

HELP US...TO HELP YOU...

FOCUS ON: CANCER

Every April, the Canadian Cancer Society begins its drive for funds. Yet, every month throughout the year, the Society assists with every aspect relating to cancer: from the on-going care and support of cancer patients and their families; the costly development of treatment and procedures which offer hope, and in many cases cure; to the funding of scientists working on some of the most complex research projects seeking solutions to the disease.

The Cancer Society has made great strides in the treatment and cure of a variety of forms of the disease. When we hear of a loved one, friend or neighbour being diagnosed as having "cancer" we naturally are concerned. But today, more so than at any other time, we also realize the fantastic chances the patient has of being "cured" through the exceptional work in the field.

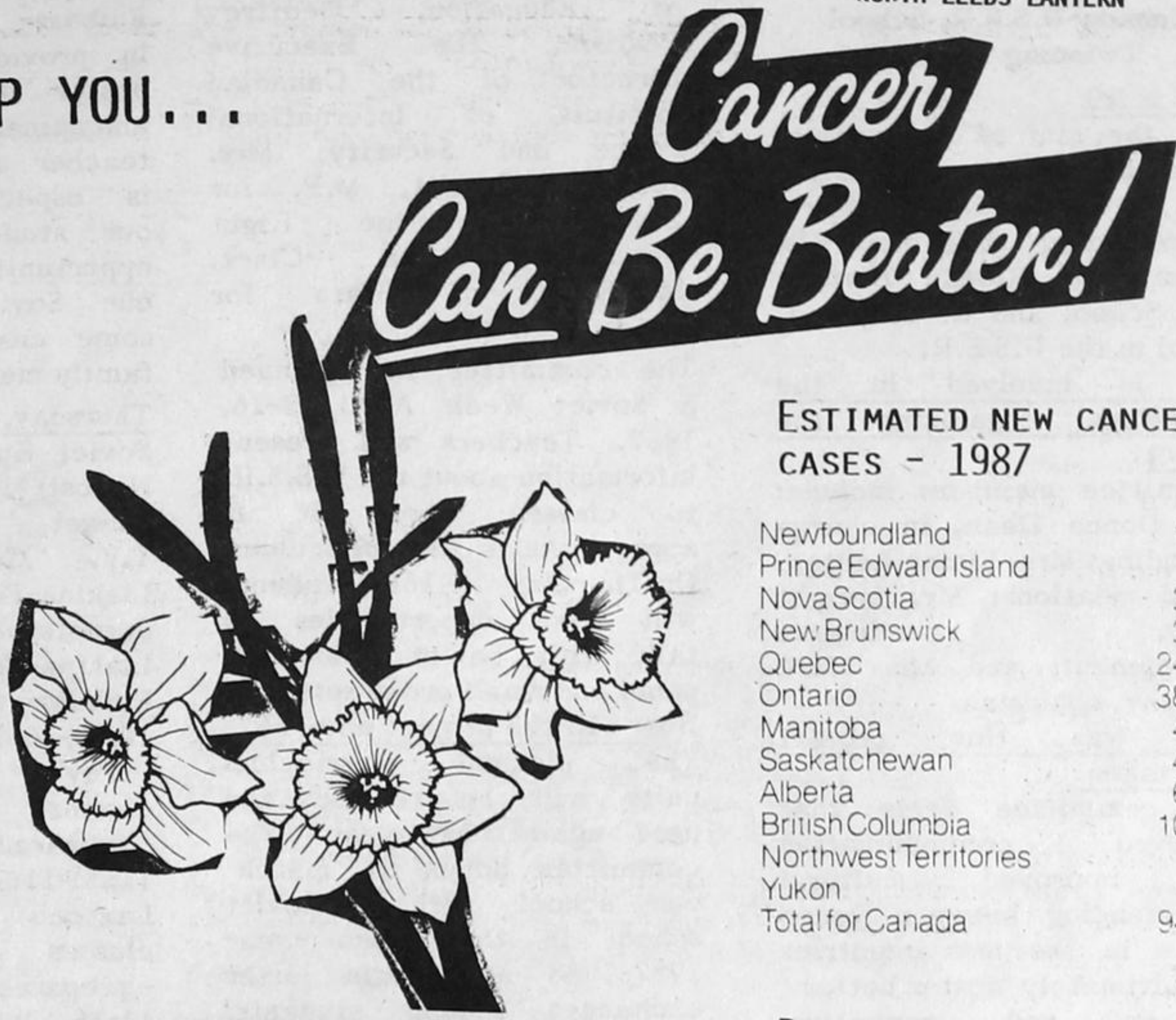
Cancer patients today have more than hope going for them....In many cases, through the various treatment available, they will lead fairly normal lives, reaching old age with enough vim and vigour to complain about the weather, the government and taxes....just as we all do!

No longer is the diagnosis of cancer a death sentence! More and more, we hear of the successes...those who have "beaten" the disease. We still have a long way to go...Cancer is not like measles, having a variety of forms and methods of attacking the body. Until each of these variations of the disease has been conquered, the work of the Cancer Society must go on. Until each patient has received the best in treatment and care, the Society's work must continue.

Cancer Can Be Beaten....and we are now in the winning seat. With your help and support, we may accomplish this goal faster.

Please give generously when your Cancer Campaign volunteer calls....your money may provide that little bit of treatment which can provide relief to a patientor it may buy that necessary piece of equipment needed in that break-through research project!

We really do need you more than ever... Don't let YOU down!



ESTIMATED NEW CANCER CASES - 1987

Newfoundland	1,440
Prince Edward Island	510
Nova Scotia	2,300
New Brunswick	2,400
Quebec	24,900
Ontario	38,100
Manitoba	4,700
Saskatchewan	4,110
Alberta	6,000
British Columbia	10,200
Northwest Territories	70
Yukon	40
Total for Canada	94,800

RESEARCH & FELLOWSHIP AWARDS 1986-87

PROVINCE	TOTALS
British Columbia	\$2,527,850
Alberta	2,236,981
Saskatchewan	153,565
Manitoba	1,161,931
Ontario	13,780,713
Quebec	4,466,834
New Brunswick	20,682
Nova Scotia	115,294
Newfoundland	131,136
National programs	2,018,361
TOTAL	\$26,613,347

Expenditures

During the Society's previous fiscal year, these were the expenditures for some programs:

- \$216,000 for cancer dressings
- \$720,000 for colostomy supplies
- \$231,000 for pain-relieving medication
- \$195,000 for rehabilitation services
- \$1,492,000 for transporting people to and from treatment centres

In total, the Society spent \$7,224,800 to help more than 37,670 people last year. At least 40,000 volunteers were involved in providing these services.

**JOIN US IN THE FIGHT!
HELP US....HELP YOU...**

DRIVERS NEEDED
The Cancer Society needs drivers in the Elgin, Lyndhurst, Delta, Portland and Seeley's Bay areas. If you can help call Gloria Scott at 273-2184.

GIVE GENEROUSLY

WHAT YOU GIVE HELPS PROVIDE TREATMENT, SERVICE & SUPPORT TO LOCAL CANCER PATIENTS

LIFESTYLES

Not so long ago, many of us would have laughed if we had been told that what we ate, what we did and how we lived could affect our health!

Many cultures throughout the world have been more closely in tune with this philosophy than those of us in the so-called advanced western world. Only now, do we recognize the fact that what we eat, how we live and what we do does affect our overall health.

We now know that following certain types of diet can have very detrimental effects on our bodies. We know that smoking, or being subjected to a smoke filled atmosphere can be hazardous to our health.

We know that that glorious sun tan, while once a sign of a trip south, oft times the "in thing" can create

some very dangerous problems for those who "over-expose".

It may seem that almost everything you do, from drinking coffee to insulating your home can be dangerous! The fact of the matter is, not everything causes cancer....but we have to be aware of the change in our life style over the years.

People take medication, eat synthetic foods, and probably do almost everything with more concentration than earlier days.

We also must realize that the diagnosis of cancer has become more efficient.

Maybe Aunt Martha didn't die of pneumonia thirty years ago, when she was only 46 years old. It could be that she would be diagnosed as having some form of cancer today.

Likewise, poor old Uncle Bill, who barely lived 6 months after being told he had cancer just a few years ago may have lived to a ripe old age if the treatment available today had been available then.

The point is, not everything causes cancer...but we should be aware of those things which contribute to its development.

Life style definitely does affect our bodies... and how well they function and last!

Through the work of the Cancer Society, great strides have been made into the possible causes of the disease. Likewise, the society has developed suggestions for changing habits which can contribute to the development of cancer.

You only have one body... Why not take good care of it?!

Through local Doctor's

Offices, Social Agencies, Drug Stores, and even Township Offices, you can obtain pamphlets relating to all forms of cancer, information on detrimental life style habits along with excellent suggestions on how to change for a healthier life.

Smokers can obtain information on ways to help them "chuck" the habit and also have a doctor supported "Quit Smoking" program set up to meet their individual needs.

All of this information is produced by the Cancer Society in their educational program funded by your donations.

Please give generously when your Cancer Society Campaign Volunteer visits... Remember...we are trying to help you make your body last longer!