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**CHECK OUT
OUR
AWARENESS
ACTIVITIES AND
CONSIDER
VOLUNTEERING
IF YOU CAN**

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PCCN Brampton News

September, as always, was a busy month and was officially named Prostate Cancer Awareness month. Rocco Rossi, as CEO of Prostate Cancer Canada, continues to have a positive effect on Prostate Cancer Awareness efforts.

Our 7th annual Cruisin’ for a Cure Canada event was held on September 8th. This was very successful with perfect weather and record attendance and PSA tests performed.

Partnerships with a few other car groups went a long way toward making the event a success. Rocco Rossi made an appearance at the event to further help with our efforts.

Later in the month we combined our efforts and held a meeting with the Oakville/Mississauga & Waterloo groups on Thursday September 19th. We met at Le dome in Oakville, but unfortunately we found that only 5 of our own Brampton members, including Jim and myself, attended.

Dr. Joseph Chin’s talk was well received and about 100 people came to view the presentation. He discussed various minimally invasive treatment methods and the event was recorded so that videos should soon be available.

Video may be the way of the future as it is often difficult to bring out good speakers and this allows different groups to share in the experience of a good presentation without the necessity of the doctor travelling all over the province. This October, we will be showing a video of Dr. Patrick Lee reviewing a potential brand new form of cancer therapy.

Gary Foote / Jim Dorsey – Newsletter Editors

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Next General Meeting, Tuesday, Oct 8th, 2013 – 7:00pm

VIDEO: Dr. Patrick Lee PhD, “Using Viruses to Target Prostate Cancer,” from September 19, 2012.



Dr. Lee is a **Professor in the Department of Microbiology & Immunology, Faculty of Medicine, at Dalhousie University, Halifax, Nova Scotia.**

Dr. Lee’s approach to the treatment of prostate cancer is evolutionary, forward-looking, and revolutionary: a focus on the reovirus, a naturally-occurring benign human virus. As Dr. Lee explains in this presentation, the reovirus is used directly to infect cancer cells and indirectly to activate the body’s immune system against cancer cells.

Paul Henshall, Morris Rambout and Jim Dorsey found Dr. Lee’s presentation at the October, 2011 PCC Conference in Halifax to be a definite highlight.

Prostate Cancer Canada Network – Toronto then arranged for Dr. Lee to be their special Prostate Cancer Week Awareness Night speaker in 2012. We are showing this video with the kind permission of our friends at PCCN – Toronto.

In addition, **Tyler Small** from **Movember** will give a short presentation on his organization, explaining how they raise funds during the month of November and how these funds are then used to “change the face of men’s health.” See Paul Henshall’s article later in this Newsletter for a preview.

We look forward to seeing you in Room #2, upstairs,
The Terry Miller Recreation Center, 1295 Williams Parkway,
at the southwest corner of Williams Parkway & Bramalea Road.

Parking as always is free.

Please forward your questions or suggestions to: info@pccnbrampton.com



Special Combined Info Meeting, Thursday, Sep. 19th, 2013

Dr. Joseph Chin – Minimally Invasive Prostate Cancer Treatments

We opted, as an experiment, to hold a combined meeting with the PCCN groups from Oakville/Mississauga and Waterloo-Wellington that brought out about 100 people to view the presentation by Dr Joseph Chin. Dr Chin specializes in Prostate Cancer Management and has been directly or indirectly involved with many of the treatment methods that he discussed. He presented a review of Cryosurgery, HIFU, Brachytherapy, Interstitial Laser, Intra-Urethral Ablation and Robotic Surgery.

He discussed the difference between whole gland and focal therapy, whereby the treatment is focused on the individual tumours rather than the entire prostate gland. This form of treatment is still somewhat experimental and is currently under study.

Cryosurgery involves freezing the prostate gland to kill the cancer and is now much more precise when combined with 3D ultrasound. Care must be taken to protect the urethra and rectum during the process to avoid surrounding damage. In Canada it is used primarily as a form of salvage therapy if an initial treatment method fails. It is often used because it is less invasive and better tolerated than salvage surgery.

HIFU uses High Intensity Focused Ultrasound to destroy the cancer cells in the prostate. It is used more extensively in Europe and has results approaching that of radiotherapy in European studies. It is used less frequently in North America and as such the results have not been studied for long. It requires MRI computer guidance to process a treatment plan similar to techniques used in radiotherapy.

Brachytherapy has been used for some time to treat smaller and low grade cancers. More recently newer high intensity radioactive seeds are inserted and then removed. This form of treatment expands the use of Brachytherapy to more moderate cases of prostate cancer. Interstitial laser uses inserted rods similar to Brachytherapy and utilizes a rotating laser beam to kill cells around the laser lens.

Robotic prostatectomy is used extensively in the United States and has some recovery benefits for the patient if performed by an experienced surgeon. It is however a longer and much more expensive procedure due to the cost of equipment and instruments which are replaced between operations.



Upcoming PCCN Brampton Meetings / Events:

We are still actively searching for someone to act as our Speaker Coordinator. If you are interested in finding suitable interesting speakers and arranging for them to speak at PCCN – Brampton meetings, please contact anybody on the Steering Committee or contact Jim Dorsey, jfdorsey@yahoo.com, (905) 453-3038.

Tuesday, October 8th, 2013

Dr. Patrick Lee

Using Viruses to Treat Prostate Cancer

Tuesday, November 12th, 2013

T.B.A.

Tuesday, December 10th, 2013

Annual Christmas Potluck and Social Evening

Tuesday, January 14th, 2014

Prostate Cancer Canada Survivorship Programs

Speaker suggestions from members are always welcomed; please watch our website for complete meeting agendas and updated speaker profiles!

**Jim Dorsey, Acting Speaker Coordinator:
(905) 453-3038 or Email: jfdorsey@yahoo.com**

*Please Note: We try as best we can to plan great speakers and topics; however, from time to time we may have to reschedule a speaker due to unforeseen circumstances.
We will always provide as much advance notice as possible when a speaker has to reschedule.*



Movember – Changing the Face of Men’s Health

Movember’s tagline describes both the challenge of participating in Movember – changing your appearance by growing a moustache for 30 days – and the outcome – changing the understanding and attitudes that men have towards their health.

Movember suggests that the reasons for the poor state of men’s health include:

- Lack of awareness and understanding of the health issues men face
- Men not openly discussing their health and how they’re feeling
- Reluctance to seek help when men don’t feel physical or mentally well
- Men engaging in risky activities that threaten their health
- Stigmas surrounding mental health

The Movember website lists a number of projects and funding based in Canada: (Dollar amounts reflect 2012 allocations)

- A project seeking to establish an **optimal exercise protocol** to maximize quality of life and survival for men with advanced prostate cancer AUD 2,800,000
- **Unique Tissue Microarray (TMA) Project:** This unique project will develop a rare resource that reflects both primary and metastatic cancer within patients to test concepts regarding tumor heterogeneity. AUD 1,200,000
- **Global Prostate Cancer Xenograft Initiative:** Novel animal models may better predict treatment responses in men with prostate cancer. AUD 1,200,000
- **The Advanced Prostate Cancer Imaging Initiative:** Seeks better ways to detect the spread of prostate cancer (metastases) and better methods for determining which treatments will be most effective for men with advanced prostate cancer. AUD 6,462,000
- **Movember Awareness and Education program:** To significantly impact men’s health through increased understanding of the health risks men face, encouraging men to take action to remain well. 2012 - CAD 2,573,529
- **Edmonton Rapid Access Clinic:** To streamline care by creating one point of access for men seeking assistance for prostate cancer. CAD 1,000,000
- **ASAP CANADA:** To improve the physical and mental wellbeing of men living with prostate cancer, together with their partners, care givers and families. (Info about this is on the PCC web site) CAD 10,600,000

This is just a fraction of the programming taking place here in Canada. Other initiatives have begun with respect to testicular cancer and mental health issues for men. **So!! Time to GROW A MO!!** Our team is PCCN Brampton and the web site is ca.movember.com – or talk to me, **Paul Henshall!**



Cruisin' for a Cure Canada, Sunday, September 8th

Our thanks go out to all who made the 7th year our best Cruisin' for a Cure for Prostate Cancer ever! We broke records for **vehicles - 462** plus the ones who snuck in through the Exit – and most importantly, for **PSA blood tests – 352, of which 44 (12.5%) resulted in elevated PSA scores.**

Our tireless volunteers - too many to list here - ran a near perfect operation and our vendors added interest to the day. As always, the amazing vehicles and their great owners that turned out in record numbers were the stars on the ground.

But our live entertainers were all incredible up on the **Music 21** stage. **Randy Lynch** of **Modern Music** again brought in some of his impressive young acts – singer **Abi Bowman** and youth band **Nationz**. Our headliner was the gracious **Mr. Harrison Kennedy**, a music legend from Hamilton, who had Blues fans yelling for encores. Harrison is also a Prostate Cancer “thrivor” who underwent successful HIFU treatment this Spring. **DJ David Av Smith** was a surprise - such a compact package, such a loud sound!

Special thanks go to **Lisette Stauch of Oscars Roadhouse**, **Bill Stellings of BramCity Transmission** and **Justin Spasovski of KalTire** for keeping the crowds fed and watered. As always, all food & beverage proceeds went to the cause.

Our long-standing car club partners, the **Golden Horseshoe Mustang Association** and the **Pink Slips Women's Car Club**, plus our new partners, the **Over 'n Under Car Club**, all made major contributions to the day and to the funds raised.

Last but not least, our major sponsors, **Janssen Inc.**, **OLG**, **Meguiar's Canada** and **KalTire** and all of our loyal community sponsors contributed so much in terms of dollars and merchandise to support the show.

The final accounting is not yet complete as it takes time for all pledges and for some supplier invoices to come in, but we will advise totals and disposition soon. Photos are also forthcoming!

Thank you all – we will definitely be doing it again next year!

Jim Dorsey, Cruisin' for a Cure Coordinator, 905-453-3038,
jfdorsey@yahoo.com



[Canada's First Prostate Cancer Awareness Month](#)

Rocco Rossi and his team did an amazing job of having September declared Prostate Cancer Awareness Month in a number of communities. With PCC's guidance, we were successful in Brampton. **Margaret Butterly** and **Paul Henshall** accepted **Mayor Susan Fennell's** proclamation from **Councillor Gayle Miles**.



Statement by Mayor Fennell on Prostate Cancer Awareness Month

"On behalf of the people of Brampton, it gives me immense pleasure to proclaim September 2013 as Prostate Cancer Awareness Month in our City.

"Every year, an estimated 23,600 Canadian men will be diagnosed with prostate cancer, the most common cancer to affect Canadian men. In fact, one in seven Canadian men will be diagnosed with the disease in their lifetime but with early detection, 90 per cent of all prostate cancer cases are curable.

"Prostate Cancer Canada encourages men, over the age of 40, as part of their annual checkup, to initiate a conversation with their doctors about early detection.

"Prostate Canada Network – Brampton, a local peer support group, conducts numerous awareness events throughout the year, including the recent Cruisin' for a Cure Car Show at the Powerade Centre.

"Finally, I want to acknowledge those Bramptonians who volunteer their time to care for all cancer patients and their families."

For a full list of all the municipalities that did the same, and to see the other activities that occurred across Canada during September, check out the Prostate Cancer Canada website:

<http://prostatecancer.ca/Get-Involved/Events/Prostate-Cancer-Awareness-Month#.UkoL0dKsim4>



Recently Diagnosed? – Contact PCCN-Brampton

If you would like to speak with someone who has been there, please contact us and we will arrange to meet with you at a convenient time and place. Alternatively, come early to one of our Monthly Meetings and inform the front desk that you're a new member on arrival. One of our counsellors will welcome you and listen to your concerns. Our Monthly General Meetings are held on the 2nd TUESDAY of each month except July & August at the Terry Miller Recreation Centre.

Steering Committee Meetings are held two weeks plus a day later on a WEDNESDAY in the Community Room at the Fortino's at Main & Bovaird, 60 Quarry Edge Drive, Brampton, ON L6V 4K2.

Family members, friends & supporters are always welcome at any of our Meetings!

Our Hot Line Number: **(289) 752-6316**

Note that we accept phone calls throughout the year.

If no one is available to take your call, PLEASE leave a voice mail and we will return your call as soon as possible.

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Regular Printing and Mailing Costs us about a dollar per person per month. Anyone who would prefer to receive this newsletter via e-mail should contact:

Gary Foote, 905-458-6650, E-Mail: gary.foote@pccnbrampton.com

If you already receive your newsletter via regular mail or e-mail, please be sure to notify us of any address changes so we can continue to get it out to you.