

Cancer Care Connection

JANUARY 2007

The Environment and Breast Cancer

Rising rates of breast cancer in the U.S. and other industrialized regions inspired a group of activists to initiate a study on the environment and women's health. Silent Spring Institute, a non-profit scientific research organization, was begun in the mid-1990's as a groundbreaking collaboration of scientists, physicians, health advocates, and community activists dedicated to investigating links between the environment and health.

Breast cancer risk has more than doubled in the last 40 years in industrialized countries and studies show increased risk for women who move from low-incidence regions in the developing world to countries such as the U.S., indicating the presence of additional risk factors for women living in industrial societies. Thus far, scientists have been able to explain less than half of breast cancer risk with all the identified risk factors, such as genetics and excess weight. If we can figure out what other factors are leading to this increase, we can learn to



prevent future disease.

Researchers at Silent Spring Institute are investigating potential everyday exposures to carcinogens such as polycyclic aromatic hydrocarbons (PAHs) in grilled and smoked food, tobacco smoke, and air pollution from auto exhaust and power plants. We are also exploring exposures to compounds that may promote tumor growth called endocrine disruptors and that are found in some plastics, pesticides, detergents, and cosmetics, among other sources.

For more information and tips on how you can reduce your exposure to carcinogens, please visit Silent Spring Institute's website: <http://www.silentspring.org> (see Talking Points under the Activist/Scientist

Connections tab).

-Laurel J. Standley, PH.D., Senior Scientist at the Silent Spring Institute

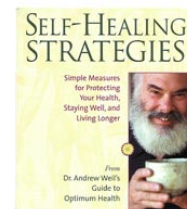
POP QUIZ

E-mail your answer to this question, and be entered to win a prize...

What is the standard age when it is recommended to get a colonoscopy?

And - If that was too easy... What is the standard age when it is recommended to get a colonoscopy IF you have a family history of colon cancer?

E-mail your answers to info@can-connect.org



One winner will win a 4 CD set from the famous Dr. Weil.

Sick of New Year's Resolutions? Here's a New Idea

With every holiday season comes the inevitable New Year's resolution where we theoretically think of the one thing that we WILL change in the upcoming year. While perusing on the internet I came across the "Top Ten New Years Resolutions" that I thought might be of interest to the general public...

- 1) Spend more time with friends and family
- 2) Exercise more
- 3) Lose weight
- 4) Quit smoking
- 5) Enjoy life more
- 6) Quit drinking
- 7) Get out of debt
- 8) Learn something new

- 9) Help others
- 10) Get organized

Hasn't everyone said at least one of these resolutions before?

This year I will introduce to you another potential resolution. I challenge you to educate yourself on the various cancer screenings that are available and extremely important. Learn at what age they should be done, how often, if family history plays a role, etc. And then, after you are well versed in this information, spread it to **at least** one loved one! I'll even give you a hint... Call Cancer Care Connection at 1-866-266-7008 to have a Cancer Resource Coach help you out!

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Is Wellness Coaching For You?

The new year brings a renewed sense of hope about starting fresh; ringing out the old and bringing in the new.

Typically, New Year's resolutions have a lot of hope and energy around them at the time they are set, but by February, the fizz is long gone. Hope dissolves into hopelessness.

A new profession has arisen to help all of us who have good intentions about living healthier, but can never seem to make them happen. It's called wellness coaching and it is revolutionizing the way health and fitness professionals help people. For years, the approach has been to tell people what to do and guide them with education. As consumers we search endlessly for that perfect

nugget of information, program, or personal trainer that will hold the key to our success. The truth is, most of us are not suffering from a lack of information. In fact, we're quite educated. We know what we need to do, we just have trouble doing it!

Professional wellness coaches are helping change the lives of people seeking lasting improvement in their health and well-being. They engage us as the experts in our lives and support us in taking consistent action, which improves confidence in our ability to be successful long term. Even better, coaching is most often conducted by phone, so it is private, convenient, and not limited by geography!

There's much more to know about wellness coaching. To learn more, click here to go to www.PrioritiesSimplified.com.



-Pam Schmid is a certified Wellness coach and Licensed Executive Wellcoach®, speaker and breast cancer survivor. In the next issue, Pam will talk about her work with cancer survivors. She can be reached at Pam@PamSchmid.com or 919-553-9136.

Online shopping benefits non-profits

Online shopping is in high gear! Believe it or not we can help more people who are facing cancer when you make online purchases. Help us by challenging your friends and family to shop online using our giving link: www.iGive.com/CCConnect. Cancer Care Connection will receive a portion of each

sale to benefit our caring program providing over the phone information, coaching and referrals. You can also access the online shopping mall through our website at www.cancercareconnection.org. Stores include: Barnes and Noble, Toys R Us, Lands End, Netflix, Hickory Farms, Florists, A Pea in A Pod, The A&E Store, Best

Buy, Brooks Brothers, Snapfish, The Body Shop, and many more!!!!



Corporate Member Spotlight The Delaware State Chamber of Commerce

Each newsletter, Cancer Care Connection highlights one of its members. This issue, we highlight the Delaware State Chamber of Commerce, an organization that has been with us from the start. Marianne Antonini, senior Vice President and CFO of the Chamber sat down over the holidays and answered a few questions...



CCC: How long have you been with the state chamber?

I will be employed 15 years with the Chamber in February 2007.

CCC: For our readers who may not know, how does the state chamber assist businesses throughout Delaware?

The Chamber's mission is to promote an economic climate that strengthens the competitiveness of Delaware businesses and benefits citizens of the state. We are the leading advocate for business with government in Delaware.

ware.

CCC: What are some of the benefits of being a chamber member?

We support the business community in Delaware through:

- Legislative advocacy- Many small businesses cannot afford their own lobbyist and don't have the time to do it themselves, so they rely on the Chamber for this benefit.
- Cost- saving benefits
- Networking and community involvement
- Educational workshops and events

CCC: As well as helping your employees and their families, the CCC Employee Resource Program fee goes to support our free public service available to the public. Is the chamber involved in other types of philanthropy as well?

The Chamber is active in the community. For example, in 2006 we fielded teams for the Wilmington Heart Walk and the Easter Seals Volleyball Challenge. Every year we adopt a needy family for the holidays and provide them with gifts and necessities. Through participation in the planning committee

and articles in *Delaware Business* magazine, we also actively support the Meals from the Masters Celebrity Chefs Brunch, which benefits Meals on Wheels Delaware.

CCC: The Advocates of Hope summit, which was presented by the Chamber and CCC, discussed the growing issue of cancer in the workplace. The chamber obviously has an interest in spreading the word about the issues that arise with cancer in the workplace. Of all the diseases out there, why did the chamber focus primarily on cancer?

So many lives in Delaware are touched by cancer. The Chamber is not immune. Many of our members are survivors or caregivers for family members. And unfortunately, we've had our losses as well.

The Chamber has access to a unique audience: employers. We put together Advocates of Hope to educate employers about cancer resources, news and breakthroughs and ask them to share the information with their employees.

The Initiative culminated in April 2006 with a state-wide cancer awareness summit: *Advocates of Hope: Raising Cancer Awareness in the Corporate Community*. Approximately 250 business leaders, HR professionals and healthcare workers learned strategies to step up prevention and screenings and deal with the human side of cancer. In addition, we have published a series of cancer awareness articles in Delaware Business magazine and included inserts from cancer resource providers including Cancer Care Connection and Christiana Care.

CCC: Is there anything that our readers may find interesting that is coming up in the future?

Advocates of Hope will continue in 2007 with a three-part lecture series. One lecture is planned for each of Delaware's three counties. Please check our online events calendar at www.dsc.com for a complete listing of Chamber events.

An Experiment: Cancer Research Online

Cancer Care Connection saves people the time and energy of researching cancer issues online. (Not to mention CCC knows which websites are a legitimate source of information.) But, is it really *that* hard to search for information related to cancer on the internet? It was time for an experiment...

On the Google and Yahoo search engines, I used the following keywords and got the following results. The results are daunting - leading me to believe this style of research could be quite time consuming.

- "Cancer" - 160,000,000 results
- "Cancer Delaware" - 3,890,000 results
- "Breast Cancer" - 30,700,000 results
- "Prostate Cancer" - 10,000,000 results
- "Colon Cancer" - 7,840,000
- "Cancer Prevention" - 32,800,000 results
- "Cancer Support" - 78,300,000 results
- "Cancer Screenings" - 39,800,000 results

Christiana Care's Cancer Special Needs Fund gives cancer patients a hand

Helps ease financial worries during treatment

Fighting cancer poses enormous challenges for patients and their families.

Everyday, there are cancer patients who face the prospect of wiping out their personal finances even when they have medical insurance coverage. The Christiana Care Health System's Cancer Special Needs Fund at the Helen F. Graham Cancer Center can help defray the costs of items and services patients need that may be critical to their care or essential to daily living.

The fund is administered by the Cancer Care Management Department for patients undergoing treatment at any Christiana Care Health System location. It supports Christiana Care patients by providing them financial assistance to purchase medical supplies and other items not covered by insurance. The fund was started about nine years ago and has helped hundreds of patients over the years.

Numerous of the offered services include transportation to and from chemotherapy; fitting, styling and purchase of wigs; fitting and purchase of mastectomy-wear; nutrition counseling; in-home child or elder care during patient appointments; lymphedema therapy and the list goes on and



on. If you know a cancer patient in need of financial assistance or have questions about this program, please call the Christiana Care Cancer Care Management at 302-623-4700 to speak with a social worker.

The Christiana Care Cancer Special Needs Fund depends on the generous support of individuals and businesses in the community. For more information about contributing to the Cancer Special Needs Fund, please call the Christiana Care Health System Development Office at 302-327-3305.

Local area cookbook helps cancer patients

Cookbook of local Newark recipes sold to benefit Cancer Care Connection

Herman's Quality Meat Shoppe, located in the heart of Newark, has produced a cookbook made up of over 350 recipes submitted by the Herman's, their family, friends, and other local Newark residents. Herman's is known for it's nearly 40 years in the community selling custom cut antibiotic and hormone-free meats and specialty products, but also for it's friendly, family-like atmosphere.



This cookbook, also comprised of photos, stories, and history of the Herman's family and store, can be purchased for \$25, with the proceeds benefiting the Cancer Care Connection. The book includes sections specific to main dishes, beef, pork, casseroles, veal, lamb, appetizers, sauces, soups, cakes, pies, salads, and many more. The book was released on December 15th. To purchase the book, you can call Herman's at 302-731-5344 or visit their shop located at 64 East Cleveland Avenue, in downtown Newark. Enjoy.

Happy New Year from Cancer Care Connection



**-Call us-
We help people
deal with cancer.**

1-866-266-7008

www.cancercareconnection.org

Cancer Care Connection, a non-profit organization, helps people make well-informed decisions through professional coaching and personalized information and resource connections. The employee resource program is funded through an employer contribution on a fee-based system. All proceeds cover the costs of delivering the specialized workplace program and support the free public program.