

COUNT ME IN 4 tomorrow

Keeping you informed about Alberta's *Tomorrow Project*, a research initiative designed to discover more about what causes cancer and other long-term health conditions.

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VISIT: WWW.IN4TOMORROW.CA

Why do we need the *Tomorrow Project*?

It is estimated that 1 in 2 Albertans will get cancer in their lifetime, and that 1 in 4 will die from it¹.

This year, it is expected that 16,200 Albertans will be diagnosed with cancer and **6,100 will die from the disease**. Numbers of new cases of cancer and deaths due to cancer are expected to be slightly higher in men than in women².

Heart disease and diabetes are other major causes of illness and death in our province.

While great advances have been made in treatment and early detection of cancers and other health conditions, so much still needs to be learned about the causes. If we can learn more about the causes, it should be possible to develop more effective ways of reducing the burden of cancer and other conditions in the future.

The ultimate goal of the *Tomorrow Project* is to help researchers understand why some people develop cancer and other conditions, while others do not.

In order to reach the goal, the *Tomorrow Project* needs to sign up thousands of people aged 35-69. Those people need to be willing to stay with the Project for a long period of time.

Every so often, they will be invited to provide updates on their health and other factors that might be associated with health in the future. They may also receive invitations to give small amounts of blood or urine that will be stored by the *Tomorrow Project*.

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Please Help Us Keep Our Files Up To Date

The *Tomorrow Project* is a long term study and staying in touch with participants is important for the project's success. Keeping current contact information for our participants reduces the number of participants who are 'lost to follow up'. Please take a moment to contact us with any changes or additions to your contact information. Even if you move outside of Alberta or Canada, we can send you information and updates.

CONTACT US

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(call collect)

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Box ACB, 2210 2 St SW
Calgary, AB, T2S 3C3



¹ Cancer Surveillance: 2008 Report on Cancer Statistics in Alberta. Edmonton, AB: Surveillance and Health Status Assessment, Alberta Health Services, 2010.

² Canadian Cancer Society's Steering Committee on Cancer Statistics. Canadian Cancer Statistics 2011. Toronto, ON: Canadian Cancer Society, 2011.

“Cancer touches us all and I wanted to do something to help bring an end to it.”

CANDIDA BILAN,
STUDY PARTICIPANT,
LEDUC, ALBERTA

These materials are very valuable because they can be analyzed to find out how genes work with other things in the environment to affect risk of cancers or other health conditions.

The need to understand more about changes in health, and things that might affect health over time, is the reason the same kinds of questions are asked on the different questionnaires that we send out every few years. For example, participants who have received the Health and Lifestyle Questionnaire (2001-2009), Survey 2004 and Survey 2008 may have noticed that body weight and waist measurements are always included.

These measures may influence cancer risk, but we need to understand how, or if, changes in these measures over time are important. This is why we build layers of information, and we never discard anything.

Every piece of information provided by people who are part of the *Tomorrow Project* is extremely valuable.



The current phase of the *Tomorrow Project*

In 2008, Alberta's *Tomorrow Project* joined with similar projects in British Columbia, the Atlantic provinces, Quebec and Ontario to create a pan-Canadian project. This very large project is called the *Canadian Partnership for Tomorrow Project*.

It has exactly the same aim as Alberta's *Tomorrow Project*; to learn more about the causes of cancer and other health conditions, so we can figure out how to decrease the burden of disease in the future.

The reason for joining together to make a larger project is to increase our chances of finding answers more quickly than if we kept going alone. Everyone who joined the original *Tomorrow Project* between 2000 and 2008 has been invited to contribute to the larger project.

So far, about half of the original 30,000 people who signed up for the *Tomorrow Project* have said "yes" to that invitation by returning the latest questionnaire and signing an updated consent form.

If you are not sure about your current status with the *Tomorrow Project*, give us a call on our toll-free number (1-877-919-9292) and we will happily check for you.



Looking for new volunteers to join the *Tomorrow Project*

Alberta promised to enrol 50,000 people who are willing to be part of the *Tomorrow Project* and to join in with the larger pan-Canadian project.

This means that we need to find an additional 30,000 people from across the province who are willing to support future research that will find out more about the causes of cancer or other health conditions.

Reaching our target of 50,000 people is very important. We've started lots of different activities to get the word out across the province. These include having booths at community events, earning spots on local radio and TV stations, and teaming up with our volunteer ambassadors who work so

hard to promote the *Tomorrow Project* to their families, friends, workplaces and communities.

You can also help us meet our goal! Recruit a family member or friend!



The *Tomorrow Project* partners with Air Miles®

In March 2012, the *Tomorrow Project* started working with Air Miles® under the *Air Miles for Social Change Program*.

This means that email invitations to join the *Tomorrow Project* will be sent to hundreds of thousands of Air Miles® collectors right across Alberta. Air Miles® collectors who choose to become new participants in the *Tomorrow Project* will have the option to provide their Air Miles® collector number to the *Tomorrow Project* when they register.

They will be credited with 50 Air Miles to their Air Miles® account within 90 days of completing and returning a completed questionnaire and signed consent form. Existing *Tomorrow Project* participants who have already completed the questionnaire and signed an updated consent form will also have the opportunity to receive 50 Air Miles® as a small token of appreciation.

These participants will receive a virtual bonus card by e-mail or a physical bonus card in the mail to redeem their Air Miles® reward miles.

Please note that the *Tomorrow Project* is not sharing any information with Air Miles®.

Did you know?
Samples from *The Tomorrow Project*

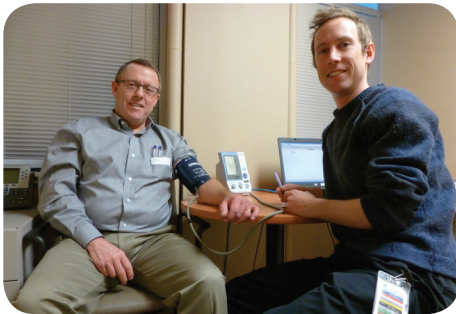
are already being used to study genetic associations with breast cancer.



Air Miles® has offered to help our recruitment efforts by sending out invitations to people on the Air Miles® collector database. This approach provides the *Tomorrow Project* with a very cost-effective way of reaching many thousands of people in a short period of time.

Please visit the **Frequently Asked Questions** section of our website www.in4tomorrow.ca for details about this new partnership.

The process is not difficult and future generations may profit from you giving your time today.



***Tomorrow Project* data used in physical activity project**

The World Cancer Research Fund/American Institute for Cancer Research (2007) judged that physical activity could reduce future risk of bowel cancer, postmenopausal breast cancer and endometrial cancer.

There was also limited evidence to suggest that being physically active might reduce risks of cancers of the lung, pancreas and breast (pre-menopausal).

The review panel also suggested that more research was needed to understand the kinds of factors that influence physical activity levels, and to figure out what could be done to help people become more physically active.

As a participant in the *Tomorrow Project*, you may already have helped gain some insight into how we might be able to achieve higher levels of physical activity.

Results from analyses of the Past Year Total Physical Activity Questionnaire completed by 15,591 *Tomorrow Project* participants between 2001 and
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Who's Who in the *Tomorrow Project*

Fay Beaton, a High River-based participant in the *Tomorrow Project*, talked to us about her experience being a *Tomorrow Project* study participant.

Fay joined the *Tomorrow Project* about 10 years ago after reading about it in a health-related newsletter.

She decided to join because she figured that the study would help future generations, and participating in the study would be her contribution. She believes that cancer is an important health-care issue since there are so many people with cancer these days.

Fay has led an interesting life. After the Second World War she baby-sat at Camp X, on the shores of Lake Ontario. This was where they trained men in espionage and that was hush-hush back then. Apparently, Ian Fleming, author of the James Bond books, based James Bond's training camp on Camp X.

In her spare time, Fay bakes a lot and keeps in touch with her extensive family by receiving and writing letters. She has lots of grandchildren and friends. She cooks meals from scratch because she thinks that's the healthiest way to live!

Fay says that so far, participating in the *Tomorrow Project* hasn't been difficult at all. Although she found some of the questionnaires a bit lengthy, she thinks it will be interesting to see the long term benefits of something that she took part in.

She has also volunteered as a *Tomorrow Project* ambassador and hopes to see High River become one of the places with the highest



*Fay Beaton has been with the Tomorrow Project for 10 Years
(Photo Courtesy: Fay Beaton)*

response from the community. As an ambassador, she has been speaking to schools and community service groups.

She thinks it is important to encourage others to sign up for the *Tomorrow Project* in order to do as much as possible to see what causes cancer.

There are so many different kinds of cancers now compared to when she was growing up and she thinks we really need to see what's changing in our environment to cause them.

As an ambassador, Fay's message is to help if you can!

“The reason I became involved with the program was because in 2007, I flew to Montreal to provide in-home palliative care for my mother. This was during her last days of her battle with rectal and lung cancer. It was a special yet difficult time for both of us. Her fight with cancer made me want to sign up

ELIZABETH GRIFFITH,
VOLUNTEER AMBASSADOR,
CALGARY, ALBERTA

2005, and recently published in the International Journal of Behavioural Nutrition and Physical Activity may have some answers.

Physical activity at work was the most common type of activity for very active women and men in all activity groups. For the rest of the groups of people in the study, household activity accounted for as much or more than job-related activity.

Somewhat surprisingly, even in very active men and women, leisure time activity accounted for less than 10% of total energy expenditure.

The study findings suggest that being active throughout the day is a very important determinant of overall physical activity levels.

What does this mean for those of us who want to be more active? We need to look for opportunities to be more active throughout the day. For example, if we are physically able, we need to use the stairs instead of the elevator, stand rather than sit, take short walks and as much as possible use active transport (walking, cycling) for errands and moving about.

Every minute counts! In order to help people become more physically active throughout the day, it is likely that policy changes need to be explored. Such changes could be used to promote active transport, and workplace activity initiatives.

Csizmadi I, Lo Siou G, Friedenreich CM, Owen N & Robson PJ (2011) Hours spent and energy expended in physical activity domains: Results from the Tomorrow Project cohort in Alberta, Canada. International Journal of Behavioral Nutrition and Physical Activity 8:110. <http://www.ijbnpa.org/content/8/1/110>

Out and About!

By the time you have this newsletter in your hands, the *Tomorrow Project* will have done over 15 mobile study centres in cities and towns all over Alberta!

Upcoming locations will continue to be posted on our website (www.in4tomorrow.ca).

All of these mobile study centres were made successful by participants that attended and by volunteer ambassadors who helped us spread the word in their communities.

Thanks to all the local media who covered the events, as well as the MLAs and Mayors of different cities and towns that helped garner more support!

We plan to continue reaching out to Albertans living in different communities throughout the province. The best way to do that is to come to you, to make enrolment into the study even easier.

Many locations are being considered, so watch out for new venues on our website: www.in4tomorrow.ca as well as updates on our Facebook and Twitter pages. If you think there would be enough interest in your community for us to come, please let us know. We will gladly try to accommodate requests.

We are willing to consider holding study centres in communities and/or workplaces if enough support is generated.

Spreading the word that the Tomorrow Project is looking for more participants!

Events we recently attended:

Tradeshows

Calgary Home Expo - January 2012
Edmonton Farmfair - November 2011
Calgary Men's Expo - October 2011

Community Events

Tom Baker Cancer Centre Anniversary: - November 25 and 26, 2011
Baseball (Calgary Vipers vs. Edmonton Capitals) - August 27, 2011
Crowfoot Library Cancer Awareness Day - March 10, 2012



TOMORROW PROJECT MOBILE STUDY CENTRE LOCATIONS

MORINVILLE FORT SASKATCHEWAN
ST. ALBERT SHERWOOD PARK
SPRUCE GROVE EDMONTON DEVON BEAUMONT
STONY PLAIN LEDUC
DRAYTON VALLEY
ROCKY MOUNTAIN HOUSE RIMBEY
RED DEER
CROSSFIELD DRUMHELLER
AIRDRIE
BANFF CANMORE COCHRANE
CALGARY STRATHMORE
BLACK DIAMOND OKOTOKS
HIGH RIVER BROOKS
CLARESHOLM MEDICINE HAT
LETHBRIDGE
PINCHER CREEK



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CONTACT US:

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OR CALL: 1 877 919-9292 OUTSIDE OF CANADA 1-403-476-2469

OR E-MAIL: tomorrow@albertahealthservices.ca

Our Provincial Partners

