Colon Cancer Canada wants you to start talking about it, know your risks and speak to your doctor about screening. If caught early, colon cancer is 90% curable.

The Colorectal Cancer Screening Initiative Foundation (CCSIF) and Colon Cancer Canada are delighted to announce their merger

2010 marks a special year for us as we’re merging with the Colorectal Cancer Screening Initiative Foundation (CCSIF). Together, we will be known as Colon Cancer Canada. For the last decade, CCSIF has worked their butts off to advocate the importance of being screened for colorectal cancer. Their cheeky ads and brochures of blushing bottoms have admonished Canadians, “Don’t die of embarrassment! There’s more than one thing that’s silent but deadly! Get screened for Colorectal Cancer (CRC)!” Thousands of Canadians have responded, asking their doctors for colonoscopies and other screening tests designed to diagnose or prevent CRC. And for the last thirteen years, with our walks, Gala of Hope and golf tournaments, we have raised millions of dollars for research into colorectal cancer and its treatment, and offered support to thousands of patients and their families. Our latest campaign, “We’re behind your behind” echoed the cheeky messages of CCSIF. Drawing on the strengths of each of the organizations, we will save even more lives by intensifying our public awareness campaigns, increasing access to screening, and continuing to fund research initiatives and provide colorectal cancer patient support.

Patient Education Series

Join us for a discussion on the latest treatment advances in colon cancer care. Presented in collaboration with Wellspring, Colon Cancer Canada will be holding a Discussion Session on Survivorship and Post-Surgical Recovery.

Topics will include:

• Guidelines for patients who have completed their treatment, examples, diet, exercise, follow-up schedule with physician/oncologist
• General tips on how to prevent recurrence
• Any other information that would be applicable to survivors of colorectal cancer

Facilitator: Dr. Andy Smith
Location: 81 Wellesley Street East, Toronto Ontario M4Y 1H6
Date: 2010 to be announced

To register or for more information, please call: Wellspring Sunnybrook at 416.961.1928 or email feedback@wellspring.ca
Another Successful Gala in 2009

On October 23rd, 2009 the medical profession, patients and supporters of Colon Cancer Canada joined together to honour Dr. Andy Smith at the 8th Annual Gala of Hope in support of Colon Cancer Canada. Over 500 guests took part in a lively evening of entertainment, heartfelt speeches and lots of fundraising. Together, we raised over $295,000, which goes to assist us in our efforts to support ongoing research into colorectal cancer.

Colon Cancer Canada’s 2010 Annual Walk/Run

Mark your calendars for May/June. You can participate at one of our five locations:
- Sunday May 30th in Toronto
- Sunday June 6th in Vancouver, Burlington and Durham Region
- Sunday June 13th New Location Tri-Cities (Cambridge, Kitchener and Waterloo)

With your support, we hope to raise $400,000 this year. Please visit our website for all the details of how to get involved. Fundraising is easy and can be done completely online. Find out more at www.coloncancercanada.ca

PENTAX presents:
The 2010 Anne Murray Charity Golf Classic

The 2010 Anne Murray Charity Golf Classic, with special guest, Hockey Legend, Darryl Sittler, will be held Tuesday, May 18, 2010 at Angus Glen Golf Club in Markham. This year’s tournament will combine our annual tournament and CCSIF’s popular Smart*Ass Golf Tournament and will feature a double course to accommodate participants from both tournaments. Anne Murray will, once again, be on hand to play a round, and Darryl Sittler will showcase his golf swing at the longest drive. Photo opportunities with both celebrities will be held throughout the day. With 100% of proceeds going to support CCC, this event is always fun, and a great way to relax and enjoy each other’s company in support of a worthy cause. Please go to www.coloncancercanada.ca for more details on how to register, sponsorship opportunities and how to volunteer.

Bottoms Up! 2010

Celebrating the 6th year of CCSIF’s signature event, Bottoms Up! Each year the event features something new but is always fun, lively and entertaining. A great live auction will feature Bottoms Up! stools, bird houses in the shape of outhouses and hand-painted loo seats designed by well-known celebrities and artists. Please join us at the new Bram & Bluma Appel Salon in the Toronto Reference Library on April 29, 2010.

Tickets:
- Bloomers (35 and under) $100
- Boomers $150
- Group of 10 Boomers $1,350

Enjoy great food, drinks and laughter and raise awareness about colon cancer screening.

For tickets go to: screencolonos.ca Phone: 416.365.0805 Email: info@ccsif.ca

Send a card in honour or in memory of your loved ones

It’s a gift that keeps on giving! Colon Cancer Canada is making it easier for you to celebrate the life of a loved one as well allowing you to support a cause close to your heart. If you want to personally offer congratulations, sympathy or a simple hello. For information, please visit us online or call our office.

Grow Your Community and Charitable Roots as a Colon Cancer Canada Volunteer

Colon Cancer Canada is now seeking volunteers for our 2010 events

We need your help to expand our reach and make an even bigger difference in the lives of the millions of Canadians who are living with Colon Cancer. Your assistance and care can contribute greatly to our yearly fundraising initiatives and ongoing daily tasks. Best of all, it’s lots of fun for everyone involved! Together, we CAN make a difference!

If you are interested in volunteering for the organization, please contact Angela Khakali at angela@coloncancercanada.ca

Planning a tribute event? We can help!

Put your event-planning talents to the test by organizing a Third-Party Event in support of Colon Cancer Canada. From silent auctions, to benefit dinners and tribute concerts, to garage sales—it all adds up and makes a big difference at the end of the day.

Feel free to share your ideas and ask questions by emailing info@coloncancercanada.ca

Our Electronic Newsletter is coming to an inbox near you!

Concerned about the environment? We are building an email network. If you are interested in receiving our next newsletter via email please subscribe by sending an email with “Enewsletter” as your subject and your first and last name in the body of the email to info@coloncancercanada.ca

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A Colon Cancer Update from Dr. Andy Smith

Recent years have marked much progress for colorectal cancer detection and treatment in Ontario. The implementation of ColonCancerCheck, a province-wide approach to colon cancer screening, has been a real success. This was the first such program in the country and other provinces have now followed suit. Importantly, we are now getting data to show that there are demonstrably increased, and continually increasing, rates of colon cancer screening across the province. It is important to note that some controversy still exists amongst practitioners and, by extension, the public as to whether or not the best test to get is fecal occult blood testing (FOBT) or colonoscopy. This is a complicated debate but perhaps the best advice is that the best test is the one that gets done! Colon cancer screening saves lives.

Another area where advances are being made is the patient journey. Following the diagnosis of colon cancer, the treatment journey can be long, convoluted and, at times, confusing and discouraging. Cancer Care Ontario has implemented the disease pathway management approach to colon cancer care.

This approach has sought to help streamline the patient journey and emphasize quality at all steps along the way. It also increasingly seeks to highlight the patient’s perspective on the journey. The goal is to make the patient’s journey smoother and shorter so that patients and their families encounter the appropriate professionals with decreased wait times to lead to a safe and successful treatment plan and excellent care.

Much work lies ahead but there are many encouraging signs that efforts are being made to address the totality of colorectal cancer care from prevention to screening all the way through to complicated treatment plans, survivorship issues and palliative care.

Andy Smith, MD, MSc, FRCSC, FACS
Bernard & Ryna Langer Chair
Division of General Surgery
University of Toronto

Patient Corner

“WOW! It’s been 8 months since I was diagnosed with metastasized colon cancer. What a day that was! Within the next week and a half, I was sent for tests, was referred to my oncologist, and started chemotherapy a week later. I am doing well, and on my good weeks, feeling great. I was introduced to Bunnie and she made me feel very comfortable from the start. She then invited me to join Colon Cancer Canada’s fundraising committee meeting, which I attended with pleasure as I want to help whenever I can. The members of the team made me feel very comfortable as well. The colour associated with Colon Cancer is blue, and we have to get that out more. No disrespect, but we see a lot of breast cancer ads, with large companies promoting pink. What about blue? People don’t like to think or talk about colon cancer until it happens to them or someone they care about. My hope is to somehow have small and large companies and anyone or everyone to support Colon Cancer Canada. Sometimes it is a silent disease with no symptoms, so please everyone get checked!

I am a positive-thinking person, and I live my life with a positive attitude. I tell people well or unwell: do what you want to do now, don’t put things off, wake up each day and make it an adventure, because you never know what life will bring.”
—Lynn F.

Lynn is a patient who has benefited from Colon Cancer Canada’s Wendy Bear program.

When you buy a Wendy Bear, 100% of the proceeds go to support palliative care patients. Those proceeds go towards making their stay at home more comfortable by providing them with a hospital bed, and/or living expenses that the patient is unable to cover because they are no longer able to work. etc.

We, along with numerous palliative care patients, sincerely appreciate your support of the Wendy Bear program. Visit www.coloncancercanada.ca to purchase the Wendy Bear online. $20, not including shipping costs.