

## National Cancer Institute Targets Early Detection During National Minority Cancer Awareness Week

WASHINGTON, March 30 - Early detection of breast and prostate cancer is the focus of the third annual Minority Cancer Awareness Week (NMCWW), Samuel Broder, M.D., director of the National Cancer Institute (NCI), announced today. The week, April 15-21, will address the need for African Americans and Hispanic Americans age 40 and over to be checked regularly for breast and prostate cancer.

"Cancer death rates are higher for African Americans than they are for white Americans," said Broder. "The National Cancer Institute has made minority education efforts one of its top priorities."

The National Cancer Institute, the government's lead agency for cancer research, estimates that a significant percentage of cancer deaths among minorities could be avoided through early detection.

\* Breast cancer is currently a leading cause of cancer deaths among African American women. A primary

reason is that too often the cancer is detected late, when chances for effective treatment are low. Detected in its earliest stages, however, breast cancer is almost 100 percent treatable. *The National Cancer Institute recommends a mammogram every one to two years for women age 40 - 49, and every year for women age 50 and over.*

\* The second leading cause of cancer deaths for African American men is prostate cancer. More black men die from prostate cancer than any other population group in the world. *The National Cancer Institute recommends that men age 40 and over be checked for prostate cancer as part of their annual physical examination.*

Singer/songwriter Nancy Wilson is featured in a public service announcement (PSA) about mammography which will be introduced during National Minority Cancer Awareness Week on national television. In the PSA, Wilson says, "By the time

breast cancer is big enough to feel, it can be big enough to kill. Self examination is not enough...get a head start; get a mammogram." Movie producer/director Spike Lee is also involved in the week's activities, urging people to "Do the Right Thing" and get checked for breast or prostate cancer.

During National Cancer Awareness Week, activities will be coordinated through various local organizations, including medical, social and religious groups. The National Black Leadership Initiative on Cancer (NBLIC), one of NCI's formal outreach initiatives, will spearhead local activities throughout the year by creating a network of African American leaders nationwide to undertake cancer prevention and education programs.

NCI's Cancer Information Service (CIS) will also participate in National Cancer Awareness Week. For more information about cancer prevention, detection and treatment, call the CIS toll-free number: 1-800-4-

## THERE'S STILL TIME TO RETURN YOUR 1990 CENSUS QUESTIONNAIRE

If you haven't yet mailed back your completed 1990 census questionnaire, there's still time to do so.

"Though April 1 was officially Census Day," explains Census Bureau Director Barbara Everitt Bryant, "we can still accept completed questionnaires a week or so after April 1 because our computers will be able to log them in before we create the list of households not returning the form."

Over 88 million census forms were mailed to households on March 23 and another 11 million were delivered directly to households by census personnel for mailing back. All census questionnaire

### CANCER.

The National Cancer Institute is supporting National Minority Cancer Awareness Week as part of a high priority effort to increase awareness in the African American and Hispanic American communities about the benefits of early detection.

packages contain an instruction guide and a postage paid return envelope.

Anyone needing assistance completing their form may call the following toll-free numbers and receive help in their native language: English: 1-800-999-1990; Spanish: 1-800-283-6826; Chinese: 1-800-365-2101; Korean: 1-800-444-6205; Laotian: 1-800-888-3208;

Vietnamese: 1-800-937-1953; Thai: 1-800-288-1984. The hearing impaired may call 1-800-777-0978 for TDD assistance.

Starting in late April, an army of follow-up census takers will visit those households that haven't yet returned their questionnaire.

For those who would like local assistance in completing the questionnaire, call 388-6184.

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