

Cancer

The Cancer Program of UNC-Chapel Hill & UNC Health Care

Fall 2006

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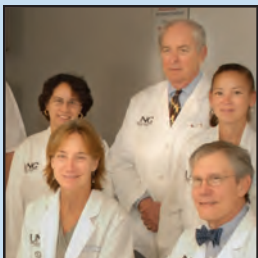
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Exploring Racial Differences in Cancer

UNC Lineberger researchers continue to find differences in the way cancer, and its treatments, affect racial and ethnic groups. The most pronounced differences in incidence and outcomes are found in cancers of the colon-rectum, prostate and breast.

UNC investigators are looking for the reasons for these differences, as well as developing targeted therapies and creating specific outreach programs. Here's an overview of some of the projects.

Colorectal Cancer

The American Cancer Society estimates 148,610 new cases of colorectal cancer will be diagnosed this year. As a subset of the U.S. population, African Americans have the highest incidence of this form of cancer and also have worse outcomes.

Richard Goldberg, UNC Lineberger associate director for clinical research and division chief of hematology/oncology, led a clinical trial to begin to understand the differences between outcomes in African American and Caucasian patients with metastatic colorectal cancer.

The trial studied the response rate -- the rate at which tumor shrinkage was noted -- to one of three randomly assigned chemotherapy programs. "African Americans had a 10 percent lower response rate than did Caucasians, a statistically significant difference," Goldberg explains. African

Americans also had significantly fewer episodes of severe side effects, particularly less diarrhea.

DNA also was extracted from blood samples donated by 500 of the patients enrolled in the trial. Samples were examined for inherited genetic differences, known as polymorphisms, in genes that are known to be important in the processing and breakdown of the drugs patients received.

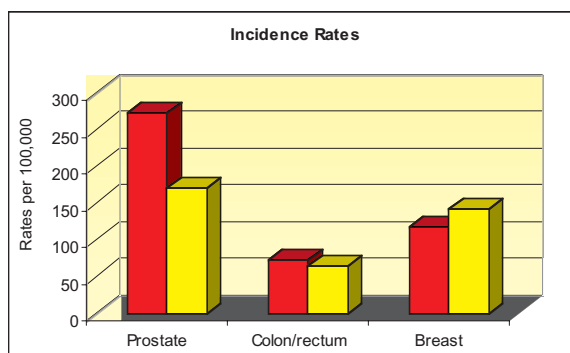
"We found significant genetic differences in the relative frequencies of polymorphisms in the genes examined," Goldberg notes. "These differences in how individuals handled the drugs may explain the differences between the outcomes and side effects experienced by African Americans and Caucasians."

Further research with large patient populations will be required to verify these findings. "If confirmed," Goldberg says, "this may mean that African Americans with colorectal cancer should be treated differently than Caucasians, using either higher drug doses or different treatment strategies."

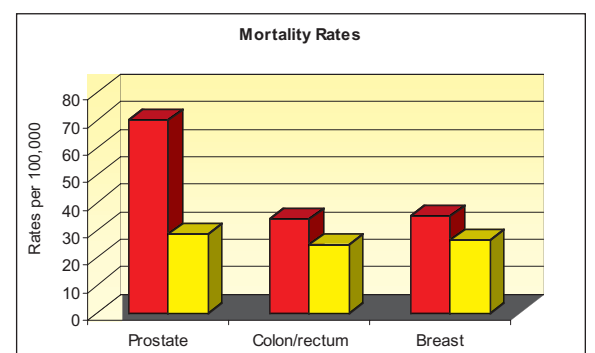
Prostate Cancer

Black North Carolinians, particularly those living in the Eastern counties, have the highest rates of prostate cancer among all African Americans. The state also has the largest

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Source: Surveillance, Epidemiology, and End Results (SEER) Program, 1975-2001, National Cancer Institute, 2004.



Source: National Center for Health Statistics, Centers for Disease Control and Prevention

Pregnant Smokers: A North Carolina Problem

Long after North Carolina's storied tobacco fields have been plowed over and reams of research have established tobacco's negative effects on health, many residents of the Tar Heel state continue to smoke the Golden Leaf, including expectant mothers.

The Old North State clocked in at 12.5 percent in 2004 (the most recent year available), over the 10.2 percent national average. Three of the top four causes of infant death in the state are directly associated with either maternal smoking during pregnancy and/or infant exposure to tobacco smoke after birth. (North Carolina's infant mortality rate of 8.8 in 2004 is among the highest in the nation).

Cathy Melvin isn't proud of these statistics. And the UNC School of Public Health research associate professor of maternal and child health is doing her part to lower

the numbers, not just in her home state, but nationwide, as chair of the UNC-based National Partnership to Help Pregnant Smokers Quit and director of Smoke-Free Families National Dissemination Office (SFFNDO). Both programs are funded by The Robert Wood Johnson Foundation.

SFFNDO's purpose is to provide all pregnant and parenting smokers with the help they want and the support they need to quit smoking and stay tobacco-free. "We work nationally with over 60 partner organizations and all 50 states through the



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Director's Message



Dr. H. Shelton Earp, III

This issue of *CancerLines* showcases the kind of accomplishments that makes the UNC Lineberger Comprehensive Cancer Center special. Our breast cancer team - geneticists, epidemiologists,

and clinicians - recently published a paper in the *Journal of the American Medical Association* showing that younger African American women are more likely to have an aggressive form of breast cancer. These important findings were the result of more than ten years of collaborative work. It is UNC's and Lineberger's collegial atmosphere and diverse faculty that make research like this possible.

Our clinical research program continues to grow in national reputation. At the annual meeting of the American Society of Clinical Oncology (ASCO) held in May, our Associate Director Dr. Richard Goldberg reported

his findings on racial differences in response to treatments for advanced colon cancer. He also led 200 of the world's experts in the first-ever "think tank" to chart directions for colorectal cancer research. Drs. Joel Tepper and Mark Socinski announced successful study results for esophageal and lung cancers. Drs. Lisa Carey and Chuck Perou spoke about breast cancer genetics. It is gratifying to see our talented faculty recognized by their peers as national leaders in the field.

UNC Lineberger continues to draw some of the country's best scientists and clinicians to Chapel Hill. Dr. Ian Davis, who is joining us from the Harvard/Dana-Farber Cancer Institute is one of the most accomplished young pediatric cancer researchers in the country. His superb clinical and research training have placed him at the forefront of molecular approaches to the most difficult to treat childhood cancers. Dr. Howard McLeod, previously at Washington University in St. Louis, is an internationally recognized expert in the pharmacogenomic analysis of cancer therapeutics who joins Lineberger and the School of Pharmacy. His work will

help predict cancer patient response to chemotherapy. Dr. Daniel Clarke-Pearson was recently recruited from Duke to join the Cancer Center and UNC as Chair of the Department of OB/GYN. Under his leadership, the gynecologic oncology program will continue to excel.

On the prevention side of women's cancers, it is a real pleasure to learn about Cathy Melvin's work finding women at a teachable moment, when pregnant, to help them give up smoking.

As we welcome these new arrivals and celebrate accomplishments, it is fitting that this issue gives me the opportunity to publicly thank our honor roll of donors. Our ability to recruit the best faculty and to conduct innovative research is thanks to the support we receive from you. We are thrilled to report a year of record-breaking support, reflecting your confidence in our program and our dedicated faculty. Thank you for continuing to be such an important part of the UNC Lineberger family. ●

UNC Lineberger is designated a comprehensive cancer center by the National Cancer Institute.

Cancer Lines is a publication of the UNC Lineberger Comprehensive Cancer Center, The University of North Carolina School of Medicine at Chapel Hill.

Dr. H. Shelton Earp, III, Director
Dr. Joseph S. Pagano, Director Emeritus
Dr. Richard Goldberg, Associate Director, Clinical
Dr. Albert Baldwin, Associate Director, Basic Research
Debbie Dibbert, Director of External Affairs
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Alyson Newman, Design & Layout

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UNC Lineberger
Comprehensive Cancer Center
CB# 7295
School of Medicine
University of North Carolina
at Chapel Hill
Chapel Hill, NC 27599-7295
(919) 966-5905
www.unclineberger.org

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BCRF: Ten Years of Generous Support



The Breast Cancer Research Foundation was founded in 1992 by Evelyn Lauder. Since its inception, the

Foundation has raised more than \$135 million to support clinical research at cancer centers across the globe conducting the most advanced and promising breast cancer research into new therapies and genetic links that will help lead to prevention and a cure.

During the last ten years, UNC Lineberger Comprehensive Cancer Center has received over \$2.2 million from the Breast Cancer Research Foundation. The BCRF currently funds UNC Lineberger research team projects in clinical and genetic breast

cancer research. These projects are led by Cancer Center Director Shelley Earp, MD, Charles Perou, PhD, Department of Genetics and Pathology, Jon Serody, MD, PhD, Department of Medicine, and Lisa Carey, MD, Department of Medicine. The research topics include:

- A New and Improved Anti-HER2 Breast Cancer Vaccine
- Genetic Instability, DNA Repair in Breast Cancer
- EGF Receptor Family in Breast Cancer: The Role of HER+
- Molecular Therapeutics for Luminal Epithelial Tumor Subtypes

In Memoriam Joseph W. Lineberger

Joseph Lineberger of Charlotte died June 19 at age 95. He and his brother, Harold, also deceased, gave the cornerstone gift to the UNC Cancer Research Center Building Fund that, with other private gifts, funded construction of the original Lineberger Building that opened in 1984. They gave an additional gift to UNC-Chapel Hill to endow professorships in cancer research and the humanities. Joseph and his wife, Anna Boyce, were founding members of the Center's Board of Visitors. Anna Boyce and other Lineberger family members continue to serve on the Board. The Lineberger family of Belmont, NC, were pioneers in the textile industry. ●

Pictured (left-right): Former UNC President William Friday, J. Harold Lineberger, former UNC-Chapel Hill Chancellor Christopher Fordham and Joseph Lineberger with the gift agreement that provided the naming gift for UNC Lineberger Comprehensive Cancer Center in 1981.



Racial Differences

continued from page 1

disparities between black and white prostate cancer mortality.

To understand why, Paul Godley, associate professor of medicine, looked at Medicare patients diagnosed with early stage prostate cancer over a 10-year period. He compared blacks and whites while adjusting for the type of treatment they received (surgery, radiation or observation), income, education, other medical conditions and region of residence. Godley is director of the UNC Program on Ethnicity, Culture and Health Outcomes.

The study found that racial differences in prostate cancer survival persisted after adjusting for multiple other factors that are known to affect outcomes, including the cancer's appearance under the microscope and extent of spread. "The factors we adjusted for in our study should account for large differences in survival between populations and, yet when these factors were balanced, race remained an important predictor of outcomes," Godley notes.

Another analysis is underway to sort out what factors are contributing to disparities in mortality. "If the differences in survival after prostate cancer treatment disappear after the accounting for these factors, then it may mean that some of these factors, such as access to care, treatment choice or other medical conditions were accounting for the racial differences in prostate cancer survival," he explains. "Although it's possible that biological differences may contribute to the racial disparities in prostate cancer survival after accounting for other factors, these studies are not designed to assess genetic or biological differences in prostate cancer."

The follow-up study includes 555 black and white men from North Carolina who were interviewed after

their prostate cancer diagnosis, and at 6 months and 12 months. Results should be published later this year.

Breast Cancer

U.S. breast cancer mortality has decreased by about 25 percent in the last decade, but it is still the second most common cancer in women. "Our work had determined that breast cancer isn't one disease, but at least five different diseases," notes Chuck Perou, assistant professor of genetics. "We're now focused on understanding and identifying the genetic events responsible for each disease with the expectation that understanding these causative genetic events will show us pathways for therapies."

Of particular interest are two important breast cancer drug targets, namely HER2/neu and ER, which are critical in deciding if certain tumor cells will form tumors.

The Carolina Breast Cancer Study investigated the distribution of these breast cancer subtypes relative to race and age. In this study, about half of the women were premenopausal and just under half African American.

"We found something new," says Robert Millikan, associate professor of cancer epidemiology and head of the Carolina Breast Cancer Study. "Younger African American breast cancer patients show a high frequency of a type of breast cancer called basal-like, which does not respond to therapy directed at the estrogen receptor or the HER2 receptor."

"That means that we have to use chemotherapy to treat women with this type of breast cancer," explains Lisa Carey, associate professor of medicine. "It works, but it is still chemotherapy, with all the issues of side effects, baldness, disruption of a woman's and her family's life that go along with that."

The same technology that helped identify these

subtypes also gives information about the biology of each. "That knowledge will allow us to identify targeted treatments that will work in this subtype and get away from chemotherapy," she says.

The findings will need to be validated in other



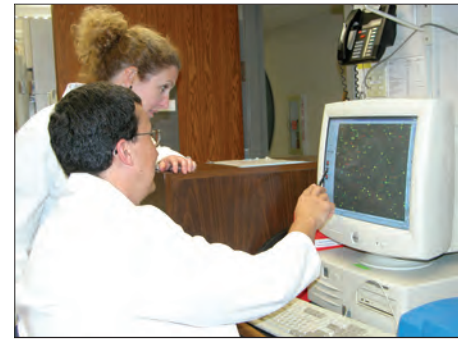
Dr. Richard Goldberg



Dr. Paul Godley



Dr. Robert Millikan



Dr. Chuck Perou and Dr. Lisa Carey review microarray data

patient populations, however. "It will be important to engage breast cancer advocacy groups such as the National Breast Cancer Coalition and other patient groups to ensure that the findings are translated into better care and access to clinical trials for all breast cancer patients," Millikan says.

"Of particular importance are clinical trials that enroll large numbers of younger African American women," he continues. "To conduct successful trials, we need to address long-standing barriers, problems with access to care and negative perceptions about research, and to reach out in more constructive ways to the African American community."

Targeted Research, Better Results

"At UNC one of our highest priorities is unraveling the biologic explanations for different outcomes among groups of patients such as those identified in these studies," Goldberg says.

"The identification of differences among individuals and their tumors will likely give us the tools to choose the best therapies for each person from among the increasing number of active drugs that are available today," he concludes. "The era of tailored therapy, rather than one-size-fits-all treatment, is on the horizon." ●

Welcome to New Faculty Members Ian Davis and Howard McLeod

Ian Jonathan Davis, M.D., Ph.D. and Howard McLeod, Pharm.D., have accepted faculty positions at the UNC Lineberger Comprehensive Cancer Center.

Howard McLeod joins UNC Lineberger and the UNC-Chapel Hill School of Pharmacy as the Fred Eshelman Distinguished Professor of Pharmacy, Director of the new UNC Institute for Pharmacogenomics and Individualized Therapy and a member of the UNC Lineberger Comprehensive Cancer Center.

McLeod, an internationally recognized expert in the pharmacogenomic analysis of cancer therapeutics, comes to UNC from the Alvin J. Siteman Cancer Center at Washington University School of Medicine in St. Louis, MO. He is the author or co-author of more than 260 scientific articles and is a member of the FDA Subcommittee on Clinical Pharmacology. He serves on the Scientific Program and Cancer Research committees for the American Society for Clinical Oncology and is on the editorial board for seven scientific journals. Dr. McLeod is a Principal Investigator in the National Institutes of Health Pharmacogenetics Research Network.

McLeod earned his B.S. degree from the University of Washington School of Pharmacy and his Pharm.D degree from the Philadelphia College of Pharmacy and Science.

Dr. Richard Goldberg, associate director of UNC Lineberger, said, "We are very excited to welcome Dr. McLeod to the UNC community. He and his team of

scientists are conducting innovative work in the emerging field of personalized medicine. The intellectual environment at UNC and the investment that the university and state of North Carolina are making in this area of inquiry will enable his practical application of this field to clinical patient care."

Goldberg is also chief of the division of hematology/oncology in the UNC School of Medicine and medical director for the NC Cancer Hospital.

Ian Jonathan Davis, M.D., Ph.D., joins the UNC School of Medicine Department of Pediatrics as an assistant professor in the division of Hematology/Oncology. He will also be a member of the UNC Lineberger Comprehensive Cancer Center.

Davis comes to UNC from Children's Hospital Boston and the Dana-Farber Cancer Institute.

While in Boston he served as chief resident at Children's Hospital Boston and at Dana-Farber Cancer Institute as a pediatric hematology/oncologist; he was named the Abraham Fellow from 2002-2004.

Davis earned his B.A. from Northwestern University in Evanston, Illinois, his Ph.D. from the



Dr. Ian Davis



Dr. Howard McLeod

University of Illinois at Chicago and his M.D. from Northwestern University Medical School in Chicago.

Davis is an active laboratory scientist as well as a practicing physician involved in the care of pediatric cancer patients. His research involves the molecular genetics of childhood cancers. His most recent findings have redefined a group of soft tissue and kidney pediatric cancers previously thought to be disparate. His experiments have shown that their development is linked by a common molecular mechanism that initiates tumor formation. He hopes to use this knowledge to devise novel, targeted therapy for these diseases.

Said Dr. Shelton Earp, director of UNC Lineberger Comprehensive Cancer Center, "Dr. Davis is one of the most accomplished young pediatric cancer researchers in the country. His superb clinical and research training have placed him at the forefront of molecular approaches to the most difficult to treat childhood cancers. He was attracted to Chapel Hill, the Department of Pediatrics, and the UNC Lineberger Cancer Center because of our collegial atmosphere and determination to apply the precepts of genetic medicine to human disease."

Davis' position and work at UNC will be supported by the G. Denman Hammond Fund for Childhood Cancer. This fund was created in 2001 by an anonymous donor in honor of Dr. G. Denman Hammond, an undergraduate and two-year medical school alumnus of UNC-Chapel Hill. ●

Profile

estrogen use will get breast cancer, and analyzing a new optical technology using near-infrared light to penetrate the breast.

Life-long Dream

Etta Pisano gets a tremendous amount of satisfaction from meeting new people, learning new things and generally feeling useful. She'll get plenty of all three in her new position as vice dean for academic affairs in the UNC School of Medicine.

The Kenan Professor of Radiology and Biomedical Engineering and the director of the UNC Biomedical Research Imaging Center was named vice dean earlier this year. She'll be overseeing the School's academic mission of teaching, treatment and research.

"I'm excited to bring my previous experience to bear on new problems," she says. Among the challenges: recruiting six new chairs in the next 12 months and implementing the strategic plan instituted by her successor.

"The School has created a system where chairs, center directors and administrative leaders set goals and assess their own success," Pisano explains. "I'm looking forward to building on that strategic planning by implementing some of the goals."

Pisano has strong ties with Lineberger. She has been co-leader of the UNC Breast Center and is currently the program leader charged with enhancing imaging research at UNC Lineberger.

Never Far From the Lab

Despite the demands of her new post, Pisano still sees a few patients as a radiologist and remains very active in the lab. "There are still a few studies going on in the digital mammography screening trial which is designed to determine if digital mammography is cost-effective compared to film."

Her other projects include a study to discover if women whose breast density changes because of

Pisano always wanted to be a doctor, but the decision was sealed after the death of her mother. "My mom died when I was 15 and I decided on women's health," she recalls. "I thought I'd do OB/GYN, but I couldn't stay awake all night to deliver babies. So I looked at cancer research and ended up liking breast imaging when I realized how limited the tools we have are."

Raised in Flourtown, PA, a suburb of Philadelphia, Pisano graduated from the Duke School of Medicine and was chief of breast imaging at Harvard Beth Israel Hospital before being lured back to the Triangle. She now lives in Chapel Hill with her husband, Jan Kylstra, an ophthalmologist, and three of their four children.

Challenges of the Job

Though it's challenging enough keeping up with research and technological advances, Pisano says the toughest thing about being a physician is much more personal.

"I find it hard to tell women when they have an abnormality on their mammogram," she says. "It's hard for a woman to hear bad news and though I try to help her understand that breast cancer isn't always a deadly disease, it's a challenging moment for both of us."

Noted for Her Accomplishments

Pisano received the 2005 Women in Science award from the American Medical Women's Association. The award is given annually to a female physician who has made "exceptional contributions to medical science, especially in women's health, through her basic and/or clinical research, her publications and leadership in her field."

Pisano is dedicated to being an administrative leader for the Medical School while continuing to pioneer new ways of detecting breast cancer.

"Forty thousand women die every year of breast cancer in the U.S.," she notes. "It kills women in the prime of their lives. We need better tools to improve detection and diagnosis. Earlier detection is the key to successful treatment. And that's my main purpose: to reduce the death toll from breast cancer." ●



Campbell Brown, co-anchor of "Weekend Today," presented a Ladies' Home Journal Health Breakthrough Award to Dr. Pisano on August 8. Pictured left to right are Ms. Brown, Dr. Pisano and Ladies' Home Journal Editor in Chief Diane Salvatore.

Briefs

Different Gene Expression Predictors of Breast Cancer Agree

Not all patients with similar clinical indicators get the same benefits from treatment. To develop more effective therapies, UNC scientists identified a number of activity patterns in the genes of individual tumors that make them biologically distinct, and which could provide valuable clinical information.

As part of a multi-site study, UNC researchers studied the concordance of five different predictors that were applied to a single data set of 295 tumor samples for which patient survival data was available - relapse-free survival and overall survival. The study found that four predictors showed "significant agreement" in their outcome predictions on individual breast cancer patients, despite having little gene overlap. Of the three predictors showing the greatest concordance, two were the main assays that are commercially available and being used to guide clinical trials.

"This is good news for breast cancer patients," says Charles Perou, assistant professor of genetics and

pathology and a Lineberger faculty member. "It means that different groups have independently arrived at tests which agree with each other and that they all do add information not provided by existing clinical tests," Perou says. Perou's article appeared in the 08/10/06 issue of the *New*

England Journal of Medicine.

Novel Enzyme Could Have Implications for Prostate Cancer

UNC scientists have purified a novel protein and found it can alter gene activity by reversing a molecular modification previously thought permanent. The novel protein may figure in the development of prostate cancer.

Consistent with reversing a marker of gene silencing (H3K9 methylation), the protein functions as a co-activator for the androgen receptor target genes. "Given the androgen receptor link, we're now trying to identify the downstream target genes, as well as its role in prostate cancer," explains senior author and Lineberger faculty member Yi Zhang, professor of biochemistry and biophysics at UNC's School of Medicine and a Howard Hughes Medical Institute investigator.

"Theoretically, this protein is a very important tool for gene expression studies," Zhang continues.

"Practically, it provides a potential target for prostate cancer because of its enzymatic activity. And it is enzymatic activity that's the favorite target of drug development." Zhang's results were reported in the 05/05/06 issue of the journal *Cell*.

Multimodality Therapies Improve Esophageal Cancer Outcomes

A new multi-center study found that the median survival among esophageal cancer patients receiving chemotherapy and radiation followed by surgery is 4.5 years compared to 1.8 years among patients treated only with surgery.

"Even though it's a small number of patients, the study has shown a convincing survival advantage with more aggressive therapy, presumably related to the ability of radiation and chemotherapy to more effectively control the primary tumor located in the esophagus," notes the study's co-principal investigator Joel Tepper, professor and chair of radiation oncology and a Lineberger faculty member.

Other studies have also suggested an advantage to more aggressive therapy but have not been able to demonstrate a statistically significant survival advantage. In addition to UNC, five other study leaders were involved in the study. Funding for the study was provided by the National Cancer Institute, a unit of the National Institutes of Health. Tepper's results were reported at the annual meeting of the American Society of Clinical Oncology in June 2006.

OB-GYN offers total package to cancer patients

UNC's gynecologic oncology program does more than provide cancer patients with high-quality clinical care and access to cutting-edge research. It also offers specialized nursing, psychological support, counseling and social services. One of the top gynecologic oncology programs in the country, it's a unique resource for North Carolina women.

"We manage the patient's entire care including all the aspects so important to achieving the best outcome," says Daniel Clarke-Pearson, Robert A. Ross Professor, chair of UNC's Department of Obstetrics and Gynecology, and a Lineberger faculty member.

Innovative Trials and Treatments

"Our own clinical initiative is to aggressively incorporate use of novel biologic therapeutics into our chemotherapy regimens," notes Wesley "Butch" Fowler, chief of the division of gynecologic oncology and UNC Lineberger faculty member. "We're also pursuing regimens that improve quality of life by decreasing side effects and improving the infusion schedule." Two important clinical trials are currently underway.

Paola Gehrig, assistant professor of obstetrics and gynecology and Lineberger faculty member, is investigating treatments for endometrial cancer. The Phase II mTOR inhibitor trial is the only one in the Southeast and one of only six in the nation. "The death rate is up more than 200 percent since the 1990s," she notes. "Something is going wrong."

Another trial, led by Linda Van Le, associate professor of obstetrics and gynecology and Lineberger faculty member, is exploring how a combination of Avastin, a monoclonal antibody, and two standard chemotherapy drugs (carboplatin and paclitaxel), might improve the treatment of women with newly diagnosed suboptimal advanced epithelial ovarian and peritoneal cancer.

The Gyn Oncology team also uses unique technologies to operate on patients. The UNC

program is the only one of its kind in the region using the da Vinci Surgical System, which combines 3-D visualization with enhanced dexterity, precision and control to enable less invasive surgery. John Boggess, associate professor of obstetrics and gynecology, pioneered using the da Vinci for uterine staging and cervical cancer. Since 2005, he has performed over 120 surgeries with the da Vinci. UNC has done more gynecologic oncology robotic cases than anyone in the world.

Comprehensive Care

The Gyn Oncology team works out of the new N.C. Women's Hospital, one of the most modern facilities in the nation. "The clinic has its own infusion area, minor O.R. and multiple exam and consultation rooms," Fowler explains. "It's one-stop shopping." That makes it easier for patients to get the care without going from facility to facility on the medical campus.

"Having a nursing staff who is 100 percent committed to the care of women with gynecologic cancers also results in individualized care by nurses with subspecialty expertise," Clarke-Pearson adds.

The team also started the first disposition conference at the hospital. "We meet on a weekly basis with pathologists and radiation oncologists to establish a patient's treatment plan through



The UNC Gynecologic Oncology Program team members: Seated left -right: Dr. Paola Gehrig; Dr. John Boggess; Anne Dunlap RN; Barbara Brannigan RN; Dr. Daniel Clarke-Pearson. Standing left to right: Pat Butterton RN; April Tacey-Dickinson RN; Mildred Walker NA; Dr. Lisa Abaid; Judy Sprinkle RN; Juanita Moore LPN; Dr. Wesley Fowler; Dr. Vickie Bae-Jump; and Rebecca Schaub LPN. Not pictured: Dr. Linda Van Le, Dr. John Soper, Dr. Aaron Shafer, and Linda Fowler, RN.

collaborative review and discussion by all of the experts around the table," Fowler says. This provides an extremely high continuity of care and improves patient outcomes.

All of these developments bring the program closer to Clarke-Pearson's goal. "It is my hope that we will become the best public medical school department in the country," he asserts. "The strategy to successfully achieving that goal is further development of all aspects of the department: in superb innovative clinical care, expanded research, and fantastic educational programs for students, residents, sub-specialty fellows and physicians in the community." ●

Promising Drug May Be Effective Against Advanced Form of Lung Cancer

Results of a multi-center phase-2 clinical trial on an oral drug, sunitinib malate, currently approved for treatment of kidney cancer indicate it may also be effective for people with recurrent and advanced lung cancer. The activity data appears "very similar" to that of other currently approved agents for non-small cell lung cancer. Another drug (Avastin) keeps new blood vessels from forming. It has been shown to help people with advanced lung cancer live longer when it was given along with chemotherapy.

"As a single-agent, this drug worked in a difficult group of patients whose advanced disease had been previously treated with other chemotherapies and whose options were limited," explains Principal Investigator Mark Socinski, associate professor of medicine and a Lineberger faculty member. Among 63 patients treated, there were six confirmed partial responses, with disease stabilized in an additional 27. Forty-seven more have been treated on a continuous dose of the drug, at 37.5 milligrams/day. This extension of the clinical trial will explore the effectiveness and safety of a continuous dosing strategy. Data as to length of survival are still pending. Socinski's results were reported at the annual meeting of the American Society of Clinical Oncology in June 2006. ●

Smoking Moms

continued from page 1

National Partnership to Help Pregnant Smokers Quit," Melvin, a UNC Lineberger faculty member, explains. "The coalition implements evidence-based interventions for helping pregnant and parenting smokers quit smoking."

Startling Statistics

"Rates of pre-term birth /low birth weight, respiratory distress syndrome and Sudden Infant Death Syndrome could all improve dramatically if pregnant women and their partners did not smoke during and after pregnancy," she notes, "and if infants were always in smoke-free environments, especially in their homes, their day care facilities, public places and automobiles."

Conversely, if no pregnant women smoked during pregnancy, the overall infant mortality rate would drop an estimated 10 to 20 percent. "Furthermore, the rates would improve most in underserved and disadvantaged communities where women are more likely to smoke while pregnant."

Beyond Health Problems

Not only do prenatal exposure and/or exposure to second-hand smoke endanger the lives of infants, it also causes higher public expenditures for the care of mothers and infants participating in the Medicaid program.

According to a 2002 study, costs during the first year of life for infants of women who smoked while

pregnant were \$4,353 compared to \$3,769 for infants of non-smoking women. "Overall this difference amounts to nearly \$6.5 million in excess Medicaid costs during one year for the infants of mothers who smoked," Melvin notes.



Dr. Cathy Melvin

Getting the Word Out

"The good news is that we know what works to help pregnant and parenting smokers quit smoking," Melvin says. "The evidence base is strong and supports treatment for smokers that includes counseling and use of first-line pharmacotherapies -- unless contraindicated -- reimbursement by health insurers, including Medicaid, for effective treatment, increases in the price of cigarettes (usually through hikes in the cigarette excise tax), and increasing the number of smoke-free places in our communities."

Melvin is expert at spreading the word about these proven strategies and ways to implement them. In addition to her work with Smoke-Free Families, she is co-director of Lineberger's Dissemination Research Core, which is charged with making sure that evidence-based prevention, early detection, and treatment information moves from the Cancer Center into community practice as quickly as possible.

"By shortening the time from discovery of a new intervention to implementing it," Melvin notes, "we can make sure that every North Carolinian receives state of the art services that prevent, detect and treat cancer." ●

Gifts to the

UNC Lineberger raised over \$3,800,000 in new gifts and pledges this year (July 1, 2005 - June 30, 2006). We extend our sincere gratitude to the over 4,500 donors who stepped forward to help us achieve such tremendous results. The impact of your efforts is felt from the lab to the clinic and makes a real difference in the fight against cancer. These impressive lists record the names of those who led the way with their generous support of the Cancer Center this year. We are grateful to each and every donor.

\$250,000+

Anonymous
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\$150,000-\$249,999

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\$50,000-\$149,999

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70 friends and supporters of UNC Lineberger gathered at the Figure 8 Island home of Board of Visitor members Charlie and Flo Winston. The group heard from Dr. Shelley Earp, cancer center Director, and Dr. Lisa Carey, Co-Director of the UNC Breast Center. Shown above are the event co-hosts and Lineberger faculty (left to right): Dr. Ben Calvo, Nat Harris, Dr. Lisa Carey, Blanche and Zack Bacon, Dr. Shelley Earp, Raye Sapp, Charlie and Flo Winston, Earl and Margie Johnson and Dr. Tom Shea. Co-hosts missing from photo: Sheila Harris and Bennett Sapp.



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We welcome the newest Lineberger members of The Berryhill Society, which was established by The Medical Foundation of North Carolina to recognize donors who have included the School of Medicine or UNC Hospitals in their estate plans. We salute the following individuals who have supported UNC Lineberger through bequests, trusts, and/or other planned giving arrangements to help fund cancer research, prevention and care.

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Christina Jones Fund for GI Cancer Research Established

The Seby B. Jones Foundation of Raleigh NC continued its generous support of UNC Lineberger with a \$100,000 pledge to establish The Christina B. Jones Endowment Fund for Gastrointestinal Cancer Research. This fund will provide critical resources for UNC Lineberger researchers to treat, prevent and reduce GI cancer occurrence and death in North Carolina.

Last year, the National Cancer Institute awarded UNC Lineberger Comprehensive Cancer Center a Specialized Program in Research Excellence (SPORE) grant in gastrointestinal cancers - one of only four GI SPORES in the nation. This award recognizes the exceptional work of our faculty and their leadership in translating laboratory findings into novel approaches for prevention, early detection and therapy of GI cancers.

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UNC Lineberger Is Largest Team for the 10th Anniversary NC Triangle Race for the Cure

For the fourth consecutive year and for the sixth time since 1999, UNC Lineberger won the award for the largest team at the 10th anniversary NC Triangle Race for the Cure with 329 team members. "Coach" Judy Swasey's Sole Sisters team, some 70 strong, took part in the race. Pictured here are Dr. Shelley Earp with breast cancer patient Beverly Gregory and her husband, Glenn.

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This year the lunch will be held on Saturday, February 10, 2007 before the UNC vs. Wake Forest game. For more information about joining the Lineberger Club, please contact Brad Wilson at 919-966-0442.

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Book Mark My Word, a company founded by Jennifer and Michael Hodshon, has raised over \$3,000 for cancer research at UNC by selling book marks. Shown here at the Cary Lazy Daze Festival: front row (left to right) Jennifer Hodshon; Samantha Cucurro; Brittany Raia; Sara Lynch; Rachel Cucurro. Second row: Taylor Cucurro; Michael Hodshon.

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Lineberger Seed Grant Program Continues to Thrive

The Lineberger Seed Grant program, started in 1986 to give cancer researchers the opportunity to develop new ideas, continues to produce significant and surprising new knowledge in many areas of cancer research. Many grant recipients have used their findings to leverage major funding from conventional sources. This past year 7 grants totaling \$217,500 were funded.

Special thanks to the AE Finley Foundation of Raleigh, NC for renewing its support with a generous pledge of \$100,000 for the Marian Nottingham Rice Seed Grant Endowment Fund. This pledge brings the A.E. Finley Foundation's support for this program to \$200,000.

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 We have made every effort to ensure
 the accuracy of this list. If you find
 an error, please contact us at
 919-966-5905 or by email at
 anewman@med.unc.edu.



Brad Wilson Joins External Affairs

Brad Wilson started in June as the new Assistant Director of Development for Annual Giving at UNC Lineberger Comprehensive Cancer Center. Brad has been at UNC since 2001. Most recently, he has been with The Medical Foundation as co-director of the UNC School of Medicine's medical alumni campaigns. Prior to that, he was a development officer for the Division of Student Affairs.

Wilson is a native of Boone, NC and a graduate of UNC-Chapel Hill. "During my first year of college, a high school friend lost his battle with cancer. I've never forgotten that. I look forward to being part of one of the best cancer centers in the nation battling this disease," says Wilson.

Lineberger Welcomes New Board Members

We welcome the following individuals who joined the UNC Lineberger Board of Visitors beginning in July:

- Asheville: Waring and Betsy Boys
- Chapel Hill: Luther and Cheray Hodges;
Maryann Roper
- Charlotte: Chris and Lili Teigland
- Greensboro: Joe and Lynn Stanley
- Raleigh: Gordon and Sallie Grubb;
Bill and Debbie Pappas
- Wilmington:
Connie & Pete Grine



The Susan G. Komen
 Breast Cancer Foundation
 NC Triangle Affiliate

Lynn Lecture Series:

"Coming to Our Senses: Healing Ourselves
 in Ways Little and Big Through Mindfulness."

Dr. Jon Kabat-Zinn, internationally renowned
 teacher, author and researcher

Thursday, September 28, 7:00 PM
 Meymandi Hall, Raleigh Memorial Auditorium

UNC Lineberger is a proud sponsor of the event.

For tickets: 919-493-2873 or
 www.komennctriangle.org

TICKLED Pink 2006

You are exuberantly invited to attend
**TICKLED Pink 2006 — three very
 happy, totally crazy all pink events to
 benefit women's cancer research at
 UNC Lineberger Comprehensive Cancer
 Center. Join us at one or both luncheons
 and at our new twilight evening event.**

Tuesday, October 3

**Top of the Hill Restaurant
 5-7 pm (\$50)**

Thursday, October 5

**Squid's Restaurant
 11:30 am-2 pm (\$50)**

Tuesday, October 10

**Galloway Ridge at Fearington
 11:30 am-2 pm (\$50)**

**Special thanks to our lead sponsor,
 Blue Cross Blue Shield of NC.**

**To make reservations, visit
 www.unclineberger.org
 or call 919-966-5905.**



Friday, October 13th

7:30-9:00 AM

Center Court, Dean E. Smith Center

Coach Roy Williams invites you to a seated breakfast and live auction to help in the fight against cancer and kick off another exciting year of UNC basketball. Special guests will include the UNC Assistant Coaches, Coach Dean Smith, Coach Bill Guthridge and the voice of the Tar Heels, Woody Durham.



Individual tickets: \$100
(\$75 tax deductible)

Reserved tables for 8: \$1,500
(\$1,300 tax deductible)

Tickets are available at
www.unclineberger.org
or 919-966-5905

V Foundation Funds \$1 Million Collaborative Research Grant

The V Foundation for Cancer Research has just awarded a ground-breaking \$1 million dollar research grant to UNC Lineberger Comprehensive Cancer Center and the Duke Comprehensive Cancer Center. The grant was given in honor of Jamie Valvano Howard, Jim Valvano's daughter who was diagnosed with breast cancer in August of 2005.



The V Foundation project brings together the considerable expertise developed at UNC and Duke. Together, researchers at both universities will work to dissect the complexity of breast cancer. The program will have a common goal of developing strategies for individualized treatment of breast cancer, building on the prior work and advances at both institutions together with new and novel programs. It involves two primary areas of collaborative focus and an important future clinical trial.

"The V Foundation board of directors decided to establish this grant in honor of Jamie to develop a model program that The V Foundation will be able to replicate throughout the country," Valvano said. "We hope this project will play a role in shaping how future breast cancer patients will be diagnosed and treated."

"Over 13 years ago my father spoke the words, 'We need your help. We need money for research.' These words took on an entirely different meaning when a year ago, at the age of 33, I was diagnosed with breast cancer," said Howard. "Because of my family history, genetic testing was performed and it was discovered that I had inherited a genetic mutation that made me more susceptible to breast cancer, ovarian cancer and many other forms of the disease." Armed with this knowledge, Jamie's doctors were able to create a course of treatment and surgery that would increase her chances for survival and protect her from the disease in the future.

Howard went on to say, "I know without a doubt cancer research saves lives. I'm overwhelmed The V Foundation for Cancer Research has established a research grant in my honor." ●

calendar *of events*

OCTOBER 2006

3rd Tickled Pink at Twilight
Top of the Hill, Chapel Hill, NC, 5:00-7:00 pm

5th Tickled Pink Luncheon
Squids, Chapel Hill, NC, 11:30 am-2:00 pm

10th Tickled Pink Luncheon Galloway Ridge,
Pittsboro, NC, 11:30 am-2:00 pm

13th Roy Williams' Fast Break Against Cancer,
Dean E. Smith Center, Chapel Hill, NC, 7:30-9:30 am

FEBRUARY 2007

10th 20th Anniversary Lineberger Club Brunch
and Basketball Game, George Watts Hill Alumni Center,
Chapel Hill, NC, 10:30 am-1:00 pm

UNC Lineberger Comprehensive Cancer Center
CB# 7295
School of Medicine
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-7295
(919) 966-5905
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