

Congressional Families Cancer Prevention Program®

of the Prevent Cancer Foundation®



FALL/WINTER
2018

ACTIONS

WWW.CONGRESSIONALFAMILIES.ORG

“FAMILIES HELPING FAMILIES” AT THE 26TH ANNUAL ACTION FOR CANCER AWARENESS AWARDS LUNCHEON

The 26th Annual Action for Cancer Awareness Awards Luncheon celebrated cancer prevention honorees at the Library of Congress on September 27, attracting a bipartisan, bicameral audience of congressional Members and spouses, as well as leaders in the cancer community. The Congressional Families Cancer Prevention Program’s signature event recognizes congressional spouses, journalists and other impactful advocates for using their respective platforms to help educate the public on cancer prevention.

This year’s event honored **Helen Green** (spouse of Rep. Gene Green of Texas), **Kasey Crowley** (spouse of Rep. Joe Crowley of New York), **Norah O’Donnell**, co-host of “CBS This Morning” and contributor to “60 Minutes,” and **Phil Kessel**, professional hockey player for the Pittsburgh Penguins. The theme of “Families Helping Families” was carried throughout the program as each honoree’s passion to share the message of cancer prevention and early detection was fueled by their own family’s experience with cancer.

Congressional Families Executive Director **Lisa McGovern** welcomed attendees with remarks on the Program’s history. Prevent Cancer Foundation® Founder and CEO **Carolyn “Bo” Aldigé**



1st Row (L to R): Honorees Phil Kessel, Helen Green, Norah O’Donnell (accepting on behalf of her daughter, Norah O’Donnell), Kasey Crowley

2nd Row (L to R): Carolyn “Bo” Aldigé, Presenters Amanda Kessel, Katie Posey, Abby Blunt, The Honorable Marie Royce, Lisa McGovern

spoke about the Foundation’s mission before turning the program over to the Master of Ceremonies, Investigation Discovery’s **Paula Zahn**.

Helen Green and Kasey Crowley were each recognized with the Congressional Families Leadership Award for their long-term commitment as members of the Program’s Advisory Committee. Having lost several close family members to cancer, Helen was inspired to use her experience to raise awareness about cancer prevention in Texas and beyond. Kasey has offered her expertise as a practicing nurse to help shape the Program over the years to educate her constituents and those across the U.S.

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**CONGRESSIONAL FAMILIES
CANCER PREVENTION PROGRAM®**
of the Prevent Cancer Foundation®

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LETTER FROM THE EXECUTIVE DIRECTOR



Dear Congressional Families members and friends,

As we enter this season of gratitude, we thank each of you for supporting and contributing to the work of the Congressional Families Program to educate the public about cancer prevention and early detection.

A heartfelt thank you to those of you who were able to join us in September for the 26th Annual Action for Cancer Awareness Awards Luncheon held in the Members Room of the

Library of Congress. The Members Room is a symbol of bipartisanship—a cornerstone of the Congressional Families Program. Cancer knows no party, and we value all of your efforts that help us achieve our mission.

Many of you regularly submit our monthly cancer awareness op-eds to your local papers—we thank you for your commitment. **Martha Brooks** (spouse of Rep. Mo Brooks of Alabama) took a new approach to sharing the Prostate Cancer Awareness Month op-ed in September (**learn more on page 5**). We welcome ideas such as this to reach constituents in new ways!

Our thanks to **Colleen Ochoa Peters** (spouse of Sen. Gary Peters) and **Cindy Bergman** (spouse of Rep. Jack Bergman), who accompanied me on a tour in their home state of Michigan to see the work of one of the Prevent Cancer Foundation's community grantees. It was a great opportunity to show bipartisan support for cancer prevention and early detection efforts (**read more on page 3**).

Congressional Families recently welcomed several new members to our Executive Council (**meet them below**). Our sincerest gratitude to outgoing member **Pamela Dent** (spouse of former Rep. Charlie Dent of Pennsylvania) for her years of service to the Council.

Best wishes for a healthy, happy holiday season,

Sincerely,

Lisa McGovern, Executive Director

UPCOMING EVENTS

25th Annual Prevent Cancer Foundation® Spring Gala
Thursday, May 9, 2019
National Building Museum

27th Annual Congressional Families Action for Cancer Awareness Awards Luncheon
Thursday, September 26, 2019 (tentative)

THANK YOU TO OUR SPONSORS



WELCOMING OUR NEW EXECUTIVE COUNCIL MEMBERS

Join us as we welcome **Abby Blunt** (spouse of Sen. Roy Blunt of Missouri), **Lorena Saenz Gonzalez** (spouse of Rep. Vicente Gonzalez of Texas), **LeeAnn Johnson** (spouse of Rep. Bill Johnson of Ohio) and **Wayne Kye** (spouse of Rep. Grace Meng of New York) to the Executive Council. **The Honorable Marie Royce** will serve in a new role as Administration Liaison. We also want to extend our thanks to outgoing member **Pamela Dent** (spouse of former Rep. Charlie Dent of Pennsylvania) for her years of dedicated service to the Executive Council.



Abby Blunt



Lorena Saenz Gonzalez



LeeAnn Johnson



Wayne Kye

PREVENTING CANCER IN NORTHERN MICHIGAN

by Lisa McGovern

Last month, I had the opportunity to travel to the northernmost part of Michigan to see one of the Prevent Cancer Foundation® community grantees in action. Joining me in their home state to visit **McLaren Northern Michigan Hospital (MNM)** were fellow congressional spouses and members of the Congressional Families Program—**Colleen Ochoa Peters** (wife of Sen. Gary Peters, D-MI) and **Cindy Bergman** (wife of Rep. Jack Bergman, R-MI). I was very proud that just two days after the midterm elections, we came together as a bipartisan group to raise awareness about lung cancer and the good work being done at MNM. Cancer doesn't care what party you support and when it comes to fighting cancer, we are all on the same team.

We were joined by **Ellen Noghès** (spouse of Amb. Gilles Noghès, former ambassador of Monaco to the U.S.), who returned to her native Michigan after leaving Washington where she served as diplomatic liaison for the Prevent Cancer Foundation® and the Congressional Families Program. Knowing of the community grants program, Ellen highlighted it to the folks at **McLaren Northern Michigan Foundation (MNMF)**, and encouraged them to apply for funding to continue their support of hospital programs and services. MNMF's application was ultimately selected by an external panel of experts through a competitive process that awarded only 12 grants across the country. With the grant, MNMF will provide lung cancer screenings for 400 patients and education about lung cancer prevention for 1,350 community members across 22 rural counties of Michigan. It also supports the group's addition to the national Lung Cancer Screening Registry, which will help eliminate financial barriers for patients.

Despite the cold weather that greeted us in Michigan, we felt such warmth from representatives of MNMF and MNM who welcomed us for a tour of the Karmanos Cancer Institute (which is supported by MNMF). They updated us on the progress of the lung cancer screening program,



L to R: Ellen Noghès, Cindy Bergman, Lisa McGovern and Colleen Ochoa Peters



and we heard from nurse navigator **Jeanne Melton** and oncology social worker **Andrea Cherry**, who shared moving stories of individuals who have been supported by MNMF. **Justin Klamerus, M.D.**, President of the Karmanos Cancer Center, spoke about the Karmanos Cancer Network, which expands access to cancer care for residents across Michigan through 15 treatment locations. We congressional spouses were privileged to visit with this amazing group and learn firsthand about their important, life-saving work.

COMMUNITY GRANTS PROGRAM: MAKE A CONNECTION IN YOUR HOME DISTRICT OR STATE

Since 2007, the Prevent Cancer Foundation® community grants program has awarded more than \$1.6 million in 33 states, tribes and territories to projects focused on cancer prevention and early detection.

In 2018, the Foundation awarded 12 projects from communities across the country working to educate, screen and vaccinate underserved populations to prevent cancer or detect it early, when successful treatment is more likely. This year's grantees represent communities as large as Los Angeles and as small as Midlothian, Virginia, focusing on diverse education and screening goals for breast, liver, lung, colorectal and cervical cancers, as well as HPV vaccination and hepatitis testing to prevent cancers linked to these viruses. The projects receive one-year, \$25,000 grants following a competitive grants process.

How you can help: Are there worthy organizations in your district doing cancer prevention or early detection work that need support? Learn more about our community grants program and spread the word to eligible organizations. Encourage them to visit our website and sign up to receive more information and deadline notifications for next year's grant cycle at www.tinyurl.com/pcfgrants.



L to R: Karen Sessions, Jennifer Maguire Isham, Helen Green, Sherry Sung (spouse of Amb. Stanley Kao, Representative of Taiwan to the U.S.), The Honorable Marie Royce, Abby Blunt, Kasey Crowley, Lisa McGovern, Sarah Hospodor-Pallone



L to R: Rep. John Garamendi, Rep. Seth Moulton, Lisa McGovern and Rep. Jim McGovern

Awards Luncheon (Continued from page 1)

Dr. Frank and Mrs. Norah O'Donnell accepted the Distinguished Service in Journalism Award on behalf of their daughter, who had a last-minute conflict that prevented her attendance. The younger Norah was diagnosed with melanoma in 2016, and has since used her platform and communication talents to spread awareness of the disease. Her father, an Army preventive doctor, was the perfect stand-in to accept her award, as he shares her focus on the power of prevention.

Phil Kessel received the Excellence in Cancer Awareness Award. Phil was diagnosed with testicular cancer as an NHL rookie in 2006. Since then, he has gone on to beat his cancer, win two Stanley Cup championships and represent the U.S. in the Olympics. His early diagnosis was key to his positive outcome, and he uses his position as a popular young athlete to educate others. An emotional video reflected on the highs and lows of his career so far and his cancer diagnosis.

Katie Posey (spouse of Rep. Bill Posey of Florida), **Abby Blunt** (spouse of Sen. Roy Blunt of Missouri), **The Honorable Marie Royce** (spouse of Rep. Ed Royce of California) and **Amanda Kessel** (Olympic gold medalist for the U.S. Women's Hockey Team and sister of Phil Kessel) served as presenters.

Democratic Leader Nancy Pelosi closed the program, leaving attendees with a strong message of the importance of bipartisanship on issues related to cancer prevention, detection and treatment.

At least 40 congressional and diplomatic spouses and more than 20 Members of Congress attended, including **Sen. Roy Blunt (MO)**, **Sen. Chris Van Hollen (MD)**, **Rep. Mo Brooks (AL)**, **Rep. Joe Crowley (NY)**, **Rep. Debbie Dingell (MI)**, **Rep. Gene Green (Texas)**, **Rep. Bill Johnson (Ohio)**, **Rep. Doris Matsui (CA)**, **Rep. Jim McGovern (MA)**, **Rep. Phil Roe (TN)**, **Rep. Ed Royce (CA)** and **Rep. Debbie Wasserman Shultz (FL)**.

Congratulations to the 2018 honorees!



Rep. Anthony Brown and Karmen Walker Brown



L to R: Barbara Morris Lent, LeeAnn Johnson, Roxanne Babin, Robin Allen, Elaine Norman

Save the date for Thursday, September 26, 2019, for the 27th Annual Action for Cancer Awareness Awards Luncheon.



REACHING NEW AUDIENCES THROUGH SOCIAL MEDIA

We continue to expand our menu of opportunities for congressional spouses to raise awareness about cancer prevention through social media—and spouses are leading the charge!

Kudos to **Martha Brooks** (spouse of Rep. Mo Brooks of Alabama) for utilizing our monthly op-ed template to create a new approach. In September, Martha posted the text of our Prostate Cancer Awareness Month op-ed on Facebook and added a brief personal video. In her clip, she spoke about her husband’s prostate cancer diagnosis and the importance of early detection in hopes of inspiring others to talk to their doctors about screening. What a great way to share the message of cancer prevention with a broader audience!



TIPS FOR SHARING YOUR OWN VIDEO ON SOCIAL MEDIA

- ▶ **Keep it short.** A minute or less will keep viewers engaged and interested to the end. This will also allow you to post the video across social media platforms (some have time limits).
- ▶ **Get personal.** Share a story that viewers can relate to—whether it’s your own screening experience or a loved one’s battle with cancer.
- ▶ **Give a call to action.** Ask viewers to make an appointment for a screening, read and share the op-ed, or visit www.preventcancer.org for more information.

Don’t forget to tag **@preventcancer** and use **#CongressionalFamilies** when posting! And please keep us informed of your outreach activities and let us know how we can support you.



“IN THE ROOM” WITH CONGRESSIONAL FAMILIES

Excellence in Cancer Awareness honoree **Phil Kessel** didn’t travel from Pittsburgh alone for the Action for Cancer Awareness Awards luncheon. Members of the Pittsburgh Penguins communications team accompanied Phil to cover his experience for “In the Room.” The Emmy Award-winning multimedia program takes fans inside the Penguins’ locker room and also offers a behind-the-scenes look at practices, team travel, community events and life at home with players’ families. To watch the “In the Room” episode featuring the Congressional Families luncheon, visit www.tinyurl.com/intheroomcf.



CONGRESSIONAL FAMILIES PROGRAM MISSION AND HISTORY

The Congressional Families Cancer Prevention Program® is a bipartisan effort, founded in 1991, to increase the public's understanding of cancer prevention and early detection. Families of Senate, House, Cabinet, Supreme Court and the Diplomatic Corps are invited to work within their respective constituencies to educate the public. The Congressional Families Program offers educational events, materials and resources, enabling its members to bring the message of cancer prevention and early detection back to their communities.
www.congressionalfamilies.org



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The Prevent Cancer Foundation® is one of the nation's leading voluntary health organizations and the only U.S. nonprofit focused solely on cancer prevention and early detection. Founded in 1985, it has elevated cancer prevention to prominence and fulfills its mission through research, education, outreach and advocacy across the country. Our public education programs have applied this scientific knowledge to inform the public about ways they can reduce their cancer risks.

www.preventcancer.org

Do you know of a Member or spouse who might want more information about the Congressional Families Program? Contact Lisa McGovern at lisa.mcgovern@preventcancer.org.

THANK YOU FOR TAKING ACTION: OP-ED OUTREACH

Each month, the Congressional Families Program offers Members and spouses the opportunity to submit op-eds about cancer prevention and early detection to local media outlets. Op-eds can be personalized and tailored for local use. Thank you to the following spouses who have recently requested state-specific information to personalize their op-eds and share vital cancer prevention and early detection messages in their home communities:

- ▶ Karen Blum – Iowa
- ▶ Martha Brooks – Alabama
- ▶ Leah Dunn – Florida
- ▶ Pat Engel – New York
- ▶ Brenda Fleischmann – Tennessee
- ▶ Lorena Gonzalez – Texas
- ▶ Barbara Grassley – Iowa
- ▶ Steve Handel – Georgia
- ▶ Mikey Hoeven – North Dakota
- ▶ LeeAnn Johnson – Ohio
- ▶ Lilian Knight – California
- ▶ Wayne Kye – New York
- ▶ Marcia Latta – Ohio
- ▶ Laina Marshall – Kansas
- ▶ Mary McKinley – West Virginia
- ▶ Elaine Norman – South Carolina
- ▶ Kelley Paul – Kentucky
- ▶ Wrenzie Rice – South Carolina
- ▶ Amanda Soto – Florida
- ▶ Amey Upton – Michigan

Learn more about how you can educate your community on cancer prevention and early detection at www.congressionalfamilies.org/resources.