

Colorectal Cancer Association of Canada

March Awareness Newsletter

2014

Dear Barry,

March is Colorectal Cancer Awareness Month, a time when thousands of individuals, companies and community groups across the country help raise awareness, support those touched by the disease and encourage others to get screened. Colorectal cancer is the third most common diagnosed cancer and the second leading cause of cancer death for men and women combined in Canada.

March awareness month and Dress in Blue Day demonstrate our commitment to an international movement to boost colon cancer awareness where we reach out to the thousands of families touched by the disease as well as the Canadian population at large, letting them know that they are not alone in fighting this disease. It provides you with the opportunity to personally show your support for patients and their families by simply dressing in blue and helping to raise important funds for the CCAC to combat this disease.

The CCAC has also been hard at work this past year not only promoting awareness of the disease, but supporting thousands of patients and their families and getting them the best information available worldwide on treatments! We have supported provincial screening initiatives with information and our Giant Colons continue to crisscross the country reminding hundreds of thousands of Canadians that in addition to colorectal cancer screening, healthy lifestyles is an important means of preventing cancer. The CCAC continues to encourage Canadians to discuss their prevention and screening options with their physicians and better understand how to prevent the disease before there are any signs or symptoms. Our goal is to ensure all men and women in Canada between the ages of 50-74 are screened for the disease.

While we are in the early days of personalized medicine, the CCAC is a strong advocate for the development of this new class of medicines that are quickly replacing chemotherapy in the treatment of cancer in general. The CCAC continues to work across the country to ensure that Canadian cancer patients have equal and timely access to these new and effective medications to improve patient outcomes.

Help us help you by supporting the CCAC together we can make a difference!

Sincerely,



Barry Stein, CCAC President

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Anal Cancer Awareness Day

What are you sitting on?
March 21



Anal cancer is a type of cancer which arises from the anus, the distal orifice of the gastrointestinal tract. It is a distinct entity from the more common colorectal cancer, but is also a difficult issue to discuss for many people. The CCAC in cooperation with A Bum Rap, an Ottawa based support group for anal cancer patients and their families, brings you information on anal cancer on the CCAC website.

Check it out!

Sortez! Bougez! / Get Out There & Move!

Saturday, May 24th



Did you know that regular exercise is one of the best ways to prevent colon cancer and many



March is Colorectal Cancer Awareness Month, a time when thousands of individuals, companies and community groups across the country help raise awareness, support those touched by the disease and encourage others to get screened. Colorectal cancer is the third most common diagnosed cancer and the second leading cause of cancer death for men and women combined in Canada.



SANOFI employees celebrate DIB Day on March 13

People are dressing up to turn the country blue, the official color for colon cancer awareness, by hosting denim days and blue costume contests at offices and schools, holding local fundraising events, getting involved on social media and so much more.

"March awareness month and Dress in Blue Day are part of an

international movement to boost colon cancer awareness and reach out to the thousands of families touched by the disease as well as the population at large. It provides our community with the opportunity to show support for

other diseases?

Well, on **May 24th**, the CCAC is giving you the chance to get out and get moving for a fun filled day to achieve a healthier lifestyle at the **McGill Athletics Center**.

The event is intended to encourage all Montrealers to 'Get Out There' and be active to promote physical activity as a means of reducing the risk of colon cancer and other chronic diseases.

Men, women of all ages are invited to participate and are encouraged to bring their entire families.

Three ways to enjoy this event:

1. Professional trainers will be leading classes and activities: Zumba, Pilates, Yoga, Bicycling, Kickboxing, Essentrics, Hiking and more!
2. Walk-a-thon (using the McGill track)
3. Jog-a-thon (using the McGill track)



The Dairy Farmers of Canada will be on site handing out information about gastrointestinal health. And CCAC educators will be available to provide more information on colorectal cancer and its prevention.

The registration fee is only \$25. If you are thinking about participating, we encourage you to create a personal webpage and get sponsored by friends and family to further support the CCAC.

patients and their families by simply dressing in blue and helping to raise funds to combat the disease. For the general population, it opens the door to conversation to help break down barriers and taboos of talking about a disease that is preventable, treatable and beatable," said Barry D. Stein president of the Colorectal Cancer Association of Canada ("CCAC").

"We are encouraging Canadians to discuss their screening options with their physicians and better understand that screening means getting checked before there are any signs or symptoms. Our goal is to ensure all men and women in Canada between the ages of 50-74 are screened for the disease. A simple screening test can save thousands of lives," Stein added.

Although the official date of Dress in Blue Day is the first Friday in

March, we are encouraging participants to hold their event on any day in March that is convenient for them. Many schools and businesses have chosen to acknowledge Dress in Blue Day later in March due to Spring break. On this day, we unite in the color blue to raise funds to support the CCAC's amazing programs dedicated to awareness, patient support and advocacy on their behalf. To join in on Dress in Blue Day you can find all the information about the event and register at

<http://ccac.donordrive.com/>. You can be an individual fundraiser or team member or just dress in blue and show your support!



CCAC Montreal office staff



CCAC Cancer Coach Nadia and her Canada Post co-workers celebrated DIB Day in Ottawa



Thank you Pendopharm employees for participating in DIB Day and fundraising for the CCAC

Last year about 23,900 Canadians (13,200 men and 10,600 women) were diagnosed with colon cancer about 9,200 people (5,000 men and 4,200 women) died from the disease. But did you know that colon cancer is preventable through recommended screening and is treatable and beatable when detected

Cancer Awareness Month and Dress in Blue Day engage schools, businesses, community groups and individuals to spread lifesaving knowledge on how to prevent colorectal cancer.

A few of our DRESS IN BLUE participants include:

- Renée and her team at Aboriginal Affairs & Northern Development Canada QC on March 7
- Sanofi employees on March 13
- All four Pendopharm sites - March 18 & 20
- St. Theresa of Lisieux CHS on March 25
- Bayer Oncology

Other events include:

Sing Your Butt Off for Colorectal Cancer



March 7th, Yorkton, Saskatchewan at the Revera -Retirement Living Home. Raise funds for awareness during National Colorectal Cancer Awareness Month. This event included an evening of singing and a fun raffle. Lorna Scott (CCAC volunteer) was our guest speaker, discussing colorectal cancer, prevention and screening.

Advocacy & Education

TRIALS

There are two clinical trials being run by the Princess Margaret Cancer Centre in Toronto that are targeting metastatic colorectal cancer patients that patients may wish to discuss with their treating oncologists:

The Giant Colon Update

Every year The Giant Colon multimedia exhibition attracts thousands of visitors of all ages and provides an unparalleled education on the various pathologies that may be found inside the human colon, including colorectal cancer.

MONTREAL, QC - January 21-22, 2014

Sanofi Canada employees were encouraged to take an educational tour of the Colorectal Cancer Association of Canada's 40' long, walk through, multi-media, supersized representation of the human Colon that was installed at their annual National Meeting, on January 21 and 22. For each employee who took the tour, Sanofi Canada pledged to donate \$5 to the association.

"With over 400 employees having taken The Giant Colon tour, many more than once, employees raised almost \$6,500 for the Colorectal Cancer Association of Canada. As a result of their overwhelming support of the fundraising effort, Sanofi Canada decided to add a zero to the amount and raise the donation to \$65,000," claims Jon Fairest, President and CEO, Sanofi Canada. "Our goal is to be a true partner in health to Canadians and this is one way we achieve this. We are proud to partner with and contribute to the association and the important work it does."

TORONTO, ON - February 4-5



The Giant Colon took a trip to Toronto this week for World Cancer Day where we had a wonderful opportunity to raise a lot of awareness about preventing Colorectal Cancer and other dangerous diseases of the colon to the scientific community at the MaRS building and some of its future scientists! We would like to say a very special thanks to our hosts, Alison Crepinsek, Pat Kelly, Gregory Webber and everyone from Campaign to Control Cancer as well as Allen Gelberg, Michael Heath and everyone from The Mars building for all their hospitality.



Upcoming Dates:

March 22 & 23
Calgary Health Show
Calgary, AB

March 31
Tynedinaga Mohawk
Community Center
Kingston, ON

April 26 & 27
Kelowna Health Show
Kelowna, BC

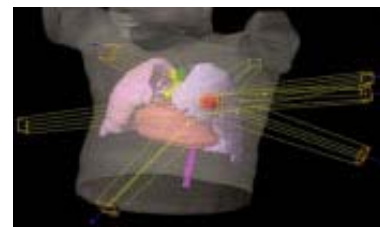
i. IMPACT/COMPACT STUDY

IMPACT (Integrated Molecular Profiling in Advanced Cancer Trial) and **COMPACT** (Community Oncology Molecular Profiling in Advanced Cancer Trial) are two clinical trials being run by PMH that will help advance Personalized Cancer Medicine by basing treatment on the molecular profile of each patient's tumour. IMPACT is providing molecular information which enables doctors to determine the right treatment for the right patient at the right time. Testing is performed on a sample of the patient's tumour. The sample will be tested for specific cancer biomarkers, focusing on 24 genes and 281 mutations. Results from the testing are included in the patient's electronic health record and will hopefully enable doctors to prescribe treatments for patients that target their tumours more effectively. Also, this permanent record is important as future treatment options become available. COMPACT involves patients being treated at other centres within a 200 km radius of PMH. Patients will be referred to COMPACT by their oncologists and come to the Princess Margaret for testing and to consent to the trial. A report (along with suggested treatment options) will be sent back to their primary physician for review with the patient. Treatment may take place elsewhere. For more information, please click [here](#).



i. SBRT FOR THE TREATMENT OF FIVE OR FEWER CRC METS

Colorectal cancer patients who have 5 or fewer mets may be eligible for this phase II trial involving stereotactic body radiation therapy. The purpose of the study is to monitor the side effects and treatment outcomes of delivering higher doses of radiation therapy to the tumour while limiting the dose of radiation to the normal tissues surrounding the tumour.



This will be done using a 5 day treatment schedule. Click [here](#) to learn more about this trial.

CCAC'S SUBMISSIONS TO pCODR



Table Tops



Upcoming Dates:

March 19

CLSC Saint Michel
Montreal, QC

March 20

ELLICSR
Toronto General Hospital
Toronto, ON

March 27

Pinecrest-Queensway Community
Health Centre Employee
Information Session
Ottawa, ON

April 3 & 4

National Conference to Combat
Cancer
Montreal, QC

April 6

Shaar Zion Information
Community Day
Montreal, QC

April 25

Conférence annuelle de
l'Association Québécoise
des Registraires en
Oncologie
Three Rivers, QC

Run for Funds 2014



Make your Marathon more

The CCAC is a registered patient advocacy group with an intra-provincial oncology drug review panel known as pCODR (pan Canadian Oncology Drug Review). pCODR assesses cancer drugs and makes recommendations to Canadian provinces and territories, with the exception of Quebec, to guide their drug funding decisions. In the past few months, pCODR has invited the CCAC to provide input surrounding the review of the following drugs:

- Feedback Regarding the Disapproval of Cetuximab (Erbix®) + FOLFIRI for the First Line Treatment of mCRC
- Aflibercept (Zaltrap®) + FOLFIRI After An Oxaliplatin Containing Regimen for the Treatment of mCRC
- Feedback Regarding the Disapproval of Regorafenib (Stivarga) for the Treatment of mCRC

In keeping with our mandate to advocate for equal and timely access to effective therapies to improve patient outcomes, the CCAC was very happy to provide both the patient/caregiver and medical oncologist perspective on the approval of these therapies. To that end, the CCAC created two online surveys: one for completion by patients and caregivers and another for completion by medical oncologists. We received some compelling input by both groups which served as the basis for our submissions to pCODR to support the funding of both therapies in all provinces/territories across Canada. We look forward to hearing pCODR's decision surrounding the funding of these therapies in the next few months. Stay tuned as the CCAC continues to make submissions to pCODR for both Health Canada newly approved drugs and existing drugs whose indications are expanding.

PERSONALIZED MED RECAP

Last November, the CCAC convened a meeting of researchers, industry representatives, regulatory authorities, healthcare management organizations, physicians, and patients to elucidate how concepts of personalized medicine are being incorporated into today's clinical practices, specifically in the area of colorectal cancer. The *Personalized Medicine in the Management of Colorectal Cancer* conference was held in cooperation with the Groupe d'étude en oncologie du Québec (GEOQ), OncologyEducation, and the Canadian Oncology Societies (COS). The conference chairs, Dr. Axel Grothey, Professor of Oncology at the Mayo Clinic in Rochester, Minnesota, and Dr. Jean Maroun, Professor of Medicine at the University of Ottawa and Medical Oncologist at the Ottawa Regional Cancer Centre, recruited an impressive group of experts to explore current challenges.

meaningful by going the distance for the Colorectal Cancer Association of Canada . Run or walk in honour of a loved one or to simply give something back to your community. No matter which distance you participate in, your fundraising makes a difference!

If you are interested in walking or running in one of the runs listed below please contact Elyse at elyseb@colorectal-cancer.ca

If you are an avid fundraiser we'd be happy to offer you one of our free registration passes!

April 27

Banque Scotia 21k et 5k de Montreal

May 4

Mississauga Marathon

May 18

Scotiabank Blue Nose Marathon in Halifax, NS

May 26

Scotiabank Calgary Marathon

June 1

Scotiabank Calgary Marathon

June 22

Scotiabank Vancouver Half-Marathon & 5k

September 21

Oakville Half-Marathon & 5k

October 19

Scotiabank Toronto Waterfront Marathon

World Cancer Day 2014

World Cancer Day (WCD) is an event designed to reach out to the public on a global scale with the intent to educate and activate

At the heart of personalized medicine are patient empowerment and the desire for patients to play the central role in their own health care. Consequently, the CCAC will continue to promote a multidisciplinary approach to personalized medicine colorectal cancer management.

Videos of the presentations and panel discussions from the conference can be viewed on the [COS website](#), [OncologyEducation website](#), and the GEOQ website. In addition, articles based on Dr. Cheung and Dr. Compton's presentations at the meeting will appear in the upcoming issue of Oncology Exchange.

JANUARY 14, 2014 SUMMARIES FROM ASCO GI ON COLORECTAL CANCER FROM CANCER.NET



Oral Drug is as Effective as Infusional Drug for Rectal Cancer when Combined with Radiation Therapy Before Surgery. According to this study, patients with stage II or stage III rectal cancer who received radiation therapy and chemotherapy with either capecitabine, a pill taken by mouth, or 5-fluorouracil (5-FU, Aduvex), a drug given by infusion, before surgery had similar results. The study also showed that adding oxaliplatin (Eloxatin) to either treatment did not provide any additional benefits.

Beyond KRAS: Testing Tumors for Other Genetic Mutations Helps Personalize Treatment for Metastatic Colorectal Cancer. Currently doctors routinely test metastatic colorectal cancer tumors for specific genetic mutations in the *KRAS* gene before recommending treatment with panitumumab (Vectibix) or other similar drugs. The results of this study show that other changes in the *RAS* family of genes, which includes *KRAS*, occur in about 18% of patients and also affect how well panitumumab works.

Phase III GCR-3 Trial for pre-operative (neoadjuvant) treatment of rectal cancer, tipped the balance in favour of induction chemotherapy followed by chemoradiotherapy and then surgery vs. the standard approach of chemoradiotherapy followed by surgery and then adjuvant radiotherapy in patients with locally advanced rectal cancer. Local recurrence, pathologic CR rates and overall survival were similar between the two approaches out to five years. Although a large Phase III randomized trial is needed to definitively find the best approach this trial showed less acute toxicity and better compliance to chemotherapy with the induction approach vs the standard approach. ASCO GI abstract 383

Phase III Cairo 3 Trial provided guidance on how big a treatment holiday to give patients followed by induction therapy. Maintenance treatment with Xeloda and Avastin after 6 cycles of CAPOX-B (Xeloda, Oxaliplatin, Avastin) significantly prolonged time to disease progression. There was overall survival benefit for maintenance treatment in patients with synchronous disease who had a resection of the primary tumour and in patients with a complete or partial response on induction treatment.



Monte Carlo Casino and Fashion Gala

conversations about a disease that has effected and continues to affect millions of people around the world.

This year, WCD was held on February 4th and focused on Target 5 of the World Cancer Declaration: Reduce stigma and dispel myths about cancer, under the tagline "Debunk the myths".

According to organizers, WCD is a chance to raise our collective voices in the name of improving general knowledge around cancer and dismissing misconceptions about the disease. From a global level, we are focusing our messaging on the four myths above.

As part of WCD, the CCAC had The Giant Colon set up inside the Mars Building in Toronto (see The Giant Colon Update for more info).

Myths and Facts of Colorectal Cancer

Myth:

Colorectal cancer is a man's disease.

Fact:

Colorectal cancer affects both men and women equally.

Myth:

Once diagnosed with colorectal cancer, it is too late to do anything.

Fact:

Colorectal cancer is preventable and highly treatable when caught at an early stage. People diagnosed at early stages have a very high likelihood of being cured.



The CCAC's fourth annual fundraising Fashion Gala was held at the Windsor in Montreal on Tuesday, November 5th, 2013.

This luxurious event combined fashion, glamour and gambling Monte Carlo style all to benefit the CCAC's many Awareness, Education, Support and Advocacy initiatives in Quebec and across the country. By the end of the evening over 90k was raised for the association.

Our lovely hostesses were media star Orla Johannes & Olympic medalist Nathalie Lambert. Fashion Director, Hans Koechling's fashion show featuring SHAN swimwear and ANZIE Jewelry dazzled attendees once again.

This night also included a special tribute to the late Alain Gourd, former chairman of the CCAC.



Delicious food in a cocktail dinatoire style was catered by Java-U, while wine and champagne were sponsored by the SAQ. Breathtaking flowers

Myth:

You don't need to get screened if there is no family history of the disease.

Fact:

Even if you don't have a family history of colorectal cancer, screening is recommended as of the age of 50. If it does run in the family, you may need to start screening even before age 50.

Myth:

A colonoscopy is the only way to screen for colorectal cancer.

Fact:

There are several screening options for colorectal cancer, including fecal occult blood test (FOBT) and fecal immunochemical test (FIT).

Myth:

Finding a "polyp" means I have cancer.

Fact:

Polyps are benign growths that, if left unchecked, have the potential to develop into cancer. Polyps can be easily removed during a colonoscopy. Since generally it can take several years for a polyp to turn into cancer, by removing it at an early stage, it is prevented from becoming cancerous.

Myth:

If I have colorectal cancer, it means I will die.

Fact:

When colorectal cancer is caught early it has an over 90% survival rate. That's why screening is so important.

Myth:

Physical activity is good only for the heart.

Fact:

Physical activity is associated with reduced risk of colorectal cancer. Even moderate physical activity can be beneficial. Exercising can reduce the risk of colon cancer by as much as 40 percent.

Myth:

What I consume won't affect my

by Main Florist adorned both ballrooms.

Once again, there was both a live and silent auction with fabulous prizes including two round trip tickets to anywhere to Europe, a Montreal Canadiens Jersey - Signed by the Entire 2013-2014 Team and a \$1000 Michael Kors gift card.

We'd like to extend a special thanks to our main sponsors: INTACT, CN, BELL, DAIRY FARMERS OF CANADA.

Elena's 50 Shades of Blue Fundraiser

On November 8, 2013, Elena Iacobelli, a stage IV colorectal cancer patient, with the help of her highly dedicated steering committee, put on a spectacular fundraising event in Vaughan, Ontario to benefit the CCAC.

The dinner-dance was appropriately entitled 50

Shades of Blue. Roughly 500 attendees were marveled by how exceptionally well organized and successful the event was. Elena and her committee did a great job helping to promote disease awareness by displaying patient testimonial videos and the CCAC was in attendance distributing useful information on prevention and screening. The CCAC would like to extend our heartfelt thanks to Elena Iacobelli and her steering committee for their tireless dedication and unwavering commitment to the planning, organization and facilitation of the event, which raised over \$30,000. Supporting the CCAC will allow us to provide additional families with hope - hope for the future. For hope arouses, as nothing else can, a passion for the possible!



Patient Support

The CCAC is very proud to announce the creation of two new colorectal cancer information / support groups:

- Hearth Place, Oshawa, Ontario
- Chinguacousy Wellspring, Brampton, Ontario

Meetings are held monthly so that patients, caregivers and

families share experiences, offer help and provide much needed information. Caring and qualified facilitators lead the meeting and distribute clinical research updates prepared by the CCAC. Expert presentations are often featured at meetings so that patients and caregivers may benefit from additional information on disease management. Click [here](#) for a full listing of our Colorectal Cancer Information/Support Groups across Canada.

chances of getting colorectal cancer.

Fact:

Fruit, vegetables, and fiber are associated with lowered risk of colorectal cancer. There is some evidence of an association between colorectal cancer and red meat. Smoking and alcohol consumption is associated with a higher risk of colorectal cancer. Aspirin and vitamin D are associated with a decreased risk of colorectal cancer.



Family Pictures Video



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