Florida’s fight against tobacco continues

Memorandum
Date: January 12, 2011
To: Florida Division Board and Unit Operating Chairs
From: Arnie Altman, Chairman, and Ralph DeVitto, CEO
Re: Tobacco Control Update – Great News!
Cc: Donna McCullough, Vice Presidents, Area Executive Directors, Unit Executive Directors and Alex Dottellis

Happy New Year! We’re pleased to start the new year with great news about the fight against tobacco: 500,000 Floridians have stopped smoking since 1996, and adult smoking rates have dropped from 21 percent to 17.1 percent.

The news comes from an evaluation presented to the Florida Department of Health’s Florida Tobacco Education and Use Prevention Advisory Council, of which Ralph DeVitto is a member. The research examined smoking rates since 2006, the year before the state’s tobacco prevention program was re-established via the constitutional amendment initiative led by the Florida Division.

Florida Division volunteers and staff of the Florida Division provided the leadership that made this latest news a reality. Congratulations! We want to also give our special thanks to Paul Hull and his team. They have worked tirelessly on these issues over the years and have done a great job.

As we know, three public health strategies are key to driving down tobacco consumption: clean indoor air laws, tobacco tax increases and a comprehensive tobacco prevention program, including cessation. The Florida Division led efforts to secure each of these in Florida, working collaboratively with American Heart Association, American Lung Association, the Campaign for Tobacco Free Kids and other organizations.

Of course, tobacco control will be an ongoing priority of our division. Tobacco causes nearly one-third of all cancer deaths, so we have much more work to do. We will also face a tough battle this session to prevent the erosion of funds from effective tobacco control.

Thank you again for all you have done to reduce smoking and save lives. If you have questions or comments about tobacco control, please feel free to contact us or Paul Hull at 813.382.9235 or paul.hull@cancer.org.

Happy New Year Fellow Relayers!

Eliminating cancer isn’t going to be easy—nothing worthwhile ever is. If you have ever read or heard the American Cancer Society’s mission statement you will know that it has a sentence that states “a volunteer driven organization”. In the state of Florida there are over 300 volunteers to each paid staff of the American Cancer Society. It takes terrific volunteers like you to make eliminating cancer a reality, and thanks to wonderful volunteers like all of you Relay for Life is stronger than ever. What does that mean for you, me, and our friends and family…?

It means that on Any Given Day, nearly 3,000 people will find knowledge, resources, comfort, and compassion from a trained cancer information specialist at our toll-free call center.

It means on Any Given Day, nearly 140 cancer patients and caregivers receive free lodging from one of the American Cancer Society Hope Lodges nationwide.

I have Relayed a crossed the nation and I can honestly say that the Fort Walton Beach community has a passion for Relay that stands out above the rest. I have never Relayed where despite a rained out event the community raised over $180,000. I’m proud to be part of such an enthusiastic and fun community.

We only have 92 days left until we paint the town purple! Just a couple of reminders: Be sure to bring a team banner to carry for the team lap that follows the survivor victory lap. See Brandon, our logistics chair, to sign up for your campsite and pick your team party theme. Our DJ Mike is going to prerecord commercials to let the public know about your on-site event fundraisers. Please submit your commercial either on one of the forms at the back of the room or e-mail it to me at millerrickshelly@hotmail.com

Fighting for a Cure together because there is no finish line until we find a cure.

Shelly Miller
Event Chair
millerrickshelly@hotmail.com
218-4293
One lap closer to finding a cure!

Shelly Miller
Relay for Life Event Chair 2011
Fort Walton Beach
218-4293 cell
millerrickshelly@hotmail.com
Mission Education:

Cancer Risk Reduction in our Communities

Adopting a healthier lifestyle is easier for people who live, work, play, or go to school in an environment that supports healthy behaviors. Working together, communities can create the type of environment where healthy choices are easy to make. We all can contribute to those changes: Let’s ask for healthier food choices at our workplaces and schools. For every junk food item in the vending machine, ask for a healthy alternative. Support restaurants that help you to eat well by offering options like smaller portion sizes, lower-calorie items, and whole-grain products. Let’s help make our communities safer and have more appealing places to walk, bike, and be active.

One third of all cancer deaths are related to diet and activity factors. Let’s challenge ourselves to lose some extra pounds, to increase our physical activity, to make healthy food choices, and to look for ways to make our communities healthier places to live, work, and play. Here are some excellent resources that can be found at www.cancer.org. You are encouraged to dig into the information and please sign up for the online newsletter.

SUGAR: Not as sweet as you think

Joe D. – FWB2011 Steering Committee Member

Do you remember the old Western movie called “The Good, The Bad, and the Ugly”? In case you are too young to have ever heard of it, it was a spaghetti Western produced in 1967 starring Clint Eastwood. Movie Trivia: It was called a spaghetti Western because the writers and producers were Italian!

Anyway, I wanted to talk with you about sugar - yes, the good, the bad, and the ugly. If you ever had cancer, have cancer, or know someone who has (by the way, this includes just about all of us), you will find this article interesting.

One important question a cancer patient may have is, “Does sugar feed cancer?” Everyone has an opinion about that subject and since I’m writing and you’re reading, you get to hear my opinion. The bottom line is that I believe sugar consumption plays an important role in cancer cell growth.

Okay, so what about the good, the bad, and the ugly? The GOOD: the sugar found in complex carbohydrates such as vegetables, fruits, whole grains, and legumes.

The BAD: simple sugar found in foods such as desserts and candy.

The UGLY: processed sugars like that in soda pop. The sugar in soda is simple, highly refined (high fructose corn syrup) and is in a liquid form. This means the sugar is absorbed into the body very rapidly and excess amounts of insulin are produced.

So don’t sugar coat your health, know the good, bad and the ugly of sugar. For more information go to www.cancer.org

2011 Relay For Life Teams

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<td>Elliot Point Elementary</td>
<td>Steering Committee</td>
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<td>FWB Chamber</td>
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<td>First United Methodist Church</td>
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<td>Girl Scout Troop #306</td>
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<td>Mixed Up Crew</td>
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<td>Edwins Elementary</td>
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<td>St. Peter’s Catholic Church</td>
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<td>NFCU</td>
<td>Shalimar United Methodist</td>
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<td>Home Depot</td>
<td>Choctaw Student Council</td>
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HEALTHY LIVING NEWSLETTER: Sign up for this monthly email newsletter to learn about healthy lifestyle habits that can help reduce your risk of cancer and other serious diseases.

ACTIVE FOR LIFE: Active for Life is a 10-week American Cancer Society program that uses individual and group strategies to help employees become more physically active.

MEETING WELL: Meeting Well is a planning tool offered by the American Cancer Society to help companies organize meetings and events with good health in mind.

GENERATION FIT: Generation Fit is an American Cancer Society program that encourages students ages 11 to 18 take part in community service projects that promote more physical activity and healthier eating among their friends and families, and in their schools and communities.

SCHOOL HEALTH: The quality of a school health program can have a major impact on students’ academic achievement as well as their health and well-being. Let’s work everyday to create a world with more birthdays by being leaders in sharing the mission of the American Cancer Society by the actions that each individual can take to change the community.

Let’s work everyday to create a world with more birthdays by being leaders in sharing the mission of the American Cancer Society by the actions that each individual can take to change the community.
Our Purple Welcome Mat

We’d like to take this moment to welcome these new teams to FWB Relay
- 5/6 Cancer Fighters
- Shalimar United Methodist and welcome back
- Team Target

New Awards & Recognition

Fort Walton Beach Relay 2011 brings New Awards and New Ways for your team to be Recognized!

Spirit Points – This year there are even more ways that you and your team can earn Spirit Points. For example: If you email Shelly or Suz with the number of team members attending the next Team Rally 24hrs in advance your team will receive 1000 spirit points for each team member that attends.

Spirit Stick – The Steering Committee will vote before the end of each Team Rally and award the most Spirited Team with the Spirit Stick and 5000 Spirit Points. (This will be done at each Team Rally.)

Purple Power – The Team showing the most Purple Power (wearing the most Relay Gear) will be recognized and awarded 5000 Spirit Points at each Team Rally.

New Team Recruitment – The Team the recruits the most New Teams to our Relay Event will receive Grand Prize that will be presented at Bank Night.

Purple Power Participation (P3) – The Team that participates in the most Relay related events for 2010-2011 will be awarded a VIP Guest appearance at the

Spirit Point Standings

Top 10 Teams

1. Stargazers
2. Curves of Ocean City
3. NFCU
4. Sons of Italy
5. Liza’s Lions
6. NFCU
7. Designing for a Cure
8. FWB Bowl
9. Emerald Coast Oncology
10. FWB Chamber

How to use your Team Fundraising Club Sign:
- Bring your sign to team parties meetings to display and your levels upgraded.
- Proudly display your sign at team fundraising events at work and in your community.
- Display your sign in the front yard of your team captain’s home or workplace to generate publicity for your Relay.
- Post at your campsite or along the track at your Relay for Life event to recognize your team’s efforts and motivate other teams to reach higher levels next year.
- Safely store your sign so you can display with your new sign next year. Other teams can see how much you have raised over time in the fight against cancer.

Attention all Relayers and Relay Teams:

Need another team member? Have a scheduled fundraiser coming up?

There will be a classifieds section in each monthly newsletter that teams can use to communicate upcoming events and needs. The only requirement is that you get the info to me by the first Thursday of each month.

Who’s, who?

ACS Staff/Partner: Mary Tinsley
Event Chair: Shelly Miller
Event Vice Chair: Donna Karlek-Natts
Accounting/Registration Chair: Pat Gray
Activities/Entertainment Chair: Christina Brooks
Activities/Entertainment Co-Chair: Anthony Farber
Advocacy Chair: Mike Barrell
Awards/Recognition Chair: Sea Wolf
Awards/Recognition Co-Chair: Melissa Wolf
Committee Members at Large: Dawn Altenburger, Effie Enders
Education Chair: Joie Flanagan
Logistics Chair: Brenda Simmons
Luminaria Chair: April Babo
Luminaria Co-Chair: Dawn Tremling
Marketing/Publicity Chair: April Haas, Christian
Marketing/Publicity Co-Chair: Joe Shrumto
Newsletter Chair: Jodina Gray Silver

FWB Relay For Life Classifieds

Up Coming Fundraiser:
Curves of Ocean City Relay For Life Team is hosting their
2nd Annual Recreational Disc Golf Tournament.
Saturday, February 19th, 2011
11am Shotgun Start at
Ferry Park in Ft. Walton Beach
Registration is $25 Donation
Don’t want to play? How about being a sponsor?
Registration Sponsor…..$250
Hole Sponsor……...…$150
Awards Sponsor……….$250

What’s, what?

“FWB RFL 2011”

Team Goal: 110 Teams
Net Dollar Goal: $190,000
Current Teams: 45
Net Dollars to Date: $16,846
American Cancer Society
Mission Statement

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.