

Karl C. Podratz, MD, PhD



CHAIRMAN'S MESSAGE

A year ago, the Gynecologic Cancer Foundation (GCF), the Society of Gynecologic Oncologists and the American Cancer Society joined to issue the first national Ovarian Cancer Symptoms Consensus Statement. Endorsed by 38 national advocacy organizations, these evidence-based symptoms continue to be a major educational focus for the Foundation through its Allied Support Group (ASG).

During its meeting at SGO's Annual Meeting on Women's Cancer in Tampa in March, the ASG developed detailed plans for dissemination of the symptoms to both healthcare professionals and women at risk.

Under the auspices of the ASG Professional Education Initiative, efforts are underway to work with relevant professional societies to update educational content for physicians and to determine the best ways to disseminate this information to "front line physicians."

A letter introducing GCF and its efforts to make women aware of the symptoms of ovarian cancer was sent to leading national women's organizations and health insurance planners during Phase I of the Public Education Initiative dissemination plan. Included with the letter was a CD-ROM communications toolkit that contains a sample newsletter article, Web content and an ovarian cancer symptoms message box for use by spokespersons. Attached to the letter is GCF's new symptoms bookmark (see page two for more information). Karen Carlson, GCF's executive director, is following up with each executive director who received this mailing to discuss specific ways his or her organization can disseminate this information.

In addition, it is recognized that more research is needed to determine how this constellation of self-reported symptoms affects patient care. The Ovarian Cancer Research Fund (OCRF) will fund a project grant to be administered through GCF's 2008–2009 Research Grants and Awards program. This pilot project will further refine and test the systematic use of an ovarian cancer symptom index in women over the age of 40 in a primary care clinic. For more information about the project grant, please see the article on page three.

From my perspective as a practicing gynecologic oncologist and GCF chairman, I applaud these efforts. Ovarian cancer is the deadliest gynecologic cancer. Until there is an effective population-based screening test for ovarian cancer, our best hope for detecting this cancer earlier, when it is the most curable, resides in women's knowledge of the warning signs of the disease. Please join GCF in this important educational effort and focus.

Karl C. Podratz, MD, PhD
Chairman

**Know the Symptoms
of Ovarian Cancer**

HISTORICALLY OVARIAN CANCER WAS CALLED THE "SILENT KILLER" because symptoms were not thought to develop until the chance of cure was poor. However, recent studies have shown this term is untrue and that the following symptoms are much more likely to occur in women with ovarian cancer than women in the general population. These symptoms include:

- Bloating
- Pelvic or abdominal pain
- Difficulty eating or feeling full quickly
- Urinary symptoms (urgency or frequency)

Women with ovarian cancer report that symptoms are persistent and represent a change from normal for their bodies. The frequency and/or number of such symptoms are key factors in the diagnosis of ovarian cancer. Several studies show that even early stage ovarian cancer can produce these symptoms.

Women who have these symptoms almost daily for more than a few weeks should see their doctor, preferably a gynecologist.

GCF Gynecologic
Cancer
Foundation

For more information please visit www.wcn.org

The Beat Goes On: Ovarian Cancer Symptoms

Effective communication of an important message requires the creation of a drumbeat heard repeatedly by the target audience. That is precisely the goal of the on-going ovarian cancer symptoms awareness campaign underway under the auspices of GCF's Allied Support Group.

Based upon a plan developed during its meeting during SGO's Annual Meeting on Women's Cancer in March, the Allied Support Group's Public Education Initiative and the Professional Education Initiative have joined hands to disseminate this information to each group's respective audience.

In June, GCF staff sent a letter and communication toolkit to leading women's organizations to kick-off Phase I of the campaign which focuses on cost-effective communications. It is hoped that activities undertaken during Phase I will lead to funding for Phase II, allowing for paid advertising using a variety of communication channels including radio, online, magazines, outdoor and others. ■

Ovarian Cancer Symptoms Bookmark Now Available

As part of its ovarian cancer symptoms ovarian awareness campaign, GCF thanks GSK for its support of the printing of a new ovarian cancer symptoms bookmark. ■

Know the Four Symptoms of Ovarian Cancer

1. Bloating
2. Pelvic or abdominal pain
3. Difficulty eating or feeling full quickly
4. Urinary symptoms (urgency or frequency)

Women who have these symptoms almost daily for more than a few weeks should see their doctor, preferably a gynecologist. Prompt medical evaluation may lead to detection at the earliest possible stage of the disease. Early stage diagnosis is associated with an improved prognosis.

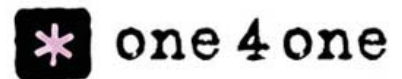
2008 State of the State of Gynecologic Cancers: Sixth Annual Report to the Women of America



Soon you will receive a copy of GCF's sixth report to the women of America. This edition has special importance because it marks the launch of the Gynecologic Oncologist Public Awareness Campaign. Beginning with the special section authored by former SGO President and current editor of *Gynecologic Oncology*, Dr. Beth Karlan, the report focuses on the data that is the foundation of the message that women see a gynecologic oncologist when a gynecologic cancer is suspected or diagnosed.

GCF is especially grateful to Congresswoman Rosa DeLauro (D-CT), herself an ovarian cancer survivor, for sharing her unique perspective in a special introduction to the report. ■

Raising Money for Cervical Cancer Prevention Education



During May and June 2008, GCF partnered with the American Social Health Association, Black Women's Health Imperative, Lance Armstrong Foundation, Native American Cancer Research, National Asian Women's Health Organization, National Cervical Cancer Coalition, National Latina Health Network and Tamika & Friends, Inc. to raise money for and awareness of cervical cancer prevention. Supported by Merck & Co., Inc., the *One4One* campaign encouraged the public to visit the One4One Web site and make a pledge to talk to their health care provider about how they can protect themselves and their loved ones against cervical cancer. For every pledge made, Merck & Co., Inc. donated \$5 to the charitable organization selected to further education efforts. GCF contacted its extensive list of friends, donors and colleagues, and initiated its first Facebook effort to raise awareness about cervical cancer and encourage the public to help raise money for educational efforts. As of this printing, \$75,000 has been raised for GCF's educational programming with three weeks left in the campaign. ■



GCF Again Participates in ABC Network's "Frosted Pink" Event

To air October 12 from 4-6 PM ET, ABC again will promote awareness of women's cancer through a sports event. Co-hosted by Mary Lou Retton, Frosted Pink with a Twist will highlight the current All-Around Women's Gymnastics Champion, Shawn Johnson, defending Olympic All-Around Men's Champion Paul Hamm as well other stars of men's and women's US Olympic gymnastics teams. Entertainers will join the show to highlight the message of empowerment.

Other non-profit partners include the National Breast Cancer Coalition, the National Coalition for Cancer Survivorship and the Ovarian Cancer National Alliance. Look for more information about GCF's involvement in the coming two months. ■

Support GCF by Joining Nationwide Insurance's "Quote for the Cause" Campaign

From now until August 31, Nationwide Insurance will make a \$10 donation to the fight against cancer for every consumer who receives a quote through the Quote for a Cause campaign (up to \$75,000). Funds raised through the campaign will go directly to GCF and other non-profit organizations involved with "Frosted Pink with a Twist." So make a difference today by visiting www.nationwide.com/pink or call 1.888.490.1562 to get a Quote for a Cause. ■



*Elizabeth Howard,
OCRF Chief
Executive Officer*

Ovarian Cancer Research Fund Partners with GCF to Continue Ovarian Cancer Symptoms Research

The Ovarian Cancer Research Fund (OCRF) is partnering with GCF to fund further research on ovarian cancer symptoms to refine and test the systematic use of an ovarian cancer symptom index in women over the age of 40 in primary care clinics as a way of screening for the disease in the general population.

OCRF will underwrite the pilot project which builds upon an original symptom study conducted by SGO/GCF member Dr. Barbara Goff which formed the basis of the first national Consensus Statement on Ovarian Cancer Symptoms.

"The OCRF Symptoms Screening Index Study will also provide the preliminary information needed for a large scale multi-site screening trial that could answer the question as to whether or not identification of ovarian cancer through symptom detection can in fact save lives and if it also is cost-effective," said Elizabeth Howard, OCRF CEO.

This research grant will be offered as part of GCF 2008–2009 Research Grants and Awards program (see article below for details). ■



GCF Announces 2008–2009 Research Grants and Awards (Available Online Only)

For the first time, this year's research grants and awards brochure will be distributed electronically and also will be available online at www.thegcf.org/research. Researchers are asked to review the information online and download the application. The application and a 250-word abstract are due to GCF Headquarters no later than **Wednesday, August 13, 2008**.

Six grants are available for one year. The seventh grant, funded by OCRF, will support up to \$300,000 for a 3-year pilot project. GCF also is pleased to again announce the Margaret Greenfield/Carmel Cohen

MD "Excellence in Ovarian Cancer Research Prize."

"The GCF Awards Committee is pleased to offer an outstanding array of research grants this year," said Thomas J. Herzog, MD, committee chairman. "The OCRF project grant is an especially exciting opportunity because it continues the research begun on ovarian cancer symptoms. By providing the information about available grants and awards online this year, we hope to streamline the process," he continued. ■

2008–2009 RESEARCH GRANTS/AWARDS

- GCF/Ann Schreiber Ovarian Cancer Research Grant
- GCF/Florence and Marshall Schwid Ovarian Cancer Research Grant
- GCF/Mary-Jane Welker/Whisper to A Roar Research Grant
- GCF/Molly Cade Ovarian Cancer Research Grant
- GCF/Sarah Biedenharn Ovarian Cancer Research Grant
- GCF/St. Louis Ovarian Cancer Awareness Research Grant
- The Ovarian Cancer Research Fund (OCRF) Symptoms Study, with the Gynecologic Cancer Foundation (GCF)
- 2009 GCF/Eli Lilly and Company & Carol's Cause Award for the Outstanding Paper by a Fellow (2 Awards)
- Margaret Greenfield/Carmel Cohen, MD "Excellence in Ovarian Cancer Research Prize"

IMPORTANT DATES

August 13, 2008

All research abstracts must be received at GCF Headquarters by this date to be eligible for consideration.

September 3, 2008

Researchers will be notified if their abstract has qualified to be considered for a full grant proposal.

October 31, 2008

Full proposals due to GCF Headquarters.

December 2008

Award winners will be notified.

January 2009

Research projects commence.

January 15, 2010

Final report of the year's research to be submitted to GCF.



“We’ve received more grant proposals than every before for our spring deadline. I am sure it is a direct result of the GCF Ovarian Cancer Research Funding Directory.”

Robin Cohen,
Co-Founder,
Sandy Rollman Ovarian
Cancer Foundation, Inc.



Mark Your Calendars GCF 2008 Free Survivors Courses

Ovarian Cancer Survivors Course
Saturday, July 19, 2008
The Robert H. Lurie Medical Research
Center of Northwestern University
Hughes Auditorium
Chicago, IL



**Endometrial Cancer
Survivors Course**
Saturday, October 4, 2008
The Skirvin Hilton Hotel
Oklahoma City, OK

The *GCF Bulletin* is the official publication of the Gynecologic Cancer Foundation (GCF). This non-profit charitable foundation was established by the Society of Gynecologic Oncologists (SGO) to ensure public awareness of gynecologic cancer prevention, early diagnosis and proper treatment, as well as to support research and training related to gynecologic cancers. Information about GCF and its programs may be obtained by contacting GCF Headquarters at 230 W. Monroe, Suite 2528, Chicago, IL 60606.



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PHILANTHROPY

ARTINERSHIP

by Janet Wykoff
GCF Director of Development

One of the advantages of a relatively small foundation like GCF is the ability to truly partner with our donors. As the development director, I am clearly representing GCF when I meet with a potential donor. But once I have the check in my hand, I am an advocate for that donor within the organization to ensure that we fulfill our promise.

All donors are important to GCF, whether they are grateful patients or their families, or Fortune 50 companies. When we have the good fortune to work with the same patient or family member, or corporate representative over time, we truly become friends and enjoy the trust that is inherent in a friendship.

Like any good development officer worth her salt, I aspire to see the foundation double, triple, even quadruple its annual giving. But also like any development officer worth her salt, I also will continue to honor the foundation's commitment to be a good steward regardless of how large we become.

As I said at the beginning, we are a relatively small foundation, consisting of five staff members, each dedicated to the women we serve. We also are a frugal bunch and try our best to spend the money given by our generous donors wisely. ■

Thank You for Supporting GCF

Your support is vital for GCF to continue to invest in the health of this and future generations. Please consider making your own investment. You can send your tax-deductible gift to GCF using the enclosed envelope, or visit www.thegcf.org, or by calling 312.578.1439.

For information on making a stock donation, including GCF in your will, or establishing a planned gift, please contact Janet Wykoff at 312.578.1439. ■



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