

I CAN NEWSLETTER

Fighting cancer through science, healthy living, and prevention

In This Issue

In this edition of Texas Oncology's new e-newsletter, we focus on Texas' deadliest but most preventable cancer – lung cancer.

- Deadliest Cancer Most Common in Texas
- Treatment, Research Advances Bring Reason for Hope
- It's No Joke, Avoid Secondhand Smoke!
- Five Great Tips To Quit Smoking Today



Lung Cancer Fast Facts

- I Quit: How to Stop Smoking
<http://bit.ly/b1emVH>
- Lung Cancer Facts
<http://bit.ly/aXGA5c>
- Smoking Bans in Texas
<http://bit.ly/c4mjp5>
- Texas Facts on Lung Cancer (Map)
<http://bit.ly/aZyBbX>

Inside Texas Oncology

- Find a Location
<http://bit.ly/cAQ6sE>
- Find a Provider
<http://bit.ly/d1NIXT>
- Make a Referral
<http://bit.ly/aEqix4>
- Fact Sheets on Other Cancers
<http://bit.ly/axr0aS>

About Texas Oncology

Texas Oncology delivers high-quality cancer care with leading-edge technology and advanced treatment and therapy options to help patients fight cancer, right in their own communities.

Texas Oncology, a pioneer in community-based cancer care, is an independent oncology practice with sites of service throughout Texas, southern New Mexico, and southeastern Oklahoma. Texas Oncology patients have the opportunity to take part in some of the most promising clinical trials in the nation for a broad range of cancers. For more information, visit www.TexasOncology.com.



FIGHT LUNG CANCER

Deadliest Cancer Most Common in Texas

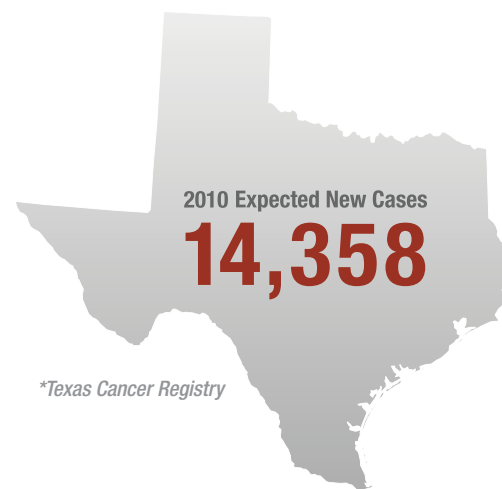
Often Lethal, Lung Cancer Is Preventable

Texas' deadliest cancer is also one of the most preventable. According to the Texas Cancer Registry, more Texans will die of lung cancer (some 10,625 by their estimate) than will succumb to colon, breast, and prostate cancers combined. With nearly 9 in 10 lung cancer deaths in the United States attributed to tobacco use, physicians at Texas Oncology stand firmly committed to helping more Texans understand how to reduce their lung cancer risk.

In recent years, lung cancer deaths among women have increased more rapidly than among men; in fact, the lung cancer death rate among women surpassed that of breast cancer in 1987. Despite the clear link between lung cancer and tobacco, an estimated 19 percent of Texans continue to smoke.

“Lung cancer is the second-leading cause of death in the United States, trailing only heart disease. It kills more people than stroke, chronic lower respiratory diseases, and accidents,” said Dr. Kartik Konduri, medical oncologist at Texas Oncology–Baylor Charles A. Sammons Cancer Center. “Because so many Texans die of lung cancer each year, it is crucial that everyone take steps to reduce their risk. The single most important thing they can do today is to stop smoking.”

Along with smoking cessation, limiting exposure to secondhand smoke remains at the top of the list of preventive steps anyone can take. Other ways to do so include taking precautions at work to avoid exposure to harmful chemicals and fumes, as well as having your home tested for elevated levels of radon, which the EPA says is the leading cause of lung cancer among nonsmokers.





TEXAS FACTS ON LUNG CANCER

10,625
2010 LUNG CANCER DEATHS

Treatment, Research Advances Bring Reason for Hope

Clinical Trials May Lead to Earlier Detection

One reason lung cancer persists as the world's most common cause of cancer death is that there is currently no reliable screening test. By the time of diagnosis, this aggressive cancer has often spread to other parts of the body, rendering treatments much less effective.

Although only 15 percent of all lung cancer patients survive five years, some ongoing studies may offer hope in detecting lung cancer earlier and in finding new treatments.

In the largest-scale U.S. study of smokers ever undertaken, a National Cancer Institute (NCI) clinical trial currently underway is examining two potential lung cancer screening methods: CT scan and chest X-ray. The widely anticipated results are expected sometime late this year.

Researchers are also breaking ground on how genetics may affect lung cancer. In some 10 to 15 percent of the nation's lung cancers, mutations in the Epidermal Growth Factor (EGFR) gene are implicated. Texas Oncology currently has 11 ongoing lung cancer clinical trials at more than 40 practice sites in Texas that aim to find new cancer prevention and treatment options. For information on these clinical trials, click here: TexasOncology.com/clinicaltrials.aspx.

For more Texas lung cancer facts: <http://bit.ly/aXGA5c>



It's No Joke, Avoid Secondhand Smoke!

Public Bans Help Reduce Exposure

While smokers face a far higher risk of developing lung cancer, nonsmokers must also act to protect themselves and their loved ones, particularly if they are exposed to secondhand smoke. "Passive," or secondhand, smoking claims the lives of nearly 50,000 nonsmoking adults each year, most notably from either lung cancer or heart disease.

According to the Centers for Disease Control and Prevention (CDC), secondhand smoke increases lung cancer risk in nonsmokers by 20 to 30 percent.

Due to the potentially severe health consequences related to secondhand smoke, smoking bans (in restaurants and bars or public vehicles) have become increasingly important in limiting exposure. Already, 25 states have joined in as "smoke-free states," with 11 states – including Texas – considering smoke-free regulations. Although the Lone Star State does not currently enforce a statewide smoking ban, smoking bans exist in many Texas cities. Today, around 37 percent of Texas residents are covered by a smoking ban.

For a map with information on Texas' municipal comprehensive smoking bans and a look at lung cancer incidence and death rates, click here: <http://bit.ly/aZyBbX>. For a list of smoking bans enacted in Texas, click here: <http://bit.ly/c4mjp5>.

Five Great Tips to Quit Smoking Today

It's One of the Best Things You Can Do For Yourself, Others

While we don't fully know its causes, lung cancer doesn't have to strike many of its victims. Quitting smoking and avoiding secondhand smoke are the most effective ways to reduce risk for lung cancer. All told, smokers reduce their lifespan by an average of 14 years, and one in two smokers will die of some tobacco-related disease.

Research has consistently proven that smoking cessation is paramount to lung health, and smokers who quit are more likely to live healthier and longer lives, while greatly decreasing their risk for lung cancer, heart disease, heart attack, and other health issues. Here are five tips to help you quit smoking:

- TIP 01** Choose a Day: Set aside a day to stop smoking. Some people use children's birthdays, anniversaries, or other occasions to easily remember their motivations for quitting.
- TIP 02** Make a List: Make a list of all the reasons to quit smoking and make it visible every day as a constant reminder.
- TIP 03** Resist Temptation: Steer clear of popular smoking areas and avoid cigarette smoke.
- TIP 04** Adopt a Hobby: Gardening, yard work, and other hobbies can keep your hands busy to help you resist the urge to smoke.
- TIP 05** Ask for Help: Call the Texas Smoking Cessation Hotline at 1-877-937-7848. This hotline is a joint effort between the Texas Department of State Health Services and American Cancer Society.

For a list of smoking cessation facts and tips, click here: <http://bit.ly/b1emVH>.