

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Richard J. Burton, M.D., M.P.H., Health Officer, and Health and Human Services Department Director
Thomas M. Miller, County Executive Officer

DATE: November 23, 2010

SUBJECT: Declare November 2010 as Pancreatic Cancer Awareness Month in Placer County

ACTION REQUESTED

Approve a Proclamation declaring November 2010 to be Pancreatic Cancer Awareness Month in Placer County.

BACKGROUND/COMMUNITY BENEFITS

The Pancreatic Cancer Action Network has estimated that 36,800 Americans will die of pancreatic cancer in 2010, approximately 3,900 of whom live in California. In 2010, pancreatic cancer will afflict more than 42,000 Americans, 75% of whom will die within one year of their diagnosis, and 94% of whom will die within five years of diagnosis.

To date, pancreatic cancer is the fourth leading cause of cancer death in the United States, and it is the deadliest, with the lowest survival rate of any major cancer. Furthermore, there has been little improvement in the survival rates over the last forty years. A spotlight focusing on this disease to finally make progress in the development of treatments and early detection tools is greatly needed.

By issuing a County Proclamation supporting the observance of November 2010 as Pancreatic Cancer Awareness month, we can assist in raising awareness of this devastating disease within our Placer County Community.

FISCAL IMPACT

None.

**In the matter of a Proclamation declaring November 2010
as "Pancreatic Cancer Awareness Month" in Placer County.**

WHEREAS, in 2010 an estimated 43,140 people will be diagnosed with pancreatic cancer in the United States and 36,800 will die from the disease; and

WHEREAS, pancreatic cancer is one of the deadliest cancers and is the fourth leading cause of cancer death in the United States; and

WHEREAS, when symptoms of pancreatic cancer present themselves, it is usually too late for an optimistic prognosis, and 75% of pancreatic cancer patients die within the first year of their diagnosis while 94% of pancreatic cancer patients die within the first five years; and

WHEREAS, the incidence of pancreatic cancer is approximately 50% higher in African Americans than in other ethnic groups; and

WHEREAS, an estimated 3,900 deaths due to pancreatic cancer will occur in California in 2010; and

WHEREAS, there is no cure for pancreatic cancer and there have been no significant improvements in survival rates in the last 40 years; and

WHEREAS, the Federal Government invests significantly less money in pancreatic cancer research than it does in any of the other leading cancer killers, and pancreatic cancer research constitutes only 2% of the National Cancer Institute's federal research funding, a figure far too low given the severity of the disease, its mortality rate, and how little is known about how to prevent or arrest it; and

WHEREAS, the Pancreatic Cancer Action Network is the first and only national patient advocacy organization that services the pancreatic cancer community in Placer County and nationwide by focusing its efforts on public policy, research funding, patient services, and public awareness and education related to developing effective treatments and a cure for this devastating disease; and

WHEREAS, the Pancreatic Cancer Action Network and its affiliates in Placer County support those patients currently battling pancreatic cancer, as well as those who have lost their lives to the disease, and are committed to nothing less than a cure; and

WHEREAS, the good health and well-being of the residents of Placer County are enhanced as a direct result of increased awareness about pancreatic cancer and research into early detection, causes, and effective treatments.

NOW, THEREFORE, BE IT RESOLVED that the Placer County Board of Supervisors hereby designates November 2010 as Pancreatic Cancer Awareness Month in Placer County.

Kirk Uhler, Supervisor, District 4
Chairman 2010

Jim Holmes
Supervisor, District 3

Robert M. Weygandt
Supervisor, District 2

F.C. "Rocky" Rockholm
Supervisor, District 2

Jennifer Montgomery
Supervisor, District 5

296