

CWC Founder Dr. Cynthia Angel is New Chairman of the Board Fellow founder and founding chair Eileen Grossman was at helm for 8 years



Dr. Cynthia Angel weren't feeling as confident as they glanced around an eight-chair infusion room. Calling the silent setting depressing for the patients, Grossman realized she

oncologist Dr. Angel, who assumed the role as chairman of the board of directors on February 27. She is a gynecologic oncologist and a Professor of Obstetrics and Gynecology at the University of Rochester. Dr. Angel sees her patients primarily at Highland Hospital and has been caring for women with gynecologic cancers for more than 25 years.

The third founder of Cancer Wellness Connections, Dr. Brent DuBeshter, is also still actively involved and is treasurer of the board. Grossman will remain on the board and a friend and supporter of the organization, which long has been a major part of her life. "I can't quantify it," Grossman said, "but part of me felt I was very lucky to survive cancer and I wanted to give back in a meaningful way. I knew I had to do something because I knew it didn't have to be that way."

When two-thirds of the founders of Cancer Wellness Connections talk about starting the organization eight years ago, they tell their shared story with passion and pride, finish each other's sentences, and are confident in how the organization has helped ease the burden of cancer and treatment for tens of thousands of people and their families.

But on a particular day in a chemotherapy suite in 2006, Eileen Grossman and oncologist

needed to enact a change to make a positive difference.

Fast-forward eight years. The successful nonprofit she has helped steer and grow — along with hardworking teams of doctors, nurses, and volunteers — is now operating in four infusion centers and helping 15,000 people each year, all free of charge.

And with that, founding chairman Eileen Grossman said it is now time to pass the baton to her co-founder and personal trusted

continues on page 2



Putting It Together

Grossman's first attempt at improving the system involved accompanying a friend to a chemo treatment armed with cards and chocolate. The activity and snack, and even some laughs, provided a diversion that helped her friend pass the time and take her mind off discomfort associated with the treatment.

When battling cancer through chemotherapy, many people experience unpleasant side effects and face a treatment program that is emotionally, mentally, and physically taxing.

As physicians concerned about their patients' quality of life, Dr. Angel and Dr. DuBeshter were interested in Grossman's

idea when she proposed developing a program that could make receiving chemo less stressful.

"I thought she was nuts at first," Dr. Angel said. "We did have some hurdles to overcome, such as having to work around non-medical personnel while administering chemotherapy. We ultimately tried to make the infusion room an area that didn't have to be seen as a place for sickness, where one assumes the role of the sick person."

Grossman recalled a conversation where she told Dr. Angel she wanted to have a personal trainer work with those being treated in the infusion room. The reply was, "What?! While they are hooked up?"

Yes! Grossman got the personal trainers for the organization she originally named Cancer Wellness Spa.

The word "spa" was intentional, in order to associate wellness with cancer and reframing a chemo treatment by viewing it as going to a spa or a retreat: Get your nails done, get a chair massage, or have lunch provided by several, generous local restaurants.

"Cancer may be there but you can still enjoy life," Dr. Angel said. "The chemotherapy experience is something you have to do to live, but Cancer Wellness Connections makes it more tolerable and a more positive experience. We can turn things around."

You gotta have "spunk"

Dr. Angel credits Grossman with making things happen and turning things around many times for Cancer Wellness Connections.

"Eileen has a lot of spunk," she said.

That spunk was instrumental in launching Cancer Wellness Connections' pediatric unit, Better Day Buddies, at Golisano Children's Hospital at the University of Rochester Medical Center. Children undergoing chemo are not keenly aware of what is happening to them, but they do know they don't like needles and they don't feel very well during and after a treatment.

Better Day Buddies volunteers share craft bags and engage in

one-on-one activities and read books while the kids eat pizza. Moms and dads may even get a chair massage and have a moment of downtime with a cup of coffee.

"When the medical staff comes at a child with an IV, the child gets hysterical. But if one of volunteers provides a diversion from what they are doing, it makes a big difference," Grossman said. "The kids love the program."

Adult patients have admitted to "enjoying" coming to the infusion room, even staying past their appointment to get a manicure or have lunch. One woman had her make-up applied for her during her treatment and when her doctor son stopped by for a visit he asked,

"Mom, you're having chemo and you got your makeup done?" She replied, "Well, now I can go out to dinner with your father afterward."

Dr. Angel said this is the only program of its kind in the country, providing complimentary services while chemotherapy is being infused.

"No one wants to have cancer. Nobody wants to have chemicals put into their veins. That's not something you sign up for," she said. "But if we can do something that makes it easier for patients and make the treatment less traumatic, it is easier for them to get back to their lives."

continues on page 7



CWC 2013 Howard Berman Prize Winner

We were honored to receive the 2013 Howard Berman Prize on December 5, 2013.

The Howard Berman Prize was established upon Mr. Berman's retirement as CEO from Lifetime Healthcare Companies, as a lasting tribute to his commitment to nonprofit health care. The Prize consists of a \$10,000 cash award and custom-made bronze statue. The Prize honors an existing program or service's impact on improving access and/or health status in health-related activities.

Dr. George N. Abraham, Past Director, Wilmot Cancer Center and professor emeritus of medicine, microbiology/immunology and oncology at the University of Rochester Medical Center recognizes the result Cancer Wellness Connections has on patients. In support of CWC's nomination

for the award, he offered, "Chemotherapy is an isolating procedure with the patient locked in a chair receiving the medication. Increasing the well-being of the patient increases the ability to accept the chemotherapy. Different people respond to chemotherapy in different ways. When the patient is more upbeat and relaxed, the side effects of the treatment are diminished."

Dr. Elizabeth R. McAnarney, Professor and Chair Emerita, Department of Pediatrics at the University of Rochester Medical Center, agrees and believes this is an innovative approach to support for children and families. "The Better Day Buddies program is unique as far as we know," she says. "It is an inordinate gift for support emotionally as well."

Co-founders Eileen Grossman, Dr. Brent DuBeshter, and Dr. Cindy

Angel were also honored. Said Grossman, "The money will enable us to augment the program in the units we are in. Donations are down everywhere, so we are thrilled with this award." We are grateful to the funders of the Prize as well as the selection committee for selecting us to receive the award.



Eileen Grossman and Howard Berman

President's Message



Betsy Twohig-Barrett
President of Cancer
Wellness Connections

The past year has been exciting – so full of change and growth for Cancer Wellness Connections! As you will read in this newsletter, we have a new board chair, we are expanding our program reach, and receiving

community recognition. We had a record-breaking 5K in September – both in donations received and number of participants. We outgrew the existing race location and will be holding the 2014 race at Monroe Community College. We improved our website and brought on more wellness partners to provide even more quality services like *reiki* therapy and yoga to address the health of the infusion recipient's mind, body, and spirit. I want to thank Eileen Grossman for her dedication and support over the past three years since I joined

CWC. I am looking forward to working closely with Dr. Angel and to see what the coming year holds!

Save
the Date!

7th Annual Ovarian
Cancer 5K Run/Walk
September 7, 2014
New Location: MCC



Running Your First 5K

Submitted by Lindsey Yu, Personal Trainer

Running a 5K can be very rewarding. Whether it's your first one or your hundredth one, there is a sense of accomplishment. Maybe you are trying to beat a previous time or maybe this is your first and you want to just finish the race to say you have done one. Whatever your goal, you will need to start with the basics.

If this is your first 5K and you are not a runner, make sure you have been cleared by your doctor before starting any exercise routine. A 5K is approximately 3.1 miles. You will want to start slow if this is your first time running and remember to always bring water with you. Staying hydrated will keep you from injuring yourself as water helps to remove waste from your tissues, lubricate joints, and maintain your core temperature. Start by building up your stamina with walking increased distances or for longer periods of time.

Once you can comfortably walk at a brisk pace, start replacing some



of the walking with light jogging. For example, after a proper warm-up walk for 5 minutes, jog for 1 minute. You should keep repeating this series until you have completed 1.5 miles, then finish with a brisk walk for another 0.5 mile before cooling down. The following week try decreasing the 5 minute walk to 3 minutes and increasing the jog to 2 minutes. Every few days increase the jogging time and decrease the walking time. As you feel more comfortable, and this gets easier, try repeating the running/walking

series for the entire 3 miles. Before you know it, you will be jogging the entire 3 miles and then you can focus on beating your best time.

Make sure you always warm up with a brisk walk for 5-10 minutes before going into a fast pace jog or run to keep from overstretching the muscles too quickly. Also, remember to cool down for a good 10 minutes after exercising to keep blood from pooling in the lower extremities and lactic acid (muscle waste) from building up in the muscles.

Selecting the Right Shoes

One of the most important things you can do before starting a walking or running program is to buy a good shoe that is going to provide the right amount of cushioning, stability, arch support, and shock absorption that your feet need according to the type of gait you have. Wearing improper footwear will cause more strain on your shins, knees, hips, and back and then you may need to visit a physical therapist to correct the problem.

When deciding which type of running shoes to buy you will first

need to decide if you have a high, medium, or low arch. This will determine if you supinate, pronate, or have a neutral gait. Generally individuals with high arch feet supinate, meaning they tend to walk/stand more on the outside of their feet. These individuals will need to buy a shoe with more cushioning or a neutral shoe. Individuals with low arches or flat feet tend to pronate, meaning they stand/walk more on the inside of their feet. These individuals will need a shoe with more stability. If you are someone that has really

flat feet and over pronates, you will need more of a motion control shoe.

If you are unsure what type of arch you have or how you stand/walk, you can have an evaluation done at Medved Running and Walking (or similar running store) to help you decide which type of sneakers will best fit your needs.



A Note About Stretching

The rule of thumb with stretching is to **NEVER** stretch a cold muscle. This means you don't want to jump out of bed and start stretching before you go out for your run. Stretching a cold muscle can lead to a muscle strain or pull because you will end up stretching too far, too fast. You want to make sure you are properly warmed up before stretching. Start with a brisk walk for 3-5 minutes and then increase your speed to a light jog for 5-10 minutes. After warming up, if you want to stop and do a few quick stretches of the hamstrings, quadriceps, or calf muscles you can, holding no more than 20 seconds on each stretch. Once you have finished your run or walk, your muscles will be good and warm and that's when you want to do the bulk of your stretching. Make sure you have walked around a little after your run to bring your breathing and heart rate back to a normal rate. The stretching is more of a cool down to reset the tension and length in the muscles and to prevent the buildup of lactic acid which can lead to tight muscles, trigger points, and injury over time. Cool down stretches are generally performed in sets of 5-10 repetitions holding 10-30 seconds each. Generally you want to stretch the quadriceps (front of the thighs), hamstrings (back of the thighs), glutes, IT Band (band of connective tissue on outer thigh from hip to knee), and calf muscles (back of lower leg).

The Hidden Health Benefits of Knitting

Visitors to the infusion centers in Cancer Wellness Connections' program have no doubt seen at least one person knitting as a way to pass the time during the treatment. What you might not know is that knitting can go a long way towards improving your health.

Betsan Corkhill is the founder of Stitchlinks – a UK-based organization devoted to developing a global network of therapeutic knitting groups in hospitals and other communities. The mission of Stitchlinks is very close to that of Cancer Wellness Connections – to use knitting and other activities to improve general wellness and to complement medical treatments in the self-management of long-term illness.

Currently at Exeter University studying the wellness-promoting

properties of knitting, Corkhill authored a paper that appeared in the British Journal of Occupational Therapy in which the following effects were described:

61% reported knitting “helps them concentrate”

47% reported knitting “usually or definitely helps them think through problems”

39% reported knitting increases their ability to “organize their thoughts”

37% reported knitting “helps them to forget problems”

Says Corkhill, “Therapeutic knitting is a healthcare tool. I have seen how knitting helps people with stress problems, post-traumatic

stress disorder, and pain.” We have volunteers who come to the centers to teach knitting or knit with those already in the know. And they don't need a scientific study to tell them why knitting is a powerful wellness tool. Knitting is a good distraction, excellent for managing long-term pain. Knitting is relaxing, which reduces stress – knitting has been shown to reduce heart rate, muscle tension, and blood pressure.

Do you knit? Can you teach another type of craft or activity? Contact Betsy Twohig Barrett at **585-469-5727** to join our group of volunteers!



The Goodness of Greens!

Submitted By Joan Vezelis, Certified Health Coach

The color green signifies the beginning of spring, a sense of renewal, freshness, and a touch of hope after a long winter. When I am asked about nutrition, the first thing I tell people is: Add greens to your diet and drink plenty of water! That is a great way to start. Green vegetables are missing in most people's diets today. Incorporating dark, leafy greens into your diet on a consistent basis is an important part of creating a healthy body and immune system. Greens are high in calcium, magnesium, iron, potassium, phosphorus, zinc, and vitamins A, C, E, and K. Some of the benefits of green leafy vegetables include the potential for:

- Strengthened immune system
- Improved circulation
- Decreased congestion
- Enhanced energy
- Blood purification

Kale is quickly becoming a superstar in the vegetable world due to its high number of nutrients, glorious green color, and tremendous flavor. Kale is part of the Brassica family that includes other well-known vegetables such as cabbage, collards, broccoli, and Brussels sprouts. Kale has a high number of antioxidants, which makes it a go-to green for avoiding chronic inflammation and oxidation stress (not getting enough antioxidants).

When shopping for kale, look for dark green leaves. The smaller the leaves, the milder the flavor. Kale can be kept in the refrigerator for five days in an airtight container. This nutrient-rich vegetable can be found year round but its peak season is mid-winter to early spring.

Combining kale with one or two of your favorite vegetables – especially ones different in texture and taste – is a great way to introduce it into your diet. The accompanying recipe brings together kale, sweet potatoes (one of my favorite root vegetables), and pecans to add in a little crunch.

Kale with Sweet Potatoes and Pecans

Serves 4

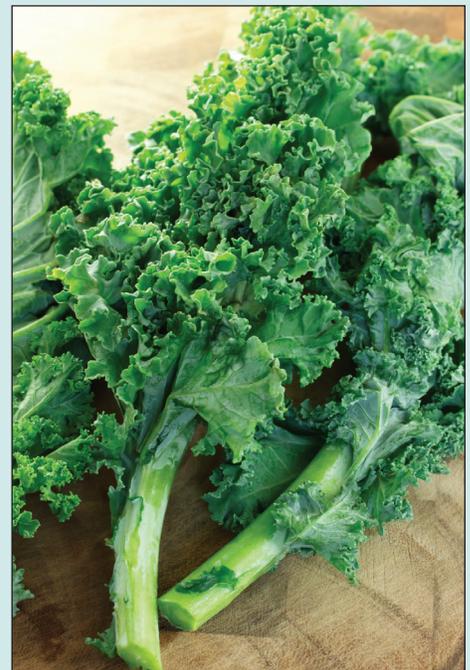
Ingredients:

- 2 tablespoons extra-virgin olive oil
- 1 teaspoon minced fresh ginger
- 1 cup peeled and finely diced sweet potato
- 1/8 teaspoon ground cinnamon
- 1/4 cup Magic Mineral Broth (recipe can be found in [Cancer-Fighting Kitchen](#)) or water
- 3 cups cleaned, stemmed kale, chopped in bite-sized pieces
- 1/4 teaspoon sea salt
- 2 tablespoons golden raisins
- 1/4 teaspoon maple syrup
- 2 tablespoons ground or chopped pecans

Method:

Heat the oil in a large skillet over medium heat. Add the ginger and sauté for 30 seconds, just until aromatic. Add the sweet potato, cinnamon, and broth and sauté for about one minute. Add the kale, salt, and raisins and sauté until the kale is a darker shade of green and the sweet potatoes are tender, about five minutes. Stir in the maple syrup and then salt to taste. Serve garnished with the pecans.

Recipe from: [The Cancer-Fighting Kitchen: Nourishing, Big-Flavor Recipes for Cancer Treatment and Recovery](#), by Rebecca Katz and Mat Edelson (2010).



Moving It Forward, *continued from page 3*

The positive energy and influence that extends from Cancer Wellness Connections goes beyond the time in the infusion chair.

Men also receive services, not just women and children, now that the organization services Highland Hospital, which Dr. Angel made happen. Grossman noted she “couldn’t be happier” that her friend and co-founder is now leading the board of directors, adding, “I’m forever with her. I always wanted this to be a community-wide

organization. And if it’s going to survive, it can’t be just because of me. Now others are moving it forward.”

Dr. Angel agreed.

“Cancer Wellness Connections started as a small group, with Eileen mobilizing doctors, friends, and donors she knew,” she said, adding that all money raised stays in Rochester. “Now it has grown to a much bigger organization and its survival is important and cannot rest on just one person. Eileen built a

meticulous, strategic organization and we will be able to continue her mission. We will be very successful.”

“Between the board, the advisory board and Betsy (Twohig-Barrett) as executive director and doing most of the work, I feel very confident,” Dr. Angel said. “As more people know about the organization, they realize the value and importance and they will support Cancer Wellness Connections.”

Our Thanks to 2013 5k Run/Walk Sponsors and Program Partners

2013 5K Run/Walk Sponsors:

Lifetime Care
Eastwood Management Corporation
Brighton Securities
Highland Hospital
Alliance Advisory Group
Dr. Cynthia Angel
Dr. John & Mary Jo Coniglio
Constellation Brands
Dorschell Automotive
Dr. Brent DuBeshter
Excellus
Frank & Peggy Perticone
Glen Moscoe Jewelers
Kango Academy Play Center
Lattimore Physical Therapy Network
Lawley Andolina Verdi LLC
M & T
Manning & Napier
Mapco Auto Parks
Medved
Michael & Eileen Grossman

Myriad Genetic Labs
Nazareth College
Newark Wayne Urology PLLC
Nixon Peabody LLP
Pluta Family Foundation
Precision Therapeutics
Rochester General Health System
Ross & Gould Ross Attorneys
Rustic Village Apartments
Tompkins Financial Advisors
Tops
Unity Health System
Villager Construction
Wilmorite
Wilmot Cancer Center
Woods Oviatt Gilman LLP

Program Partners:

Amaya Bar & Grill
Balsam Bagels
Brownstein’s
Brueggers Bagels
Caraglio’s Pizza
Charley Brown’s
Edibles
Fox’s Deli
Fruit & Salad Company
Genesee Bakery
Geulah’s Cafe
Great Northern Pizza
Jines Restaurant
Mario’s
Nathan’s Soups
Nick’s Seabreeze Inn
Pane Vino
Perlo’s Italian Grill
Restaurant 2Vine
Richardson’s Canal House
Village Bakery & Cafe

Cancer Wellness Connections has made every effort to ensure that this list is accurate and complete. If you are aware of an error or omission, please bring it to our attention! Contact Betsy Twohig Barrett at **585-469-5727**. *Thank you!*



Board of Directors

Cynthia Angel MD (Chair), Rick Keane (Secretary), Brent DuBeshter MD (Treasurer), George Abraham MD, Christopher Caldwell MD, Lawrence Fine, Bette Gould Ross Esq., Howard Konar, Eileen Grossman, Esther Krakower, Carolyn Nussbaum Esq., Jane Walsh, Linda Gillim, Jeffrey Allen MD, Caroline Korn

President & Executive Director Betsy Twohig-Barrett

Advisory Committee

David Beck, Elaine Blum, Leila Briggs, Bruce Cherry, Barbara Clark, Daphne Cohen, Lisa Curwin, Elyse Fine, Julene Gilbert, Linda Gillim, Rochelle Gutkin, Betsey Haas, Sally Hirst, Kay Jacobstein, Jenny Janowitz, Rick Keane, Jill Kemp, Caroline Korn, Esther Krakower, Michael Monnile, Jack O'Connor, Jason Reiss, Dick Wagner, B.J. Yudelson

Editor Melanie Phillips **Designer** Seth Berman



Like us on Facebook! Find us at
facebook.com/CancerWellnessConnections

For sponsorship information, contact Betsy Twohig-Barrett at:
(585) 469-5727 or **bbarrett@cwconnections.org**

I am proud to support people undergoing chemotherapy with a gift of:

\$500
 \$250
 \$100
 \$50
 \$25
 My choice

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

This gift is in honor of in memory of _____

Please send acknowledgement to (name) _____

(address) _____

Make your check payable to: Cancer Wellness Connections of Rochester, and mail to:

7 Brickston Drive, Pittsford, NY 14534. **Thank You!**

Donate online at: **cancerwellnessconnections.org**

