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"The Truth Shall Set You Free"



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FEDERAL GOVERNMENT ANNOUNCES CANCER PREVENTION CAMPAIGN **FOR BLACK AMERICANS**

As part of a national goal to reduce the cancer death rate by half by the year 2000, the National Cancer Institute (NCI) announced today a special effort to deliver cancer prevention information to black Americans, one of the nation's highest cancer risk groups.

In 1981, the most recent year for which such statistics are available, 211 per 100,000 black Americans died of cancer compared with 164 white Americans, NCI reported. That same year, 335 of every 100,000 whites were diagnosed with

cancer compared with 373 per 100,000 blacks.

Vincent T. DeVita, Jr., M.D., director of NCI, launched the prevention campaign at a media briefing in downtown Detroit; the city ranks third in the nation in size of black population. A luncheon ceremony followed for leaders of more than a dozen national black organizations, Detroit officials, and political leaders. Chief campaign spokeswoman Aretha Franklin was honored for her participation in the national

ARETHA FRANKLIN HO FOR WORK IN NATIONAL DRIVE

Studies point to people's habits and lifestyles and to their access to medical care, rather than to biological characteristics, as chief causes of the higher cancer

rates for blacks, Dr. DeVita said, explaining the specially targeted campaign.

"We're pointing this extra effort where it's needed," he said. "More lives can be saved if those who are at most risk learn the steps that can reduce those risks.

A national survey conducted by NCI showed that Americans lack factual information about cancer and are skeptical of their ability to do anything about it for themselves. An American Cancer Society (ACS) survey found that many black people cling to the myth that "cancer is contagious."

ARETHA FRANKLIN

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