

cancer CAREpoint

Counseling • Assistance • Resources • Education



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

February 2014

Classes help cancer patients find **healthy food choices** that appeal to diverse palates



Laury Ridley, R.N., MA, NC described spices used in Indian cooking such as curry, turmeric, cumin and cardamom. She recommends experimenting with small quantities.

In a region as diverse as Silicon Valley, people become accustomed to eating foods from around the world. Cancer patients don't want to give up their favorite or traditional foods just because they are experiencing nutritional or appetite challenges.

To meet the need for healthy and delicious menu choices that appeal to many cultures and taste buds, Cancer CAREpoint's Monday nutrition classes regularly feature recipes and food selection choices that reflect international favorites.

At a workshop in January, for example, participants learned how to use Indian spices and herbs. The February 24 session will focus on Mexican comfort food and future presentations are planned for other cuisines, such as Irish, Chinese, Vietnamese, Italian, Thai, and Korean.

"When you are not feeling well, it is comforting to eat foods that bring back good memories. For some that might be chicken soup, for others chicken masala," said Pam Lehner, Patient Services Director. "Different spices and herbs can also awaken appetites as well as provide specific health benefits that can reduce some of the side effects of cancer treatments."

Research shows that proper nutrition can help cancer patients with recovery, vitality and quality of life and Cancer CAREpoint is committed to helping.

For information about upcoming topics at the free weekly nutrition series and to access recipes for delicious, healthy recipes, visit CancerCAREpoint.org.

Passing the gavel – 2014 Board Leadership

Gay Crawford, right, has passed the gavel of Cancer CAREpoint Board leadership to Allison Jones Thomson. Gay will remain as a member of the Board of Directors.

See page 4 for an interview with Allison about the plans for 2014.



Cancer CAREpoint, Twitter – and You

Ever since Twitter went public, I have been thinking about why people make investments. Twitter is a new company with no major physical assets and no profit -- yet people are still willing to invest. Why is that? They obviously hope for a good return on their investment and they want to be part of something special.



But I think there are other compelling reasons why investors are willing to take a chance. People are curious and interested in new, exciting ideas. For Twitter followers, that idea is about changing the way we communicate, as well as being part of something new.

Thinking about Twitter investors makes me think about Cancer CAREpoint donors. They are also looking for a "return on investment" and want to know how their donations are being used and what impact is being made. It is important for donors to have concrete facts, like the number of clients served (500 for us last year with 360 of them new), a real

need (we saw a 50% increase in monthly clients since opening our Cancer Resource Center in October), and the impact (93% of our guided imagery program clients reported less stress and less pain after receiving services).

But sometimes these concrete facts are only a piece of the picture. Just like Twitter investors, Cancer CAREpoint donors are also interested in "investing" in an idea. Our donors invest in the idea that care and support are vital for someone touched by cancer . . . the idea that if a loved one, friend or neighbor is diagnosed there is a local place that they can go for personalized support . . . and, above all, the idea that we can create a community that cares. Our donors want to be a part of something that is exciting, new and valuable. Cancer CAREpoint is all of those things.

Investing in creating a caring community makes a real difference in people's lives. People like Ann who came to our Resource Center midday on New Year's Eve and told us, "I have cancer, I'm stuck at home, I feel so overwhelmed and I just need a place where I can go." She relaxed into one of our incredibly comfy reception room chairs, warmed herself by the fire, and talked to our social worker for over an hour before she felt strong enough to go back and face the outside world again.

I can't tell you if Twitter's shares will go up on the stock market, but I can tell you this - your shares in Cancer CAREpoint are soaring. Just ask Ann.

As we start off this New Year, I want to say a sincere and grateful thank you to all of our "investors." The return on your investment is invaluable to so many.

Rob Tufel, MSW, MPH
Executive Director

P.S. If you want to tell me why you support Cancer CAREpoint, please email me directly at rob@cancercarespoint.org. I welcome your comments.

Gay Crawford honored

Gay Crawford, one of the founders of Cancer CAREpoint received a well-deserved Commendation from the Santa Clara County Board of Supervisors in January for more than 40 years of dedication and effectiveness in helping local residents whose lives are touched by cancer. Supervisor Mike Wasserman proudly presented the honor. Congratulations, Gay!



“Men don’t like to talk about their fears, but cancer is scary and patients need support”



A cancer diagnosis prompted Michael Riley to find joy from his bucket list, including a ride in a vintage aircraft similar to the one his grandfather flew in as a gunner in World War II.

about who I work and spend time with. I appreciate every moment.”

Humor is a big part of Michael’s life and he credits it with helping him through the rough days of chemotherapy and radiation. His comedy buddies would sit with him through treatment and they joked with other patients to help the time pass.

“I would run into the same group of guys, but there was little conversation. We could hear the women in treatment

Like many men, Michael Riley doesn’t like to show any weakness. He’s used to being the one in charge in his business and taking control of the stage as a stand-up comedian and actor. But a surprising 2012 diagnosis of stage 3 lung cancer showed him that he is not the boss of everything. “I had to let go and accept help,” he said.

At the urging of his wife Dianne, who “took on the quarterback role when I got sick,” Michael came to Cancer CAREpoint for help in getting information about his disease, dealing with side effects of his treatment, and maintaining hope.

He took advantage of counseling with social worker Amy Goldsbury, nutrition classes to learn how to make better food choices, and therapeutic massage after painful radiation sessions. Dianne attended support groups for caregivers to reduce her own stress levels and feelings of isolation.

I needed more emotional support

“My doctors were absolutely awesome, but they were on the medical side and I needed more emotional support,” he said. “When you look up your cancer online and see that people with my diagnosis have an 85% chance of dying in the first year, you need someone besides family to talk to about your fears. I wanted to frame that statistic as I have a 15% chance of living.”

Michael said that although it sounds strange, he considers his cancer “a positive life-changing event. It put my priorities in order. I am more compassionate with others and more picky

chatting away, but most of the men kept silent and stared at the ground,” he said. “Men have it programmed into us to be strong. We’re told to man up, not be a sissy, don’t cry. You’ve got to throw all that out if you have cancer and show some weakness. Admit that you’re afraid so that you get the support you need.”

A huge fan of Cancer CAREpoint

Michael is back to full time work and an active lifestyle – with a few changes. After his nutrition education at Cancer CAREpoint, he is much more conscious about what food he eats to keep his body strong and healthy. He reads labels and visits the farmers market for fresh ingredients. He’s learned who he can count on, and who was disappointingly absent during his illness. And he has become a huge fan of Cancer CAREpoint.

“I’d like to help get a men’s support going and find other ways to give back. Everyone at Cancer CAREpoint was so welcoming, friendly and kind, and it’s a resource that is available to everyone in the community,” he said. “I’ve always had a really positive attitude, but sometimes you need some help. Cancer CAREpoint was there for me.”

Cancer CAREpoint is looking for a few good men! Join Michael and other men who have cancer in their lives at a new men’s support group. For information about it, call Sheryl at 408.402.6611 or visit CancerCAREpoint.org to see the full list of support groups available to the community.

New Board President looks forward to **expanding ways to support**, empower cancer patients

Allison Jones Thomson became President of the Cancer CAREpoint Board of Directors in January. In a recent interview, she explains her passion for helping people with cancer.

Q: How has cancer touched your life?

My dad died of lung cancer when I was in high school, just a few months after he was diagnosed. I admired the care he received from the medical team and decided I wanted a career in the health field. I earned a degree in biology and worked in cancer research for a few years, then moved to sales and marketing positions with companies that primarily developed medical devices used in the treatment or study of cancer. I later became involved with the National Brain Tumor Foundation and the American Cancer Society as a volunteer.

Learn more about the background of Allison and other members of the Cancer CAREpoint at CancerCAREpoint.org/board.

Q: What drew you to Cancer CAREpoint?

I was concerned about national cancer organizations reducing or eliminating patient services. Research is for the future of cancer, but patient services help people who are struggling today to get their feet underneath them after a cancer diagnosis. I immediately understood that Cancer CAREpoint was filling a gap – supporting and empowering cancer patients and those who love them. I wanted to be part of that mission.

Q: What's on your agenda for Cancer CAREpoint this year?

We are working on a strategic plan that will take Cancer CAREpoint to the next level of impact in the community. We want to grow our services, offering more and different programs. We are not affiliated with any one hospital, so we will be exploring multiple partnerships and collaborations that will

supplement, not duplicate, existing services. As we diversify our programs and expand our geographical reach in Silicon Valley, our financial needs will only get greater. It is important that we have a solid and sustainable fundraising plan.



Q: What makes you proud about Cancer CAREpoint?

Right from the start I was impressed by how the people of this organization jumped in to meet the needs of the community. The founders, the Board, the staff, the volunteers – they all did a phenomenal job in finding ways to provide cancer patients with personalized help and hope. Now we have this great Resource Center and a team that is spot on for what the organization needs for its next phase of effective service to the community. Cancer CAREpoint has a promising future and I am proud to be part of it.

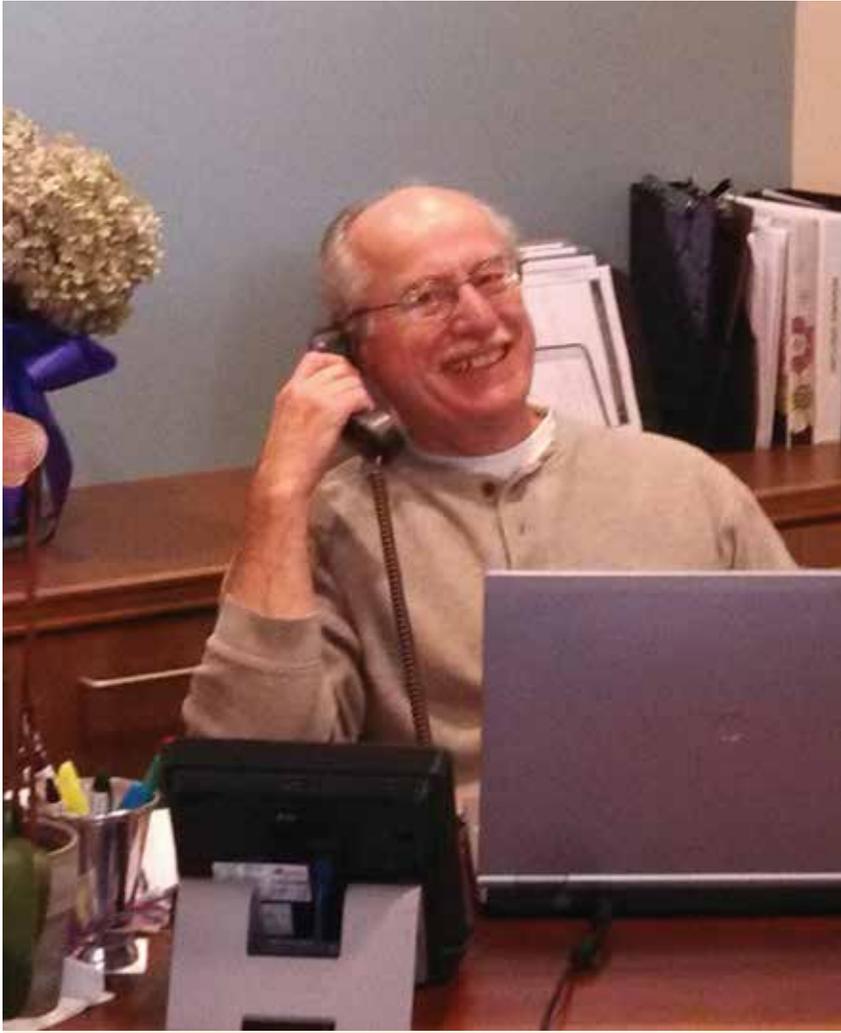


From volunteer to Board member

Long-time San Jose resident and community volunteer Sandi Frazer has joined the Cancer CAREpoint Board of Directors. Sandi has been a stellar volunteer and involved with Cancer CAREpoint from its inception, as a member of the organizational steering committee, and as a fundraiser. She now serves as a Community Events Liaison with community groups and individuals who sponsor events and activities in support of Cancer CAREpoint. Cancer CAREpoint is delighted to welcome Sandi to the Board.

“Opportunity to serve cancer patients is priceless”

David Zittlow has always balanced his career as a banker with volunteer activities to help those in need. Now he is carving a new place in his heart – and his schedule – to serve cancer patients, their families and caregivers as a volunteer at Cancer CAREpoint.



David Zittlow welcomes visitors to the Cancer CAREpoint Resource Center.

He started as an occasional volunteer for special events and has expanded into a regularly scheduled volunteer who staffs the reception desk during evening programs. With retirement close at hand, David expects to add to his volunteer hours at Cancer CAREpoint.

“I have been blessed in so many ways, it is important to me to give back,” he said. “The clients are so appreciative of the services at the Resource Center, I know we are making a difference in their lives.”

Several of David’s family members have had cancer so he understands that a cancer journey can be a time of crisis. “Our job is to empathize and help the clients in any way we can. The dedication of staff in serving cancer patients is inspiring, and every volunteer I’ve met shares that care and commitment.”

David is excited and impressed with the new Resource Center and its calendar of activities for the community, and looks forward to the expansion of services.

“I’m in good health and have a lot of energy,” he said. “I have a heart to serve and I’m happy to be able to do that at Cancer CAREpoint.”

To learn more about volunteer opportunities at Cancer CAREpoint, or contact Sheryl@CancerCAREpoint.org

Study shows value of patient-centered support

Cynthia McDonald, Ph.D., who provides Cancer CAREpoint clients with guided imagery sessions, meditation groups and workshops on living with uncertainty and the unknown, is co-author of a research article recently published in the *European Journal for Person Centered Healthcare*.



The study compared the effects of Psycho-Spiritual Integrative Therapy (PSIT) groups with community-based support groups among women diagnosed with breast cancer. PSIT uses a patient-centered approach that includes spiritual as well as psychological aspects that can be tailored to an individual’s beliefs and values. Traditional support groups emphasize emotional expression and problem solving.

The results found that both had positive effects in helping cancer patients cope with the trauma of their illness and treatment, including body image, reassessment of priorities and interpersonal relationships. Women who participated in PSIT groups had the added benefit of more positive effects on spiritual and existential aspects of their lives.

Thank you to the Lloyd Symington Foundation for its support of the Guided Imagery program.

2014 Health & Healing Speaker Series

Body image & intimacy: Don't Let Cancer Steal Your Happy



Female patients sometimes feel guilty for thinking about their appearance when the cancer is a much bigger issue. But their concerns are just natural. How we look is an important emotional factor in how we feel.

A presentation on body image and intimacy will kick off Cancer CAREpoint's 2014 Health & Healing Speaker Series on Thursday, Feb. 13, at 7 p.m. in the Resource Center. The program, for women only, will be led by Carole Cook, M.D., a private practice Ob-Gyn and integrative women's health specialist, and Amy Goldsbury, M.S.W.

This interactive evening will explore the way that women feel about their bodies and how body image can affect relationships and emotions. We will address topics such as appearance (the way you look), function (the way your body works), and sensation (the way your body feels). This will be a safe place where these issues can be openly discussed and questions answered.

Each month, local health care professionals will provide the latest information on a topic of interest to cancer patients, their families and caregivers. All talks are offered at no charge. Space is limited and advance registration is required. For information, email Sheryl@CancerCAREpoint.org or call 408.402.611.

Cancer CAREpoint brings together the region's oncology social workers

Oncology social workers from Silicon Valley hospitals and cancer centers are meeting monthly at Cancer CAREpoint to share information and resources that are helpful for cancer patients, their families and caregivers.

Convened by Cancer CAREpoint social worker Amy Goldsbury, the

Social Worker Oncology Network (SWON) includes social workers from El Camino Hospital, Good Samaritan Hospital, Kaiser Hospital, O'Connor Hospital, Palo Alto Medical Foundation, Stanford Hospital & Clinics, and Valley Medical Center. Other health care agencies are also invited to attend.

"This opens the door to new collaborations and opportunities," Amy said. "We learn from each other and get ideas of ways to make our services even more effective."

For information, contact Amy@CancerCAREpoint.org.

Programs scheduled for 2014 include:

March 13: How To Quarterback Your Winning Medical Team – enhancing the doctor-patient relationship, second opinions, and more presented by May C. Chen, M.D., South Bay Oncology Hematology Partners.

April 10: By The Numbers – what all men need to know about prostate numbers presented by Shane P. Dormady, M.D., Ph.D. and Frank Lai, M.D., El Camino Hospital.

May 8: A Physician's Perspective – the value of integrative, non-medical treatments in caring for the whole person presented by Rakesh Patel, M.D., Medical Director of Good Samaritan Hospital Radiation Oncology.

September 11: Clinical Trials – What? Why? How? – what they are, what value they offer the patients and how they work presented by George Fisher, M.D., Ph.D., Stanford Hospital & Clinics and Thomas T. Chen, M.D., Ph.D., South Bay Oncology Hematology Partners.

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

UBS Financial Services



Employees assembled nutrition packets for cancer patients.

NetApp



Employees fill comfort bags for patients undergoing treatment.

Time Out Clothing



Ginger Rowe held a fundraising event for Cancer CAREpoint at her Los Gatos store.

Xilinx



Employees filled care bags for Cancer CAREpoint clients.

Sharks Foundation



Kelly Esrey presented a check from the Sharks to support Cancer CAREpoint programs.

Almaden Country Club



JoAnn Nelson organized a golf tournament for Cancer CAREpoint.

Giddy Up



Laurie Weiss organized a fun event at Nestdown benefiting Cancer CAREpoint.

Branham High School



Students organized Dig Pink Week to raise funds for Cancer CAREpoint.

Coyote Creek Golf Club



Sally Jones and Joan Arzino organized a golf tournament for Cancer CAREpoint.

And another **big thank you** to students in the St. Anthony Church middle school religious education program who donated proceeds of their annual Pumpkin Patch fundraiser to Cancer CAREpoint.

*Interested in organizing a fundraising event for CancerCAREpoint?
Download a How-To Guide from CancerCAREpoint.org/events or email
Rob@CancerCAREpoint.org.*



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

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Printing provided by Arcadia Graphix

www.CancerCAREpoint.org



Have you liked Cancer CAREpoint on Facebook? If not you

are missing daily postings about events and news of interest to anyone whose life is touched by cancer. **Like** the Cancer CAREpoint page today!

e-News

Did you miss it? Our e-News comes out once a month with the most up-to-date program information. Don't miss out! Send your email address to Megan@CancerCAREpoint.org.



More than 300 people gathered in October to celebrate the opening of the expanded Cancer CAREpoint Resource Center that provides a warm, welcoming environment for cancer patients, their families and caregivers.

50% increase in new clients since Resource Center opened

The new Center is more than three times larger than the original space and includes a fireplace reception room, counseling offices, resource library, private space for support groups, a tranquil room for one-one-one therapeutic services, and a large multipurpose room for lectures, nutrition programs, workshops and exercise classes. Since its opening, the Resource Center has seen a 50% increase in new clients.

Helping to cut the multi-color ribbons at the opening celebration were, from left: Sandi Frazer, Rob Tufel, Gay Crawford, Loretta LaSalle, Bobbe George, San Jose Mayor Chuck Reed, Jon Ball, Paula Ball, KBAY radio personality Lissa Kreisler and Allison Jones Thomson.