



Women's Cancer Task Force

Saint Joseph Regional Medical Center

Fall Issue - 2004

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

Visit www.womenstaskforce.org



LUNCHEON & STYLE SHOW RAISES \$86,000 FOR LOCAL WOMEN

The third Annual Secret Sister Luncheon & Style Show was held on Wednesday, September 15, 2004 at 12:00 Noon in the Joyce Center, University of Notre Dame. It was another inspiring event celebrating hope with nineteen men, women and children cancer survivors serving as models.

Co-emcees again this year were Tricia Sloma, news anchor of the Morning Show on WNDU-TV, and Michael Method, MD, director of Oncology for SJRMC and medical advisor to the Women's Task Force.

Chairperson for this year's event was Melinda Pierce. Serving as honorary chairs were Bette Clark and Kim Willingham.

Melinda summed her feelings about the Secret Sisters with the following statement: "It is my privilege to work with such dedicated strong women, and truly heartwarming to see the commitment from the community demonstrated in their financial support. These gifts show that people in our community believe in what we are doing and trust we will be good stewards of their donations, making sure women receive the services they need."

The models showcased outfits and accessories from the following retailers: Buttons & Bows (children's wear); Inspire Me; Runway by Leni; Outpost Sports; Wear Abouts; Noelle's; The River Café; Bernardo's and Bernardo's For The Bride.

Hairstyling for the models was provided by Salon Nouveau.

Each new "secret sister" received a pink Secret Sister umbrella with a new or renewal of their membership in the society. Memberships

constitute the mammography fund used to help local women in need of receiving a screening mammogram.

This year's event total of \$86,000 will be added to the \$100,000 raised since the inaugural event on September 23, 2002.

Since the screening program began on March 1, 2003, 526 local women have received their screening mammogram and are enrolled in the BCCP program. This program, administered through the RiverBend Cancer Services provides additional services for those women when needed, including diagnostic mammograms, ultrasounds and biopsies. Four sites provide the mammograms. They are Memorial's Breast Care Center, 24% of the women utilize this facility; 24% utilize Elkhart General's Breast Center; 42% Saint Joseph Regional Medical Center, South Bend campus; and 8% at the Plymouth campus of SJRMC.

It is important to note that Radiology, Inc. and XRC, have played an important role in providing screening mammograms for the underserved population. Providers have been reimbursed over \$42,000. Secret Sister funds pay for mammograms at the hospital of the client's choice.

**SAVE THE DATE: 2005 SECRET SISTER
SOCIETY LUNCHEON & STYLE SHOW
WEDNESDAY, SEPTEMBER 21, 2005**



NOTRE DAME DOMER RUN HIGHLIGHTS OVARIAN CANCER

The Women's Task Force of Saint Joseph Regional Medical Center (Gyna Girls), and Life Goes On (Memorial Regional Cancer Center) teamed up with the Office of Recreational Sports and the Alumni Association of Notre Dame for the 22nd Annual Domer Run.

The Domer Run 2004 took place on September 18, 2004, starting at the Hesburgh Library Mall (north of

stadium) at approximately 11:00 a.m. Along with the 10K Run (6 miles), there was a 2-mile fun walk for a variety of fitness and interest.

Registration for the event was \$10.00 per person. Five hundred promotion bags were distributed, and each participant received a T-shirt. Gynecological cancer survivors received a special teal colored shirt along with a gift bag. There was a complimentary pancake breakfast immediately following the run for all participants.

The 2004 Domer Run was held in memory of Barbara Link, who died of ovarian cancer in 2003. Special guests were members of the Link family, University of Notre Dame Law School, Little Flower Parish, The Center for the Homeless, and members and families of Gyna Girls and Life Goes On.

The Notre Dame Alumni Association provided the T shirts for the event, and ND Recreational Sports provided all the organization, manpower, and logistics for the event.

Proceeds from the registrations and underwriting donated by Rec Sports were divided between the Notre Dame Alumni Association's "Cancer Education" programs and the Gyna Girls Support Group. ND plans to use their portion to develop a pilot program on Ovarian Cancer, which will be distributed to all alumni clubs throughout the country.

Gyna Girls support group plans to use their \$3,000 for services directly benefiting local women. Their group provides "hope packets" which are given to the newly diagnosed throughout the community.

Next year's Domer Run will again support this cause, so mark your calendars for Saturday, September 24, 2005.

SUCCESSFUL COMMUNITY PAP-A-THON

The Cervical Cancer Initiative spearheaded by the Women's Task Force resulted in a successful community Pap-A-Thon event held on August 25, 2004. This effort received incredible support from the South Bend Medical Foundation, which provided services free of charge. A dedicated group of volunteers, including physicians, midwives, medical residents, nurses, other health care providers and volunteers from the WTF worked from 8:00 a.m. until after 8:00 p.m. to

provided this service for 237 underserved women in the community. The clients received a free screening at any of three locations in the area.

Providing services were: Saint Joseph Health Center, 326 Chapin Street; The Midwifery of Michiana (MOM), 4th Street, Mishawaka; and, IUSB Student Activity Center, located on the campus of Indiana University of South Bend.

In addition to the screening, the women answered a general survey regarding their health knowledge and received a SS tote bag to take home. The bag contained other literature on healthy living and promoting yearly screening in early detection.

The successful turnout was due to a publicity blitz, both in English and Spanish through radio and television PSA's. Additionally, hundreds of flyers (English and Spanish) promoting the event were mailed from the WTF offices to 15 locations in the community.

A live remote team from U-93 radio spent most of the afternoon at the Midwifery, encouraging young women to "walk in" for their pap screening while interviewing a number of the clients.

The creation and production of the television and radio spots and the purchase of airtime was supported through a \$20,000 grant by The Foundations of Florence Carroll, Stanley A. and Flora P. Clark, John, Ann and Martha Jane Fields, and the Mussel-Ellison, all administered through Wells Fargo Trust. This grant also afforded the WTF the funds to promote this screening in both Spanish and English and to purchase informational flyers of cervical health issues.

Following the great success of the '04 effort, the Task Force has applied for grant assistance to enlarge the community effort. The 2005 event will take place on **May 25, 2005**. The hope is to double the numbers of women screened and to involve health providers and sites in Elkhart and Marshall counties. One site has already been identified as the Women's Care/Midwifery Center. The 2005 all-volunteer effort will be organized by Joyce LaDue and Sara Niedbalski.

HAPPY THANKSGIVING



**The next meeting of the Women's Task Force
will be Wednesday, December 1, 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.

VISIT OUR WEBSITE
www.womenstaskforce.org

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POSTAGE

ADDRESS CORRECTION REQUESTED

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