



**Papa Ola Lokahi**  
Nana I Ka Pono Na Ma

**Papa Ola Lokahi**

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### **Papa Ola Lokahi**

is a non-profit Native Hawaiian organization founded in 1988 for the purpose of improving the health and well-being of Native Hawaiians and other native peoples of the Pacific and continental United States.

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### **Executive Director**

*Hardy Spoehr*

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## **Hawaiian Cancer Network is awarded \$10,000 by Safeway Foundation**

(Kaka'ako, Hawai'i) 'Imi Hale, the Native Hawaiian Cancer Network, will receive a check for \$10,000 by Safeway Foundation to increase awareness of cancer in the Hawaiian community. The donation will be presented Friday, November 9, 2007 at 8:30 AM at the grand opening of the Safeway Kapāhulu store.

The award will be used to develop and broadcast public service announcements that call attention to the impact of breast cancer on the kāne (men) in the family, as well as the wāhine (women). These PSAs will highlight the kane impact in the families that were featured in a recent half-hour documentary about breast cancer in Native Hawaiian families, *Breast Health, Shared Stories from Women in our Hawaiian Community*.

"Men have been the traditional breadwinners while the women hold the family together, yet when something serious happens to the woman, such as breast cancer, the foundation of the relationship is weakened," says Dr. Clayton Chong, the only Native Hawaiian oncologist in the world. "I see more men coming in with their women and contributing to health care decisions. It's important for the entire 'ohana that we involve the men more."

Informational PSAs featuring survivors Pele Hanoa, Lehua Bissen and sister Roberta "Girlie" Ka'akua, Kehau Matsumoto, Ann Jones and Tiare Agpaoa have been aired throughout Hawai'i. This weekend, a PSA that reaches out to our kāne will be aired during the UH-Fresno State football game on KHNL/KFVE.

Present to receive the award Friday will be Clayton D.K. Chong, principal investigator of 'Imi Hale, and Hardy Spoehr, executive director of Papa Ola Lōkahi.

*'Imi Hale is the Native Hawaiian Cancer Network, a project of Papa Ola Lōkahi, funded by the National Cancer Institute to reduce the incidence and mortality from cancer among Native Hawaiians.*

# PAU #