

IMPACT News

The first 3 regional IMPACT sites are now open.

The following is a list of regional sites and their medical directors:

Los Angeles

William Aronson, MD
800-409-UCLA

Sacramento

Ralph deVere White, MD
Christopher Evans, MD
William Baker, MD
866-461-5023

San Francisco

Peter Carroll, MD
Gary Grossfeld, MD
866-549-4819

IMPACT, Improving Access, Counseling and Treatment for Californians with Prostate Cancer, is a new state-wide program to provide prostate cancer treatment to California's uninsured and underinsured men.

Funded by the State of California, the program will provide treatment for up to 18 months. In order to qualify for the program, patients must be a California residents, 18 years of age or older

What Is IMPACT?

and be uninsured or under-insured.

California is home to an estimated 3.5 million uninsured men. In addition, last year in California there were a total of 17,500 cases of prostate cancer diagnosed.

"The program specifically aims to reduce prostate cancer mortality among men of color," says IMPACT Program Director Dr. Mark S. Litwin. "African American men are two to three times more likely to be diagnosed with prostate

cancer in their lifetime and two to three times more likely to die from it," says Dr. Litwin.

In addition to providing state-of-the art medical treatment for prostate cancer, key aspects of the IMPACT program include patient education, and counseling.

"This innovative program will provide life-saving treatment for needy Californians," says Gov. Gray Davis.

IMPACT Provides Patient Education

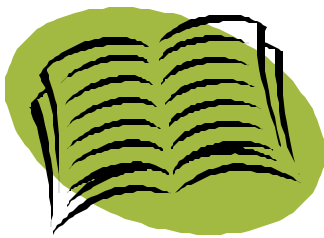
As part of the services provided by IMPACT, patients receive materials that will help them better understand the prostate cancer treatment process.

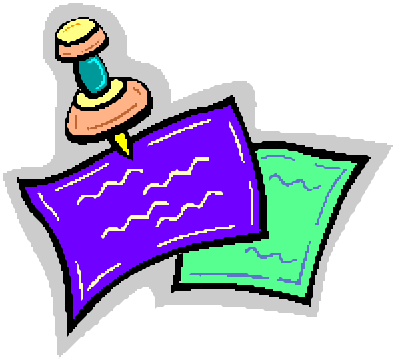
At the beginning of their treatment, patients will receive a special folder to hold all

treatment related materials. As their treatment progresses, they will receive pertinent information such as: the tests they will undergo, a description of the treatment procedure, what to expect during the hospital stay, and more. These materials

have been designed to provide culturally appropriate and easy to read information to our patients.

For more information about the IMPACT patient education program or to obtain materials call your local regional site in Los Angeles, Sacramento or San Francisco





IMPACT is designed to address not only patients' acute treatment needs, but also their longer term needs to help them return to healthy, fulfilling lives after prostate cancer

A Message from Dr. Mark S. Litwin

"Our goal in IMPACT is to improve the health of underserved men in California who develop prostate cancer. This program is providing important care to many of the state's neediest patients. And, IMPACT is unique in the United States. It is the largest state-funded effort to provide comprehensive prostate cancer care to low income uninsured men, many of whom are from communities of color who been medically underserved.

The approach we are taking in IMPACT is to address the whole patient, not just the prostate cancer. We are providing education, counseling and nutritional support in addi-

tion to free prostate cancer care. IMPACT is designed to address not only patients' acute treatment needs, but also their longer term needs to help them return to healthy, fulfilling lives after prostate cancer."

Dr. Litwin is Program Director of IMPACT, Associate Professor in UCLA's Departments of Urology and Health Services and a Researcher with UCLA's Jonsson Cancer Center



Dr. Mark S. Litwin addresses the Los Angeles IMPACT staff/ Photograph by Yvette Roman

Heidi's Nutrition Corner

The relationship between nutrition and prostate cancer has been established in numerous research studies. Specifically, a high-fat diet with low fruit and vegetable intake can deprive the body of valuable cancer protective antioxidants, while pro-

viding an excess of un-needed calories. Research has shown that eating a diet low in fat and high in fibrous fruits and vegetables, especially red fruits and vegetables, and soy products will decrease the risk of prostate cancer. Information and education about the nutrition-prostate cancer link can promote diet and lifestyle behavior change before and after cancer treatment. This may improve treatment outcomes and increase the quality of life after treatment.

"My goal as the IMPACT dieti-

tian is to promote healthy eating habits with our patients during the waiting period prior to treatment and during recovery and survivorship." This will be facilitated through individual counseling, group education sessions and through the development of culturally sensitive and easy to read nutrition education materials.

Heidi is available to answer any questions or concerns that you may have regarding nutrition issues.

Heidi Frith-Smith, MPH, RD is the IMPACT Dietitian and can be reached at HFrith@mednet.ucla.edu

