

Let's take a stand against colorectal cancer now! **Community Learning Series – a new program for colorectal cancer**

Cancer Care Ontario's ACCU is working on an exciting new program to provide frontline service providers tools and resources to educate on cancer!



Service providers focus group in Sandy Lake

Colorectal cancer is the second leading cause of cancer deaths in Canada. Colorectal cancer was much less common in Ontario's First Nations people in the 1960s and 1970s. Since then, the incidence rates have increased in females to levels similar to the Ontario population. In males, the incidence rate is even higher.

The Ontario Ministry of Health and Cancer Care Ontario launched a province-wide screening program in January 2007. Those at average risk will be advised to be screened every two years with the easy-to-use Fecal Occult Blood Test (FOBT) kit. The goal is to expand access to colorectal cancer screening.

In response to this program, the ACCU has undertaken the creation of the **Community Learning Series (CLS)** to help inform the Aboriginal people about colorectal cancer and what they can do to get screened. Findings from research with First Nations and a cancer needs assessment, demonstrated a lack of understanding of prevention and screening procedures and guidelines. The goal of CLS initiative is to build capacity and understanding within Aboriginal communities about cancer prevention and screening, and raise awareness about colorectal cancer.

The Canadian Cancer Society (CCS) and ACCU formed a partnership based on initiatives outlining needs, incidents and barriers faced by Aboriginal communities, as well as a common interest to reach and serve communities across Ontario. We have developed a reference manual, facilitator's guide and tools (set of cards, poster, signs and symptoms wheel and board game with colorectal cancer focus) to share with frontline Aboriginal health workers to enhance their understanding of cancer, prevention and screening. A major outcome is for service providers to better be equipped to educate their communities on these areas.

What is the plan?

The first order of business is to **focus test** the materials so we can gather feedback from frontline service providers and community members. We will use feedback to update and enhance our tools so they are appropriate for the Aboriginal population and that it meets the needs of service providers.

How will we go about doing this?

The plan is to have representatives from CCS provincial office and ACCU travel to six communities in Ontario to test the tools with Aboriginal health workers and community members. Participants will receive a summary from their session, which will highlight main themes, issues, problems or questions that arose in the focus group and how these will be addressed.

Based on the feedback from these sites, the tools will be refined and the best approach will be determined and fully implemented across the province in 2008.

Feature Recipe - Caribou Stew

30 ml (2 tbsp) vegetable oil
1.35 kg (3 lbs) boneless caribou, cut into 1 inch chunks
2 onions, 4 carrots, 1 small turnip, 3 potatoes, all diced
2 cloves garlic, crushed
45 ml (3 tbsp) flour
125 ml (½ cup) tomato paste
1 L (4 cups) water
2 cubes beef bouillon, low salt
1 bay leaf
dash pepper



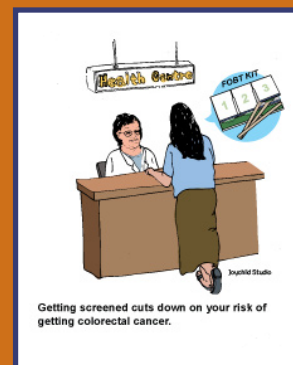
1. In a large skillet, add vegetable oil and cook the meat until browned. Remove the meat and set aside.
2. Add onions and garlic. When onion is slightly brown and soft, stir in flour and cook until light brown and thick.
3. Add tomato paste, water and bouillon cubes. Bring to a boil.
4. Add carrots, potatoes, turnips, bay leaf and pepper, and bring to a boil again.
5. In a large casserole dish, add vegetable mixture and meat together. Cover and place in a 175° C (350° F) oven for 1½ to 2 hours, stirring occasionally.

Nutrition notes: This recipe has 6g of fat and low calories (220 kcal) per serving.

Did You Know...?

Screening [skree-ning]

Screening is the early detection of a disease (such as cancer) through testing a person who does not yet have recognized symptoms or obvious signs of the condition. Screening helps detect a condition before it becomes serious.



Radio Ads Say Eating Fruits and Vegetables Linked to Decreased Risk of Cancer



Attention local service providers! Cancer Care Ontario (CCO) has developed public service announcements (PSAs) on promoting intake of vegetables and fruits. These PSAs are ready to air in your local rez or community radio stations.

Diets high in vegetables and fruits may decrease the risk of developing certain cancers. Studies have shown that Ontarians do not eat the recommended 5 – 10 servings of vegetables and fruits daily. Eating more

vegetables and fruits, staying physically active and achieving a healthy weight can prevent about 50% of cancers.

CCO, partnering with the Canadian Cancer Society, XM Satellite Radio and several regional cancer prevention and screening networks created the ads to promote eating more vegetables and fruits.

The ads have been airing nationally on XM Satellite Radio beginning of March 2007 and will continue to air until March 2008. Listen for them!

The six-30 seconds radio ads are:

- **"Video game" – for parents:** Highlights the importance of setting a good example by eating well ourselves so we can help our kids grow up strong and healthy.
- **"Banana in disguise" – for parents:** Motivates parents to ensure kids are getting 5 to 10 servings of vegetables and fruits a day because it can significantly reduce the risk of developing certain cancers and obesity.
- **"Fashion show" – for women:** Suggests that as there are several options for choosing clothes, there are also options for eating healthy foods.
- **"Fashion shop" – for women:** The way we spend time choosing clothes; we should also spend time to choose the right foods.
- **"Size" – for men:** Clarifies the myth of a "serving size" and promotes the fact that 5 to 10 servings of vegetables and fruits for men are doable.
- **"5 to 10 times" – for men:** Suggests that eating 5 to 10 servings of vegetables and fruits a day as our daily routine can be easier than we think.

Evaluation on the ad campaign showed positive results. It was successful in creating awareness and attitudes among listeners as well as showing improvement in behaviours regarding vegetable and fruit consumption as reported by many listeners.

To learn more about this project, call 1-888-939-3333. To listen to the radio ads, go to http://www.cancercare.on.ca/print/index_dietAndhealthyBodyweight.htm (under the Vegetable and Fruit Radio PSAs heading).

Seven Grandfathers Teaching on Colorectal Cancer

Teaching #1: Aakdehewin (Bravery)

BRAVERY is to face the opponent with integrity. Being screened for colorectal cancer might be uncomfortable or even scary, but it can save your life.

Please place community contact information here.

Tell us what you think!

Please give us your feedback on our newsletter. Or drop us a word if you have a personal story to share or topics you'd like to see in future issues.

Lois.white@cancercare.on.ca

For an electronic copy of this and past newsletters, visit:
www.cancercare.on.ca/index_AboriginalCancerStrategy.htm

Resources

Colorectal Cancer Association of Canada – For patient support and awareness on colorectal cancer. For information and to order a free publication, call toll-free line 1-877-50COLON (26566).
www.colorectal-cancer.ca

Canadian Cancer Society – Choose **colorectal cancer** from "Quicklinks". You will find more information on colorectal cancer risk factors, detection and screening, treatment and important questions to ask your healthcare team. You can also call toll-free at 1-888-939-3333.
www.cancer.ca

Inuit Tapiriit Kanatami (The National Inuit Organization) – For information on healthy eating and how risk of cancer is associated with your diet. For more information, call toll-free at 1-866-262-8181.
www.itk.ca/health/cancer-understanding-risks-diet.php

Canada's Food Guide for First Nations, Inuit and Métis – A national food guide created to reflect the values, traditions and food choices of First Nations, Inuit and Métis. It includes both traditional foods (such as moose stew, caribou, blueberries, bannock, etc) and store-bought foods that are generally available, affordable and accessible across Canada. For information and to order a free publication, call toll-free at 1-866-225-0709.
www.hc-sc.gc.ca/fn-an/food-guide-aliment/fnim-pnim/index_e.html

If you are interested in any information or would like to find out more please feel free to contact our office.

Aboriginal Cancer Care Unit, Cancer Care Ontario

505 University Ave., 18th floor
Toronto, ON M5G 1X3
T 416-971-9800 ext. 3202
Lois.White@cancercare.on.ca

Take a look at our website for up-to-date information.

www.cancercare.on.ca
http://www.cancercare.on.ca/Index_AboriginalCancerStrategy.htm

JOACC PTO membership list

Nishnawbe-Aski Nation
Association of Iroquois and Allied Indians
Union of Ontario Indians – Anishnabek Nation
Grand Council Treaty #3
Independent First Nations
Métis Nation of Ontario
Ontario Native Women's Association
Ontario Federation of Indian Friendship Centres

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Cancer Care Ontario is an umbrella organization that steers and coordinates Ontario's cancer services and prevention efforts so that fewer people get cancer, and patients receive the highest possible quality of care.



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