

REMARKS, GOVERNOR VICTOR ATIYEH
12TH ANNUAL STATE EMPLOYEES' CANCER CRUSADE KICKOFF
STATE EMPLOYMENT BUILDING AUDITORIUM
MARCH 21, 1983 10:00 A.M.

PREPARED TEXT

TODAY MARKS THE TWELFTH OCCASION THAT ALL OF US IN STATE GOVERNMENT HAVE GATHERED OUR FORCES TO COMBAT ONE OF THE MOST FEARED AND DEADLY KILLERS IN SOCIETY TODAY.

ONE OF EVERY FOUR HUMAN BEINGS WILL GET CANCER SOMETIME IN THEIR LIVES. ALMOST HALF OF THE ADULTS WHO GET CANCER WILL BE EMPLOYED WHEN THE DISEASE STRIKES. YET ONE OUT OF EVERY THREE PEOPLE CAN BE SAVED FROM THE DEVASTATION OF CANCER IF THE DISEASE IS DETECTED EARLY AND TREATED PROPERLY.

LIKE THE CITIZENS WE SERVE, STATE GOVERNMENT IS PEOPLE -- FIRST AND FOREMOST. OUR PEOPLE ARE THE REASON FOR OUR SUCCESSES, AND OUR PEOPLE ARE THE SOURCE OF OUR STRENGTH.

YET WE KNOW THAT IN PRIVATE INDUSTRY -- THIS YEAR ALONE -- 120,000 NEW CASES OF CANCER WILL ARISE TOGETHER WITH 60,000 DEATHS.

THAT IS WHY NO EMPLOYER AND NO PUBLIC EMPLOYEE CAN HIDE FROM THE COSTS OF CANCER. UNLIKE MANY OTHER COSTS, THIS IS ONE WHICH CAN BE SIGNIFICANTLY REDUCED BY SIMPLY JOINING HANDS THROUGHOUT STATE GOVERNMENT TO INSTITUTE CANCER AWARENESS AND PREVENTION PROGRAMS. TO DO OTHERWISE IS TO KNOWINGLY ACCEPT WASTED RESOURCES AND UNNECESSARY DEATHS.

THE FOCUS OF THIS YEAR'S CANCER CRUSADE IS, FIRST AND FOREMOST, EDUCATION. IN FIGHTING CANCER EFFECTIVELY, EDUCATION MEANS PREVENTION. WE WANT EVERY STATE EMPLOYEE TO KNOW THE SEVEN WARNING SIGNALS; WE WANT TO ENCOURAGE REGULAR CHECKUPS, AND WE WANT TO INCREASE THE CHANCE OF EARLY DETECTION IN EVERY WAY POSSIBLE THROUGH BRINGING THE MESSAGE TO THE WORKPLACE AND THE FAMILY.

SECONDLY, THIS CRUSADE WILL ALLOW EVERY PUBLIC SERVANT TO PARTICIPATE ACTIVELY IN THE WORK OF THE AMERICAN CANCER SOCIETY THROUGH MAKING A DONATION. THE GOAL THIS YEAR IS A VERY MODEST \$1.25 CONTRIBUTION FROM EACH EMPLOYEE. THAT CONTRIBUTION WILL NOT BE SOLICITED AS A PAYROLL DEDUCTION, NOR WILL PRESSURE OF ANY SORT BE APPLIED.

IT IS BASICALLY JUST AN INVESTMENT BY EVERY EMPLOYEE ON BEHALF OF A FIGHT WE ALL WANT TO WIN -- THE FIGHT AGAINST CANCER. A DOLLAR AND A QUARTER DOESN'T SOUND LIKE MUCH, BUT COLLECTIVELY IT WILL ALLOW STATE EMPLOYEES TO MAKE A MAJOR CONTRIBUTION TO THE WORK OF THE AMERICAN CANCER SOCIETY.

THIS YEAR FOR THE FIRST TIME IN MANY YEARS, THE STATE CANCER CRUSADE WILL HAVE THE ACTIVE PARTICIPATION OF THE 16,000-PLUS EMPLOYEES OF THE DEPARTMENT OF HIGHER EDUCATION THROUGHOUT OREGON. THEIR PARTICIPATION WILL BE A MAJOR BOOST TO THIS EFFORT. THAT IS WHY I STRONGLY BELIEVE THAT THE CRUSADE THIS YEAR IS IN A POSITION TO CONTRIBUTE MORE THAN EVER BEFORE TO THE BATTLE AGAINST CANCER.

I KNOW THAT THE DEPARTMENT OF HUMAN RESOURCES WILL BE KICKING OFF THIS YEAR'S DRIVE IMMEDIATELY, WITH OTHER DEPARTMENTS AND AGENCIES SOON TO FOLLOW.

LIKE LAST YEAR, THIS YEAR WE WANT TO SEE A REPRESENTATIVE OF THE CRUSADE IN EACH AGENCY WHO WILL SEE TO IT THAT THE WORD GETS OUT. THE FACT THAT MANY OF OUR AGENCY MANAGERS ALREADY HAVE THIS EFFORT UNDERWAY JUST GOES TO SHOW THE EXCELLENT MANAGEMENT AND ENTHUSIASM WE HAVE IN STATE GOVERNMENT.

IN LATE MAY, AN AWARDS CEREMONY WILL BE HELD TO HONOR EVERY AGENCY THAT REACHED OR SURPASSED THE \$1.25 PER EMPLOYEE GOAL. FOR SEVEN WEEKS -- TODAY THROUGH MAY 6TH -- THIS CANCER CRUSADE WILL BE OFF AND RUNNING.

FOR THE SAKE OF ALL OF US -- LET'S GET STARTED!

THANK YOU VERY MUCH.

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