



Cancer CAREpoint

COUNSELING • ASSISTANCE • RESOURCES • EDUCATION



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

Fall/Winter 2016

Social support positively impacts cancer patient outcomes

The first research about the relationship between social networks and health was conducted more than 100 years ago, but the medical community is continuing to discover benefits between having caring people in your life and physical health and healing.

Social support can come in a variety of forms. It can be formal, such as from a faith group, or informal, such as conversations with friends. It can refer to emotional support (feeling listened to and cared for), practical support (transportation, meal prep, housekeeping), or informational support (connections to resources). Any and all of these forms of social support do their part in improving a cancer patient's good quality of life from diagnosis through treatment, recovery and survivorship.

Study shows connection

A recent study published in the *Journal of Clinical Oncology* examined how social support (emotional and practical support) relates to long-term survival. Surveys were provided to 168 ovarian cancer patients prior to surgery and then the patients were observed for several years. The results found that patients with greater emotional support had a higher likelihood of survival for a longer period of time than those with low emotional support. The authors suggest that patients should be screened for deficits in the social environment as part of their treatment.

Feeling connected to others helps to reduce anxiety, calm fear, avoid depression and maintain a positive outlook about the future – conditions that make it easier for a cancer patient to strictly follow medical directions to regain health and vitality. Conversely, research has found that the lack of social support leads to poor health behaviors that increase the risk of mortality.

We see examples of the value of social support every day at Cancer CAREpoint when clients gather at a class,

workshop or support group and tell us how important it is to them to have these opportunities to connect.

Understanding from those who know

Karen, for example, gets tremendous support from her husband and two grown children, but considers Cancer CAREpoint her “safety net” on especially rough days when she needs to drop by for encouragement and to share experiences with others who can relate to what she is going through.

“I don’t understand how people go through cancer alone,” she said. “You feel so overwhelmed, confused and isolated because of the disease. You really need to have the support of others.”

Laura appreciates the difference in the support she receives at Cancer CAREpoint from what she gets from family and friends who “are sympathetic, but they don’t really understand the deep impact of a cancer diagnosis.” She explained that they might try to compare their

continued on page 3



Cancer is always a personal story

A message from the Executive Director

Last summer, my brother-in-law was diagnosed with cancer. The year before, my aunt was diagnosed with cancer. And the year before that, my mother found a lump in her breast.

For me, cancer is personal. But my story is just one of many.

Most people have been impacted by cancer in some way – if not yourself, then your family, friends, neighbors, co-workers, parents in your kid’s school, the friendly clerk at the supermarket or your favorite waiter at a restaurant. Everyone knows someone whose life has been touched by cancer.

Cancer CAREpoint offers vital support services to all cancer patients and their families, no matter the type of cancer, where they receive medical care or their insurance status. This past year, we have made a concerted effort to expand our reach by scheduling programs in other parts of the county, working in new cooperative ways with our hospital partners, and developing model programs that reflect the specific needs of our community such as workshops in different languages and services tailored to the underserved.

Cancer is not just personal, it is about community and how people come together to provide support to those they know, and those they don’t. Just look at the examples of community described in this newsletter: companies, businesses and foundations that provide financial support to Cancer CAREpoint . . . individuals and families who organize fundraisers and make generous donations . . . volunteers who help us support cancer patients and their families.

It makes me proud to see how our community cares. Cancer is personal, and so is my sincere gratitude for your support of those we serve. Thank you.



Rob Tufel
Rob Tufel, MSW, MPH
Executive Director

New Board Member



Paula Reed, RN

Paula Reed, RN, has joined the Cancer CAREpoint Board of Directors. Paula recently retired after 45 years in nursing with 30 years specializing in oncology. She previously served as Director of Oncology and Infusion Services at Palo Alto Medical Foundation and still handles special projects in cancer

care for PAMF. Earlier in her career, she worked at El Camino Hospital and Lifesource Home IV Therapy.

She is past president of the Oncology Nursing Society Santa Clara Chapter and serves on the Hospice of the Valley Professional Advisory Board. She was named an American Red Cross Hero and received the Leukemia Lymphoma Society Chairman’s Citation Award for Outstanding Service to the Community, Silicon Valley and Monterey Bay Area Chapter. She holds a B.S. in Nursing from Loretto Heights College in Denver and is an Oncology Certified Nurse.

New programs for patients post treatment

Cancer CAREpoint’s popular 8-week Survivorship class will be offered in two locations starting in January. Early registration is recommended.

The class is for people who have completed active treatment and want to process the emotional impact of the cancer experience. The approach is realistic, honest and insightful.

Sessions are scheduled for Tuesdays, Jan. 17-March 7, 6-8 p.m., at El Camino Hospital in Mountain View and Thursdays, Jan. 19-March 9, 6-8 p.m. at the Resource Center in San Jose.

For information or to register, contact Amy Goldsbury, MSW, at 408-402-6281 or amy@cancercarepoint.org.



Social support and health research

continued from page 1

normal tiredness at the end of the day with the deep fatigue that lingers after cancer treatments.

Social media provide another way that people can connect and cancer support groups are showing up on Twitter, Facebook and other websites. “These might be a good option for some, but there is no substitute for in-person human connection,” said Sheryl Brown, Director of Operations. “A smile, a hug, a friendly face is not something that can be replicated online.”

Online support options

A study published in the *Journal of Medical Internet Research (JMIR)* sought to understand how cancer patients use the Internet for social support. Surveys were completed by 1,282 patients to assess frequency of Internet access and online behaviors. Of the 1,096 who had Internet access, 30% had not sought out social connections online, 21% had read about experiences of other cancer patients, 37% had written about their personal experiences and 12% had participated in a formal online cancer support group. Cancer patients who actively posted or shared content perceived more social support from the Internet than those who used the Internet solely for information.

In-person support

The Cancer CAREpoint Resource Center is the site of dozens of programs every month and it is open every day, Monday through Friday, for visits by cancer patients, their families and caregivers, who need a supportive emotional boost.

Cancer CAREpoint Helpline

The Cancer CAREpoint helpline is a resource for the cancer community to inquire about supportive services in the Bay Area. We are here to provide resources to assist you with financial needs, legal services, meal assistance, transportation, home care, mental health and many other services. Cancer CAREpoint is fortunate to have a team of professional social workers to guide you through this process. **Call us today at 408-402-6611.**



How to support cancer patients through the holiday season

The pressure to have a joyful and thankful holiday season can be difficult for people going through tough times. This is especially true for cancer patients who may be dealing with enervating side effects of treatments and emotional distress about their future.

Please consider dropping by the Resource Center at Cancer CAREpoint. We will have a full calendar of classes and programs for the first half of December. For the last two weeks of December, as well as throughout the month, our office will remain open and our professionally trained social workers will be available for counseling. Call the Resource Center at 408-402-6611 to schedule an appointment.



Here are a few suggestions on how to make the holidays a more pleasant experience for people whose lives are touched by cancer.

- Ask how the patient wants to celebrate the holidays this year, and respect those feelings.
- Focus on enjoying special moments that are feasible for the cancer patient. Don't dwell on what traditions cannot be enjoyed this year, but put energy into coming up with new ways to celebrate that accommodate their health limitations.
- Let the cancer patient set the pace of activities, and make it okay to change plans at the last minute or leave events early.
- Offer to do shopping, decorating and holiday meal preparation tasks. Stop by Cancer CAREpoint for holiday recipes from our nutrition classes.

One way to support many cancer patients in our community is through a donation to Cancer CAREpoint so that our programs and services are available when needed all year long. Donate online at CancerCAREpoint.org/donate.

Community Collaborations

Cancer CAREpoint is extending its reach to more cancer patients and caregivers through strategic collaborations with hospitals, health care organizations and community agencies.

Hospital partnerships enable program expansion

Over the past year, we have increased our efforts to schedule our programs off-site at locations that might be more convenient for some cancer patients and their caregivers. This fall Cancer CAREpoint presented both our four-week Guided Imagery class and our eight-week Survivorship class at both **El Camino Hospital** in Mountain View and at **Palo Alto Medical Center** in Palo Alto.

Cancer CAREpoint partners with Bay Area Cancer Connections



Florence Schroeder, registered nutritionist, presented "Eating for Health" to a full house at Bay Area Cancer Connections.

Continuing our focus on delivering services to meet community needs, Cancer CAREpoint partnered with **Bay Area Cancer Connections** (BCC) to present a four-part nutrition class, "Survivorship: Eating for Health," at BCC's location in Palo Alto. Attendees learned how to improve their health by eating cancer-fighting foods.

Wig Bank at Valley Medical Center

Cancer CAREpoint took our Wig Bank to **Santa Clara Valley Medical Center** (VMC) for the second time this year to provide low income cancer patients with the opportunity to select a wig at no cost. A third visit to VMC is scheduled in December. Special thanks to the staff at Valley Medical Center and to the **Santa Clara County Board of Supervisors** for supporting this program.



Cancer CAREpoint volunteers who staffed the Wig Bank at Valley Medical Center: Bobbie Thomas, Meg Holt, Sandi Frazer, Cristal Hernandez, Donna Spagna, Joyce Phillips, Theresa Bumb, Carleen Carver, Marita Trough.

Pilot programs in East San Jose



Norma Molina's cooking demonstration included quinoa vegetable salad, strawberry spinach salad, and Greek yogurt dip with vegetables – all foods packed with nutrients.

After almost 18 months of outreach with individuals and organizations that are familiar with the needs of low income Hispanic families in San Jose, Cancer CAREpoint offered its first two programs for that community in October in a location that was nearby and familiar to many – Saint John Vianney Catholic Church in the Alum Rock neighborhood.

Registered dietitian nutritionist **Norma Molina** presented the workshop "Taking Control of Your Diet: Eating Well After a Cancer Diagnosis" on two different dates, one in English and one in Spanish. Both presentations included information on what constitutes good nutrition for people with cancer – what to focus on and what to avoid – and how to help manage treatment side effects such as nausea, lack of appetite and changes in taste and smell. She also included a cooking demonstration and tasting, with recipes in English and Spanish to take home.

Special thanks to **Father Steven Brown, Kathleen Cook** and the **staff of St. John Vianney** for their hospitality for these events and to the individuals and organizations that helped Cancer CAREpoint learn more about the East San Jose community including the **East Valley YMCA, Our Lady of Guadalupe Church, San José Mayor Sam Liccardo, Santa Clara County Supervisor Cindy Chavez, Theresa Bumb, Judy Chirco, Elizabeth Arias, M.D.** and the office of **San José Councilmember Magdalena Carrasco.**



Cecilia Carranza, Cancer CAREpoint's Client Coordinator, was interviewed on the Spanish language program *Al Despertar* (Área de la Bahía de San Francisco) on Univision 14 (KDTV) to let the Latino community know about Cancer CAREpoint support programs as well as the nutrition class (in Spanish) St. John Vianney in East San Jose. Thank you to **Univision** and **Barbara Chacon!**

We did it! Community comes together at Cancer CAREpoint's Annual Garden Party to raise record \$600,000!

More than 300 community and business leaders enjoyed a beautiful Sunday afternoon at the Los Gatos home of John and Maureen Machado and took the opportunity to support individuals and families in our community whose lives are touched by cancer. Guests heard remarks by Sheri Sobrato Brisson and Steve Dang about their cancer experiences and how emotional, spiritual and practical support was integral to their return to health.



Judy Lanfri, Bill Lanfri



John Machado, Maureen Machado, Garden Party hosts, Timi Sobrato, Steve Sordello, Susan Sordello, John M. Sobrato



Dr. Jim Joye, Carolyn Bing Joye



Dave Henderson, Noelle Henderson, Board member, Erik Schoennauer



Sheri Sobrato Brisson, Featured Speaker, Lisa Sonsini, Matt Sonsini



Sheri Douville, Maria Constantino Roelandts

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Sheri Sobrato Brisson
Featured Speaker

“My story is just one of thousands of stories of cancer patients throughout Silicon Valley and the reason that Cancer CAREpoint is such a vital resource. I thank you, the supporters and community of Cancer CAREpoint, for facilitating these deep connections and allowing each and every person who walks through Cancer CAREpoint’s doors the chance to develop and nurture their true strengths.”

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Recovery takes place in the mind and the heart

Everyone likes to feel special, but **Steve Dang** would far prefer to not be as “special” as he is – one of only 350 confirmed cases in the world of Hereditary Diffuse Gastric Cancer (HDGC).

He was 29 when he received the diagnosis of this aggressive cancer that typically means death within a year of the first symptoms. He had a total gastrectomy (stomach removal) in March 2014. He shared his cancer journey story with guests at the Cancer CAREpoint Garden Party.

“Learning to live without a stomach was not easy,” he said, explaining that he had to re-learn basic human functions like chewing and drinking



was left on my own to figure out life and this is where Cancer CAREpoint made all the difference,” he said. “I felt like I had a starting place to piece together a care team.”

His recovery has been amazing, fueled by his faith, his desire to live life to the fullest, and his goal

water. Even though it was a difficult time, he appreciates that science and genetic testing has advanced since his grandmother, aunt, father and sister died from the same form of stomach cancer.

“After my cancer treatment I

of being a role model for his two daughters who each have a 50% chance of inheriting the disease. Just 18 months after his major surgery, Steve completed his first Olympic distance triathlon without a stomach – at the fastest pace he had ever achieved.

“I feel fortunate to be one of the cancer patients in Silicon Valley who has found greater ease in rebuilding their lives because of the services at Cancer CAREpoint, he said.

“The slowest part of recovery takes place in the mind and the heart and this is where Cancer CAREpoint shines. I want to say thank you to the community for being part of my journey and I hope my story is a source of hope for others.”

New classes added to Cancer CAREpoint’s schedule

Cancer CAREpoint has added two popular classes to its regular roster of programs offered to the community at no cost.



“Healing Through Art” combines art, movement and mindfulness in a safe, welcoming environment for cancer patients. The goal is to encourage participants to open themselves to free expression and be inspired while exploring their creative side. The workshop helps to reduce stress and connect the body and mind in new ways.

The next 90-minute session is scheduled for Dec. 8 and it will be offered twice a month starting in January.

The **“Finding Balance”** workshop will be offered twice a month starting in January. A December session date will be announced soon.

During this one-hour workshop, participants learn breathing, stretching and exercises (standing and seated) that improve strength, flexibility and balance. Each class also includes a few fun games that will help to promote improved reaction time, mental processing and spatial orientation.

Both classes require advance registration, and they fill up quickly. Check the [Cancer CAREpoint.org](http://CancerCAREpoint.org) website for schedule information or contact Cecilia Carranza, Cecilia@cancercarepoint.org or 408-402-6611, for information or to sign up.

On the radio

Charles “The Chief” Williams interviewed Cancer CAREpoint Executive Director Rob Tufel on the “Thoughts Of A Common Man” program on the **KGM1** online radio station.



Our Community Cares

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

The 4th annual **Wipeout Cancer Sports Day of Charity** was a huge success with 80+ volleyball teams, 70+ bicycle riders and 175+ kids on an obstacle course. Thank you to the more than 100 volunteers who helped to organize this fun event for families that raises awareness about cancer in our community and funds to support the services of Cancer CAREpoint. As always, special thanks to **Caroline “Liner” Lee** who created this event as a way to give back to the community that supported her through her own cancer journey and the sponsors who supported the event: **AACSN, AVP, Health Logic, NCM Group, Spinner Mortgage, Tempo Bicycles, BIG Design, Cabrillo Middle School, LitePoint, Portola Valley Training Center, USAP Events, Ameriprise Financial** and **Quality Water**.



Wipeout Cancer founder Caroline Lee, San José Mayor Sam Liccardo, David Campbell, American Ninja Warrior and Sabrina Lau Gillebeaux, Wipeout Cancer sponsorships.



Brandi Chastain, Jessica Kohl-Garcia, Dr. Kamakshi Zeidler, Dr. Pamela Munster

It was a standing room only crowd at Hotel Valencia on Santana Row for the third annual Breast Reconstruction Awareness (BRA) Day event benefitting Cancer CAREpoint. **Dr. Kamakshi Zeidler** was joined by celebrity judges **Brandi Chastain**, Olympic Gold Medalist, **Dr. Pamela Munster**, head of the UC San Francisco Center for BRCA Research and **Jessica Kohl-Garcia**, Vice President, City Development at LRNG by Collective Shift, to select the winners from 20 creatively-decorated bras. Guests also enjoyed listening to a brief presentation by Dr. Zeidler about breast reconstruction options.



The second annual **Teal Run** was held in September to support Cancer CAREpoint and benefit ovarian cancer research. More than 350 participated in the 5K Run/Walk that raised close to \$60,000. A big thank you to organizer **Ralph DeSimone**.

Gay Crawford, board member, was nominated by CCP and received a scholarship to attend the first west coast conference of Accelerating Anticancer Agent Development and Validation (AAADV) in Palo Alto, where she learned about clinical trials and FDA development and fast track for cancer drug therapies.

Cancer CAREpoint hosted a booth at **Sevathon**, a fundraising run/walk and information fair sponsored by the India Cultural Center.

Dr. Vincent Leopre, Plastic & Reconstructive Surgery & Associates, and his entire staff sponsored a “sunset soiree” pampering party to benefit Cancer CAREpoint.



Cancer CAREpoint was selected to receive a \$5,000 grant from the **Intero Foundation Inc.** for our Family CARE program that provides support for families with young children and teens and a parent diagnosed with cancer. Thank you, Intero, for all that you do to positively impact the growth and well-being of children in our community.



The third annual Fresh Intuition Book Luncheon at the Los Gatos History Club, organized by **Mary Welty-Dapkus**, included a door prize drawing that benefitted Cancer CAREpoint.

The local chapter of **Boys Team Charity**, a volunteer service organization to involve young men in philanthropic projects in their community, raised \$1,500 for Cancer CAREpoint's Wig Bank by selling tie-dyed socks they made themselves. We appreciate your support!



Students at six local high schools organized different types of events during September and October to raise awareness about cancer and raise funds for Cancer CAREpoint. During "Dig Pink Week" at **Branham High School**, the leadership organized a special football game halftime balloon release honoring cancer survivors and those no longer with us. There was an evening "Glowga Night" yoga event at **Homestead High School** and a fundraising effort by the **Willow Glen High School** field hockey team. The **Pioneer High School** football team collected donations during its "Mustangs Care About Cancer" game. Leadership class students at **Del Mar High School** and **Westmont High School** also led fundraising efforts at their schools. We appreciate all of the energy and creativity these students have used to help cancer patients and families in our community.



Several local retailers have recently held special events for their customers with proceeds benefitting Cancer CAREpoint including **Kendra Scott Jewelry** at Santana Row, the **New Look Institute** in San Jose, **TimeOut Clothing** in Los Gatos and **Therapy Salon's** "Kiss Away Cancer" event in Los Altos. Thank you to everyone who made a purchase and helped to provide support to cancer patients and their families.



Sarah Zebb, owner of Therapy Salon, and stylist Paige Madrid.

Thank you to **Carol Pliner** and **Shari Saul** for hosting a "friend-raiser" to introduce their friends and community to Cancer CAREpoint and the services we provide. If you are interested in hosting a friend-raiser, please contact Dawn Hogh, Director of Development & Marketing, at 408-402-6284.



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

Cancer CAREpoint Resource Center
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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.

www.cancercarepoint.org

Our Services

- Counseling
- Nutrition Classes
- Therapeutic Massage
- Yoga/Exercise
- Guided Imagery/Meditation
- Support Groups
- Family CARE Program
- Wig Bank
- Survivorship Programs
- Healing Touch
- Resources and Referrals

'Tis the season to CARE

Deliver the gift of CARE to those impacted by cancer in Silicon Valley this holiday season by supporting Cancer CAREpoint – there are many ways to do it. If you have any questions about these options, or would like more information, please contact Dawn Hogh, Director of Development & Marketing, at 408-402-6284.

Tribute Donations/Honorariums

The holidays are a wonderful time to let someone know how special they are by giving a gift in their name to Cancer CAREpoint. Go to CancerCAREpoint.org/donate and click the Donate button on the left to donate online through our secure portal.

Shopping

- Glassybaby: Glassybaby donates 10% of your purchase price for the “Hugs” votive. Glassybaby.com/hugs.
- Amazon Smile: Go to smile.amazon.com and select Cancer CAREpoint as your nonprofit. The AmazonSmile Foundation will donate 0.5% of the purchase price from your eligible AmazonSmile purchases.



Donate Stock

A contribution of stock or securities is an excellent way to support Cancer CAREpoint and receive significant tax benefits. Please contact Cancer CAREpoint to notify us of the donation.

Planned Giving

Make Cancer CAREpoint a part of your plans for the future. For more information, please contact your tax advisor or Cancer CAREpoint.

Vehicle Donation

Donate your used car, truck, boat, RV or motorcycle. Running or not, it's tax deductible. Visit CarDonationServices.com/donate.php or call 1-888-686-4483.