

**02/18/14
PRESENTATION:
AMERICAN CANCER
SOCIETY -
ELIMINATING
CANCER IN
ALASKA, A
ROADMAP**

<TARGET><BILL></BILL><SUBJECT>02-18-14 PRESENTATION
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Eliminating Cancer in Alaska—A Roadmap

John Killpack, Western Region Managing Director

Emily Nenon, Alaska Government Relations Director

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American Cancer Society: Highlights from the first 100 years

- **1936: Women's Field Army begins to educate people about cancer**
- **1946: ACS launches its research program**
- **1947: First successful chemotherapy treatment for cancer is discovered**
- **1954: Link between smoking and lung cancer is confirmed**



American Cancer Society: Highlights from the first 100 years

- **1971: National Cancer Act passes**
- **2000: First successful use of molecularly-targeted therapy to treat cancer**
- **2003: Link between obesity and many types of cancer is confirmed**
- **2010: Affordable Care Act passes**
- **2011: Two ACS-funded researchers win Nobel Prize—bringing the total to 46**



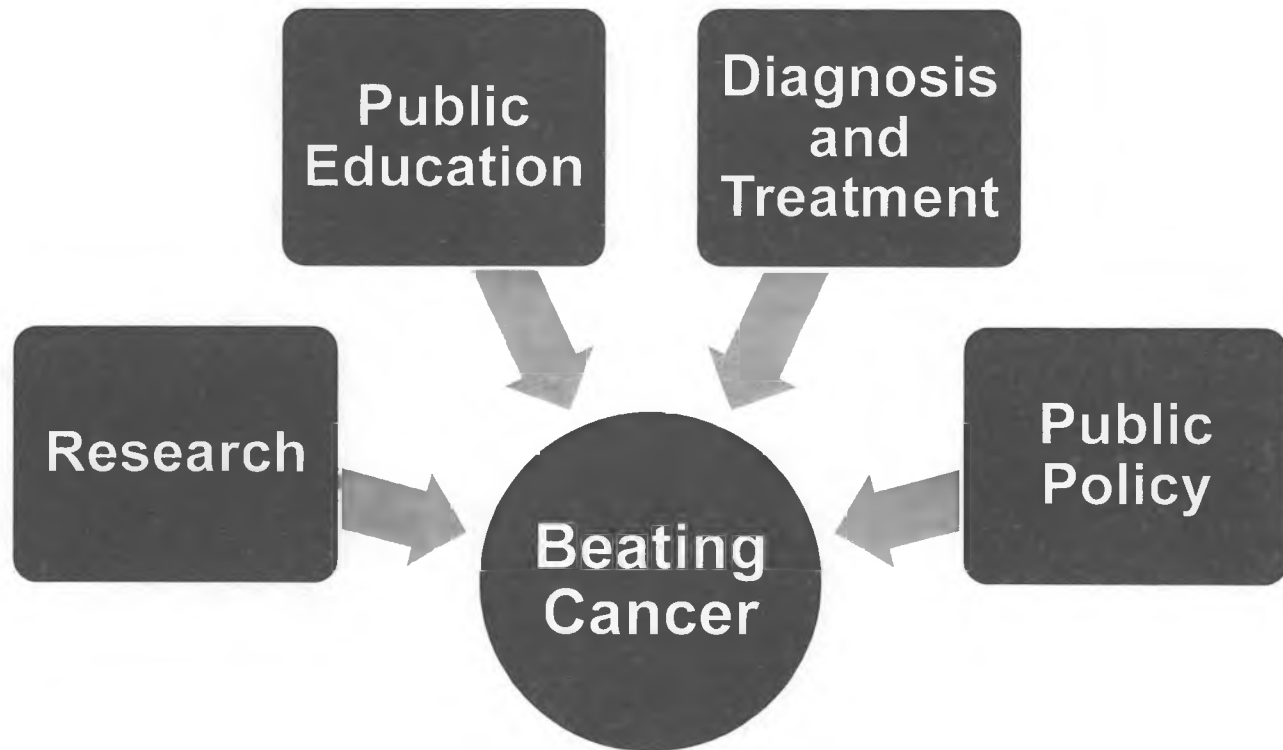
Where we are today:

- **There are nearly 14 million cancer survivors are living in the United States**
- **In the last 2 decades, there has been a 20% decline in cancer death rates and a 50% drop in smoking rates**
- **We are saving 400 more lives each day from cancer than we did in 1991**

But:

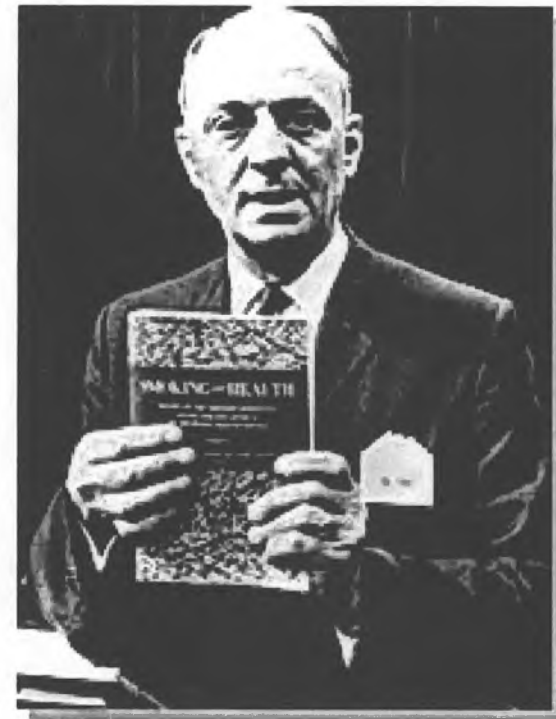
- **More than half a million people still die each year in the U.S. from cancer**
- **1.6 million more are told they have cancer**
- **In Alaska in 2014 an estimated 3,750 new cases of cancer will be diagnosed, and 990 people will die of cancer.**

ACS Cancer Action Network launched in 2001



The Surgeon General's Report on Smoking & Health

- **1964 Surgeon General's Report: Linked smoking and lung cancer**
- **1988 Surgeon General's Report: Nicotine is addictive**
- **2006 Surgeon General's Report: "No risk-free level of exposure to secondhand smoke."**



New in the 2014 Report:

- **Stroke added to the list of diseases caused by secondhand smoke**
- **Diabetes, colorectal cancer, rheumatoid arthritis... join the list of diseases causally linked to smoking**
- **Cigarettes are much more dangerous than they were in 1964**

Secondhand smoke kills

- **3,400 non-smoking Americans die annually from lung cancer caused by secondhand smoke**
- **46,000 non-smoking Americans die annually from heart disease caused by secondhand smoke**

Alaska Milestones

- 1997** Alaska passes highest tobacco tax in nation
- 1998** Alaska joins Tobacco Master Settlement Agreement
Bethel passes smoke-free workplaces
- 1999** First tobacco prevention program funding
- 2001** Tobacco Use Education and Cessation Fund created
- 2003** First decline in youth smoking measured
- 2004** Cigarette tax doubles
- 2007** 20% drop in adult smoking
- 2013** 70% decline in youth smoking from 1995

Alaska: Lives and Money Saved

Since 1996:

- **35,000 fewer adult smokers**
- **Over \$396 million in healthcare cost savings**

National Recognition

Alaska's tobacco prevention program

- **Six national Telly awards for health communications interventions**
- **CDC recognition for disparities work**



But:

- **14,000 Alaska youth alive today will die prematurely from tobacco use**

New Products: Electronic Cigarettes

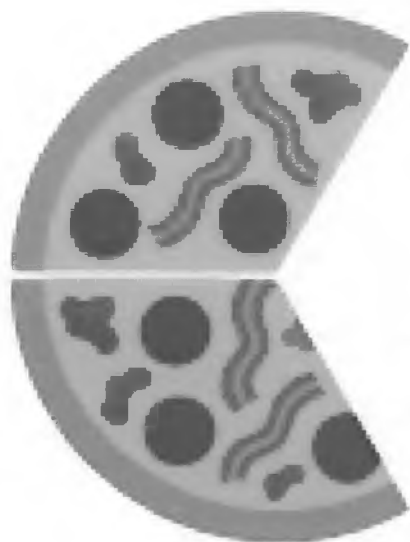
“Nicotine is a psychoactive, addictive substance and we don’t think people should have to breathe that in their workplace.”

**Tim McAfee, Director
CDC Office of Smoking &
Health**

Next Steps

- **Everyone has the right to breathe smoke-free air.**
- **Only half of Alaska's population is covered by a smoke-free workplace law.**




Epidemic Underway




2/3

OF AMERICANS (approx.)
ARE OVERWEIGHT OR OBESE

The Cancer Link

 EXCESS BODY WEIGHT,
 POOR NUTRITION, AND/OR  PHYSICAL INACTIVITY

=

 **1 IN 3*** **CANCER DEATHS**

*Estimate; source: Cancer Facts & Figures, 2012

The Cancer Link

**BEING OVERWEIGHT OR OBESE LIKELY RAISES
A PERSON'S RISK OF GETTING AT LEAST**

**13 TYPES
OF CANCER**

BECAUSE IT MAY NEGATIVELY AFFECT...



**The body's immune system
and inflammation**

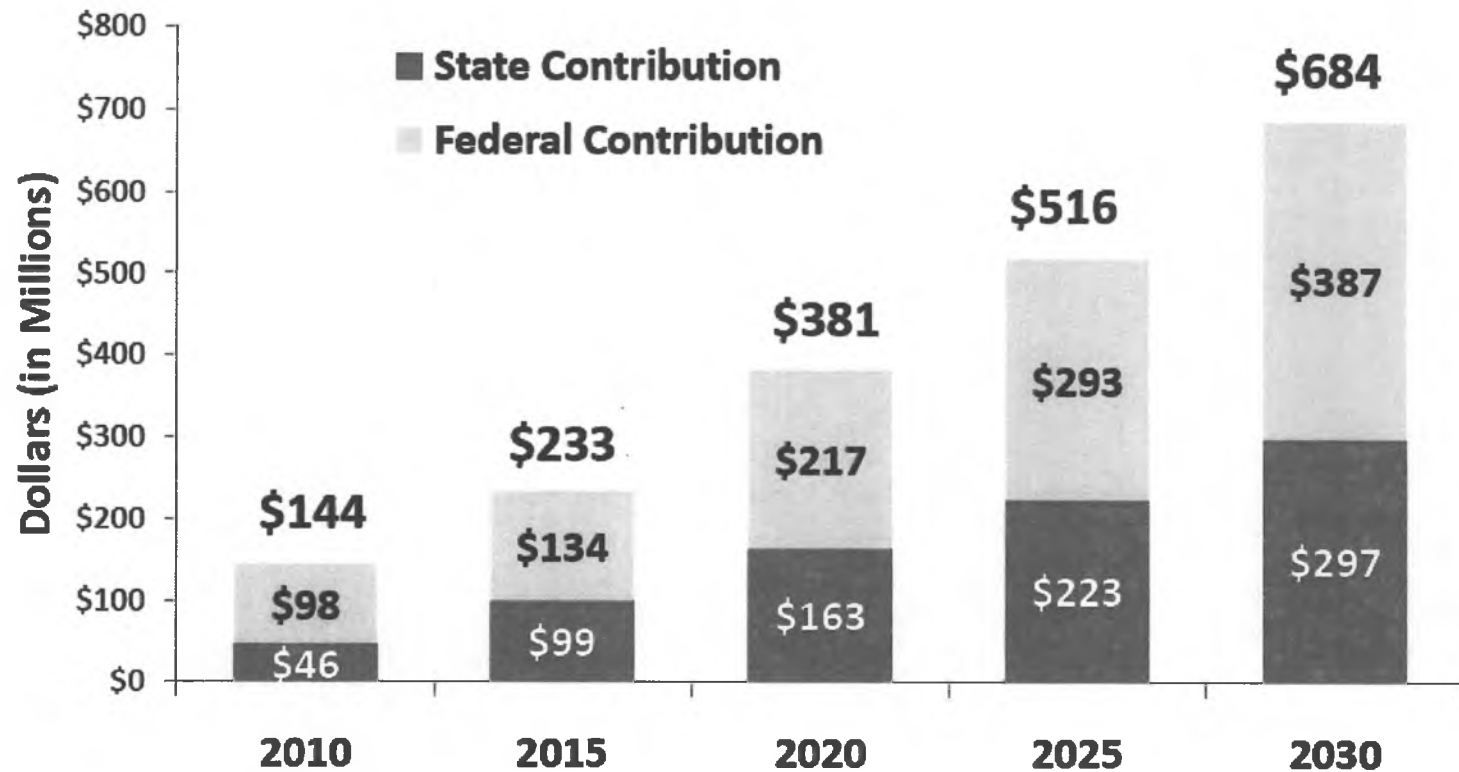


**The body's levels of certain
hormones and proteins**



**How the body's cells grow
and divide**

Where we are headed...



*Per Trust for America's Health Projections.

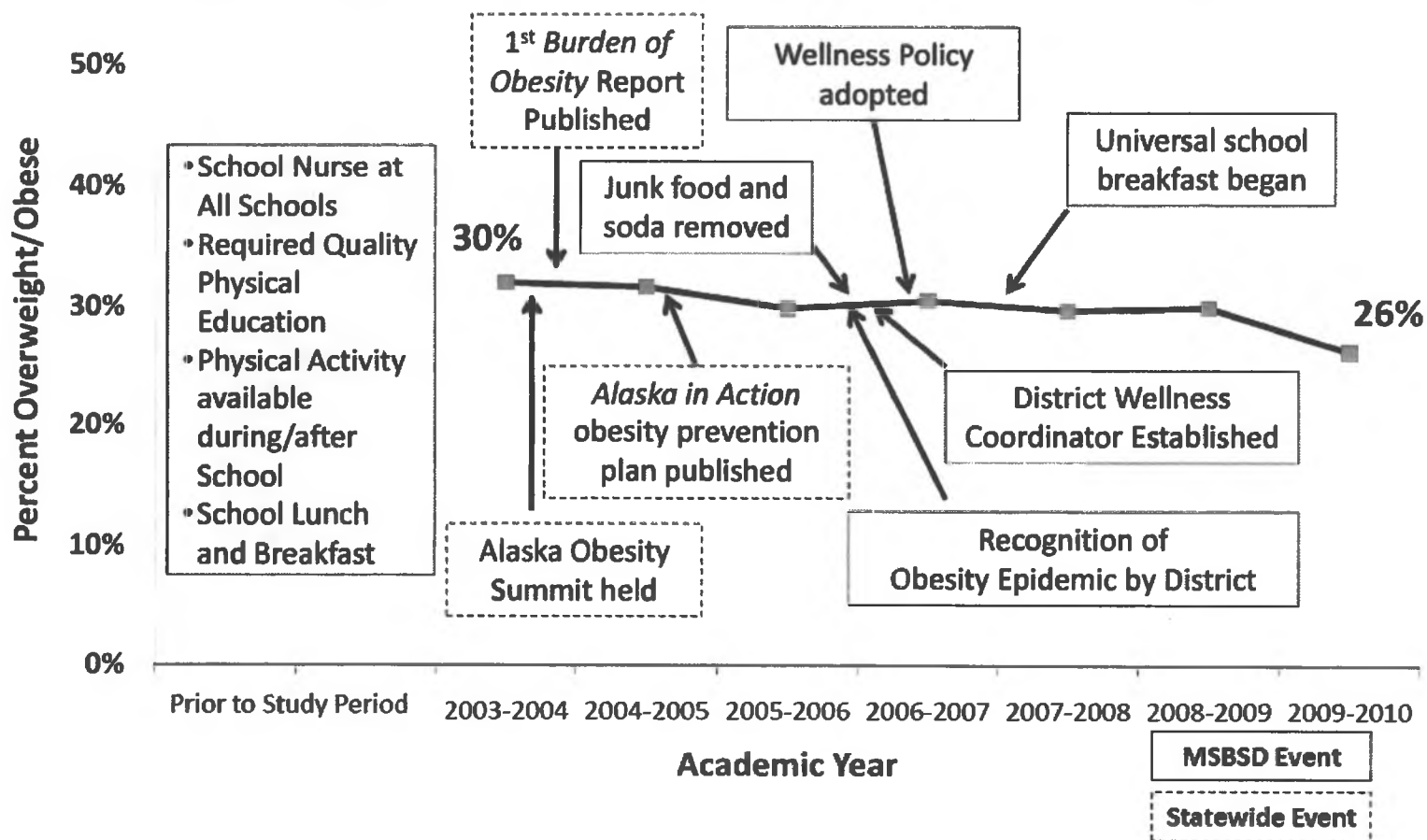
Following current trend, Alaska Medicaid spending projection attributable to obesity

Bucking the Trend

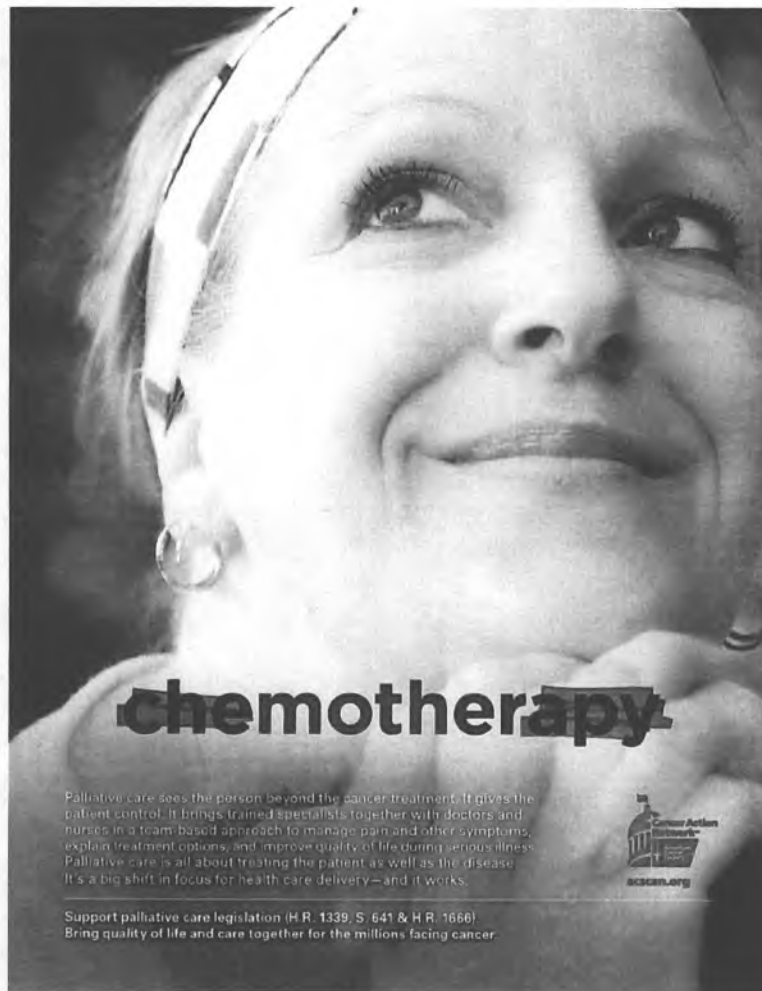
- **Obesity rates beginning to drop in Anchorage & Mat-Su School Districts**

Anatomy of Success

Figure 8. Obesity-Related Initiatives and Events in Alaska and MSBSD (2003 to Present)




Quality of Life



chemotherapy

Palliative care sees the person beyond the cancer treatment. It gives the patient control. It brings trained specialists together with doctors and nurses in a team-based approach to manage pain and other symptoms, explain treatment options, and improve quality of life during serious illness. Palliative care is all about treating the patient as well as the disease. It's a big shift in focus for health care delivery—and it works.

 acsam.org

Support palliative care legislation (H.R. 1339, S. 641 & H.R. 1666)
Bring quality of life and care together for the millions facing cancer.

On the Horizon

- Research: Investments = Advancements



Access to Care





Thank You!
