newsome. “I’d been monitoring my PSA over the years because of my family history. So I was shocked to be diagnosed at Stage 4 and learn that the cancer had already spread to my lymph nodes. I was 48 years old at the time, and have young twins. All I could think about was my wife and kids. The Us TOO web site has been a great help to me. Since their office and my business are both in Downers Grove, I gave them a call and offered to help with some sort of fundraising event.

Newsome hopes to extend the fundraising and awareness event into an annual activity. “We hope our customers will be supportive of our efforts and make a charitable donation,” he continued. “It’s hard to believe that more men get prostate cancer than women get breast cancer. One in Six men eventually get prostate cancer compared to One in Eight woman who get breast cancer. The organizations involved with breast cancer research, patient support and awareness have done an outstanding job of creating awareness, we are trying to do the same for Prostate Cancer.”

“We are so appreciative to Terry for creating this event and thinking of Us TOO when he is already busy with his job, new business and ongoing treatment,” states Tom Kirk, President and CEO of Us TOO International. “His is the kind of passion that founded Us TOO 20 years ago. We need more men like Terry to step up and generate more visibility and funding so there’s support and information for others battling prostate cancer when they need it the most.”

Even though “Game Pazzo for Prostates” is a video gaming party to raise awareness and funds, Newsome says, “Prostate cancer is not a game. Its serious business and we want everyone to know the risk and the resources available should they, a family member or friend get diagnosed.”
Bill Palos Chapter Leader from the Us TOO Quad Cities Chapter is raising funds again for prostate cancer awareness. This time Bill approached the owners of the Quad Cities USA pancake house. The owners agreed to dedicate a Saturday in May to raising awareness and funds for Us TOO International.

Bill also took the opportunity to speak to folks about the “Quad Cities Marathon” that takes place in September for prostate cancer awareness. “We need to reach out to the women in our community to help to encourage the men to take charge of their health and to get screened for prostate cancer by having a PSA and DRE. It is important to establish a baseline so they do end up with prostate cancer, they can catch it the earlier stages, which will give them higher survival rate” shares Bill.

From left to right, Bill Palos, Us TOO Quad Cities Chapter, owners of the Quad Cities USA Pancake House, Jim Pliakus, & Saki Padazopoulos, & Mrs. Illinois, Michelle Beckwith

From left to right, Quad Cities USA staff along with owner Jim Pliakus, Theresa Bivens, Manager, Mrs. Illinois, Michelle Beckwith and Bill Palos. Bill shares, “This is the very first time a local business in the Quad Cities area has offered to help Us TOO to pass on the message of the need for early detection for prostate cancer. We commend them for their willingness to help Us TOO to get the message into the community”. The Greater Quad Cities Us TOO Prostate Cancer Support Group has over 800 members, and has raised several thousands of dollars for Us TOO the past several years.

Pancakes and Promoting Awareness!

SEA Blue by wearing it! Thanks Sandy Palos for making the earrings for the staff!
In *Cancer Facts & Figures 2010*, the American Cancer Society estimates there will be over 217,000 new cases of prostate cancer diagnosed in the United States this year. That also means there could be well over 217,000 new caregivers who have been thrust into a role they didn ’ t want and very likely have had no training or experience in handling. But wait, you may say, my husband, father or companion is doing well, I don ’ t need to provide any hands-on care – I ’ m not a caregiver. Yes, you are! You are someone who loves, nurtures and worries about someone who has prostate cancer. You might even be a professional caregiver – a social worker, nurse or doctor who leads a support group and who has an entire “family” of prostate cancer survivors that you care about. It is very important to recognize that you are a caregiver because you need to understand that you are susceptible to caregiver stress.

How do we define caregiver stress? For the purposes of this article, it is the emotional and possibly physical strain you experience when someone you care about has prostate cancer. At the very least it is hard to be “the watcher.” You have to watch someone you love hear that he has cancer, deal with the fear that very word brings, struggle with a treatment option decision, go through treatment, cope with some very real side effects of treatment and then settle in to a “new normal” of living from PSA test to PSA test. Even someone who is doing well can still suffer PSA anxiety. You feel helpless – there is nothing you can do take this diagnosis away from him. If only it were you and not him….. And if his PSA starts to rise or his bone scan shows something…..all of those initial emotions you felt come flooding back. Except…..they ’ re worse this time.

Stress can have different levels of intensity. The intensity will vary with the length of time you ’ re stressed, the importance of the stressor to you and how many stressors you are facing at one time. It is necessary that you recognize the symptoms of caregiver stress. Remember, experiencing some of these symptoms some of the time is normal. For example, you may feel angry…why my husband? You may even feel angry at God. You may feel frustrated when your companion doesn ’ t want to talk about his feelings or his incontinence just doesn ’ t seem to be getting any better. You may have symptoms of depression – feeling sad, lack of or increase in appetite, sleeping too little or too much, loss of interest in activities you used to find pleasurable, feeling irritable, feeling constantly worried. You may feel guilty because you think you should be doing a better job of being supportive. Remember, if you experience any of these symptoms for two weeks or longer, you need to talk to your primary care physician who may refer you to a counselor or prescribe an antidepressant.

OK, so you ’ re stressed. What can you do about it? First, know that continued stress can impact your personal health, so don ’ t ignore it. Second, and this is hard for almost all of us, ask for and accept help. Often friends and family want to help, but don ’ t know what to do. Don ’ t be afraid to ask someone to prepare a meal, to go with you to a movie or to just listen to you. Some other suggestions include going with your partner to an Us TOO meeting and attending a partners (Circles of Love) group if there is one. If there isn ’ t one, consider starting one. Get some exercise at least three times a week – remember, walking, gardening, washing the car all count! Get enough sleep. Do meditation or relaxation exercises for 15 or 20 minutes a day. Learn to be selfish. That may seem to be the exact opposite of what you feel you should be doing, but you can be of no help to your loved one if you are burned out. Now is the time to take the best possible care of yourself. In addition, try to keep the lines of communication open between you and your loved one. If you ’ ve never talked before, it won ’ t instantly happen now, but try to be open and honest about your feelings. You don ’ t have to be strong for each other; you simply need to be honest with each other. If you don ’ t share your feelings, you will become isolated with each of you going through your emotional pain alone. One last suggestion, never lose your sense of humor. Laughter truly is the best medicine!
Oktoberfest for a Cure: Reaching Men Through the Universal Language of Beer ~ Rick Lyke

The beer community is coming together to promote prostate cancer awareness during “Oktoberfest for a Cure” events across the U.S. from Sept. 1 to Oct. 16.

Oktoberfest for a Cure is being organized by Pints for Prostates, a 501 (c) 3 not for profit charity, to focus attention on a leading cause of cancer deaths in American men. Breweries, brewpubs, beer bars, beer stores, festivals, homebrew clubs and others are joining the six week effort to educate men about the need for regular prostate health screenings and the critical importance of early detection in fighting prostate cancer.

An Important Health Issue

One in six men will face prostate cancer during their lifetimes. Most people do not realize prostate cancer is 33 percent more common in men than breast cancer is in women. In 2010 the National Cancer Institute says that 218,000 American men were diagnosed with prostate cancer and more than 32,000 died from the disease. This is especially tragic since prostate cancer is nearly 100 percent survivable when detected early and properly treated.

The idea behind Pints for Prostates is to educate men about a critical health issue in a way that makes it easy for them to listen. Enjoying a good pint of beer tends to make most people relax and talk. Our goal is to start a conversation about a topic that most men just don’t talk about.

During the first two years Pints for Prostates reached more than 100 million people through events, donated ad space, publicity and the Internet. Our primary mission is awareness, but we have also raised more than $100,000 to help men battling the disease. There have been more than 100 Pints for Prostates events of different shapes and sizes.

Getting Involved

Most Pints for Prostates gatherings happen on a local level when a brewery or pub owner steps forward and offers to host an awareness event. Sometimes local volunteers offer to staff a booth at a festival. In almost every case men in high risk categories will stop at the Pints for Prostates table and learn how critically important it is for them to be tested for the disease.

Oktoberfest for a Cure provides a focal point for the beer industry to get involved in a cause that affects our fathers, brothers, sons, husbands, friends, neighbors, colleagues and customers. We have set a goal of raising $40,000 from t-shirt sponsors ($5,000 and $1,000 sponsorships are still available), and $40,000 through events during Oktoberfest for a Cure.
From Sept. 1 to Oct. 16 you can get involved by hosting a Pints for Prostates event and helping us reach men in your community. Some brewers and beer bars will assist in fundraising by donating a portion of proceeds from sales of Oktoberfest or other fall seasonal beers. Others will be displaying the Pints for Prostates logo on products, coasters, websites and elsewhere to help raise awareness. The goal is to create a collaborative effort among the beer industry to reach men with information that can help save their lives and we need your help to pull it off.

Promoting Your Involvement

All Pints for Prostates events are listed at www.pintsforprostates.org and on the group’s Facebook page and Twitter feed (@pints4prostates). We plan to provide press release support for events around the country. Pints for Prostates has materials available, including coasters, stickers, banners, t-shirts and hats that can help make your event a success.

Take Care of Your Health

Pints for Prostates is all about raising awareness and reminding men to get regular health screenings. Consider this your personal reminder. If you are a man over 40 years old, please visit your doctor and asked to be screened for prostate cancer. Then go out and enjoy a brew.

Get More Information

You can get more information about Pints for Prostates and help in planning your Oktoberfest for a Cure event by contacting Rick Lyke at rick.lyke@gmail.com or 704-391-0062.

Tickets on sale for the Denver Rare Beer Tasting III, Sept. 30 from 1-4 p.m. at Wynkoop Brewing in Denver. Volunteers needed. Tickets now on sale. This will be sold out very soon. 50% of tickets sold in just the first week.

Get tickets today!

www.pintsforprostates.com
Us TOO Goes to Washington DC for Annual AUA Conference

Back row from left to right, David Buckner, ZERO staff, Jamie Bearse, ZERO staff, Pam Barrett, Us TOO staff, David Uhl, ZERO staff. Front row left, Skip Lockwood, ZERO staff and Scott Riccio, Dendreon. All shared their thoughts on the AUA meeting and the latest news in the prostate cancer world.

Us TOO staff members Terri Likowski and Pam Barrett joined staff members from Zero during the joint exhibit booth at the AUA meeting to spread the world to doctors about our organizations efforts in the prostate cancer battle.

From left to right, Mike Sterling Us TOO INOVA Alexandria Hospital group member, Terri Likowski, Us TOO Staff and Fred Gersh Us TOO Advocacy Representative and Support Group Leader for INOVA Alexandria Hospital. Many thanks to Mike and Fred for helping to man the Us TOO Booth at the AUA Conference in June in Washington, DC! You were fantastic and it was “greatly” appreciated. THANK YOU BOTH!

From left to right back row, Ray Walsh, Us TOO Walter Reed Army Medical Center, Us TOO Staff, Pam Barrett, Susan Jacobstein, Us TOO Suburban Hospital, Fred Gersh, Us TOO INOVA Alexandria Hospital, front row from left to right, Ed Jones Southern Maryland Hospital, and Terri Likowski, Us TOO staff.

Pam and Terri met with the DC area groups to discuss what is happening within the DC groups, and to discuss hot topics for Us TOO, such as Us TOO University. Susan Jacobstein shared she feels the DC area groups have a strong “camaraderie” and network very well together.
On Fathers’ Day the Marin Prostate Cancer Information and Support Group was on the field at the Oakland Coliseum during the pregame between the San Francisco Giants and the Oakland A’s. It was Major League Baseball’s Prostate Cancer Awareness Day and we were recognized by the announcer and cheered by the crowd.

In addition, the group has been doing prostate cancer outreach in cooperation with Safeway stores and the Prostate Cancer Foundation including 11 Safeway outreach events. At the ball game, as well as at the Safeways, we spoke with dozens of men and women and handed out prostate cancer awareness materials including Us TOO brochures. ~ Stan Rosenfeld

From left to right, Steve Wilson, Stan Rosenfeld, and Tom Palmer man a prostate cancer awareness booth at a local Safeway store.

Boys in Blue from the Us TOO Marin County Support Group at the Oakland Coliseum on Fathers Day.

Jim Music, one of the leaders of the Us TOO Palmeiri Support Group in Lombard, and Dr. Gerald Chodak hold up a copy of Dr. Chodak’s new book, “Winning the Battle Against Prostate Cancer”. Dr. Chodak spoke at the groups June meeting.

Pictured left, Dr. James Lasar (center) is a retired local doctor of internal medicine who neglected his own health and has Pca. He presented his case to the Us TOO Lancaster Oho group in May, stating he has had robotic surgery, hormone therapy, chemo and just completed 40 radiation treatments. Dr. Paul Detty (right) is a local OB/GYN who had robotic surgery about a year ago. Both doctors have been very supportive of our group; always sharing their medical expertise.

(Far left) Dr. Bill Stevens, Leader of the Us TOO Fairfield County, Lancaster, Ohio Support Group.
FREE program tailored to fit the specific needs of cancer survivors.

I remember getting on a treadmill and going at 1.5 miles an hour for ten minutes. I felt a sense of accomplishment for the first time in a long time, and I slept a little bit better, and I got up the next day and I wanted to do it again. If it didn’t save my life, it certainly saved the quality of my life. Because it created a realization that I could set higher goals and keep ratcheting them up. . . it was a tremendous benefit of which 99% of the benefit was not physical. I’m John Gilmore. I’m a three-time cancer survivor of more than ten years -- throat cancer, prostate cancer and blood cancer."

Nearly 12 million Americans are living as cancer survivors. Much of successful survivorship can be attributed to early detection and improved treatment options; however, another element of survivorship has been growing -- exercise. Studies have shown that exercise may positively affect the chance of recurrence on many types of cancer. Locally, in Boise, Idaho, we have worked with hundreds of survivors. Nationally, at over 100 YMCAs, nearly 5,000 lives have been changed. In the past 3 years, the collaboration between LIVESTRONG and the Y has helped validate the use of controlled, progressive and monitored exercise to improve strength and physical functioning which may improve the quality of life, post cancer diagnosis.

Cancer survivors, from the first moments of diagnosis, are often swept along on a current of tests and actions, waves of options and opinions; awash in a slew of terminology, pain and fear. Then, thankfully, treatment ends. Calm seas? Get back to normal -- life resumes. For many, the healing has yet to even begin and the feeling of not knowing “what should I do next” is as daunting as the first part. Weeks, months and sometimes years later, the recovery is incomplete, the body is free of cancer but the getting back to normal may have been hampered by continuing pain, lack of strength and debilitating fatigue. This is where medical researchers have linked exercise to diminishing the negative side effects of treatment.

A number of important physiological changes occur in the body during and after exercise which have specific “anti-cancer” properties. Reducing the body’s fat reserves is associated with substantial improvement in survival (reduce the risk of death) for many cancers but especially bowel, breast and prostate cancer. Regular exercise has been shown to help control the body’s level of serum lipids and cholesterol. High serum fat levels have been associated with greater risk of a more advanced and aggressive type of cancer with a higher risk of relapse after treatment. Men diagnosed with prostate cancer who have lower serum lipid levels report to have lower PSA, lower grade (aggressiveness of cells) and lower stage (less advanced cancer growth). These factors correlate with better outcomes. The most compelling evidence supports the idea that physical activity effects cancer by lowering the production of a protein called insulin-like growth factor (IGF) axis. IGF-1 is linked to tumor growth. People who exercise regularly have been shown to have lower IGF-1 levels which were associated with a lower chance of cancer returning and a higher chance of being alive at least 5 years post diagnosis*.

LIVESTRONG at the YMCA is a FREE program tailored to fit the specific needs of cancer survivors. Designed as a small group with certified instructors who individualize each participant’s exercise plan, LIVESTONG at the YMCA creates an atmosphere that allows the participants to support one another as they improve body image, self efficacy and psychosocial functioning.

The goals of the program are many -- and attainable: improve flexibility, enhance muscular strength and endurance, restore balance, improve energy levels, reduce the severity of therapy side effects and prevent unwanted weight changes. LIVESTRONG at the YMCA provides the skills and guidance to develop an ongoing physical fitness program, to support cancer survivors in living a healthy and fulfilling life and to help them continue their journey to wellness.

To get more information or to locate a participating Y in your area, please visit: http://www.livestrong.org/What-We-Do/Our-Actions/Programs-Partnerships/LIVESTRONG-at-the-YMCA:
Mindfulness groups for men with advanced prostate cancer: a pilot study to assess feasibility and effectiveness and the role of peer support.

Abstract

PURPOSE:
Men diagnosed with advanced prostate cancer experience higher psychological distress and greater unmet supportive care needs than men with localized disease. A mindfulness-based cognitive therapy group intervention was pilot tested for acceptability and effectiveness in this patient group.

METHODS:
Nineteen men were initially recruited to three groups and 12 completed final assessments. Outcomes assessed included anxiety, depression, cancer-related distress, prostate cancer-specific quality of life, and mindfulness skills at baseline, immediately, and 3 months post-intervention. Satisfaction measures and in-depth interviews were undertaken post-intervention to describe men's personal experiences of the groups.

RESULTS:
Significant improvements were observed for anxiety ($p = 0.027$), avoidance ($p = 0.032$), and mindfulness skills ($p = 0.019$), with a trend for a reduction in fear of cancer recurrence ($p = 0.062$). Effect sizes were moderate to large. A shared group identity, acceptance of, and learning from other group members were key aspects of the group context that contributed to acceptance of progressive disease.

CONCLUSIONS:
Mindfulness-based group interventions appear to have utility in this patient group and show promise for reducing anxiety, avoidance, and fear of cancer recurrence. Peer learning appeared to be helpful in generating acceptance of advancing disease.

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Source
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Cheers, Bottoms Up, Down the Hatch... Men have hundreds of words for drinking, but a very limited language to discuss their health, particularly issues such as prostate cancer. They may know their IPA but do they know their PSA? At Pike Brewing Company on June 16th "Tie One On" is not about drinking. It's about the blue ribbon, and raising men's prostate health awareness. Timed for Father's Day, Pike's Pints For Prostate is a great way to bring families together to combat this all too prevalent disease. Come support a campaign that is reaching millions of men through the universal language of beer. Every pint benefits the cause, so bring your friends and raise a glass to fight prostate cancer.

Pike Brewing Company presents Pints for Prostates, a charitable fundraiser to help fight prostate cancer. The entire day, beginning at 11 a.m., will be dedicated to the Pints for Prostates cause. Twenty percent of the proceeds of every beverage sold that day will be given to the Pints for Prostates campaign and Us TOO International. Highlighting the day is a special evening event from 6-9 P.M. in the Museum Room at The Pike Pub. Representatives from Pints for Prostates, Us TOO International, Cancer Care Alliance, and Dendreon Corporation, who are helping support the event, will be on hand to answer questions about detection, diagnosis and treatment. Additionally, a silent auction and raffle will be held during the evening event. Enter to win a Beer Lover's Dream Trip, The Pints for Prostates European Beer Tour for two to the European beer cities of Prague, Bamberg and Munich for Oktoberfest September 9-19, 2011. The trip for two includes nine nights accommodations, travel by private coach, rail and public transport; transit passes in Prague; brewery visits, beer tasting, entrance fees and tours (see itinerary), breakfast daily, four dinners with beer, three beer lunches, and trip leadership. Air travel is included.

Pints for Prostates is a 501 (c) 3. Through the universal language of beer, this campaign encourages men to take charge of their health. The group was founded by prostate cancer survivor and beer writer Rick Lyke in 2008. The grassroots effort raises awareness among men of the importance of regular health screenings and PSA testing by making appearances at beer festivals, social networking and pro bono advertising. According to the National Cancer Institute, approximately 218,000 new prostate cancer cases were diagnosed in the U.S. in 2010. More information is available at www.pintsforprostates.org. Pints for Prostates also has a presence on Facebook and Twitter (@pints4prostates).
"CHEERS" TO ALL.....SPECIAL THANKS TO THE Us TOO WASHINGTON WARRIORS!
Olympia, WA – Brewing up support for prostate cancer awareness may seem as daunting as swimming upstream. Thanks to a partnership with the Fish Tale Brew Pub, the Olympia/Shelton/Tacoma US TOO prostate cancer support groups hope to earn crucial funds and friends for the cause on Saturday, June 18. We plan to build on last year’s success. One individual was quoted last year as saying “This information saved my life”.

There will be a beer garden with food and drinks for the whole family! It will be a day filled with food, drink, and fun to support the Pints for Prostates grassroots awareness efforts to encourage all men to get regular health screenings and PSA (prostate specific antigen) testing. The daylong event (11 a.m. to 8 p.m.), hosted and supported by the Fish Tale Brew Pub, 515 Jefferson St., in Olympia.

Olympia/Shelton/Tacoma US TOO prostate cancer support groups hope the support and donations will flow as freely as the brew. Prostate cancer survivors will be on hand to answer questions, and information/materials will be available regarding prostate cancer causes and risk factors, early detection and screening, and support.

“Prostate Cancer has been called the ‘Silent Killer’ because there are no symptoms of early stage prostate cancer,” explained Jim Kiefert, who has been the Olympia US TOO support group leader in Olympia since 2001. “I am one of the fortunate ones,” said Kiefert. “My wife suggested my doctor test me for everything as I had not had a physical in many years. I’m still here today, 20 years later, because I was diagnosed early. Early detection and treatment is the only known cure for prostate cancer.”
Each year, it has become our tradition to "Celebrate Life" before we break for the summer months.

We use this occasion as a time to reflect and give thanks for surviving one more year.

At our "Celebrate Life" meeting we choose not to talk about a prostate cancer or anything related to it. At this final meeting of the season we have food, fun and entertainment. This year we brought back two of our favorite entertainers, gospel musician and vocalist Tony Bennett and Marty the Magician. Food was provided by our member families.

At this meeting we also welcomed a new member and Medical Advisor, Dr. Patrick Springhart. Dr. Springhart is a urologist with the Greenville Hospital System, and will accompany our community educators as we promote prostate Cancer awareness in upstate South Carolina.

Johnny Payne, Chapter Leader
Mean guys like Mike

Mike Jones. Former high school counselor and wrestling coach. An ex-biker with a tattoo that covers most of his upper right arm. A survivor of three different types of cancer.
He describes himself as mean.

Mike is a regional leader for Us TOO, an organization that provides support and empowerment to men and their families dealing with prostate cancer. He facilitates an Us TOO support group in Austin, Texas.
We had dinner with him last evening before presenting to his group. Seventeen guys showed up. Personally, I think they’re all too afraid of Mike to not show up.
But underneath all that toughness, there’s a teddy bear. (If you tell him I said that, I’ll deny it.)
Mike cares a great deal for his guys and is passionate about prostate cancer issues. He has written letters to the NFL expressing his opinion that there ought to be a lot more blue – and a lot less pink – out on those football fields.
He works tirelessly at prostate cancer education and awareness, encouraging men to get their PSAs. Has even been known to arm wrestle doctors into providing medical procedures for free.
You wanna know what I think? I think the world could use a few more mean guys like Mike.
~Marlys
Dedication of Prostate Cancer Literature Collection

On June 20th the Prostate Cancer Literature collection in the Banner Desert Medical Center was dedicated to the memory of Bert Chamberland. Bert was diagnosed with advanced prostate cancer in the mid-nineties. Early on in his fight with cancer he became active in Us Too groups. He realized the need for an Us Too group on the east side of Phoenix so he started the Tempe/Mesa Us Too group and led it for 15 years. This group is now named in honor of Bert and is supported by Banner Desert Medical Center. Bert was a scientist and educator by profession and he applied these skills to researching prostate cancer and sharing his insight with prostate cancer survivors. Bert spent many hours conferring with newly diagnosed men and those contemplating the next treatment option. Bert’s extensive personal library was donated to Banner. Many other Phoenix area Us Too members also donated to the literature collection. Bert was one of the original members of the State of Arizona Prostate Cancer Task Force. Bert passed away in March, 2010. We all miss his wisdom, his knowledge, his guidance and his engaging personality. Terri Likowski from Us TOO shares, “I remember him sitting down and playing the piano at the Us TOO University in Phoenix in November of 2009. He always had a smile. What a wonderful memory!”

A library collection is a fitting remembrance for Bert.
~ Jim Koeneman
**Editor’s Corner:**

I hope that everyone is enjoying their summer! The home office is working hard to prepare for the next Us TOO University that is being held in Chicago on August 19 & 20. We are excited to present a new format for the program. We assembled an Advisory Committee of your fellow leaders to help assist us in what kind of program they would like to see. We are so pleased with the outcome! Not only Support Group Leaders are invited this year. Key representatives from your leadership councils, such as co-leader, advocacy leader, women/partners group leader, event manager(s), or community outreach volunteers are encouraged to attend. This will be the perfect opportunity to share your experiences, and help to mentor others who are just getting involved. We need to work as a “Team” and learn from each other how we can continue to grow this very unique organization. One thing we all have in common, we all “care” and want to make a difference in someone’s life, if we can! I look forward to seeing the “familiar” faces, but also to meeting some “new” ones! Please register soon as space is limited. See you in August!

~terri

*** Please continue to keep sending me your stories and pictures!***

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**Calendar of Upcoming Events**

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**Locations:**

- **CHICAGO**
- **LOS ANGELES**
- **CHICAGO**
- **WASHINGTON, DC**

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**Us TOO International**

Prostate Cancer Education and Support Network

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