



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.

NEW MEETING LOCATION:

We have changed our meeting place to the Radiology/Oncology conference room. This room is located at Suite #100 in Pavilion II- 707 E Cedar. You can enter through the door off the parking lot behind the Pavilion. This will give us ease to find parking for our Wednesday meetings and eliminate the confusion of finding the room within the hospital. Good news: This will be our meeting place every month!

NEXT MEETING: Wednesday, MARCH 6 @ 12:00 noon in Radiology/Oncology Conference Room in Pavilion II. (*Not in the hospital)

Our February meeting of the Women's Task force took place on Wednesday, February 13, 2002.

Jim La Flamme V.P. introduced Pam Karsen, who has just been named Vice President, Patient Care Services for St. Joseph Regional Medical Center.

We are looking forward to working with Pam as we continue our initiatives for women's health issues in the community.

We wish Jim all the best as he begins his new responsibilities in Bridgeport, Connecticut. He has been a supporter of the women's task force and an asset to our community health system. We will miss him. (Continued page 2)

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Television Commercial Update

The ovarian education commercial has been filmed. Presently it is in the editing phase.

Nancy White, Dr Method and Lou Pierce combined in this exciting venture.

The marketing department of the hospital and the women's task force will combine efforts to get it on the air. We should be able to have a preview for you at our March meeting.

Nancy White reported that there are actually three commercials. One involves women from their support group talking about the symptoms they had leading up to their diagnosis. According to Lou, their courage and conviction touched the filming crew.

The second part involves, three doctors speaking to all women urging them to "listen to their bodies -recognize the changes and let their physicians know their concerns. The final piece involves both doctors and survivors urging women to be pro active. This description does not do the final product justice...it is a wonderful piece.

Further information on ovarian cancer? The tag running with the commercial gives our task force phone number and our web site: [www. Women' task force .org](http://www.Women'taskforce.org). It also directs viewers to visit "To your Health" at University Park Mall. What a thrill to see this joint effort of Saint Joseph's Regional Medical Center and our task force achieve this important health message.



APRON SALES

The "Apron of Wellness" was unveiled at the "To Your Health" open house at UP mall on Friday, February 15. Nancy White and her group have done a wonderful job.

The aprons are selling for \$15.00 each and all the money raised is going back into education and awareness efforts of the women's task force. We are asking that checks be made out to St. Joseph Care Foundation/women's task force since they have the non-profit 501c3.

We are planning on having the aprons for sale in the gift shop of the hospital. We would love to market them as an ideal mother's day gift. Any other ideas you might have on marketing please bring to the March meeting.

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Notre Dame students, Scott Little, Jeremy Rentenia, and Felipe del Rio attended our task force meeting in February. They are in the process of completing an educational video featuring members of the task force. This effort is a major part of their film production class under Professor Mandell. Our hope is to submit their video to area T.V. stations as a public service piece featuring cancer survivors.

BOOKMARKS:

Thanks to the generosity of Sandy & Brian Clauser of Express Press we were able to have the new bookmarks with both the "gyna-girls support group" information and symptoms of Ovarian Cancer. They donated the first 5,000 (\$1,278.00 donation) so that we were able to print 10,000 more for only 321.85. There is no way to fully thank them for this wonderful support to both the survivors of ovarian cancer and to our women's task force.

Bookmarks will be placed in the pocket of each apron and will be distributed at every venue we can to educate women in the community. Of course, we want to have them available in doctor's offices.

We will need distribution help from all of you in getting this accomplished. Please bring some distribution ideas to the March 6th meeting.

"TO YOUR HEALTH" SJRMC OUTREACH - UNIVERSITY PARK MALL †

The "To Your Health" open house was a great success. Becky Gudorf, director and her staff worked tirelessly in preparation.

They very generously provided our task force with a prominent location to show off the aprons and distribute the bookmarks. We are working on future activities with University Park Mall management investigating ways to promote "To Your Health" and the work of our task force. How about a style show featuring members of the task force sporting the mall fashions? Funds raised could be used to help fund an exercise initiative, or help finance our commercials, or any number of projects.

W.I.S.E. PROGRAM:

WORKING OUT FOR STRENGTH AND ENDURANCE

We are working with Dr. Method and Saint Joseph Regional Medical Center to fully implement an exercise program in Oncology Services. Our goal is to provide this type of program to enhance the quality of life of those presently undergoing treatment and those in the maintenance and post-treatment phase. This research-based program has also been proven to boost immune system response and increases the sense of "wellness" among survivors.

Anyone interested in working on this focus group, please contact us at the task force office at (574) 472-6095, or call Jan Petty at (574) 231-8937.

New Initiatives For 2002

*Programs to aid women in accessing information on insurance coverage. A "hotline" or "buddy system referral" are two of the possible ways we could aide women struggling with these issues.

Please contact Judy Morse (574) 299-0255 or Valerie Cope at (574) 277-6038 if you have any ideas to share. This will be discussed further at our March meeting.

*Information of women's cancer panel to outreach to area high schools. Our goal would be to reach high school students to raise awareness and stress importance of early detection. Plans are underway to work with the Notre Dame Women's Rowing Team for a joint effort during September 2002 (National Gynecological Cancer Month)

*Other initiatives:

*Serving the under served by promoting early detection information. * Work toward establishing a patients advocates program. * Support wellness, nutrition and anti-smoking initiatives.



IN MEMORY:

Gerri Mezas-Bulger, a member of our women's task force, died on February 7, 2002 after a six-year battle with breast cancer. Gerri was very proud of her association with the work of this task force.

Through her illness, Gerri always took time to help other women going through treatment and she provided support to many newly diagnosed women. Because she was a widow at the time of her diagnosis, Gerri had a special concern for those who were under-insured or were having difficulty paying for treatment.

In her memory, the task force is committed to seeking ways to help women who find themselves in similar circumstances. Valerie Cope and Judy Mores have agreed to lead a focus group in this effort.