

CONGRESSIONAL FAMILIES CANCER PREVENTION PROGRAM®

of the Prevent Cancer Foundation®

actions

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2017 PREVENT CANCER FOUNDATION ANNUAL SPRING GALA CELEBRATES

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ICON OF INNOVATION

More than 1,000 cancer prevention supporters, including Members of Congress, business leaders and diplomats gathered at the National Building Museum on Friday, March 10, for the 2017 Prevent Cancer Foundation Annual Spring Gala. Hosted under the gracious patronage of **His Excellency, the Ambassador of Italy, Armando Varricchio, and Mrs. Varricchio**, this year's gala celebrated *Italy: Icon of Innovation*. Simple but elegant décor designed by Foundation board member and celebrity party planner David Tutera featured centerpieces of lush greenery, baby's breath and floating candles.

House Majority Leader Kevin McCarthy was honored as the 2017 Cancer Champion for his work in encouraging the spirit of bipartisan unity around medical research and funding for the 21st Century Cures Act and the Cancer Moonshot Initiative. Leader McCarthy accepted the award on behalf of his father, who passed away from cancer.

Throughout the night, attendees could peruse the silent auction and bid on unique items, including exotic international trips, custom clothing and sports packages. The gala raised nearly \$1.6 million thanks to generous donors and supporters, which will go to the Foundation's mission of saving lives across all populations through cancer prevention and early detection.

(continued on page 4)



L to R: Leader Kevin McCarthy (CA), Leah Dunn and Rep. Neal Dunn (FL)



L to R: Rep. Jim McGovern (MA), Amanda Soto and Rep. Darren Soto (FL)

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

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Congressional Families members and friends,

This September we will mark the **25th anniversary of the Action for Cancer Awareness Awards** luncheon. Since 1993, the Congressional Families Cancer Prevention Program® has honored congressional Members and spouses, journalists, medical professionals, and other advocates who use their platforms to raise awareness of cancer prevention and early detection. The event is well attended by a bipartisan, bicameral audience of Members and spouses who come together,

unified against cancer. **Mark your calendars for Wednesday, September 27, 2017 – you do not want to miss the luncheon's silver anniversary!**

As we approach this milestone, we're taking time to reflect on the program's past and look toward the future. Over the years, Congressional Families has worked with spouses to reach their home districts in a variety of ways – from exhibits and screenings at state fairs and local festivals, to educational seminars and op-eds.

We are developing and sharing new ways for you to reach constituents. Social media is a great way to connect with your home communities to educate them about cancer prevention and wellness. Read more about our recent seminar on *Harnessing the Power of Social Media* on page 3, and stay tuned as we expand our presence on social media.

Connecting virtually has its benefits, but sometimes the impact you can make face-to-face can't be beat. The Prevent Cancer Foundation's *Think About the Link®* campaign, which advances awareness of the link between viruses and cancer, will hold grassroots events in several states this year, and we invite you to join us. **To find out if *Think About the Link®* is scheduled to visit your district and to learn more about the campaign, see box (right).**

You may notice our newsletter has a new look. The revamped design is meant to emphasize you – Congressional Families. You have a unique platform to educate others about cancer prevention, and we want to highlight the efforts you're making in your home communities. Email us at congressional.families@preventcancer.org if you'd like to share a cancer prevention project, story or idea.

Thanks to each and every one of you for your continued support and interest in the Congressional Families Program!

Sincerely,

Lisa McGovern, Executive Director

UPCOMING EVENTS

May 17, 11:00 a.m.
Breast Health Education Seminar
Embassy of El Salvador (see p. 5)

June 15, 9:30 a.m.
Think About the Link® Briefing
Location TBD (Capitol Hill)

June 24
Think About the Link® and New Tang Dynasty Houston Community Event, Houston, TX

July 8
Think About the Link® and New Tang Dynasty Los Angeles Community Event, Arcadia, CA

July 20
Think About the Link® HPV/Hepatitis Panel Discussion at 2017 TN Cancer Conference, Nashville, TN

September 27
25th Annual Action for Cancer Awareness Awards Luncheon
Members Room, Library of Congress

October 28
Think About the Link® and New Tang Dynasty Queens Community Event
Flushing, NY

November 5
Prevent Cancer 5k Walk/Run and Health Fair, Nationals Park

THINK ABOUT THE LINK® IN YOUR DISTRICT

Think About the Link® is a prevention and education campaign to increase awareness of the link between cancer and viruses. Many people are unaware of this link and don't take preventive steps to protect themselves and their families from viruses that can later lead to cancer.

The campaign is focused on human papillomavirus (HPV), which can cause at least six types of cancer, and hepatitis B and C, which together are the leading cause of liver cancer.

Think About the Link® is holding grassroots events across the country to educate the public on viruses and cancer and, in some cases, to provide screenings for the viruses. **Check out the upcoming dates listed above; let us know if you'd like to be involved!**

THANK YOU TO OUR SPONSORS



Bristol-Myers Squibb



HARNESSING THE POWER OF SOCIAL MEDIA



Tammy Gordon, founder of Verified Strategy, a digital strategy and marketing firm, recently led a seminar on *Harnessing the Power of Social Media* for congressional spouses. The former head of AARP's social media shared the benefits of being on social media (to build constituency, raise awareness of causes, and humanize you and your spouse), highlights on how to get started (you don't have to be on all the platforms!), and tips on managing a successful social media presence.

Tammy compared social media to a cocktail party, advising spouses to consider – *before you post* – whether you'd be comfortable saying the comment to someone face-to-face. She noted that even if your primary purpose for engaging through social media is to raise awareness and amplify issues, your content should be balanced.

“If your real goal is cause-related, post a mix of cause, personal and professional posts – otherwise you are essentially walking up to the people who follow you and saying the same things over and over.”

– Tammy Gordon  @tammy

While posting photos of meals, pets or family may not come naturally at first, it can humanize you and introduce you to new audiences who might not otherwise hear your views on issues or causes, Tammy says. She also addressed privacy, including geotags, blocking and reporting “trolls,” and the benefits of a closed Facebook group (something Congressional Families would like to start, so let us know if it's of interest to you).

Did you miss this seminar? Video will be available soon at www.congressionalfamilies.org. We'll let you know via email when it's up!

WELCOME NEW ADVISORY COMMITTEE MEMBERS!

We are pleased to welcome more than 20 new members to the Congressional Families Cancer Prevention Program Advisory Committee! If you would like to be involved, please email us at congressional.families@preventcancer.org.

Robin Allen – Georgia

M. Priyasri Bala, M.D. – Maryland

Tracy Bost – Illinois

Amy Carter – Georgia

T.J. Comer – Kentucky

Leah Ott Dunn – Florida

Mary Frances Faso – New York

Sidney Harper – Mississippi

Robin Katko – New York

Lily Knight – California

Roberta Kustoff – Tennessee

Delores Lawson – Florida

Laina Marshall – Kansas

Brianna Mast – Florida

Colette McEachin – Virginia

Sherry Mitchell – Michigan

Carrie McIntyre Panetta – California

Dr. M. Esther Reynoso – California

Rhonda Rohrabacher – California

Cindy Russell – Oklahoma

Lorena Saenz-Gonzalez – Texas

Amanda Soto – Florida

Roxanne Wilson – South Carolina

GET SOCIAL!

- ▶ Let us know if you're on social media! Email us your Twitter handle, Facebook page or Instagram account so we can connect. If you'd like one-on-one help starting an account, let us know!
- ▶ Follow the Prevent Cancer Foundation® on Facebook, Instagram and Twitter @preventcancer.
- ▶ Use the sample social media posts provided by Congressional Families. We send out sample posts based on monthly cancer awareness observances. Personalize them and share on your accounts!
- ▶ Share a post or photo of yourself going to a cancer screening or participating in a healthy activity or event. Tag @preventcancer in the post and use the hashtag #WePreventCancer.



“I had my annual appointment today with my dermatologist. Please make an appointment for yourself to make sure you don't have or get skin cancer!”

– Mary Scott Himes (CT)

Mary Scott Himes' Facebook post is a great example of how to promote cancer prevention.



L to R: Rep. Ed and Marie Royce (CA), Sherry Mitchell and Rep. Paul Mitchell (MI), Jennifer Messer and Rep. Luke Messer (IN), Marcia Latta (spouse of Rep. Bob Latta, Ohio)



Sen. Patrick and Marcelle Leahy (VT)

Gala (continued from page 1)

Thank you to the congressional Members and spouses who were able to attend: **Sen. Patrick and Marcelle Leahy (VT), Sen. Rand and Kelley Paul (KY), Rep. Jack and Cindy Bergman (MI), Rep. Joseph and Kasey Crowley (NY), Rep. Jeff and Sonia Denham (CA), Rep. Neal and Leah Dunn (FL), Rep. Ro and Ritu Khanna (CA), Rep. Bob and Marcia Latta (Ohio), Dr. Deborah Malumed (spouse of Rep. Alan Lowenthal, CA), Rep. Doris Matsui (CA), Leader Kevin McCarthy (CA), Rep. Jim and Lisa McGovern (MA), Rep. Mark and Debbie Meadows (NC), Rep. Luke and Jennifer Messer (IN), Rep. Paul and Sherry Mitchell (MI), Rep. Ed and Marie Royce (CA) and Rep. Darren and Amanda Soto (FL).**

Pictured far right: Sen. Rand and Kelley Paul (KY) and Carolyn "Bo" Aldigé

Pictured near right: Rep. Joe and Kasey Crowley (NY)



THANK YOU TO CONGRESSIONAL SPOUSE DEBBIE MACARTHUR

Our sincere thanks to **Debbie MacArthur (spouse of Rep. Tom MacArthur, NJ)** and her mother, Isabella Cavaco, for their generous donation to the Prevent Cancer Foundation® through the family's foundation. **In God's Hands Charitable Foundation** made the contribution in memory of Debbie's father, Manuel Cavaco, who passed away from leukemia. Debbie also lost her maternal grandparents and her husband's mothers to cancer. She expressed gratitude for the opportunity provided by the Congressional Families Program to "help make others aware of ways to prevent cancers." We are grateful to Debbie and her family's foundation for their support of the Program and our mission to save lives through prevention.

Congressional Families Cancer Prevention is a program of the



Stop Cancer Before It Starts!®

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

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

Cassie Smith, Editor
Lisa McGovern, Assistant Editor

Congressional Families Cancer Prevention
A Program of the Prevent Cancer Foundation®

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Are you receiving our emails with invitations to special events? If not, contact lisa.mcGovern@preventcancer.org or call 703-519-2113.

THANK YOU FOR YOUR 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 their local media outlets. Op-eds can be personalized and tailored for local use. Thank you to the following Members and spouses who have recently requested state-specific information to personalize their op-eds and share vital cancer prevention and early detection messages in your home communities:

Amy Kate Budd – North Carolina	Mikey Hoeven – North Dakota
Amy Carter – Georgia	LeeAnn Johnson – Ohio
Rep. Barbara Comstock – Virginia	Dr. Wayne Kye – New York
Vera Davis – Illinois	Mary McKinley – West Virginia
Brenda Fleischmann – Tennessee	Dr. Maya Rockeymoore – Maryland
Lorena Saenz Gonzalez – Texas	Amanda Soto – Florida
Helen Green – Texas	

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



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