



Women's Cancer Task Force

Saint Joseph Regional Medical Center

October/November/December 2003

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



The Second Annual Secret Sister's Luncheon & Style Show Sets New Records

A record number of 928 patrons celebrated survivorship and Secret Sisterhood on Wednesday, September 24, 2003. The event was held in the Joyce Center, at the University of Notre Dame.

The Women's Task Force and the Foundation of Saint Joseph Regional Medical Center report that, with underwriting, ticket sales and membership donations, a record \$65,000 will be available to fund screening mammograms for underserved and under-insured women in our community during the coming year.

These funds will continue to be distributed through an agreement with RiverBend Cancer Services, administrators for the Breast & Cervical Cancer Program (BCCP). This program allows women who qualify within income guidelines to access early detection through pap and breast screenings. If cancer is detected, their cancer treatment is provided through the BCCP Treatment Act.

Those who supported the Secret Sister's Fund will be providing early detection of breast cancer for women between the ages of 40 and 49. Those women would not normally be receiving this service until they reached the age 50. We invite all those who have not yet become a Secret Sister or those who have been unable to renew their Secret Sister membership for this year, to do so by filling out the information sheet in this newsletter or by going to our website www.womenstaskforce.org and clicking on to Secret Sister Society. Send in your new or renewal membership with a \$50.00 donation (check, money order or credit card). The SSS memberships can be renewed annually.

Cancer Survivors as Models in the 2003 Event

This year's Secret Sister Society Style Show again featured survivor models with some new additions. For the first time, children and men were part of the celebration of survivorship. Michael Method, M.D. co-emcee of the event, presented their stories of courage to the audience. They were also contained in a booklet which was included in the "goodie" bag received by each attendee.

Hayden Breiler and Melissa Leonard, both diagnosed under the age of 2 yrs, with a malignant tumor of the adrenal gland and Wilm's tumor respectively, were outfitted with the latest in children's fashions from Buttons & Bows in South Bend. Both children are now healthy and charmed the audience attending the event.

Brian Shappell, a male breast cancer survivor modeled two handsome outfits from Bernardo's Tailor Shop. The number of males in attendance increased from last year and we welcome men to participate in next year's event. There are plans to include more men's fashions and retailers.

Breast cancer survivors included Jo Minton and Carrie Wonderly, wearing some autumn outfits from Outpost Sports. Noelle's on State Rd. 23 provided some darling outfits for Michelle Ritter, Vickie Wright and Beth Gavin, all breast cancer survivors. Luwana Porter and Karen Jones wore stylish apparel from Runway by Leni in Elkhart and Sharon Melton walked the runway in an elegant evening gown from The Bridal House, South Bend.

Inspired and Fired, with stores in South Bend and Mishawaka, provided chic outfits for Susan Coulter and Claire Viater. Both young women shared their courageous stories of overcoming significant odds in their battle against cancer.

Pat Cramer, a member of the Task Force who had battled ovarian cancer, looked stunning in a evening dress from Wear Abouts, a division of The Mole Hole, in South Bend. Johnna Knobel was also stylish in an outfit from The Mole Hole.

Nancy Foldesi, a member of the Task Force and a melanoma survivor, modeled some sun protective clothing from www.sunprecautions.com. Brochures on this clothing are available at To Your Health at University Park Mall.

The style show closed with Denise Weaver and her daughter, Mackenzie. They wore clothing provided by adidas America/ The Notre Dame Varsity Shop. Denise shared her personal testimony for the need to support the Secret Sister Mammography Fund. After the loss of their health insurance through her husband's employer, Denise was unable to secure a screening mammogram. With a family history of breast cancer, Denise had concerns but no access to early detection. She is now being treated for breast cancer, which has involved her liver.

We urge you to join or renew your membership in Secret Sisters. Make a difference for a "sister" She may never know your name and you will not know hers, but you will make a difference.

**SAVE THE DATE FOR THE 2004
SECRET SISTER'S SOCIETY LUNCHEON AND
STYLE SHOW**

Next year's event has been scheduled for:

Wednesday, September 15, 2004
12:00 noon, Joyce Center
University of Notre Dame



COMING IN THE SPRING OF 2004

SAVE THE DATE

The "Gyna-Girls" and The Women's Task Force invite you to join us for an evening at the Eck.

**"GALLO AND GOLD"
TUESDAY, MAY 18, 2004
ECK HOSPITALITY AND ALUMNI CENTER
UNIVERSITY OF NOTRE DAME
5:30- 8:00 P.M.**

This event will feature a jewelry design competition, featuring area high school students from Elkhart, South Bend and Mishawaka. Images Jewelers, Elkhart, and J.R. Fox Jewelers, South Bend and Mishawaka, will be working with the art departments of the participating high schools.

Two student 1st place winners will have their designs made into jewelry. The winners will receive a cash prize and you will have a chance to win the prize winning jewelry by purchasing a key. At the conclusion of the event, two keys will open the boxes to the 1st place creations. There will also be a wine tasting presentation with Mark Ruchti, representing Gallo Wines. Non-alcohol beverages and appetizers will also be served.

All of the proceeds will benefit the Gynecological Cancer Support and Education Initiatives of "GynaGirls" (An Ovarian Cancer Support Group) and the Women's Task Force. This is an all-volunteer effort, committed to early detection of cancer programs in our community.

If there is interest, both Images Jewelers and J.R. Fox Jewelers will offer the prize-winning jewelry for sale in their stores as a specialty item. Event tickets will go on sale in early April 2004. Please call the WTF at 574-472-6095 for further information.

**"Poop is the Scoop"
Commercial Message**

The Colorectal Cancer Initiative of the Women's Task Force launched a community wide media campaign during the month of September. The "Poop is the Scoop" awareness initiative features two 30 second and one 60-second message featuring children. The precocious children urge their parents to be vigilant in recognizing signs of colorectal cancers and to be pro-active in maintaining a healthy life style to prevent this cancer. As in the other commercials of the WTF, it concludes by urging the viewer to "talk to your doctor and visit the WomensTaskForce.org" for further information

Of particular significance in these commercials is the fact that they feature cancer survivors, family members, and physicians working in cancer treatment. The children were chosen from a group of highly talented nine to eleven year olds who auditioned for the roles. This effort is truly a grassroots one, from creation to production and airtime. It was completely financed through a joint effort of the Women's Task Force, the Foundation of Saint Joseph Regional Medical Center, RiverBend Cancer Services, Michiana Gastroenterologists and General & Vascular Surgery. "Poop is the Scoop" is the creation of Lou Pierce, Big Idea Company, who also developed the "Secret Sisters" concept.

Plans are underway for future colorectal initiatives during March/April of 2004. March has been designated as Colon Cancer Awareness Month.

PARTNERS FOR MELANOMA AWARENESS

The WTF announces plans to partner with the South Bend Medical Foundation for an Upcoming Melanoma Initiative. The South Bend Medical Foundation, a local non-profit medical agency with a long and prestigious reputation in the community, will provide airtime to the Women's Task Force. This message will be broadcast as part of "The More You Know", PSA series on WNDU, beginning in April.

The purpose is to educate the community in prevention techniques for battling melanoma. Melanoma is recognized as the fastest growing new cancer in the State of Indiana, particularly in women ages 18-26. It has been documented that two serious sun burns before age 16, can be a precursor of a melanoma in adulthood. The goal of the commercial will not be to "scare" the audience, but, through an engaging presentation, to urge the viewer to take proper precautions to sun exposure.

This commercial/PSA will seek to educate the viewer through a "unique" prevention message utilizing local children and adults. Again, the goal is to involve melanoma survivors and family members in the creation, production and editing of the piece. The commercial will end with the ultimate message to "talk with your doctor and visit www.womenstaskforce.org, linking to additional sites for a more complete list of symptoms, protective clothing options, treatments, and physician specialists.

SAVE THE DATE

**Tuesday, January 20, 2004
5:00-8:00 P.M.**

**To Your Health University Park Mall
(next to Sears)**

"SECRET SISTER..... WELL SISTER"

*AN EVENING OF RELAXATION,
BEAUTY AND GOOD HEALTH
(No Fee)*

at

TO YOUR HEALTH

(Located in University Park Mall next to Sears)

A SPECIAL INVITATION FOR SECRET SISTER SOCIETY MEMBERS AND THEIR GUESTS

Bring a friend, dress comfortably, enjoy a glass of wine & visit these exciting wellness stations:

*Yoga (stretch & relax)
Skin Care (featuring Burt's Bee's Products)
Healthy Snacks (Nutritious eating ideas)
Positivity Corner (Humor & Healing)*

*Please RSVP by January 12, 2004
by calling 574-273-5534*

"SECRET SISTER.....WELL SISTER"
Drop by or stay for the evening
We would love to see you!

Women's Task Force Awarded Grant

The WTF recently received news that a proposal made to the Florence Carroll Charitable Foundation; Stanley A. & Flora P. Clark Memorial Trust Foundation; John, Anna & Martha Jane Fields Trust Foundation; and the Muessel-Ellison Memorial Trust Foundation has been funded. This proposal requested funding for a public education and awareness program that would educate the community about cervical cancer screening and prevention.

An award of \$20,000 to implement this effort has been announced by Wells Fargo Trust as part of number of very generous grants to community health and education agencies. The Women's Task Force is proud to be recognized with this grant. A special thank you to our medical Advisor, Michael Method, M.D., Carol Norris, Senior Director of Oncology Services and to Tim Sexton and Maria Harding from the Foundation for their efforts.

VISIT OUR WEBSITE www.womenstaskforce.org



**The next meeting of the Women's Task Force will be
Wednesday, January 7, 2004**

Meet in the Education Center, Main Hospital

**Presentation by Eva Selhub, M.D.
12:15-1:15 pm**

**Dr. Selhub is an internist and specialist in Mind/Body Medicine
on staff at Beth Israel Hospital in Boston**

(The Task Force will have a short meeting following the presentation)



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.