



The Beacon

e-Newsletter of the Bladder Cancer Advocacy Network

BCAN.ORG



October 2022

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BCAN Sends Our Well Wishes to NFL Hall of Famer Terry Bradshaw

BCAN is heartened to learn of a [good medical prognosis](#) for NFL Hall of Fame Quarterback Terry Bradshaw, who on October 3rd announced that within the last year, he has faced bladder cancer as well as skin cancer.

Our CEO, Andrea Maddox-Smith said "Mr. Bradshaw's diagnosis reinforces the fact that *anyone* can get bladder cancer. When caught early, bladder cancer is a highly treatable disease. We are pleased that he reported that he is now cancer free."

Read our statement about Mr. Bradshaw

Lee's Bladder Cancer Story: "I Decided to Fight."



Lee was initially shocked and overwhelmed when he received his diagnosis: muscle invasive bladder cancer. He told BCAN, "After receiving the news, I accepted it and made up my mind I was going to fight.

"The doctors determined that when they went in to remove the tumor, they could not get it all because it was muscle invasive. They were afraid they would cut through my bladder wall."

Lee was then scheduled to have a radical cystectomy.

[Click to read Lee's inspiring story](#)

New Resource: Explore Your Bladder Cancer Treatment Options

The screenshot shows a web interface titled "Bladder Cancer Treatments". It includes a sub-header "Learn more about bladder cancer treatments that might be right for you below." and social media sharing buttons for Twitter and Facebook. A three-step guide is provided: 1. Select your bladder cancer stage, 2. Choose a treatment you are interested in, and 3. View your treatment options. The main content area is divided into a "Filter" section on the left and two treatment cards on the right. The "Filter" section has sections for "Stage" (with options 0, I, II, III, IV) and "Treatments" (with options like Chemotherapy, CMT, Immunotherapy, etc.). The first treatment card is for "Antibody-drug conjugate (ADC)", showing its stage (IV), treatment category (Immunotherapy), and a "Read More" button. The second treatment card is for "Combined-modality therapy (CMT)", showing its stage (II, III), treatment category (CMT), and a "Read More" button. Below these cards, two more treatment options are partially visible: "Immune checkpoint inhibitors" and "Intravesical Bacillus Calmette-".

Being diagnosed with bladder cancer can be a frightening and overwhelming experience. To help patients and their loved ones, BCAN has developed a new Bladder Cancer Treatment Database to help make sense of treatment options.

Learning about options that might be right for you is easy. Just:

- [Visit the page](#)
- Tick a box selecting your disease stage
- Choose the type of treatment you are interested in

You can also learn about who a treatment might be suitable for, how the treatment works, how it is typically used and administered and read a complete list of potential side effects. From this page, you can also click on additional links to get even more information.

[Learn more about your treatment](#)

2022 Patient Summit - In Person and on Zoom

It was amazing to see so many of you in person at our Summit for Patients and Families on September 30 and October 1.

Sometimes traveling is hard and hurricane Ian did not make it any easier for some to come to Baltimore for the Summit. We broadcast the sessions on Zoom for those who were unable to join us in person. We'll be sending out links to those recorded sessions soon..



Upcoming Webinars

Physical and Psycho-Social Sexual Health After Bladder Cancer

October 12th | 5:00 PM – 6:00 PM
Eastern | [Register Now](#)

Treatment Talk | Genetics and Bladder Cancer Treatments

November 6th | 6:00 pm ET |
[Register now](#)

Realities of Bladder Cancer in Women

December 8th | 7:00 PM ET |
[Register now](#)

When Cure Is Not An Option | Managing Difficult Conversations and Treatments at End of Life

January 25th | 5:00 PM ET |
[Register now](#)

[View past webinars by
topic](#)

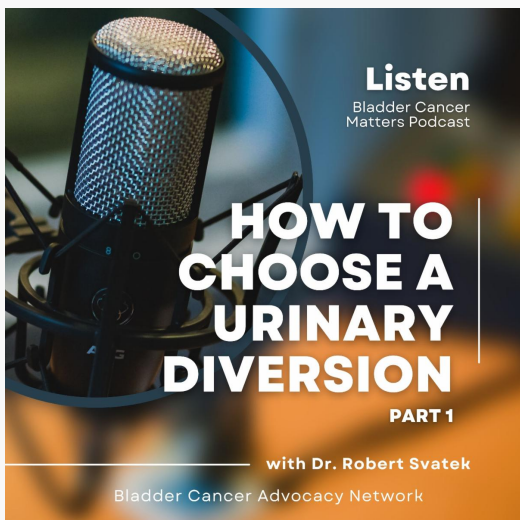
Video Series on Upper Tract Urothelial Carcinoma

Approximately 90-95% of bladder cancer cases occur in the bladder itself. However, the urothelial cells that line the bladder are also found in other locations in the urinary system. Urothelial carcinoma is a cancer that can occur in those cells. We partnered with our friends from PlatformQ Health to develop [a three part video series](#) explaining what UTUC is, treatment options, managing treatment side effects and the types of support you might need. Registration required.



[Watch the videos](#)

New Bladder Cancer Podcasts



BCAN has several new podcasts available for the bladder cancer community, including:

[How COVID Changed How Bladder Cancer Doctors and Patients Interact with Dr. Sima Porten](#)

[Part 1: How to Choose a Urinary Diversion with Dr. Robert Svatek](#)

[Part 2 of How to Choose a Urinary Diversion with Dr. Robert Svatek](#)

[Information About Veterans Benefits and Bladder Cancer](#)

Never miss an episode of Bladder Cancer Matters by subscribing in your favorite podcasting platform.

[Find more podcasts](#)

2023 Walk Registration Now Open

It is never too early to get your steps in and walk to end bladder cancer. Our [2023 Walk to End Bladder Cancer registration site](#) is now open. Walks will take place throughout spring 2023 in multiple cities and virtually.



Your past participation in a Walk to End Bladder Cancer has enabled us to offer more free educational resources for patients and families, advance bladder cancer research, and continue as the leading provider of bladder cancer support and information in the United States.

Each person who registers between October 3rd and October 31st, 2022 will receive an exclusive BCAN lanyard.

Register
today

John's Story: When Is This Going to be Over?

John is a 74-year-old bladder cancer survivor who was diagnosed in 2005. Over the years, John had quite a journey and now shares his story. He told BCAN:

"In my case, my bladder cancer would return, what seemed like, every two years.



"The tumor(s) were removed each time, and I was told I was cancer-free. When I would go back for my routine checkups, it seemed like it would be the same result each time I reached the two-year mark. The last time the cancer returned, it was more aggressive than before. I had thought I was out of the woods. When is this going to be over?"

Click to read John's amazing
story



