

Women's Cancer Task Force

Saint Joseph Regional Medical Center

January - April 2004

Mission Statement: Empowering women, through knowledge and support, to gain optimal health.
womenstaskforce.org

Visit www.womenstaskforce.org.

Women's Task Force SPEARHEADS MELANOMA INITIATIVE

The Task Force has taken another important step in community cancer education with the development and introduction of the *Beautiful Faces*, *Beautiful Lives* and *Beautiful Babies* public service announcement (PSA) series.

The three, 30-second commercials, which began airing on local and cable networks April 12, were funded through a grant from The Foundation of Saint Joseph Regional Medical Center. The South Bend Medical Foundation generously donated airtime for the commercials as part of the "More You Know" campaign.

A focus group, made up of melanoma survivors and family members, worked closely with health care providers to first assess community misconceptions regarding skin cancers. They then began working with Lou Pierce, Big Idea Company, who has produced a number of other successful PSAs for the task force. The *Beautiful People* campaign was the result of this collaboration.

The *Beautiful People* campaign is a positive, upbeat message, featuring local physicians, survivors, families and **lots** of beautiful children. The message is simple: WEAR SUNSCREEN AND HATS, AVOID SUNBURNS and TALK TO YOUR DOCTOR IF YOU HAVE ANY UNUSUAL SPOTS ON YOUR SKIN.

The PSAs also encourage the viewer to go to our website, www.womenstaskforce.org for further information on free skin cancer screenings and signs and symptoms of skin cancer. Additional information on recognizing changes in your skin and a body diagram to outline those changes are also available. There are links to other sites on melanoma information and a letter from a local dermatologist, Richard Federspeil, MD.

Members of the melanoma focus group are Nancy Foldesi, Sandra Lee Holtz, Joan Lennon,

Michael Method, MD, Barb Myers, Carol Norris Jan Petty, Jim Putt, Jack Schuster and Michael Toal. A special thanks goes to Bob King, Vice President of Marketing for the South Bend Medical Foundation, for his commitment to this endeavor.

A packet with materials on skin cancer is also available through the office of the Women's Task Force. Call 574/472-6095 or contact Lorrie Glumb, staff assistant, at 574/237-8010. You can also visit **To Your Health** at University Park Mall (next to Sears) and learn more about melanoma and protective clothing.

SECRET SISTERS SOCIETY ANNUAL LUNCHEON & STYLE SHOW

Mark Your Calendar!

Wednesday, September 15, 2004

Mark your calendars to join us for our 3rd annual celebration of survivorship on **Wednesday, September 15, 2004**, at 12:00 Noon in the Field House of the Joyce Convocation Center, University of Notre Dame.

Once again, the luncheon will feature cancer survivors modeling the latest fashions from local boutiques. This is a wonderful opportunity to share a luncheon with friends and support the **Secret Sister's** Mammography Fund, which makes it possible for underserved women to receive a screening mammogram.

The first two luncheons raised over \$100,000 through underwriting, ticket and membership sales. Since the inception of the mammogram program in March 2003, over 323 women (ages 40-49) have received a screening mammogram, with 36 women requiring additional views or ultrasounds, which were provided through the Breast and Cervical Cancer Program. This program is administered through RiverBend Cancer Services, located right here in our community.

You can find out more about the *Secret Sister Society*, the Luncheon & Style Show and becoming a member by visiting www.womenstaskforce.org

It's not too early to get a table of friends together. Put the date on your September calendar now!

Would you like to be an Underwriter or Sponsor a Table?

Would you or your business like to be an underwriter? Would a group from your office like to sponsor a table? Would you like to be a part of one of the committees planning the event?

This year's chairperson is Melinda Manuel Pierce and she would love to have you or your business as supporters of this cause. Contact us at the Women's Task Force office 574/472-6095 for more information on these opportunities.

To learn more about the Breast and Cervical Cancer Program (BCCP) at RiverBend Cancer Services, call 574/234 3136.

Be a **Secret Sister** to another woman.
Make a difference. Perhaps save a life!

NOTRE DAME DOMER RUN HIGHLIGHTS OVARIAN CANCER

Mark Your Calendar!

Saturday, September 18, 2004

Are you ready for a walk/run to benefit a good cause? Bring your family members and friends! Mark your calendar for Saturday, September 18th at 10:00 a.m. and join us for the annual **Domer Run** on the Notre Dame Campus.

Notre Dame Recreational Sports and the Notre Dame Alumni Association sponsor this event. This year, they are joined in their efforts by members of the **GynaGirl's** and **Life Goes On Ovarian and Gynecological Cancer** support groups in South Bend. This makes it a special community effort!

The event is divided into three components: a six-mile run, a three-mile run and a two-mile walk. **SO THERE IS SOMETHING FOR EVERY LEVEL OF PHYSICAL CONDITION!!**

The course winds through the campus and everyone who registers for the **Domer Run** in advance is invited to a pancake breakfast, provided by campus food services and prepared and served by volunteers. Breakfast will be served following the race.

The first 500 registrants will receive a free T-shirt and a "promotion" bag. You can sign up for the race at www.womenstaskforce.org after June 15th. It will also be possible to register the day of the event. The cost is \$6 for students who pre-register and \$8 for students the day of the event. The adult registration fee is \$10.

This is the 22nd Annual Domer Run/Walk and the 5th consecutive race to highlight cancer awareness. Past events have benefited local breast and prostate cancer programs, primarily the Notre Dame Alumni Association's efforts to inform and educate faculty, students and the local community regarding early detection. All funds raised through this event are used for programs and all of the workers are volunteers. One hundred percent of your donation will be used for programs, not salaries.

This is a wonderful opportunity to join with the Ovarian and Gynecological awareness/support groups for women in northern Indiana who have been impacted by these cancers. These women are all volunteers who are dedicated to providing education on the importance of early detection.

It is estimated that one woman in 55 will develop ovarian cancer during her lifetime; each year approximately 23,400 new cases of ovarian cancer are diagnosed and 13,900 women die of ovarian cancer.

This 1st Ovarian Walk/Run is dedicated to Barbara Link, wife of David Link, the former Dean of the Law School at Notre Dame. Barbara died last year after a long and courageous battle with ovarian cancer.

**Women's Task Force
Offers a FREE Cervical Cancer Screening**

Mark Your Calendar!
Wednesday, August 25, 2004

Plans are underway for a free, cervical cancer screening program to take place on Wednesday, August 25, 2004. This "Pap-a-Thon" day will take place from 8:00 a.m. to 8:00 p.m. at three locations in the community.

Those locations are:

Saint Joseph Health Center
326 S. Chapin Street
South Bend, Indiana 46601

Indiana University South Bend Health Center
Student Activity Center, Room #130
South Bend, Indiana 46634

Midwifery of Michiana
420 W. 4th Street, Suite 100
Mishawaka, Indiana 45644

Appointments to schedule your pap test are preferred. Please call the office of the Women's Task Force and speak with Lorrie Glumb (staff assistant) at 574/237-8010. She will schedule your

appointment, provide directions and provide additional information regarding your exam.

*This initiative is made possible through a grant to the Women's Task Force by **Wells Fargo Bank & Trust**. Michael Method, MD, medical advisor to the WTF, and Maria Harding, grant specialist with The Foundation of Saint Joseph Regional Medical Center, successfully submitted this grant on behalf of the Task Force. Members of the Task Force will participate as volunteers at each site and Mary Heck, of **RiverBend Cancer Services**, will provide a staff person at each site to enroll women for the BCCP program. **South Bend Medical Foundation** will provide free laboratory testing services.*

Support Groups Update

Gyna-Girls (ovarian cancer support group) continues to meet on the 1st Monday of each month at the Women's Resource Center, Edison Lakes Medical Offices (across from Honkers). Along with planning for the Domer Ovarian Walk/Run at Notre Dame, this group of women reaches out to the community by providing materials on early detection of ovarian cancer and packets for those newly diagnosed. They are again planning for an education blitz in September (Ovarian Cancer Month) on the Notre Dame campus and plan to rerun the ovarian cancer PSA's on local television stations. For further information, contact Nancy White at 574/259-4922.

Bosom Buddies (breast cancer support group) meets several times each month to address the needs of a growing number of survivors. The larger group meets the 2nd Tuesday of each month for lunch (12:30 p.m.) at Tippecanoe Place Restaurant in South Bend. The **Young Survivors of Breast Cancer** are meeting the 3rd Thursday of each month at 7:30 p.m. at the **To Your Health** store (next to Sears) in UP Mall. For those who cannot make a daytime meeting, there is an evening get-together at **To Your Health** at 5:30 p.m. on the 4th Tuesday of each month.

The Women's Task Force office has been serving as a coordinator for the **Bosom Buddies** meetings and outreach programs, helping to initiate the **Young Survivors** group and an additional, spiritually-based support group for those with advanced metastatic disease or other issues. For more information on **Bosom Buddies'** programs, please contact Val Cope at 574/277-6038 for meeting days and times.

The **Young Survivor** group, which recently enjoyed a presentation by Robin Zon MD, is under the leadership of Val Locke, who can be contacted at 269/445-8721 Valerie_Locke@fmo.com

Cancer Wellness Program: Living Beyond Cancer

A program for breast cancer patients and survivors will begin a new series on July 12, 2004. This free program is available through a grant from the After Breast Cancer Calendar Project. You may register by calling **To Your Health** at 574/273-5534.

– **COMING SOON** –

The **Young Breast Cancer Survivors** are developing a pictorial calendar that will share their stories. The calendar will debut at the *Secret Sisters Luncheon & Style Show* in September.

**The next meeting of the Women's Task Force
will be Wednesday, June 2, 2004**

VISION

The Women's Cancer Task Force is made up of women cancer survivors who have come together to raise awareness and develop initiatives regarding women's health issues. Initiatives include recommending and implementing programs that relate to women and cancer, promoting early detection, explaining treatment options, providing supportive care and celebrating survivorship.