



CALIFORNIA COLORECTAL CANCER COALITION (C4) ESTABLISHED AS NONPROFIT

C4 Formed With Mission to Save Lives and Reduce the Number of Californians Suffering from Colorectal Cancer

OAKLAND, CALIF. (January 15, 2007) – The California Colorectal Cancer Coalition (C4), a new non-profit organization, formally launched today with the mission to save lives and reduce suffering from colorectal cancer – one of the most preventable and treatable forms of cancer.

Colorectal cancer (CRC) is estimated to claim more than 52,000 lives in the U.S. this year, and is the third most common cancer in California. C4 was formalized with the adoption of bylaws and government recognition, earning its 501(c)(3) nonprofit designation.

“Colorectal cancer is on the shortlist of preventable cancers, yet it is shockingly one of the most common cancers among California men and women and accounts for 10 percent of the state’s cancer mortality,” said Daniel S. Anderson, M.D., president of C4. “The thousands of deaths associated with colorectal cancer are unnecessary and could easily be prevented through screening and early detection. C4 was established to specifically tackle this problem, by developing and implementing strategies to decrease the number of Californians diagnosed with late-stage colorectal cancer.”

The development of C4 occurred as a natural outgrowth of the 2006 California Dialogue on Cancer’s summit conference—the *Dialogue for Action*—an assembly of healthcare providers, policy makers, insurers, researchers, advocates, and survivors which recommended the formation of the group.

“Many studies have proven that colorectal cancer prevention is achieved through early detection and removal of pre-cancerous polyps,” said Peter Heseltine, M.D, F.A.C.P., C4 board member and medical director, Beckman Coulter. “The formation of C4 is an important next step to ensuring that Californians are educated about the preventable nature of colorectal cancer, and the invaluable role regular screening – by any of several methods – has in saving lives.”

C4 will work to increase colorectal cancer screening rates by:

- Implementing strategies to reduce disparities in colorectal cancer screening, diagnosis and treatment among underserved populations in California.
- Increasing capacity for colorectal cancer screening.
- Advocating for colorectal cancer screening programs to serve uninsured and underinsured populations.

The C4 board include clinicians, health policy advocates, public health professionals, survivors and others who want to eliminate cancer from as many lives as possible. The C4 officers are:

- President – Dr. Daniel Anderson, M.D., F.A.C.P.; a gastroenterologist with Kaiser Permanente and Clinical Professor of Medicine at the University of San Diego, California
- Vice President – Jon M. Grief, D.O., F.A.C.S.; a surgeon with Bay Area Breast Surgeons
- Secretary and Treasurer – Sandra Robinson, M.B.A.; Director of Mission Delivery for the American Cancer Society

Other board members include:

- Eric Borsum (Los Angeles), Managing Partner and General Manager, PainePR
- Jennie R. Cook (Larkspur), President, Intercultural Cancer Caucus and Past National Chair of the Board, American Cancer Society

- Peter Heseltine (Brea), M.D., F.A.C.P., Vice President and Medical Director, Beckman Coulter, Inc.
- Margaret Hitchcock (Sacramento), University of California, Davis (retired)
- John Inadomi (San Francisco), M.D., Chief of Clinical Gastroenterology, San Francisco General Hospital and Associate Professor of Clinical Medicine, University of California, San Francisco Medical Center
- Florence Kurttila (West Sacramento), survivor
- Michele Limoges-Gonzales (Folsom), R.N., M.S.N., A.N.P., Division of Gastroenterology, University of California, Davis Medical Center
- Kathryn Marquardt (Rancho Cucamonga), survivor
- Sharen Muraoka (Sacramento), Director, Policy, Government Relations Office, American Cancer Society
- Marlyn Murry (Oakland), Legislative Advocate, American Cancer Society
- Tung Nguyen (San Francisco), Associate Clinical Professor of Medicine, University of California, San Francisco Medical Center
- Melissa Wood (Aptos), Western Regional Director, MedVentive, Inc.
- Sherry M. Wren (Palo Alto), M.D., F.A.C.S., Professor, Stanford University and Chief of General Surgery, Palo Alto Veterans Health Care System

C4 has created a consumer-focused Web site to provide Californians with a one-stop location for information on colorectal cancer. For more information on C4 and colorectal cancer, please visit www.CaColonCancer.org.

About Colorectal Cancer

According to the 2007 *California Cancer Facts & Figures*, approximately 14,565 new cases are forecasted to be diagnosed and 5,285 people are estimated to die from colorectal cancer. It is the third most commonly diagnosed cancer among California men and women and accounts for 11 percent of all newly diagnosed cancers.

Access to appropriate use of cancer screenings tests, such as colonoscopy, sigmoidoscopy, and Fecal Occult Blood Test (FOBT), could reduce death rates of colon cancer up to 80 percent. The benefit of colorectal cancer screening is cancer prevention

– given that removal of pre-cancerous polyps prevents cancer – and early detection, which markedly improves chances of long-term survival.

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