



PERKINS PERSPECTIVE

The Mary Bird Perkins Cancer Center Quarterly Newsletter

Summer 2003

Mary Bird Perkins Seeking “Hole in One” With New Golf Tourney

This summer Mary Bird Perkins Cancer Center's annual golf tournament, an event that raises needed funds to provide cutting-edge radiation treatment for com-

munity cancer patients, is taking a different tack. The Center has opted for a pro tournament, partnering with the Adams Golf Tight Lies Tour.

kick-off the evening of June 24 at Mary Bird Perkins Cancer Center with the traditional food sampling, *The Taste of Louisiana*, sponsored by Sprint, including silent and live auctions. The Mary Bird Perkins Cancer Center Pro-Am, presented by WAFB, will be held at The University Club on Wednesday, June 25th. The top 40 money winners from the Tight Lies Tour will each be matched with a three-player team in a shamble format. A number of Tight Lies players have graduated to the PGA Tour, including Cameron Beckman, Harrison Frazar and J.L. Lewis.

The four-day Audubon Imports Open pro tourney set for June 26-29 will guarantee a purse of \$102,000 with \$20,000 going to



The Audubon Imports Open will raise needed funds for the C.A.R.E. Network, new equipment and technology.

Gwin Montgomery, for one, couldn't be happier. The owner of Audubon Imports in Baton Rouge, Montgomery has signed on as title sponsor giving him naming rights to the event. In its 14th year, the Mary Bird Perkins Golf Classic is now the Audubon Imports Open, presented by Associated Food Stores and LEMIC.

“I've been involved with Mary Bird Perkins Cancer Center since Jack Rathbone started it,” said Montgomery. “Sponsoring a professional tournament to benefit the Center is the perfect way to support an organization I've always believed in.”

The five-day event, scheduled for June 25-29 at Baton Rouge's University Club, will



Gwin Montgomery, owner of Audubon Imports (left), and Todd Stevens, President and CEO of Mary Bird Perkins Cancer Center, watch as Pat Summers, chief dosimetrist, demonstrates IMRT and PET fusion technology.

the winner from the 156-man field. It will be the 12th stop on the 18-event Tight Lies Tour. Attendance for this event is free to the public. The money the Center raises will come from corporate sponsorships ranging from \$1,000 to \$25,000; associated auctions; a \$10,000 raffle; and entry fees from the pre-tournament pro-am.

John Miller of Baton Rouge Coca-Cola is serving as tournament chair. "I enjoy giving my time to a fund-raising event like this one because, in the end, the monies raised are given right back to the community they came from," said Miller.

A free junior clinic, sponsored by Baton Rouge Coca-Cola, will be held following the third round on Saturday, at 4:00 p.m. on the driving range at The University Club.

Mary Bird Perkins Event Coordinator Sally Garner explained that volunteers like Miller are the key to success at Mary Bird Perkins. "Without our volunteer leaders, events like this would be impossible," she said.

The monies raised from this annual event help fund the Center's battle against cancer in our state.

"Louisiana has one of the highest cancer death rates in the nation," explained Lori McCallum, executive director of the Center's C.A.R.E. Network. "Mary Bird Perkins Cancer Center is working to change that," she said. "Statistics clearly show that the high cancer mortality rate in our state is not due to a higher incidence rate, but rather to the advanced state of the disease at diagnosis." What this means is that Louisiana's higher death rates from cancer are a result of inadequate education about cancer prevention and early detection (cancer screenings), as well as lack of access to healthcare for 25% of our state's residents who are uninsured.

The C.A.R.E. Network was established in 2002 to reduce cancer incidence and mortality in southeast Louisiana and to improve the quality of life for those affected by cancer. Funded in full by gifts from the community in the form of donations, sponsorships of events, and grant monies, the Network provides Cancer support services (including indigent care), Awareness and education programs, Research, and Early detection through cancer screenings.

In 2002, in collaboration with community partners, Mary Bird Perkins' C.A.R.E. Network screened 1,738 people at 18 free cancer screenings within its 15-parish service area. In 2003 plans are to increase that number to over 3,000.

Mary Bird Perkins Cancer Center is the only independent, nonprofit, radiation treatment center in Louisiana. It is also the only institution of its kind in the state dedicated to eradicating cancer. Since its inception in 1968, it has been the only cancer center in the region providing radiation treatment to those unable to afford it. And last, but not least, Mary Bird Perkins has the latest cutting-edge treatment technology available today — IMRT — at all three of its locations: Baton Rouge, Hammond and Covington.

Monies given to support this charity tournament are more than payment for a day on the links. Each dollar raised goes to help save the lives of the more than 1,300 new patients Mary Bird Perkins Cancer Center sees every year, as well as to provide free screenings and public education to thousands of individuals in the communities we serve.

Be a Gold Hole Sponsor – It's the Only Way Left to Play!

Sponsorships Still Available for the Audubon Imports Open

The excitement of the upcoming Pro-Am tournament started early, and the individual player spots were filled quickly. But there's still a way you can play...

A very limited number of Gold Hole Sponsorships are available. This sponsorship is a great way to support Mary Bird Perkins Cancer Center – and, you get a three-player team in the Pro-Am tourney! Gold Hole Sponsorships are available for \$3,000. Contact Sally Garner at 215-1229 or sallyg@marybird.com for more information.

The Audubon Imports Open Golf Tournament

Presented by Associated Food Stores and LEMIC Insurance Company.

- June 24, 2003:** *The Taste of Louisiana*
Silent and Live Auctions
Raffle Winner Drawn
- June 25, 2003:** The WAFB Pro-Am Tournament
- June 26-29, 2003:** The Adams Golf Tight Lies Pro Tournament
- June 28, 2003:** The Coca-Cola Junior Clinic
- June 29, 2003:** Championship Presentation

Mary Bird Perkins Cancer Center would like to thank the following sponsors for their support:

Title Sponsor

AUDUBON Imports



Presenting Sponsors



Pro-Am Tournament Sponsor



Junior Clinic Sponsor



The Taste of Louisiana Sponsor



Awards Reception Sponsor
Manda Fine Meats

Tee Marker Sponsor
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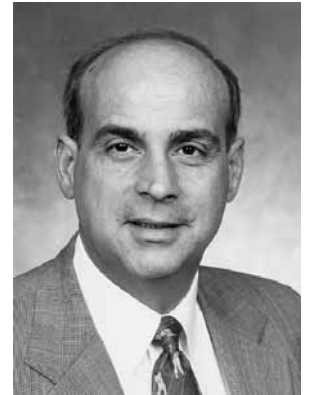
J. H. Campbell, Jr.



Robert S. Greer, Jr.



Mark P. Bensabat



J. Gerard Jolly

Center Names New Board Chair and Officers

Jay Campbell named fourth chair in 32 years

J. H. Campbell Jr., has been named as Mary Bird Perkins Cancer Center's fourth board chairman in 32 years. Campbell, president and CEO of Associated Grocers, Inc., succeeds W. Patton Culbertson Jr., who will remain on the board for two additional years as immediate past chairman.

Other leadership changes include the election of board member Robert S. Greer Jr., president of LEMIC Insurance Company, as vice-chair; Mark P. Bensabat, president of Bank One, secretary; and J. Gerard Jolly, managing partner of KPMG Peat Marwick, board treasurer.



*Dr. Sheldon Johnson describes how a state-of-the-art linear accelerator works at the Mary Bird Perkins Cancer Center in Hammond. The new technology uses advanced computer programming that allows adjustments to the intensity of radiation in proportion to tumor thickness and shape.
- Photo by Kari Wheeler, Hammond Daily Star.*

Hammond Center Now Offers IMRT *Technological advances change cancer therapy*

This story originally appeared in the March 24, 2003 issue of the Hammond Daily Star. By Deon Roberts, Daily Star Staff Reporter.

In about the amount of time it takes to fold a load of laundry or change a flat tire, Jimmy Howell gets his daily cancer treatment.

Howell, 67, of Loranger, goes five days a week to have his prostate cancer treated at the Hammond Mary Bird Perkins Cancer Center. And in less than half an hour each day, the procedure is completed.

He arrives in the morning, just before 8, to visit with the staff and have a cup of coffee. Then, he goes down a hallway and into a room where a tall, white piece of equipment that looks like it came from a science fiction movie sits to the side.

The linear accelerator - approximately 9-foot-tall, 15-foot-long and costing more than \$1 million - is what generates the radiation sent to Howell's tumor.

He gets undressed. X-rays are taken. And he lays on a table that is positioned under the linear accelerator. In the darkened room, the machine moves across his body, making slight buzzing noises, while beams of radiation guided by sophisticated computers target his cancer.

"It doesn't take that long," he said. "By the time you go through the procedure, undressing, you're back there a maximum 25 minutes.

"If they'd give me enough time, I'd sleep back there. There's no pain. You don't feel nothing."

Radiation therapy being offered at Mary Bird Perkins is not only quick and painless, but also has the ability to treat tumors with such precision that patients like Howell get better treatment and experience

fewer side effects than older methods of radiation therapy, doctors say.

“What has happened in the last three years is that we have had computers that are able to look at things in three dimensions,” said Dr. Sheldon Johnson of Mary Bird Perkins.

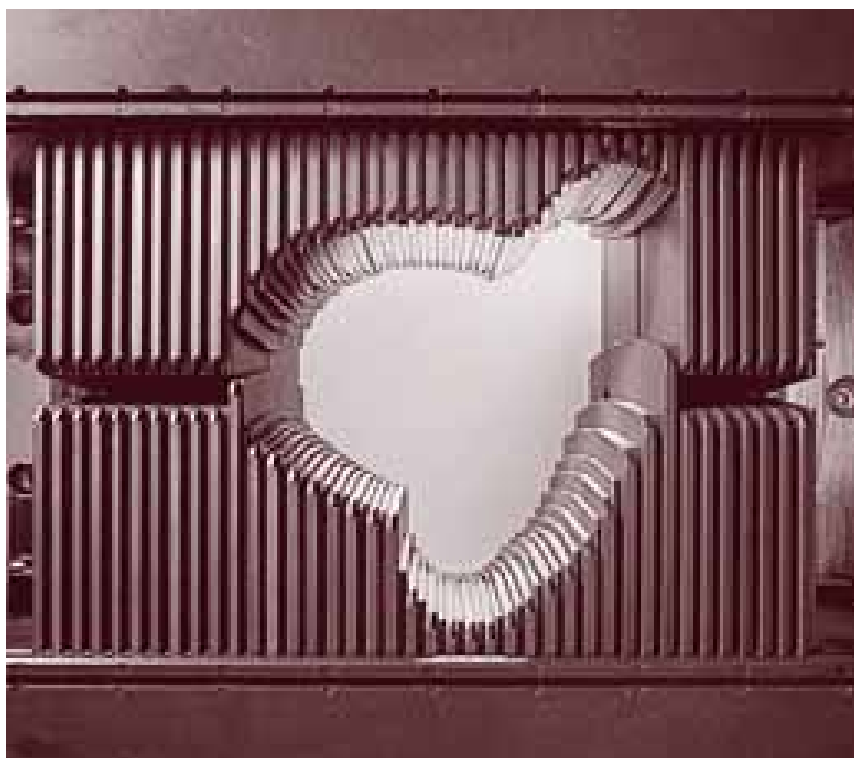
Praised by experts as the most significant advancement in radiation therapy in more than 30 years, a piece of technology known as a multileaf collimator is changing the way tumors such as Howell's are treated.

The collimator has 120 “leaves” - which are actually thin pieces of lead or tungsten - that move to mimic the shape of any tumor, no matter how irregular. The leaves create a sort of stencil that defines the beam of radiation, Johnson said. Doctors have always used similar stencils made of lead, bismuth and cadmium to manually deliver radiation to certain parts of the body, but the multileaf collimator is motorized, controlled by computers and allows for higher doses of radiation to be used to treat tumors without damaging healthy tissues.

Called Intensity Modulated Radiation Therapy (IMRT), the procedure, which has been offered at Mary Bird Perkins Centers in Baton Rouge and Covington for about a year and a half, became available in Hammond just a few weeks ago.

“Mary Bird Perkins Centers were probably the second or third in the state to begin using the technology,” Johnson said. More than 200 patients have been treated with IMRT at the three centers, he said. Hammond already has four patients receiving IMRT.

“Higher doses of radiation can be given to treat tumors with the multileaf collimator, which changes the shape of the laser beam as it targets the cancer from different angles,”



Johnson said. The beam can be reduced to the size of the tip of a pencil.

“The beam is modulated by having those multileaf collimators move during treatment,” he said. “What has been added with intensity modulated radiation therapy is that we are able to do something with the radiation beam that we've never been able to do before. And, actually, I didn't imagine that we would be able to do.”

The old method of treating tumors was to decide where the radiation had to be directed and then how much radiation should be sent to that area of the body, always worrying whether too much radiation would destroy good cells.

The heads of the femurs, the bladder and rectum were always a problem when prostate cancer had to be treated, he said. Too much radiation on the femurs usually led to the need for a hip replacement. Too much radiation on the rectum would lead to bleeding.

Now, because of the moving leaves of the collimator and the precision offered with

Praised by experts as the most significant advancement in radiation therapy in more than 30 years, a piece of technology known as a multileaf collimator is changing the way tumors are treated.

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improved computer programming, the femurs can be bypassed and the tumor treated with more radiation. "And we have been able to increase the dose as much as 20 percent to the tumor, which is a whole lot in regards to the possibility of improving our control," he said.

Multiple computer scans of the body are used by computers to decide how to reposition the collimator and change the shape of the leaves to alter the radiation beam. The scans look a lot like typical x-rays but have more information for the computers to work.

Not every cancer can be treated by IMRT, Johnson said. Most prostate cancers can be treated, as well as brain and neck cancer.

A benefit for patients with cancer of the neck is less loss of salivary glands, which is a typical side-effect when radiation is used. Loss of the parotid gland leads to permanent dryness of the mouth.

"We saw that a lot of our patients, after the treatments, had a lot more saliva than the patients we had treated years before," he said.

Other areas being treated are the breasts. Lung and pelvic cancers

will probably be treated later, as technology advances, he said. The radiation technology currently cannot treat areas of the body that move, such as the lungs.

Skin cancer is not treated by the technology, either.

Average cost for the procedure is about \$50,000, he said. It is covered by Medicare, which means "other insurance companies almost always follow suit." Patients do not need insurance to be treated.

Howell has been receiving treatments since February. So far, he has had 12 treatments at the Mary Bird Perkins in Covington and 18 in Hammond. By this week, he should be finished, his doctors said.

He has a wife, Betty, who also had cancer eight years ago.

"She's been a big support to me," he said.

He is happy he caught the cancer in time, because now he can look forward to spending more time with his grandchildren, Spencer, 5, and Trey, 15.

Spencer calls him "Papa Jimmy." Together, grandfather and grandson visit train museums.

"I plan to enjoy my family," Howell, a diabetic, said. He has had some complications from the treatment so far, but doctors say they are normal side effects.

People should not worry about this treatment harming them, he said.

"I want to be the first to tell them there's nothing to fear about it."

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Center Announces Changes to Live Auction Format

Last year's Calling for a Cure Live TV and Online Auction netted over \$126,000 for Mary Bird Perkins Cancer Center. This year, the committee predicts that changes in the format will help raise even more dollars.

This year's two-hour broadcast will be the culmination of several weeks of online bidding. The newest feature this year will be the availability of "proxy bidding", which will make the online bidding even more like E-bay.

The broadcast will be aired on WBRZ Channel 2 on Sunday evening, November 30, from 6:00 until 8:00 p.m. Online bidding will begin in mid-November.

For more information regarding sponsorship opportunities, donating auction items, or volunteering, please contact Sally Garner at (225) 215-1229, or by e-mail, sallyg@marybird.com.



Sunday, November 30, 2003
6:00 - 8:00 p.m. on WBRZ Channel 2
www.marybirdauction.com

Have you remembered
Mary Bird Perkins Cancer Center
in your will or estate plan?

David Leader Named Volunteer Of The Year

Mary Bird Perkins Cancer Center volunteer David Leader has received the Anna B. Lipsey Memorial Volunteer of the Year Award for 2002-2003. Leader began volunteering at Mary Bird after undergoing a heart transplant two years ago and losing his wife to cancer shortly thereafter.

The award, named for the late Baton Rouge volunteer activist and community leader, was presented by Mrs. Lipsey's son, Richard Lipsey, and his wife, Susan, at the Center's annual volunteer recognition luncheon given in honor of all volunteers at the Center. The recipient is voted on by Mary Bird Perkins Cancer Center staff.

Lipsey told those assembled that nominating comments about Leader included references to him as "the Center's angel". He said Leader is seen as one



David Leader (middle) accepts the Anna B. Lipsey Memorial Volunteer of the Year Award from Richard and Susan Lipsey.

who puts his whole heart in it; someone with a great understanding of what the patients and their families are going through; a person with a positive attitude. "The staff says you'll never hear a negative word cross this man's lips," said Lipsey. Leader, who lives in Prairieville, once drove a patient home to Port Allen when there was no other transportation available.

"The treatment the physicians give is of incredible importance, but Mary Bird's volunteers are the heart of the Center," Lipsey told all those assembled. "You make the patients feel they are individuals, surrounded by warmth and love."

Anna B. Lipsey was a founder of Mary Bird Perkins Cancer Center and served as secretary-treasurer of the board from 1968 until shortly before her death in 1985. The Volunteer Service Award is given each year to the volunteer who best exemplifies the volunteer spirit and dedication for which Mrs. Lipsey was known.

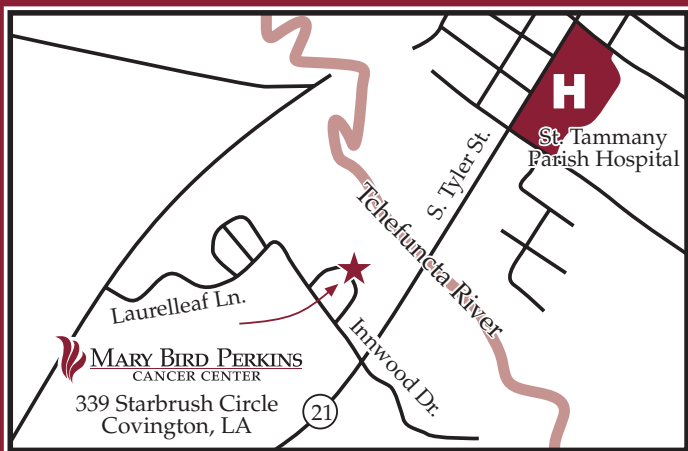
If you would like to be a volunteer at Mary Bird Perkins Cancer Center, please contact Jan Harvey, Director of Facilities Management, at 215-1217, or by e-mail at janish@marybird.com

Northshore Cancer Center

Mary Bird Perkins Cancer Center physicians in Covington will be treating patients at a brand new facility by summer's end, 2003.

Presently under construction, the Northshore Cancer Center will be home to both Mary Bird Perkins Cancer Center and Hematology Oncology Services (HOS).

The new Center will be located at 339 Starbrush Circle, Covington, LA 70433.



Reaching Out...

Mary Bird Perkins Cancer Center's C.A.R.E. Network Education, Reaccreditation, and Screenings

Education and Reaccreditation

On March 12, 2003, Mary Bird Perkins Cancer Center presented an Allied Health Cancer Grand Rounds luncheon program, *Genetic Counseling...the Role of Genetic Counselors and the Elements of a Cancer Genetic Risk Assessment*. The program presenter was Regan Challinor, MS, a Certified Genetic Counselor. The Allied Health Cancer Grand Rounds series is free and open to all healthcare professionals including social workers, nurses, dietitians, radiation therapists, health information, tumor registry, radiation techs, physical therapists and clergy. The program is offered each quarter.

Mary Bird Perkins Cancer Center was awarded an Accreditation Certificate on March 16, 2003 by the CME committee of the Louisiana State Medical Society. The certificate indicates that MBPCC has continued accreditation for the next four years. MBPCC provides CMEs (continuing medical education) credits for many physician programs throughout the year.

On April 15, MBPCC joint-sponsored a *Genetics Counseling* program with St. Tammany Parish Hospital in Covington.

"Let's Talk About It," *Minority Cancer Awareness* was presented on Tuesday, April 29 at the Delmont Service Center. The primary focus of the program was to promote early detection through yearly screenings. Participants were invited to register for prostate and breast cancer screenings. Physicians taking part in the program were: Dr. Lydia Sims,

Dr. Peter Bostick, Dr. Stan Mays, Dr. Donnie Batie and Dr. Spyrie Mays. "Let's Talk About It" was presented by the steering committee of the Minority Cancer Coalition of Baton Rouge; 100 Black Men, YWCA ENCOREplus, Louisiana Health Care Review, Inc., City of Baton Rouge and MBPCC.

Screenings

March is the month for colorectal cancer awareness and Mary Bird's motto "We Won't Rest" certainly rang true. MBPCC, in conjunction with community partners, participated in numerous colorectal cancer screenings throughout Baton Rouge, Hammond, Brusly, Plaquemine, and Gonzales. Over the course of the month, fecal occult blood test (FOBT) kits were distributed to 1,148 individuals.

On March 31, the Center provided breast cancer screenings, complete with mammograms for eligible women, during the Women's Health Awareness Day, initiated by Southeastern Louisiana University's School of Nursing. In all, 21 women were screened. April and May followed suit with breast cancer screenings in the Greensburg, St. Gabriel, and Baton Rouge areas — totaling 144 screenings.

Additional screenings have been scheduled for June and July due to an overwhelming response to a Minority Cancer Awareness drive and efforts to reach the area's Hispanic population.

Mary Bird Perkins Cancer Center's Covington location launched their skin cancer screenings with two events co-sponsored



Dr. Ruben D. Fabrega, a medical oncologist with Ochsner Clinic in Baton Rouge, presents breast cancer facts in Spanish to a group of Hispanic women at a screening co-sponsored by Mary Bird Perkins Cancer Center, the Hispanic Apostolate, and community partners, Saturday, May 31st at Gulf Coast Teaching Family Services, Inc. in Baton Rouge.

by St. Tammany Parish Hospital's Cancer Resource Center on April 29th and May 6th.

On May 13th, the first floor halls of the Center's Baton Rouge location were filled with 75 people taking advantage of free skin cancer screenings. The annual event was spearheaded by Dr. Tom J. Meek, Jr. and co-sponsored by Mary Bird Perkins Cancer Center and Our Lady of the Lake Community Health. Doctors John B. Brantley; Franklin R. Johnson, Jr.; T.W. Massengale; Tom J. Meeks, Jr.; G. William Poche; I.J. Sherman, Jr.; and Lynn Tucker volunteered their time for this very valuable service to the community.

C.A.R.E. is an acronym for Cancer Support Services, Awareness and Education, Research, and Early Detection. This network of services and programs offered to patients and the community at large incorporates services such as indigent patient care; supportive care services such as social services and nutritional counseling; prevention and early detection programs; professional and community education; clinical research; and tumor registry.

The C.A.R.E. Network is supported by the fund-raising efforts of the Mary Bird Perkins Cancer Center Office of Development.

New Faces Join the Battle Against Cancer

Mumme Raising Funds and Awareness for Northshore Centers

June Mumme, wife of Southeastern's Head Football Coach Hal Mumme, is the new Development Director for Mary Bird Perkins Cancer Center's locations in Hammond and Covington. She assumed her role on Tuesday, February 18th, 2003.

June will be implementing programs to help raise funds in the parishes served by the Center's Hammond and Covington locations. She will also be speaking to community groups to raise awareness about the cutting-edge radiation treatment technology Mary Bird has made available right in their own backyard – intensity modulated radiation therapy (IMRT).

A seven-year breast cancer survivor, June was vice president of the Susan G. Komen board of directors in Lexington, Kentucky, before moving to Hammond last July. She had attended LSU for two years, during which time she met her future husband, and later graduated from Iowa Wesleyan College with a BA in business administration.

Monica Carmena *Outreach Nurse*

Monica Carmena joined the staff at Mary Bird Perkins Cancer Center on Monday, March 3, 2003 as the new Outreach Nurse for the C.A.R.E. Network.



June Mumme



Monica Carmena



Vadel Shivers



Keith Stark

As Outreach Nurse, Monica will plan, coordinate and implement community cancer screenings, lymphedema prevention programs and other community outreach and education activities based on identified needs and annual initiatives. Educated at Our Lady of the Lake College, she has 27 years of diverse registered nursing experience including education and outreach in East and West Baton Rouge, East and West Feliciana and Pointe Coupee parishes.

Vadel Shivers *Nutritionist / Dietician*

Vadel Shivers joined the staff on Tuesday, April 1, 2003. She is a graduate of Southern University and A&M College with a B.S. in Dietetics.

Vadel completed a temporary work assignment as a Dietician in the Nutritional Services Department of Mary Bird Perkins Cancer Center a few years ago and had been working as a Dietician for Heritage Manor of Baton Rouge and Flannery Oaks Guest House since that time.

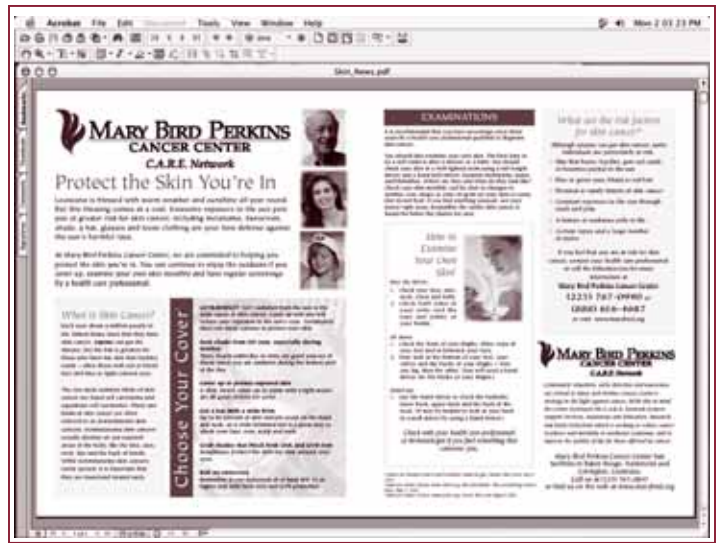
Keith Stark *Communications Director*

Keith Stark began work on Tuesday, April 22, 2003, as the new Communications Director. In this role, Keith will be responsible for all communications for the Office of Development and the C.A.R.E. Network while maintaining and improving the visibility, community support and fulfillment of the mission and identified strategic goals of both divisions. He will also write and produce all collateral materials to support the C.A.R.E. Network and the Office of Development, as well as continue development and maintenance of the Center's Web site.

Keith graduated with a bachelors degree from the Northeast Louisiana University's School of Mass Communications majoring in Advertising and Public Relations and minoring in Marketing. His last position was as the Graphics Supervisor for Associated Grocers, Inc. He has over 10 years of experience, including 3 years in the healthcare industry.



Bob Greer (left), co-chairman of the Annual Giving Campaign, discusses the fund-raising goal of \$600,000 with Ann Wilkinson, director, Annual Giving Program, and Lee Griffin, co-chairman.



Cancer News You Can Use is a Web-based news access program featuring easy-to-read cancer articles that can be placed in newsletters or used for other public education purposes. The first topic featured is skin cancer.

Center Hosts “Launch and Learn”

Annual Giving Campaign Kicks Off; Web-Based News Access Program, “Cancer News You Can Use” Launches

“Mary Bird Perkins Cancer Center saves lives ... what can be more important than that?”

- Lee Griffin, co-chair of the 2003 Annual Giving Campaign.

The 2003 Annual Giving Campaign volunteers recently kicked off the Center’s annual giving campaign to raise funds to enable Mary Bird Perkins Cancer Center to meet the community’s cancer needs. Calling the evening’s program “Launch and Learn”, speakers took the opportunity to explain to those in attendance how gifts from the community are given directly back through awareness programs and cancer screenings. The campaign goal is \$600,000.

The Co-Chairmen of this year’s campaign are Bob Greer, vice chairman of Mary Bird Perkins’ board of directors, and board member Lee Griffin. Bill Peters is campaign vice chairman.

“Mary Bird Perkins Cancer Center saves lives. What can be more important than that?” stated Griffin. “We have a community asset in Mary Bird Perkins like

no other in Louisiana.” He continued that he is confident the generosity of individuals and businesses in the 15 parishes Mary Bird Perkins serves will make this goal a reality.

Griffin announced that gifts of \$123,000 have already been pledged during this year’s campaign, due in part to 100 percent participation from both the employee giving division of Mary Bird Perkins and the Center’s board of directors, and from ongoing gifts from the community.

Mary Birds Perkins’ President and CEO Todd Stevens explained the community’s need for awareness programs and cancer screenings and the subsequent creation of the Center’s C.A.R.E. Network. The Network’s mission is to reduce cancer incidence and mortality in southeast Louisiana and to improve the quality of life for those affected by cancer. He stressed that

Protect the Skin You're In



Louisiana's warm weather and sunshine puts you at higher risk for skin cancer. Protect the skin you're in and you can continue to enjoy the outdoors!

Cover Up: Reduce your exposure to the sun's UV rays with shade, sunscreen and clothing.

See Your HealthCare Provider: It is recommended that you are examined every three years.

Examine Your Own Skin Monthly: If you find anything unusual, see your doctor right away.



For more information call

(225) 767-0990 or (888) 616-4687

or visit us on the web at www.marybird.org

the C.A.R.E. Network is fully funded by gifts from community philanthropy.

Stevens introduced Lori McCallum, executive director of the C.A.R.E. Network who unveiled the Network's latest initiative, a cancer news access program called *Cancer News You Can Use*.

McCallum explained that one of the most powerful tools for preventing cancer is knowledge. She said that as a result of discussions with area businesses, *Cancer News You Can Use* was created to give companies and organizations the opportunity to provide their employees or members with vital information about protecting their health. In a user-friendly format, various cancer prevention and education information will be available for download on the Center's Web site in

Lori McCallum, executive director of the C.A.R.E. Network, explained that one of the most powerful tools in preventing cancer is knowledge. Cancer News You Can Use was created to give companies and organizations the opportunity to provide vital information about health protection and cancer prevention.

assorted camera-ready formats for use in company or community newsletters, or for distribution as posters, fliers, etc.

Cancer News You Can Use, available to the public at no charge through Mary Bird Perkins Cancer Center's C.A.R.E. Network, is funded by the generosity of the community. To access the program, go to www.marybird.org and click on the "Cancer News You Can Use" button on the right side of the screen.

Visit us online at
www.marybird.org

Living Remembrances

Mary Bird Perkins Cancer Center gratefully acknowledges the following gifts made in memory of or to honor a special person or loved one during the period of **January 1, 2003 to March 31, 2003**. Memorial and honorary gifts may be made at any time and mailed to:

Mary Bird Perkins Cancer Center
Office of Development
4950 Essen Lane, Baton Rouge, LA 70809

In Memory of...

A. Albert Alvarez
Mr. and Mrs. Jorge L. Alvarez

Carolyn Lynch Anderson
Mr. Brent Dornier
Judie and Lewis B. Gilbert
Covenant Prayer Group

Chad Eric Babin
Harold and Debbie Leone

Eleanor W. Baer
Dr. Bruce L. Baer

Francis "Bud" Bailey
Mr. Jay Johnson

Dr. Charles Stuart Bates
The Hardy's - Michael, Cati and Abbie
The Copeskey Family
Denise and Dennis Denicola, Vay and
Hank Carpenter, Donna Bacon, Deanie
and Charles McDonald
Mesdames Dorothy Miller, Mary
Robinson, Audrey Gann, Nella
Guilbeau, Anagene Mobley, Barbara
Hayden, and Shirley Evans
Marilyn Farrar
Dr. C. Farrell Fruge, Jr.
Sonja and Ernest Harmon
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Mr. Woodrow Mansur, Sr.
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Mr. and Mrs. V. Stacey Shannon
Mrs. Susie Spillman and Family
Dr. David G. Trahan
Mr. Trey Ourso
Drs. Tom Hathorn and Mickey White

Vern J. Bidwell
Harold and Debbie Leone

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Mrs. Margaret Bourque

John Breedlove
Gerald and Wanda Bower
Mr. and Mrs. Gene Broemmelsiek
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Mrs. R. J. Brennan, Jr.

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Mr. and Mrs. Leroy J. Washington

Joseph Ernest Bush, Jr.
Mr. and Mrs. Charles E. Johnson

Helen Louisa Hutchison Caldwell
Mr. Michael S. Johnson

Ada Callen
Mr. and Mrs. Peter P. Wright

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Mr. Sam Calvaruso, Jr.

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Viola D. Cherry
Mr. Lionel J. Cherry

Joseph Preston Chustz
Mrs. Mary A. Chustz

Lizzie L. Clark
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Colonial Study Club

Eula M. Cofield
Earl K. Long Medical Center - Dietary
Department

Thomas Eugene Cole
Mrs. Charles F. Record, Jr.

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WILL,
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WAY**

You're Invited...

Community Support Groups, Events, and Activities

Brunch Bunch

This social outing is for those experiencing grief and meets the first Tuesday of every month. Call Hospice of Baton Rouge at (225) 767-HOPE [4673] for more information.

Cancer Survivors Support Group of Pointe Coupée

Cancer survivors, family and friends gather to provide support, share experiences and discuss successful coping techniques. Meetings take place the first Friday of the month at 10 a.m. at Espresso Etc. in New Roads. Call Patricia Watson at (225) 627-3991 for more information.

Candlelighters

This group is for children with cancer and their families. The program includes monthly fun activities in a supportive atmosphere, a summer day camp, and annual holiday party, tutoring, as well as individual and/or family counseling. Contact Cancer Services of Greater Baton Rouge at (225) 927-2273 for more information.

GYN Oncology Support Group

This group, which provides support to women with gynecologic cancer and their families, meets once a month. For more information, contact Woman's Hospital at (225) 924-8456.

HOPE (Bereavement Support Group)

Free to anyone who has experienced the loss of a loved one, this group, facilitated by a trained hospice professional, meets every Thursday at noon at the Hospice of Baton Rouge office at 9063 Siegen Lane. Contact Hospice of Baton Rouge at (225) 767-HOPE [4673] for more information.

The Hope Chests

Organized by patients and facilitated by a nurse practitioner, this program's purpose is to inform, encourage and meet the needs of breast cancer patients and their families. Speakers offer educational information on group-selected topics and emotional support is offered through group interaction and exercises that promote ventilation of feelings and fears. The group meets at Ochsner Clinic the first Tuesday of every month at 6:30 p.m. in the fourth floor lobby. Call Ochsner Clinic of Baton Rouge at (225) 761-5488 for more information.

I Can Cope

This series of sessions is for people with cancer, their families, and their friends, providing information about cancer diagnosis, treatment, and symptom management, and practical help in coping with some of the emotional issues that can go along with a cancer diagnosis. Contact the American Cancer Society at (225) 927-0782 for details.

Introduction to Hospice

This free seminar, for those interested in learning more about hospice care or becoming a volunteer, is held the first Wednesday of every month at noon at the Hospice of Baton Rouge office at 9063 Siegen Lane. For more information, contact Hospice of Baton Rouge at (225) 767-HOPE [4673].

Kids Kare

This group is to help parents help their children cope when a parent is diagnosed with cancer. Monthly activities provide time for children to have fun and for parents to connect and gain support from other parents dealing with similar issues. This program also includes an annual holiday party, a School's Out Program, as well as individual and/or family counseling. Contact Cancer Services of Greater Baton Rouge at (225) 927-2273.

Life Goes On

This support group for adults who have been diagnosed with cancer and are raising young children meets the first Friday of every month at noon at Cancer Services of Greater Baton Rouge. Call (225) 927-2273 for more information.

Look Good...Feel Better

This step-by-step, one-on-one makeup guide, with helpful tips on hairstyles and grooming for women living with cancer, is offered several times a month at various hospitals in the community. This program and all its products are provided free of charge. Contact the American Cancer Society at (225) 927-0782 for the next scheduled series and location.

Lymphedema Prevention Clinic

A free clinic providing one-on-one consultation with a certified lymphedema physical or occupational therapist will be held monthly at Mary Bird Perkins Cancer Center in Baton Rouge and quarterly in Hammond and Covington, Louisiana. Call (225) 767-0990 or (888) 616-4687 for more information.

Lymphoma Support Group

For patients with Hodgkin's disease and non-Hodgkin's lymphoma, their families and friends, this support group meets at noon on the last Friday of every month at Cancer Services of Greater Baton Rouge. Contact Cancer Services at (225) 927-2273 for more information.

Man to Man Support Group

This group offers education and mutual support for prostate cancer survivors as well as those currently undergoing treatment. Meetings are held at 7 p.m. the second Monday of every month at Mary Bird Perkins Cancer Center. Contact the American Cancer Society at (225) 927-0782 for more information.

Make Today Count: Baton Rouge, Litcher, St. Francisville Chapters

Through speakers, social gatherings, discussion of mutual concerns and sharing of information, Make Today Count offers support and education for cancer patients, family and friends. The Baton Rouge chapter meets at noon on the fourth Thursday of each month at Cancer Services of Greater Baton Rouge for a guest speaker's presentation followed by a support group. The Litcher chapter meets at 5 p.m. the first Thursday of the month at the Litcher Library, and the St. Francisville chapter meets at 2 p.m. the first Wednesday of the month at the St. Francisville Town Hall. Call Cancer Services of Greater Baton Rouge at (225) 927-2273 for details.

New Voice Support Group

This support group is designed to encourage and support those who have had a laryngectomy (surgical removal of the larynx, or voice box) and to assist with physical, social and emotional rehabilitation. Meetings are the third Monday of every month at 11:45 a.m. at Mary Bird Perkins Cancer Center. Contact the American Cancer Society at (225) 927-0782 for more information.

Ostomy Support Group

This group assists with the rehabilitation of ostomy patients through information, educational material and emotional support. Meetings are held the fourth Monday of every month at Baton Rouge General Medical Center Midcity at 7 p.m. Contact the American Cancer Society at (225) 927-0782 for more information.

Reach to Recovery

This patient visitation program is for women who have had breast surgery related to cancer. Visitors are trained volunteers who have recovered from similar surgery. A prosthesis can be provided as well as literature, exercise information and emotional support. Contact the American Cancer Society at (225) 927-0782 for more information.

Sisters Supporting Sisters

A support group for African-American breast cancer survivors, this organization provides a strong support base and emotional safe-haven for survivors to express fears, frustrations, and concerns. Meetings are held from 10 a.m. to 12 noon the first Saturday of every month at the Camphor Memorial United Methodist Church. Call (225) 921-9072 for more information.

To add your support group, event, or activity to our quarterly listing, please contact Keith Stark, Communications Director, at (225) 215-1206, or by e-mail at: kstark@marybird.com.

Legacy Builders

Legacy Builders is comprised of individuals who have made—or have notified MBPCC of their intent to make—planned gifts through their estate plans, entered into life income arrangements with MBPCC, created endowed gifts for specific MBPCC programs or made an outright gifts of \$10,000 or more to the endowment fund. Through their generous financial commitment, the following individuals are helping to ensure the future for area cancer patients:

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Presenting Mary Bird Perkins with a check for \$25,000 is Rubicon, Inc. General Manager Toby Gerhold (r). Accepting the donation is MBPCC radiation oncologist Dr. Sheldon Johnson.

Rubicon, Inc. Donates \$25K to Mary Bird Perkins

For the second year in a row, Rubicon, Inc. has given a major portion of the proceeds from its invitational golf tournament to Mary Bird Perkins Cancer Center.

The company's \$25,000 gift to the Center's 2003 Annual Giving Campaign identifies Rubicon, Inc. as a Leadership Donor in the Rathbone Society at the Philanthropist level. The Rathbone Society is the highest level of giving in MBPCC's Annual Giving Program.

Have you remembered
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PERKINS PERSPECTIVE is published four times a year by Mary Bird Perkins Cancer Center to provide information about news and programs of interest to the medical community, cancer patients and their families, donors, and friends of the Center.

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