



Mission

CBS 11 News is making a station-wide commitment to actively profile the latest cancer information through stories focusing on all different cancer forms, while always, showing you how early detection is the key to preventing the cancer form we profile.

How we got started

A Message From CBS 11's Senior Reporter Matthew Simon:

When I was 21-years-old I found a lump in the shower. Before I knew it, a doctor I never met was shaking my hand and telling me I probably had testicular cancer. I spent the whole summer before my senior college year sick as a dog, being treated. After I was cured, I was left with several questions. While most of us know who Lance Armstrong is and how he survived testicular cancer, virtually no man knows testicular cancer is the number one cancer killer of 15 to 35-year-old young men. I wondered why I was never taught this in my junior high health class. I also wondered why health teachers were not teaching young men the only warning sign is a small, pea sized, painless lump. And if men are not actively doing monthly self-checks, since the lumps are painless, men often have no warning signs to go seek help until it is too late. Together, you can help me spread my station's message you'll find below to your loved ones. And together we can all save lives.

A heartfelt thank you,

Matthew Simon

Cancer Connections

On the 11th of every month, on CBS 11 News at 5:00, Matthew Simon features Alaska cancer survivors. Through their personal survivor stories we show the early warning signs of all different cancer forms, and how recognizing the warning signs can truly be a key to survival.

The two key parts of our *Cancer Connection* Program:

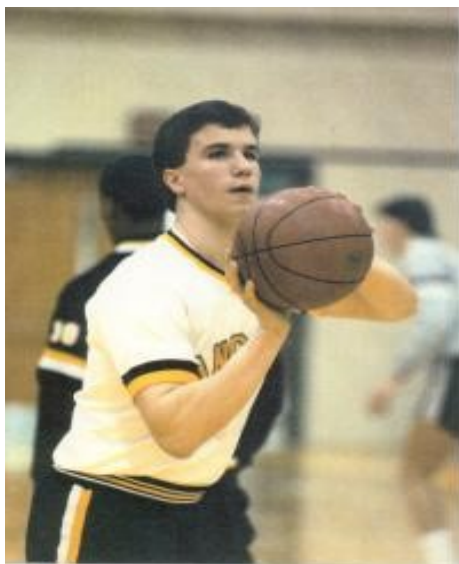
1. **Cancer Check 11**

Breast cancer is women's most common cancer form. Testicular cancer is the number one young man's cancer killer. On the 11th of every month CBS 11 News' *Cancer Check 11* Program encourages women and men to partner with a friend or relative to be their buddy. Buddies, on the 11th of each month, should encourage one another to make sure both have completed their monthly breast or testicular self-exams. CBS 11 News will air special announcements on the 11th of each month to help remind viewers to call their Cancer Check 11 partner.



2. **ASD Partnership**

The Anchorage School District is the US's 89th largest school district, with approximately 50,000 students. The district's Health Education Coordinator has agreed to partner with CBS 11 News' *Cancer Connection Program*. Starting in the 2008 school year, and permanently continuing, testicular cancer education will be included in all 8th graders' mandatory health curriculum. 8th grade is the last ASD grade level where there is mandatory health education, and from now on every student will have the message emphasized through **Jason's story**.




What Is Jason's Story

In February of 1990, Jason Struble, an 18-year-old senior basketball forward, participated in one of the biggest wins in the history of Saint Louis, Missouri's Lafayette High School. Jason was a vibrant, seemingly healthy athlete who played a key part in his team's success. But two days after that great victory Struble was diagnosed with testicular cancer and for the next 26 months entered a fight for his life. Even though Jason had the warning sign, a small, pea sized testicular lump, embarrassment and a lack of knowledge kept him from telling anyone. Despite a courageous battle, eventually it became clear to Jason the testicular cancer was winning the battle. So Jason made a dying wish for his mother to go to every middle school and high school in the St. Louis area and educate young men about testicular cancer. Jason believed if one young man's life could be saved by learning from his experience with testicular cancer, then his life would have meaning. Now, school district health classes will start using the Struble Memorial Cancer Fund's free nine-minute testicular cancer educational video. The video tells Jason's story in a format geared around sports in an effort to keep young men and women's attention. It is not only important this information reach young men, but also young women who will become the wives, mothers and girlfriends of tomorrow and will have the opportunity to influence their boyfriends, husbands and children.

Web site

Check out the Cancer Connection's section of ktva.com. Not only can you read our stories, but click on the Cancer Connection's link section to find out how to do a self-breast or testicular exam. And pass that information on to your loved ones.



FIND A BUDDY

**BREAST CANCER WOMEN'S MOST
COMMON CANCER**

**TESTICULAR CANCER #1 CANCER
KILLER OF 15 - 35 YEAR OLD MEN**

MONTHLY SELF CHECK EVERY 11TH

WWW.KTVA.COM

CANCER CHECK