



Women's Cancer Task Force

Saint Joseph Regional Medical Center

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Mission Statement: The SJRMC women's task force is comprised of women cancer survivors. We have come together to raise awareness and develop initiatives for women's health issues. Our initiatives include: recommending and implementing programs that relate directly to women and cancer: Promoting early detection, treatment options, supportive care and survivorship. The task force is committed to empowering the women of this community through knowledge and support in order to promote their optimal health.

September Style Show & Luncheon



Wednesday, September 25, 2002 at 12:00 noon in the Concourse of the Joyce ACC Center: Notre Dame Campus. Plans are underway for our first "Secret Sister's Society Luncheon".

Why secret?

* Because through attendance and underwriting this event, you will be helping another women without either of you ever meeting "face to face"

Why attend?

* Because monies from this event will help toward mammograms for under served and under insured women who do not qualify for other assistance.

* Because this will be the first effort of our task force to gain visibility in our community and aid our educational and awareness efforts.

* Because some of the funds will help replenish our task force monies, so that we may continue our health initiatives in 2003.

* Because it is going to be great fun and an event you and your friends will not want to miss!

Linda Stewart-Herter is our chairperson for this event. Linda brings a real commitment to this event. Dating back to her treatment days for breast cancer, Linda had envisioned a luncheon where women could come together, write a check for another women and be "their special angel". Linda was aware of many women who, because of age or not meeting financial guidelines, did not qualify for other assistance programs but who desperately needed a screening mammogram. This dream will become a reality in the conclusion of our successful fundraising project. But we need the support of our task force women and the community.

Through the creative vision of Lou & Melinda Pierce, our "special angel event" has evolved into our "Secret Sister Society". It is our dream that this "society" will grow into other endeavors, which will impact the health of our community. The "Secret Sister" will be forever linked with the work of the women's task force and with all of you.

MARK THE DATE ON YOUR CALENDAR AND DON'T FORGET TO TELL YOUR FRIENDS!

Wednesday, September 25, 2002 at 12:00 noon in the Concourse of the Joyce ACC Center: Notre Dame Campus.



News Flash

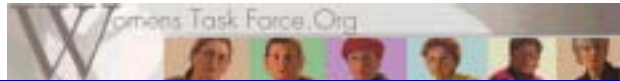
Two honorary chairpersons for the Luncheon Style Show have been named: Kim Willingham and Bette Clark.

Wives of Note Dame Football coach ,Ty, and men's soccer coach, Bobby, both women were delighted to be a part of our fundraiser on September 25th. Kim will be moving from Palo Alto at the end of the school year and expressed delight at "being involved in an event to help others in my new community," and Bette Clark has a particular interest, as she is a breast cancer survivor, having received her treatment before moving to South Bend.

We are also hoping to announce our co-emcee for the event in the next week. Dr. Michael Method has graciously accepted and we are waiting to hear from another individual before making an announcement.

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Don't forget to visit our task force website for health sources and current information on our endeavors. It is www.womenstaskforce.org. As an example: from April 1, 2002 to April 26, 2002, we had 322 "unique visitors" to the site, with a total of 1869 visits and 331 return visitors.

This website was designed to compliment and support the Ovarian Cancer campaign. In the future it will feature our current health initiatives but still provide a link to access information on past programs. The final costs for the website development by Michiana Marketplace Online was \$6,000. The company generously donated \$3,000 to the project.

OVARIAN CANCER INITIATIVE UPDATE:

Hope that you saw our commercials concerning the early signs of ovarian cancer during our six-week campaign. Featuring Ovarian survivors and doctors Method, Lyons and Bartlett, the media campaign began airing on local television March 8, 2002. The thrust of the campaign was a single message supported by three videos written, produced and distributed by Lou Pierce of Big Idea Company, and LLC. Cost to our task force was \$12,000. The Saint Joseph Regional Medical Center ensured the campaign reached local audiences with a media purchase over a six-week period on three local television affiliates and several local cable networks at a cost of \$18,000.

The Women's Task Force firmly believes that this ovarian cancer informational piece made an impact on the community. There was an immediate response to the television campaign via phone and email to our desk. Women were asking for more advice regarding symptoms, doctor visits, etc. We have prepared packets to send to interested individuals and also supplied "To Your Health" with informational packets. We included in the packet a letter from the task force and return envelope in case they wished to make a financial donation to our efforts.

The commercial is presently being edited so that it can continue to be run as a Public Service Announcement on the various local stations. Our plan is to run another campaign as we prepare for September, which is gynecological cancer month.

Please make every effort to attend our next task force meeting W.N.D.U. is sending a film crew to film footage of our meeting for their "16 Buddy Check" Promotion. They will be doing an interview about the work of the task force first and they would like to "catch us" at work.

Next meeting is Wednesday, June, 2002 - 12:00 noon
Radiation/Oncology Conference Room
707 E. Cedar, Suite #100

NOCC (National Ovarian Cancer Coalition) Partners with Task Force

The Information contained in our task force commercial will soon be part of the 47 branches of the NOCC network. The NOCC Board of Directors viewed the commercial and they were enthusiastic in wanting "get the message" to as many networks and consumers as possible. Therefore, the task force granted permission to alter the video to be used in a wider market. However, in return our website will have a link from the NOCC site thereby giving us wider recognition. NOCC agreed to share with us all printed materials, free of charge, as they become available. This is exciting, in that it gets the message of early recognition of symptoms and public awareness to a national audience.

PUBLIC SERVICE ANNOUNCEMENT

At the May meeting of the task force, Notre Dame students Jeremy Renteria and Scott Little presented two videos (30 second & 60 second) to the group for our use. The students wrote, directed and filmed the effort as part of their film class with N.D. Professor Mandell. We will have the presentation at our June 5th meeting for viewing. Many thanks to the students for this effort. It really turned out great!

EXERCISE PROGRAM UPDATE:

Although we have not made the progress we had hoped for in the beginning of the program for cancer patients, we are still pursuing some options. Dr. Carol Royer has been directly involved in working with the hospital to put in place a program using the facilities of "Easy Street" and the rehabilitation area of the medical center. We have a volunteer, Kim Kearney, a student in the Occupational Therapy program of Lake Michigan College, who could begin working as early as this summer. However we need to get the program and hospital requirements in place.

We need additional task force members interested in working on an exercise program to join us. We are also planning on an advisory board consisting of physicians and health professionals to assist this effort.

All of our research efforts have indicated that this is a long neglected need for cancer patients. Most of us agree that it was lacking as we went through treatment and that we would all like to see an affordable and accessible program in place. However, we have found only a few programs around the country and not a lot of research being done in the field. Please share any information you come across in your travels

or in your reading. We are committed to seeing a program in our community.

am very willing to do all I can to help you as members of the task force in accomplishing this mission.

Where are we going now?

A word from Dr. Michael Method

I must take this opportunity to thank the effort and enthusiasm that has been put forth by Joan Lennon, Nancy White and all the members of the Women's Task Force.

When I conceived of this project over a year ago I did not in my wildest dreams believe that so much could be done with so little in so little time. It is certainly a credit to all the members of the women's task force and to the leadership of Joan Lennon that so much has been accomplished, for that I'm very grateful to you and your efforts.

As you know, I have a strong interest in advocacy, education and awareness and you certainly are helping me fulfill that dream within our community. The question then becomes "Where do we go from here?" My vision is being very selective about the topics we choose to focus on in the coming months and years with the intent to build on each previous topic and experience, expanding our web site, and to ultimately become a primary source for cancer prevention, screening, treatment, information and access to that information for our community.

The next project I would like to see our organization do would be the "what do you know?" about the gynecologic cancers and breast cancer public service announcements. This educational initiative focusing, would focus on the myths that surround some of the diagnostic tests and treatments that surround the common female related malignancies. This will be targeted to run the last two weeks in September and the first two weeks in October as a major push during the gynecological cancer and breast cancer months respectively. Following this I would like to see us focus on March/April 2003 as a colon cancer awareness screening program and following that, with an effect on tobacco use and/or abuse and lung cancer prevention.

In addition, I think that we as a task force are prepared to move forward with soliciting our own funding through foundations, organizations, and businesses and have already began to work on this with Joan Lennon. Our first focus will be to look for partnerships with some of the major utility organizations within our community and providing them with a way they can support a very worthwhile community initiative within this area. This certainly will be something we will grow into over the next year, but I do think we can be self-sufficient and fund many of our educational awareness initiatives in the future. I think is important that we remain focused on what our true objective is and that is to reduce the overall cancer burden in our community through education and awareness. As always, I