

# 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.

VOLUME THREE - ISSUE TWO - FALL 2012

VISIT: [WWW.IN4TOMORROW.CA](http://WWW.IN4TOMORROW.CA)

## Recruitment Update

A big thank you from all of us here at the *Tomorrow Project*!

We've loved visiting different communities across the province and meeting all the wonderful, dedicated Albertans that are lending a hand to learn more about the causes of cancer.

By the time this newsletter reaches you, we will have completed over 38 mobile study centres across Alberta in 2012 alone! Upcoming locations will continue to be posted on our website at [www.in4tomorrow.ca](http://www.in4tomorrow.ca)

With the cooperation of media covering our study centre events, *Tomorrow Project* ambassadors talking to their friends and neighbours, elected officials raising awareness within their constituencies and organizations encouraging their employees, we are very proud to announce:

**The *Tomorrow Project* has enrolled 30,000 participants! Thank you Alberta!**

Now, with the pan-Canadian recruitment phase so close to its completion date of March 2013, we are reaching out to our existing participants to ask for your

help. You can help us achieve our goal of 50,000 Albertans by introducing the *Tomorrow Project* to a colleague, friend or family member.

Please reach out to everyone you know, and encourage them to visit [www.in4tomorrow.ca](http://www.in4tomorrow.ca) to enrol online or call our toll-free number (listed below).

## 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

Email: [tomorrow@albertahealthservices.ca](mailto:tomorrow@albertahealthservices.ca)  
Toll free telephone: 1-877-919-9292

Outside Canada:  
1(403) 476-2469 (call collect)

Mail: The Tomorrow Project  
AHS – Holy Cross Site  
Box ACB, 2210 2 St SW  
Calgary, AB, T2S 3C3



From left to right: Tomorrow Project Corporate Communications Advisor Jordan DeBarros with Ambassadors Debbie Wagner, Desmond Hanna, Art Linnington, Wendy Linnington and Zorayda DelCorro (October 2012). Photo Courtesy: Calgary 2012

In Partnership With

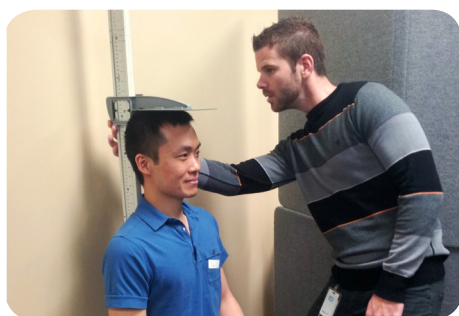


CANADIAN PARTNERSHIP  
AGAINST CANCER



“ Our initiative of conducting mobile study centres in workplace and corporate settings will make it easier for organizations and people across Alberta to participate in the *Tomorrow Project*. ”

DR. PAULA ROBSON,  
SCIENTIFIC DIRECTOR,  
THE TOMORROW PROJECT



Participant Jason Lau and Project Assistant Jeffrey Depew at the Alberta Health and Wellness Mobile Study Centre (August 2012).

## Join the *Tomorrow Project* from the comfort of your home!

Interested in signing up for Alberta's largest research study, but don't have the time to make a study centre appointment or live too far away? Do you know a friend in this position?

People who can't come to a study centre can request a mail-in saliva collection kit to complete and send back to us, all postage paid.

This small commitment of time from residents across Alberta will speak volumes in terms of community wellness in the future.



The *Tomorrow Project* Oragene Saliva Kit that will be mailed to you in lieu of visiting a Study Centre. (October 2012)



Participant Amanda Graham and Project Assistant Jocelyn Law at the Calgary Holy Cross Study Centre (October 2012).

## Is your company on board for Tomorrow?

The *Tomorrow Project* has been busy working with companies around Alberta to promote the study. We would love to have your company involved!

Host a 'lunch and learn', or distribute questionnaires to your colleagues and help us learn more about the causes of cancer.

In 2012, we have held 21 "lunch and learn" presentations at workplaces across the province. We have also set up four mobile study centres so employees can complete the physical measurements and sample collection portion of the study without having to leave their office building.

We are looking forward to working with even more organizations across Alberta. If you or someone you know is interested, we will send you posters to put up around your office, as well as an e-mail invitation to send to your colleagues outlining the program. We'll also drop off study questionnaires for you to distribute.

The companies that have been a part of the *Tomorrow Project* so far are happy to promote the study at their workplace. They report that their employees feel great pride in being able to participate in research that may help determine the causes of cancer and other diseases.

It is also helpful for the company's reputation for community involvement, as corporate participants receive recognition in the media for their effort in expanding our study.

## Special Report: On the Road with the *Tomorrow Project*

Waking up early in the morning in a far-flung town or city in Alberta has become the norm for the *Tomorrow Project's* Provincial Study Centre Coordinator Kathleen Murdoch, and her team of eight research assistants and three lab assistants.

"The provincial team works 12-hour days for seven days straight, and depending on how far we're going, some days all we do is drive," says Murdoch.

The *Tomorrow Project* needs to reach out to people all over Alberta who are between 35-69 years old and cancer-free, to ensure good representation from different areas and not just the urban population.

Although the *Tomorrow Project* has permanent centres in Calgary and Edmonton, Murdoch and her team are the ones who make collection of data from other areas possible.

While being away from family and friends for up to a week at a time can be tough, Murdoch says there's great camaraderie between the 12 team members, who all started working on the project around the same time.

Did you know?  
Currently, there are 10 different research projects underway using data from the *Tomorrow Project*





"We all feel a great sense of fulfillment for helping contribute towards cancer research," says Jide Sotunbo, a Project Assistant on the Provincial team.

"Working closely alongside people from all over Alberta who share that altruistic purpose is definitely rewarding."

It takes the team about 30-45 minutes to load everything into the *Tomorrow Project's* 24-foot cube van, and about 1.5 hours to unload and set up the study centre.

When the team isn't traveling too far from their Calgary base, they can conduct about 30 physical measurements per day. On days that don't require set-up, the team can see upwards of 65 people in one day.

"We pack absolutely everything we'll need into our van; from the centrifuge that spins the blood that is collected from participants, to a mobile server, lab equipment and computers," says Murdoch.

At the end of each trip, all the equipment is taken out of the van, the participant data is uploaded onto the main AHS server, and all the surveys and biological samples are processed and securely stored at the main site in Calgary.

The study centre is usually held in the conference/event room of the hotel they are staying in, making it easier for the team and saving travel time. They've also held study centres in community halls, churches and schools.



Provincial Study Centre Coordinator Kathleen Murdoch (August 2012).

The longest drive the team completed was to Fort McMurray, where the team travelled 9 hours (from Calgary). Kathleen feels it was an important trek to reach many of the Northern Albertans that would not have been able to come to a Calgary or Edmonton Study Centre otherwise.

## Who's Who in the Tomorrow Project

Kenn Bur of Leduc, AB, had been thinking a lot about cancer—specifically, his wife's recently diagnosed breast cancer—when he saw one of our branded "Count Me In 4 Tomorrow" vehicles driving on Highway 2.

Intrigued, when he got home, he went to the website advertised on the side of the van to learn more.

"I was very impressed with the straight-forward science and bold ambitiousness of the project," he says. "Researchers need much more information about the triggers of cancer and other diseases and the only way to acquire this preventative information is to proactively gather statistical data from tens of thousands of people."

Bur was more than happy to sign up to be one of those people. He was driven by his desire to prevent breast cancer from afflicting more families.

"My wife was diagnosed with breast cancer in 2011," he says. Beyond supporting her through treatment, he wanted to do more. "I wanted to do something to change the current unacceptable status quo of breast cancer on behalf of my wife and for my two daughters."

Bur was impressed with everyone he met while participating in the *Tomorrow Project*, the diverse tests they administered and the "meticulous testing protocols" they followed.



Photo Courtesy: Kenn Bur

"All testing teams were also very friendly and efficient with my time," he says. "I especially appreciated that I was provided a summary report of all my baseline test data—the free, personalized report should be a huge inducement for anyone just interested in learning more about their body's core measurements."

Bur "enthusiastically recommends" everyone in Alberta to sign up for the *Tomorrow Project*.

"Anyone who truly wants to make a real difference against cancer and other major diseases should invest two minutes to make an appointment," he says.

"For just an hour or so of your time, you'll meet a lot of great people, get a personalized report on some baseline health measurements, and make a meaningful contribution to the health of all Canadians."

*If you want to be in our next edition of Who's Who in the Tomorrow Project, we'd love to hear why you decided to join our study! Please email us at [tomorrow@albertahealthservices.ca](mailto:tomorrow@albertahealthservices.ca)*

" I attended the Red Deer mobile site in August. It was very well run. The study has awesome staff and an amazing goal. This is something all of us can do to help, with very little time or effort involved.

TRACY BRITTAIN LOYEK  
TOMORROW PROJECT PARTICIPANT,  
RED DEER, ALBERTA

"

## More Men Needed!

Currently, the *Tomorrow Project* has nearly twice as many women enrolled as men.

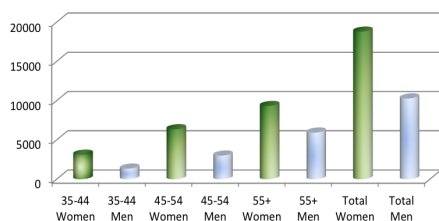
"The probability of an Albertan man developing cancer within his lifetime is 1 in 2, whereas for women, it is 1 in 3, meaning that the probability of developing cancer is slightly higher in men than in women," says Dr. Paula Robson, Scientific Director for the *Tomorrow Project*.

"In addition, around 1 in 6 men will develop prostate cancer. We also know that men are more likely than women to develop bladder cancer, stomach cancer and liver cancer<sup>1</sup>. What we don't know is why these differences happen. If we can understand more about differences in cancer risk in men and women, medical scientists may be able to develop better risk reduction strategies in the future."

To do this, the *Tomorrow Project* needs to enroll roughly equal numbers of men and women. Currently, around two-thirds of all enrolled participants are women. The *Tomorrow Project* would like to balance out that ratio, with your help.

If you have someone in mind that you think would like to join, we would love to hear from them!

Count Of Enrolled Participants  
by Age and Gender



Thanks for reading, and keep an eye out for the next newsletter in Spring 2013! ~ The *Tomorrow Project* Team

## The Tomorrow Project - By the Numbers!

2	>>>>	Hours it takes to collect, process and store each blood sample
52	>>>>	Number of <i>Tomorrow Project</i> mobile study centres to date
	>>>>	(As of October 18, 2012)
117	>>>>	Highest number of participant samples collected in one day
	>>>>	(Record set on September 24, 2012)
150	>>>>	Number of <i>Tomorrow Project</i> ambassadors
287	>>>>	Most new enrollments in a single day
	>>>>	(Record set on October 18, 2011)
637	>>>>	Most phone calls made/received in the call centre in one day
	>>>>	(Record set on February 13, 2012)
16,623	>>>>	Total blood samples collected (As of October 28, 2012)
29,154	>>>>	Number of CORE questionnaires returned (As of October 18, 2012)
58,285	>>>>	Number of CORE questionnaires sent out (As of October 18, 2012)
Fort McMurray	>>>>	Furthest mobile study centre location (from Calgary)
Fort Chipewyan	>>>>	Northernmost location of <i>Tomorrow Project</i> participants
Coutts	>>>>	Southernmost location of <i>Tomorrow Project</i> participants

## Looking for Outstanding Packages to be Returned

The *Tomorrow Project* is extremely grateful to its 30,000 participants that have helped spread the word about Alberta's largest research study. We could not have enrolled so many Albertans without your help!

We have mailed thousands of participant packages over the years, but unfortunately, we still have 20,000 packages that we have yet to receive back.

If you haven't yet returned your package, please try and complete it at your earliest convenience.

Each package we mail costs approximately \$10, so if you have given a *Tomorrow Project* questionnaire to a friend or family member, please encourage them to return it to help us reach our goal of 50,000 participants.

As an added incentive, we have partnered with Air Miles to offer 50 Air Miles for each completed questionnaire and consent form that is returned to us. Please note that the questionnaire and signed consent form must be returned to us prior to December 31, 2012 to take advantage of this promotion.

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



## The Tomorrow Project

CONTACT US:

VISIT: [www.in4tomorrow.ca](http://www.in4tomorrow.ca)

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

OR E-MAIL: [tomorrow@albertahealthservices.ca](mailto:tomorrow@albertahealthservices.ca)

## Our Provincial Partners

