



via: clerksapprovalrequests@london.ca

His Worship Mr. Josh Morgan Mayor of London  
City Hall, P.O. Box 5035 LONDON, ON, N6A 4L9

Mission :  
Make  
Myeloma  
Matter

Dear Mayor Morgan,

I am writing to ask for your help in raising awareness for multiple myeloma, an incurable blood cancer, **by proclaiming the month of March 2023, as “Multiple Myeloma Awareness Month”, in our municipality.**

Mission :  
Maîtriser  
le Myélome

I live with multiple myeloma, the second most common blood cancer, also known as myeloma— **and I am not alone.** On average, **11 Canadians are diagnosed with myeloma every single day, and this number has been steadily rising for over 15 years.** According to a recent Statistics Canada report, the incidence of myeloma is now increasing at higher rate than any other type of cancer for males, and at the second highest rate for females (males: increase of 2.5% per year; females: 1.6% per year).

**In 2022, nine Canadian provinces and territories, alongside a record number of municipalities across the country recognized March as Multiple Myeloma Awareness Month, and/or the last Thursday in March as Myeloma Awareness Day. This year we are aiming to achieve nationwide recognition of Myeloma Awareness Month, but we cannot do it without the support and involvement of local legislators like yourself, Mayor Morgan— in every province and territory.**

My myeloma journey began November 2017 while undergoing a standard series of blood tests for a simple life insurance policy renewal. They said I was ‘lucky’ to have been caught so early yet hearing you have cancer, a cancer you have never heard of, at the age of 53 did not appear ‘lucky’ at the time. The entire sequences of events, a phone call from my family doctor, blood tests, a referral to the London Regional Cancer Program (LRCP), bone marrow biopsy, the devastating call with the results...you have multiple myeloma and chemo begins in 2 weeks, two back to back stem cell transplants, maintenance chemo therapy...was surreal to say the least. As I reflect back, the ‘luck’ for me was having a myeloma clinic here in London at LRCP...a group of myeloma hematologists that specialize in this type of blood cancer and right in my city! Who knew? I have gained much knowledge since the fall of 2017 and have become very involved in myeloma support and awareness. I am now the Co-Leader of the London and District Myeloma Support Group and am very active in this community supporting patients and caregivers and helping to fundraise critical research dollars for myeloma at LRCP. Sometimes, I feel this diagnosis had a purpose of leading me here. My journey is certainly not over and I hope it will be a long one but I do know that increasing awareness and advocating for research, access to more treatments and eventually a cure that we as patients all hope for is critical.

Myeloma develops in a type of immune cells called plasma cells—responsible for producing antibodies—which are critical for the effective functioning of our immune system. Symptoms of myeloma are often vague; there are many avenues that can lead to a diagnosis. Most patients never heard the words ‘multiple myeloma’ before their diagnosis.



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www.myeloma.ca

There are always risk factors related to cancer, and myeloma is no exception. Obesity and exposure to chemical carcinogens like pesticides are important contributors to the increasing number of Canadian cancer and myeloma cases. **We need to make sure more Canadians are aware of this devastating disease, so that the increasing number of new myeloma cases can be more easily detected, treated earlier, and that myeloma patients can live *longer and happier lives*.**

In recent years, tremendous advancements have been made in research. Despite the promise offered by innovative new therapies, a stark reality of living with myeloma remains: no matter how effective any treatment is— patients will eventually relapse and need a new one. When that relapse happens, I need to know a new treatment will be available for me and that I will have affordable access to it.

**By proclaiming March 2023 as Multiple Myeloma Awareness Month in our city, we can get one step closer to a cure and raise awareness for this disease that has taken the lives of far too many Canadians.**

Thank you in advance, for your consideration of this request, and helping give us living with myeloma in London, hope for a brighter future.

Yours sincerely,

Lisa Bowden  
Co-Leader, London and District Myeloma Support Group

# Proclamation Request Form

Requests for the issuance of proclamations are governed by Council Policy (excerpted below). Requests must be received at least six (6) weeks in advance of the requested issuance date and may be emailed to the City Clerk at [ClerksApprovalRequests@london.ca](mailto:ClerksApprovalRequests@london.ca) or mailed to City Hall, P.O. Box 5035 LONDON, ON, N6A 4L9.

## Request details

Name of Organization <a href="#">London and District Myeloma Support Group</a>
Date Proclamation Required <a href="#">March 2023</a>
Proclamation Name <a href="#">Multiple Myeloma Awareness Month</a>
Proclamation Type (day, week or month) <a href="#">month</a>
Category (public awareness campaigns), (charitable fundraising campaigns), (arts and cultural celebrations) <a href="#">public awareness campaign</a>
Requester Name <a href="#">Lisa Bowden</a>
Requester Telephone Number
Requester Email Address
Requester Address
Provide details of your Organization's Connection to London <a href="#">Our myeloma support group is local to the London and district area supporting myeloma patients most often receiving medical care from LHSC at the London Regional Cancer program. We are a chapter of Myeloma Canada.</a>
Required Supporting Documents <ul style="list-style-type: none"><li>• Detail information on the Organization</li><li>• Detail information on the Event</li><li>• Confirmation of authorization from the Organization to submit the request</li></ul>
The undersigned confirms that I am the Official Representative of the Organization requesting the Proclamation and that by signing this Application, I acknowledge and agree that my organization complies with all City of London's Policies and By-laws.  <u><i>Lisa Bowden</i></u> Signature
<u>December 8, 2022</u> Date
<b>NOTICE OF COLLECTION OF PERSONAL INFORMATION</b>  Personal information collected on this form is collected under the authority of the <i>Municipal Act, 2001, S.O. 2001, c. 25</i> and may also be used for purposes related to the Issuance of Proclamations Policy and Proclamation Request Form. Questions about this collection should be addressed to the City Clerk, 3rd floor, City Hall, 300 Dufferin Ave., London, ON N6A 4L9. Tel: 519-661-2489, ext. 4937.



March 2023

WHEREAS multiple myeloma, also known as myeloma, is a type of cancer that develops in plasma cells found in bone marrow and is the second most common blood cancer<sup>1</sup> diagnosis;

AND WHEREAS a growing number of Canadians are diagnosed with myeloma every day, yet myeloma is relatively unknown, and remains incurable<sup>2</sup>:

AND WHEREAS great strides have been made in the development of new innovative treatments for myeloma<sup>3a</sup>, but *there remains a critical need to raise awareness and support for Canadians' access to these treatments, and clinical research to find a cure for this deadly disease<sup>3.b</sup>*;

AND WHEREAS the city of London and the Canadian myeloma community are committed to supporting the range of diverse communities impacted by the disease, especially those disproportionately experiencing its effects<sup>3b</sup> and regardless of race, ethnicity, culture, gender, socio-economic background or language;

AND WHEREAS the local London and District Myeloma Support Group and a national patient organization, Myeloma Canada, work in tandem offering resources like information, advocacy, a sense of community<sup>4</sup>, and showing people living with myeloma they are not alone.

AND WHEREAS Multiple Myeloma Awareness Month is an important opportunity to further educate the public, and medical community in recognizing myeloma's signs and symptoms, which is crucial for achieving earlier diagnoses and thus better outcomes for people suffering from this difficult, lifelong disease;

His Worship Josh Morgan, Mayor of London proclaims that the month of March 2023, shall be known as **"Multiple Myeloma Awareness Month"** in our city.

➔ Sources included on the following page



## Data Sources

1.

**a. Myeloma is frequently cited in multiple publications as the 2<sup>nd</sup> most common blood cancer diagnosis**

- Tsang, M., Le, M., Ghazawi, F.M., Cyr, J., Alakel, A., Rahme, E., Lagacé, F., Netchiporouk, E., Moreau, L., Zubarev, A., Roshdy, O., Glassman, S.J., Sasseville, D., Popradi, G. and Litvinov, I.V. (2019), Multiple myeloma epidemiology and patient geographic distribution in Canada: A population study. *Cancer*, 125: 2435-2444. <https://doi.org/10.1002/cncr.32128>
- Blood Cancer in Canada Facts & Stats (2016)  
[https://www.lscanada.org/sites/default/files/National/CANADA/Pdf/InfoBooklets/Blood\\_Cancer\\_in\\_Canada\\_Facts\\_%26\\_Stats\\_2016.pdf](https://www.lscanada.org/sites/default/files/National/CANADA/Pdf/InfoBooklets/Blood_Cancer_in_Canada_Facts_%26_Stats_2016.pdf)

**b. Further explanation of myeloma & disease mechanisms are widely available**

- Tsang, M. et al (2019) – 1 a
- Canadian Cancer Society (website). “What is myeloma?”  
<https://www.cancer.ca/en/cancer-information/cancer-type/multiple-myeloma/multiple-myeloma/?region=mb>

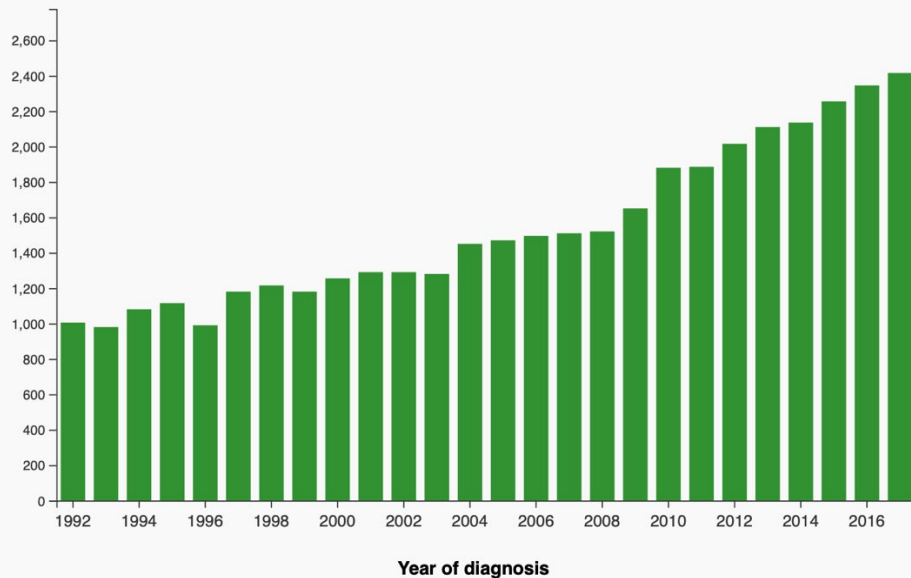
2.

**a. Incidence and prevalence rates are growing by a *statistically significant* proportion, which has been the case since the late 80’s / early 90’s**

- Demers AA, Sainte-Jacques N, Ellison J, Brenner D, Fitzgerald N, Aziz S, Turner D. Update on cancer incidence trends in Canada, 1984 to 2017. (2022) *Health Promot Chronic Dis Prev Can.* 2022;42(7):301-5. <https://doi.org/10.24095/hpcdp.42.7.04>
- Canadian trends in cancer prevalence (1992 - 2017). Canadian Cancer Tool  
<https://health-infobase.canada.ca/ccdt?index=4241>



Number of new cases, multiple myeloma, by year, Canada excluding Quebec, 1992-2017



3.

a. **Vast improvement to myeloma's 5-year survival rate since the early 90's, due to new treatment development & better understanding of the disease has given myeloma patients a nearly 50% chance of surviving *at least* 5 years past their diagnosis**

- Cancer survival statistics, 2020 update & Brenner, D. et al (2020)
- Canadian trends in cancer prevalence Statistics Canada, Catalogue no. 82-003-XPE • Health Reports, Vol. 23, no. 1, March 2012

<https://www150.statcan.gc.ca/n1/pub/82-003-x/2012001/article/11616-eng.htm>

b. **Myeloma awareness is of timely importance for two key reasons:**

- Myeloma and its treatment **both** significantly compromise patients' immune systems, and preliminary research has also demonstrated the mRNA vaccines for COVID-19 are also less effective for blood cancer patients, leaving them extremely vulnerable to the SARS-COV2 virus, and any others. Increased



awareness of myeloma can help the public understand who bears the consequences of noncompliance with safety measures.

- Tzarfati, K.H., Gutwein, O., Apel, A., Rahimi-Levene, N., Sadovnik, M., Harel, L., Benveniste-Levkovitz, P., Chaim, A.B. and Koren-Michowitz, M. (2021), BNT162b2 COVID-19 Vaccine is significantly less effective in patients with hematologic malignancies. *American Journal of Haematology*. <https://doi.org/10.1002/ajh.26284>
- A significant body of international research has shown myeloma to be notably more prevalent amongst people of African descent (and more so in men); and Canadian academics have also demonstrated myeloma to be notably more prevalent in First Nations populations, especially First Nations women. The global movement towards racial justice and equality must be echoed by every corner of society and raising awareness for diseases which have had their national burden overlooked due to the (marginalized) populations they impact, is a step in the right direction.
  - Mazereeuw, M. V., Withrow, D. R., Diane Nishri, E., Tjepkema, M., & Marrett, L. D. (2018). Cancer incidence among First Nations adults in Canada: follow-up of the 1991 Census Mortality Cohort (1992-2009). *Canadian journal of public health = Revue canadienne de sante publique*, 109(5-6), 700–709. <https://doi.org/10.17269/s41997-018-0091-0>
  - Cancer in First Nations people in Ontario, Canada: Incidence and mortality, 1991 to 2010 Sehar Jamal, Carmen Jones, Jennifer Walker, Maegan Mazereeuw, Amanda J. Sheppard, David Henry, and Loraine D. Marrett *Health Reports*, Vol. 32, no. 6, June 2021
  - Ailawadhi, S., Bhatia, K., Aulakh, S., Meghji, Z., & Chanan-Khan, A. (2017). *Equal Treatment and Outcomes for Everyone with Multiple Myeloma: Are We There Yet? Current Hematologic Malignancy Reports*, 12(4), 309–316. doi:10.1007/s11899-017-0393-y
  - Tsang, M. et al (2019) – 1b

**MYÉLOME  
CANADA**



**MYELOMA  
CANADA**

MISSION : MAÎTRISER LE MYÉLOME

MAKING MYELOMA MATTER

- As a patient organization. Myeloma Canada remains deeply committed to ensuring our services and programs are accessible to, and beneficial for, all Canadians impacted by myeloma, regardless of their race, ethnicity, religion, gender, or sexual orientation.
- <https://www.myelomacanada.ca>