



# cancer CAREpoint

Counseling • Assistance • Resources • Education



Personalized support services for anyone in Silicon Valley whose life is touched by cancer

Fall 2014

## Am I a Cancer Survivor?

One of the fastest growing population segments in America is the number of cancer survivors – from three million in 1971 to an estimated 18 million by 2020. But who counts as a “cancer survivor?”

A cancer diagnosis changes your life forever. It is a trauma that colors how you think about your health, your priorities and your enjoyment of living. So while there may be a clinical definition of cancer survivorship (remaining cancer-free for a minimum of five years), increasingly health care professionals recognize it as any person diagnosed with cancer, from the time of initial diagnosis until his or her death, and includes family members, friends and caregivers of those diagnosed.

This year, Cancer CAREpoint launched a new Survivorship Program in response to requests from clients who need help with this phase of the cancer journey. Transitions are always difficult, and cancer patients are faced with two back-to-back transitions that shake up their world – dealing first with the diagnosis and then, at the end of treatment, with a new definition of what is “normal.”

Our eight-week Survivorship class is based on the book *Picking Up The Pieces: Moving Forward After Surviving Cancer* by Sherri Magee, PhD and Kathy Scalzo, MSOD, and was adapted by Cancer CAREpoint social worker Amy Goldsbury, MSW.

The class leads participants through the four phases of recovery: 1) Inquiry, recovering a sense of self; 2) Discovery, recovering a sense of control; 3) Growth, recovering a sense of meaning; 4) Reflection, recovering a sense of the future. There is no proper time limit for moving through these phases, but addressing these issues helps cancer patients better deal with life after a cancer diagnosis.



***“The Cancer CAREpoint Survivorship class teaches me how to navigate my new world of living with cancer, especially when it comes to relationships with family and friends who don’t always understand.”***

The Cancer CAREpoint Survivor Program also includes an eight-week class specifically for those who deal with cancer as a chronic issue and a four-week evening “Eating for Health” nutrition series designed for survivors.

Cancer patients often say they can’t wait to get back to normal, but it may take awhile until they realize how their life after cancer is different from their life before a cancer diagnosis. Physical changes, fear of recurrence, relationship issues, sexual problems, fertility concerns, feelings of guilt and unease about the future may continue long after treatment has ended.

In developing our Survivorship Program, Cancer CAREpoint continues to address the needs of our community by supporting clients through all phases of cancer from diagnosis to treatment to survivorship.

## Expanding Services

Last October, Cancer CAREpoint opened our new Cancer Resource Center. We knew there was a need for non-medical support services for cancer patients and their families in Silicon Valley and the last 12 months have shown just how great that need is! Here are just a few of the ways we are having an impact in our community:

- Served 879 unduplicated individual clients
- Launched new Wig Bank
- Doubled number of monthly programs in response to increasing clients
- Developed new Survivorship Program
- Quadrupled number of participants in Nutrition Program
- Expanded programs in the evening (yoga, support groups, nutrition, community educational workshops) to accommodate working patients and caregivers

In 2015 we will continue to expand our programs to reach even more people in Silicon Valley impacted by cancer. Contact Rob Tufel, Executive Director, at [rob@cancercarepoint.org](mailto:rob@cancercarepoint.org) to learn about our increasing client needs, new exciting initiatives and how you can help Cancer CAREpoint make an impact in our community.

# How do you define being a cancer survivor?

Survive:

1. To remain alive or in existence
2. To carry on despite hardships or trauma
3. To remain functional or usable
4. To cope with a trauma or setback

Since starting our new Survivor Program, I have been thinking about the term “cancer survivor.” For someone with cancer, being called a survivor can mean different things, partly because it is a relatively new

Words reflect the fact that treatments have improved and also that cancer patients and their family members see themselves as being actively involved in making decisions about how they live and what they do following a cancer diagnosis.

I like to define survivor by going back to the root of the word. It comes from the Latin “vivere” meaning to live. For me, a cancer survivor is someone who

is “super alive.” Being diagnosed with cancer brings life into focus in a way that is different from our pre-cancer lives. Time can slow down. Things we never noticed (both good and bad) come into sharp

At Cancer CAREpoint, we want to know how you define being a cancer survivor. As we build and develop our Cancer Survivor Program, your voice is incredibly important. We want to hear the words you use to define yourself. Are there other words that you prefer? Email me directly at [rob@cancercarepoint.org](mailto:rob@cancercarepoint.org) or post on our Facebook page.

As always, I thank you for all your support and interest in Cancer CAREpoint.

**“Although survivors of different types of cancers have varied physical and psychological experiences, there is commonality among them in terms of psychosocial and emotional distress. Tools and approaches for assessing psychosocial distress have been validated and are shown to be effective regardless of cancer type.”**

Laura P. Forsythe, PhD, MPH  
Patient-Centered Outcomes Research Institute

word when talking about people diagnosed with cancer. Remember when people with cancer were called “cancer” victims?

The words we use to describe cancer say a lot about the changing views of both individuals and society.

view, formerly mundane moments take on new significance and we may have more ups and downs. But whether we are newly diagnosed or 10 years out, our “living” has been altered and our perception of life has changed.



*Rob Tufel*  
Rob Tufel, MSW, MPH  
Executive Director

## New social worker adds more support for clients



Laura Crutchlow, LCSW, licensed clinical social worker, received a Master of Social Work degree from Rutgers University and over the past 26 years has provided counseling, psychotherapy and supportive services to individuals and families in medical centers, schools and

private practice. She has extensive experience working with families challenged with a medical diagnosis.

“Working with cancer patients and their families has always been very rewarding for me, helping them find ways to

move forward with courage and strength,” said Laura. “I am very proud to be continuing this work at CancerCAREpoint where so many good things are happening for those touched by cancer.”

Oncology social workers provide counseling and other services to cancer patients and their families to help reduce stress and better cope with the many emotions – sadness, anger, worry, fears – that come with a cancer diagnosis.

To arrange an appointment with one of Cancer CAREpoint’s social workers, contact Sheryl at 408.402.6611 or [sheryl@cancercarepoint.org](mailto:sheryl@cancercarepoint.org).



# Annual Garden Party raises \$405,000 for Cancer CAREpoint



Guest speaker Caroline Lee and emcee Lissa Kreisler from KBAY

Karin and Marthin De Beer opened their beautiful Los Gatos home to more than 250 guests who came to support the mission of Cancer CAREpoint. Auction items, including an African safari donated by Micato Safaris and a robust "Fund Our Care" helped us meet our goal.



Karin and Marthin De Beer, Cancer CAREpoint Board Chair Allison Jones Thomson, Lorry Lokey, guest speaker



Good Samaritan CEO Paul Beaupré, MD talking to Gary Zeidler, DDS



Bret Hedican and Kristi Yamaguchi, Honorary Committee



Cancer CAREpoint Board member Gay Crawford with Jayne Caeplin and Dawn Bussey of Kaiser Permanente



Cancer CAREpoint Board member Sandi Frazer, Richard Conniff, Sandi Conniff



Regional Medical Center CEO Mike Johnson talks to Cancer CAREpoint Board member Noelle Henderson and Dave Henderson, CEO of Samaritan Medical Center



Nanette Kinkade and Chelsea Opheim, guest of honor



Kate Elfrink, Barbara Caltagirone, Cancer CAREpoint Patient Services Director Pam Lehner, Sylvia Nobbman



More than 250 guests enjoyed the day



Cancer CAREpoint Board Treasurer Victor Adint and Laura Adint



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# Our Community Cares

*Thank you to the many individuals, businesses and community groups who are supporting Cancer CAREpoint and making a difference in the lives of cancer patients and their families.*



**Maggi Scura**, left, TV news journalist and host of Comcast's "Newsmakers" show, recently interviewed Cancer CAREpoint Board Chair Allison Jones Thomson about the services the organization is providing to Silicon Valley. Thank you, Maggi and **Comcast**, for helping to get the word out to local cancer patients and their families!



Cancer CAREpoint gratefully received a \$40,000 grant from the **1440 Foundation** to help fund mindfulness-based stress reduction programs (guided imagery and meditation) and holistic healing yoga for cancer patients, families and caregivers. As one client commented, "Cancer CAREpoint services complement my medical treatment to help heal my mind, body and soul. When I am there I have a greater sense of wellbeing and am calmer about the future." Thank you, 1440 Foundation, for caring.



Local Alain Pinel Realtor and Cancer CAREpoint volunteer **Lucy Ramos** and her friend, **Ines Pereira**, recently chartered a bus trip to a North Bay casino as a fundraiser for Cancer CAREpoint. Not only did the attendees, including many of Lucy's friends from the Portugese community, have a great time, they presented us with funds totaling \$1,288 to support the work of Cancer CAREpoint.



More than 100 guests attended the BRA (Breast Reconstruction Awareness) Day at Santana Row in October to learn about new reconstruction advances from Cancer CAREpoint Board member and reconstructive plastic surgeon **Kamakshi Zeidler, MD**. Many took part in the bra decorating contest judged by two local celebrities who are also cancer survivors, Olympic figure skater **Peggy Fleming** and radio personality **Kim Vestal** of KLIV/KRTY.



**Karen Mulzac-Frye** created art about her cancer journey and used the grand opening of its gallery display as a fundraiser for Cancer CAREpoint. Attending the opening were Cancer CAREpoint Board members **Karyn Cilker**, **Jan Willoughby**, Karen, **Sandi Frazer** and **Gay Crawford**. Thank you, Karen, for sharing your cancer story with others.



**Pioneer High School Athletic Booster Club** in San Jose designated its October 10 home football game as "Mustangs Care" and sold merchandise to raise funds for Cancer CAREpoint. Thank you, students, parents and faculty, for raising awareness of cancer in our community.





The Addison-Penzak Jewish Community Center of Silicon Valley held a **Day in Pink** to raise funds for Cancer CAREpoint. Participants had their choice of aquafit and/or zumba classes. Thank you, JCC, for selecting Cancer CAREpoint as the beneficiary of these activities.



Close to 200 yoga fans came to Vasona Lake County Park in August for the inaugural **Pose for a Purpose** yogathon and raised more than \$10,000 for Cancer CAREpoint. Thank you to all participants and a big thank you to yoga instructor **Lorien Neargarder** who organized this fun and popular event.



\$20,000 was raised for Cancer CAREpoint at the **Wipeout Cancer Sports Day** organized by cancer survivor **Caroline Lee** and attended by hundreds of children and adults who took part in bicycle, volleyball and obstacle course activities. Thank you, athletes, for putting your bodies in motion to help local cancer patients and their families.

**IS YOUR LIFE TOUCHED BY CANCER?**

Cancer CAREpoint offers free personalized support services for all cancer patients, their families and caregivers in Silicon Valley.

**MONDAY NUTRITION CLASSES** - (Call for the Resource Center Open to all)

- 2015-12: Nutrition Seminar Series
- 2016-01: Cooking Class
- 2016-02: Healthy Recipes/Tips
- 2016-03: Healthy Recipes/Recipes
- 2016-04: Nutrition and the Gut in a Day
- 2016-05: Cook Off Cancer Recipes

**OTHER PROGRAMS**

- Cooking for loved ones
- Support groups
- Yoga and movement classes
- Therapeutic massage
- Gifted program/education
- Art therapy
- And more...

Cancer CAREpoint is a 501(c)(3) independent nonprofit organization offering free, confidential assistance and resources. No referral is needed. Our services are available to everyone - no matter what type of cancer, where they receive treatment, or their insurance status.

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Realtor **Randy J. Walden** with the Sereno Group generously shared a series of his full page ads in local newspapers with Cancer CAREpoint so that we could publicize our programs and services. Every time an ad appeared, our phone rang! Thank you, Randy.

### And still more to thank!

- **Whole Foods** for making Cancer CAREpoint the beneficiary of its Nickels for Nonprofits and for the donation of water for the Pose for a Purpose yogathon
- **Safeway Foundation** for the donation of food cards for Cancer CAREpoint clients in need
- Board member **Sandi Frazer** for the “above and beyond” volunteer work you do with the many community groups and businesses who hold events and other activities to raise funds for Cancer CAREpoint.



For the third year, **Ginger Rowe**, left, owner of **Time Out Clothing** in downtown Los Gatos held a fundraising event for Cancer CAREpoint at the store in honor of her longtime employee **Barbara Villaneuva**, a cancer survivor. Thank you, Ginger and Barbara, for your continued support.



An independent 501 (c) (3) nonprofit organization. Tax ID#27-3029691

Cancer CAREpoint Resource Center  
2505 Samaritan Dr., Bldg. 400,  
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**Mission Statement**

**Cancer CAREpoint is dedicated to transforming support for cancer patients, families and caregivers in Silicon Valley through personalized, one-on-one Counseling, Assistance, Resources and Education.**

Printing provided by Arcadia Graphix

[www.cancercarepoint.org](http://www.cancercarepoint.org)

**New Board member is LinkedIn!**



Margo Mendeke has joined the Cancer CAREpoint Board of Directors. Margo is a member of the

Global Executive Search Team for LinkedIn, the world's largest online professional network, and has spent 17 years in technology recruitment, previously with Criteo, Apple and Yahoo! In her early career she worked in government affairs at National Semiconductor.

# Cancer survivor now “owes” herself

A personal story by Dottie Temby, M.A., M.F.T.

Cancer treatment affects us emotionally, mentally, physically and spiritually. I didn't realize how much until I had been cancer free for a year.

Because I had never been seriously ill, it was difficult for me to process what was happening to me during cancer treatment. Why was I so tired? Why couldn't I bounce back? My doctors were telling me that I should be feeling better, but I wasn't. What was wrong with me?

I didn't realize that most cancer patients go through a grieving process sometime in their cancer journey. It took me a year of ups and downs for me to get to the other side. Only when I had regained some strength could I see that it is normal to feel confused, disoriented, fearful and anxious. Everything I did during my treatment was geared to keeping myself alive and that took every bit of energy I could muster.

Throughout my treatment, I wondered why I didn't feel the need to take care of others, to accomplish



something professionally, to write an article. Now I understand that it is okay to read a book all day, or spend hours feeding the ducks at Vasona Park. It's awesome to draw a picture, play a game of cribbage, make a collage or get together with friends who “get it.”

As a cancer survivor, I owe myself the luxury of doing whatever it is I want to do, for however long I want to do it. This freedom will allow me to be able to accomplish again – but only if it is what I choose!