

WELCOME TO THE CENTER FOR HEALTH PROMOTION NETWORK!

A Monthly Newsletter Compiled By
THE CENTER FOR HEALTH PROMOTION
Summer 2006



NEWS

NONE TO REPORT THIS MONTH



PHYSICAL ACTIVITY UPDATES

NONE TO REPORT THIS MONTH



HIV/AIDS UPDATES

GLOBAL CHALLENGES – GLOBAL BUSINESS COALITION RELEASES REPORT ON CORPORATE COMMITMENT TO HIV/AIDS

The [Global Business Coalition on HIV/AIDS](#) released a [report](#) that examines corporate commitment to fighting HIV/AIDS, the *New York Times* reports (Altman, *New York Times*, 6/1). "The State of Business and HIV/AIDS (2006): A Baseline Report" was designed using GBC's [Best Practice AIDS Standards Assessment Tool](#) -- a 10-part self-assessment tool that helps companies identify their response to HIV/AIDS and examine their progress -- and was conducted by [Booz Allen Hamilton](#). The report looks at the best practices in businesses' response to the pandemic (GBC [release](#), 5/31). The report finds that private companies are more likely to provide antiretroviral drugs for employees as the cost of the drugs declines, the *Times* reports (*New York Times*, 6/1). The report also finds that several hundred corporations have become increasingly committed to fighting HIV/AIDS and presents trends by "region, industry, enterprise scale and engagement type" (GBC release, 5/31). The report finds that 36% of 75

GBC member companies are subsidizing HIV/AIDS treatment for employees and 55% are providing employees with access to HIV testing and counseling (*Reuters*, 5/31). In addition, the report evaluates the private sector's role in Africa's progress in treatment and testing; the effect of HIV/AIDS on emerging markets, such as those in China, India and Russia; and the efforts of companies to donate products or services to the fight against HIV/AIDS (GBC release, 5/31). "Many companies understand their responsibilities, but many, many more do not," Richard Holbrooke, president of GBC, said. According to Holbrooke, the GBC -- which has 216 member companies -- has no Japanese members and few members from Latin American and Eastern European companies (*Reuters*, 5/31).

EVOLUTION OF AN EPIDEMIC: 25 YEARS OF HIV/AIDS MEDIA CAMPAIGNS IN THE U.S.

This report focuses on how national media campaigns on HIV/AIDS have evolved over the last 25 years in the U.S., reflecting the changing nature of the disease as awareness and treatment have progressed. It also provides insight on the approaches, historical context and impact of leading national public education campaigns.

 [Report](#) (.pdf)

Information provided by the [Entertainment Media Partnerships Program](#)

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NEW HIV DRUG TO MOVE INTO WIDER TRIALS, COULD OFFER HOPE TO PEOPLE WITH DRUG-RESISTANT STRAINS

An experimental antiretroviral drug developed by Watertown, Mass.-based [Panacos Pharmaceuticals](#) -- which has been shown to reduce HIV viral loads by as much as 90% -- will enter further human trials this month, *BBC News* reports (*BBC News*, 6/8). The drug -- which is called PA-457 and is made from the bark of the European plane tree -- is the first in a new class of antiretroviral drugs called maturation inhibitors, which block formation of a protein that coats HIV, according to the company. Without the coating of the protein capsid, viral copies are released from the host cell but are unable to infect other cells. The drug targets strains of HIV that have become resistant to other antiretroviral drugs, according to Panacos. In an earlier trial, HIV-positive volunteers who took high doses -- 100 milligrams and 200 milligrams -- of PA-457 showed significant viral load reduction. In addition, genetic tests conducted on 21 of the 33 participants showed no evidence of resistance to the drug (*Kaiser Daily HIV/AIDS Report*, 8/24/05). In the trials, scheduled to begin this month, researchers will analyze how the drug performs in combination with other HIV drugs in 48 HIV-positive people who have developed resistance to existing antiretroviral treatment, *AFP/Yahoo! News* reports (*AFP/Yahoo! News*, 6/7). In the study, participants will be given PA-457 or a placebo along with their existing medication. If the results from the trial are positive, larger studies will be required to see what combination of treatment works best, according to *BBC News*. The earliest the drug could be on the market is 2009 (*BBC News*, 6/8). PA-457 has been granted fast-track status by [FDA](#) (*Kaiser Daily HIV/AIDS Report*, 8/24/05).

CANCER UPDATES



USA TODAY EXAMINES ROLE OF CANCER CARE 'NAVIGATORS'

USA Today on Wednesday examined the role of "cancer navigators" - professionals who offer medical guidance and financial support to cancer patients. According to Harold Freeman, medical director of the Breast Examination Center of Harlem, navigators serve as guides to patients who need help learning the health care system. He began implementing the concept at the center in 1990 as a way to improve health among vulnerable patients such as minorities and low-income people, whose death rates from cancer are high, *USA Today* reports. A 2003 study by Freeman in the *Journal of the American College of Surgeons* finds that breast cancer survival at Harlem Hospital increased from 39% to 70% after the program began. Navigators assist in the coordination of patients' visits with specialists, track test results and screenings, and seek necessary treatments, *USA Today* reports. Recently, the concept has been taken up by the [National Cancer Institute](#), [American Cancer Society](#) and [CMS](#). ACS implemented a nationwide system of 81 navigators in November 2005. In a \$25 million program, NCI will pay for navigators at eight research centers over the next five years, and CMS announced its plan in March to spend nearly \$24 million over four years to provide navigators for 13,000 minority patients. Its program will target breast, cervical, colorectal and prostate cancers and will serve specific ethnic groups. CMS Administrator Mark McClellan said researchers also will study the effects of navigators on health care (Szabo, *USA Today*, 6/7).

FDA APPROVES CERVICAL CANCER VACCINE – EXPERTS HAIL IMMUNIZATION AS BREAKTHROUGH FOR WOMEN WORLDWIDE

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THURSDAY, June 8 (HealthDay News) -- U.S. health officials approved on Thursday the first vaccine that protects against the human papillomavirus (HPV), known to cause most cervical cancers. The U.S. Food and Drug Administration approved Merck & Co.'s Gardasil for girls and women aged 9 to 26. An FDA advisory panel had signed off on the vaccine in May. The National Advisory Committee on Immunization Practices will now decide whether to include the vaccine in routine vaccination schedules.

Cervical cancer is the second most common malignant disease in women globally, causing an estimated 290,000 deaths worldwide each year. In the United States, some 10,400 new cases will be diagnosed this year, and 3,700 women will die from the disease. The main cause of cervical cancer is continuous infection with HPV, especially HPV 16 and 18, which are spread by sexual contact. The virus also causes precancerous and benign cervical lesions and genital warts, and may be implicated in some anal and oral cancers. An estimated 20 million men and women in the United States are infected with HPV but, for most, the virus shows no symptoms and goes away on its own.

In a two-year study involving more than 12,000 women, the vaccine was found to be 100 percent effective against four types of human papillomavirus: 16 and 18, which are responsible for about 70 percent of cervical cancer cases, and 6 and 11, which cause 90 percent of genital wart cases. Merck has said the vaccine has the potential to reduce the annual number of new cervical cancer cases around the world from 500,000 to about 150,000, and cut deaths by more than two-thirds, to about 90,000. Most experts feel that the earlier the vaccine is given, the better. Merck officials have said the vaccine could be used for females between 9 and 26 years old, but would work best when given to girls before they become sexually active. However, some critics have expressed concern that giving the vaccine to children could encourage underage sex.

Like many other vaccinations, Gardasil will require three shots over six months.

Even with the vaccine, women would still need to be screened for cervical cancer caused by other types of HPV, experts noted. This is most often accomplished by having a Pap test, which is still a very accurate indicator of a woman's cervical condition.

Phase III results of a second experimental cervical cancer vaccine, Cervarix, were presented Monday at the ASCO meeting. In this trial, 100 percent of women across all age groups represented (15 to 55) had an antibody response against HPV 16 and 18. This vaccine, made by GlaxoSmithKline, is similar to Gardasil.

CONDOMS PROTECT AGAINST CERVICAL CANCER – THEY REDUCE RISK POSED BY HUMAN PAPILOMA VIRUS, THE CAUSE OF THE DISEASE, STUDY FINDS

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(HealthDay News) -- Using condoms consistently and properly significantly reduces the risk of infection by the virus that causes cervical cancer among newly sexually active women.

"The message is that women can significantly reduce their risk of HPV infection by using condoms consistently with their male partners but it's not 100 percent effective," said Rachel Winer, lead author of a study appearing in the June 22 *New England Journal of Medicine* and a research scientist at the University of Washington, Seattle. "Other preventive measures, including regular screenings, are still very important."

"People try to cast aspersions on the efficacy of condoms," added Dr. Jennifer Wu, an obstetrician/gynecologist at Lenox Hill Hospital in New York City. "They try to use it as a platform that abstinence is only way to prevent viral transmission, and, yes, abstinence is only way to prevent it 100 percent. But condoms are effective in significantly reducing viral transmission, especially in regard to HPV."

HPV stands for human papilloma virus, which is responsible for virtually all cases of cervical cancers. An estimated 20 million women and men in the United States are infected with HPV but, for most, the virus shows no symptoms and goes away on its own.

Cervical cancer is the second most common malignant disease in women globally, causing an estimated 290,000 deaths worldwide each year. In the United States, some 10,400 new cases will be diagnosed this year, and 3,700 women will die from the disease.

A milestone in the fight against the disease came June 8, when the U.S. Food and Drug Administration approved the first vaccine that protects against HPV. The vaccine is called Gardasil and is made by Merck and Co.

Although research has shown that condoms protect against transmission of HIV, gonorrhea, chlamydia and herpes, data on the role of condoms against other sexually transmitted infections has been limited. In fact, several studies showed that condom use did not reduce the risk of HPV infection in men.

For the new study, researchers followed 82 female university students who reported their first intercourse with a male partner during the study period or within two weeks before enrollment. The researchers took cervical and vulvovaginal samples for HPV DNA testing

and Pap smears every four months. The women used electronic diaries to record information about their sexual activities.

The result: "The women who used condoms 100 percent of the time were 70 percent less likely to get HPV infected," Winer said. Even women whose partners used condoms more than half the time had a 50 percent risk reduction in HPV infection, compared with those who used condoms less than 5 percent of the time.



CHILD HEALTH UPDATES

NONE TO REPORT THIS MONTH



WOMENS' HEALTH UPDATES

PREGNANCY AND CHILDBIRTH – TIME EXAMINES ISSUE OF ALCOHOL CONSUMPTION DURING PREGNANCY; EFFECTS ON FETUS

Time magazine in its May 29 issue examined the issue of alcohol consumption during pregnancy and its effects on the fetus. According to a study published in the June issue of *Alcoholism: Clinical and Experimental Research*, infants born to women who drink during pregnancy have lower IQs. Jennifer Willford of the [University of Pittsburgh School of Medicine](#) found that one alcoholic beverage a day (12 oz. of beer or 4 oz. of wine) during the first three months' gestation is linked to a decrease of two points in overall IQ by the time the child is age 10. In a separate study published in the same issue of the journal, Raul Caetano of the [University of Texas-Dallas School of Public Health](#) found that younger women are more likely to become pregnant, because they are more fertile, and also are more likely to drink heavily than older women. Because about 45% of pregnancies in the U.S. are unplanned and at least one month might pass before a woman knows she is pregnant, "[i]f you want to drink and you are sexually active, the best thing to do is to use contraception," Caetano said (Gorman, *Time*, 5/29).



CONFERENCES

**WINTER CONFERENCES WILL BE REPORTED IN
THE SEPTEMBER 2006 NEWSLETTER**



CALENDAR OF EVENTS

July 2006

1 - 31

International Group B Strep Awareness Month

The Jesse Cause - Saving Babies from Group B Strep
Group B Strep International
11 El Dorado Court
Pomona, CA 91766
(909) 620-7214
(909) 620-5557 Fax
info@thejessecause.org
www.thejessecause.org
Materials available
Contact: Marti Perhach

1 - 31

UV Safety Month

American Academy of Ophthalmology
P.O. Box 7424
San Francisco, CA 94120-7424
(415) 447-0213
(415) 561-8533 Fax
eyemd@aao.org
www.aao.org
Materials available
Contact: Georgia Alward

August 2006

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Children's Eye Health and Safety Month

Prevent Blindness America
211 West Wacker Drive, Suite 1700
Chicago, IL 60606
(800) 331-2020

info@preventblindness.org

www.preventblindness.org

Materials available

Contact: PBA Consumer and Patient Hotline

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Cataract Awareness Month

American Academy of
Ophthalmology
P.O. Box 7424
San Francisco, CA 94120-7424
(415) 447-0213

(415) 561-8533 Fax

eyemd@aao.org

www.aao.org

Materials available

Contact: Georgia Alward

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National Immunization Awareness Month

National Partnership for Immunization
121 North Washington Street, Suite 300
Alexandria, VA 22314
(703) 836-6110

npi@hmhb.org

www.partnersforimmunization.org

Materials available

Contact: NIAM Resource Center

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Psoriasis Awareness Month

National Psoriasis Foundation
6600 SW 92nd Avenue, Suite 300
Portland, OR 97223-7195
(800) 723-9166

(503) 546-8405

(503) 245-0626 Fax

getinfo@psoriasis.org

www.psoriasis.org

Materials available

Contact: Paula Fasano

1 - 31

Spinal Muscular Atrophy Awareness Month

Families of Spinal Muscular Atrophy

P.O. Box 196

Libertyville, IL 60048-0196

(800) 886-1762

sma@fsma.orgwww.curesma.org

Materials available

Contact: Audrey N. Lewis

1 - 7

World Breastfeeding Week

World Alliance for Breastfeeding

Action and La Leche League

International

1400 North Meacham Road

Schaumburg, IL 60173-4840

(847) 519-7730 x286

(847) 519-0035

MHurt@Illl.orgwww.lalecheleague.org

Materials available

Contact: Mary Hurt

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National Minority Donor Awareness Day

National Minority Organ Tissue Transplant

Education Program

Ambulatory Care Center, Suite 3100

2041 Georgia Avenue, NW

Washington, DC 20060

(800) 393-2839

(202) 865-4888

(202) 865-4880 Fax

nbbrooks@nationalmottep.orgwww.nationalmottep.org

Materials available

Contact: Norman Brooks

6 - 12

National Health Center Week

National Association of Community

Health Centers

7200 Wisconsin Avenue, Suite 210

Bethesda, MD 20814

(301) 347-0400 Voice

(301) 347-0459 FAX

contact@nachc.comwww.healthcenterweek.com

Materials available

Contact: none available

We welcome your participation. If you have news to share about publications, workshops, conferences, or know of others that would like to join the network, please e-mail

Irene Felicetti (ilf@umich.edu).
 The Center for Health Promotion
<http://www.nursing.umich.edu/chp/>
