

bloom

Issue

11

February
2012

Reach to Recovery International - RRI

Reach to Recovery International is committed to improving the quality of life for women with breast cancer and their families.

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IPOS 14th World Congress

Message from Ann Steyn

President of Reach to Recovery

Greetings to you all!

As this is the first issue of 2012 may I wish you all a fulfilling and healthy year ahead.

I write this as many of you are experiencing different weather patterns! Some of you are going through the coldest winter in decades, others of you are experiencing an unusually hot summer, whilst yet others are being flooded with unseasonal heavy rain. However all of us I think are experiencing in different ways the global economic downturn. This makes the theme for this issue Sustainability of Groups and Organizations particularly relevant.

We all strive to continue offering services of excellence and relevance, and in difficult economic times cutting our operating costs whilst maintaining these services is necessary.

The article by Dr Joanne Buzaglo suggests that mergers maybe the answer to long term sustainability. She details how two organizations merged and the benefits were far reaching, enabling them to reduce their operating cost, increase the success of their fund raising efforts and extend their programming and services. Read this thought provoking article on page five.

Hearing survivors stories can help inspire a sense of hope. The Pretoria Reach for Recovery group in South Africa held a function for their volunteers and other survivors in October called Hope Matters. They were addressed by a highly motivated survivor Lynda Marthinus, and sent us a selection of their photographs. One of these photographs shows Lily Delpont 92 years old and a survivor of 45 years, Certainly a reason for hope! These pictures can be found on page four.

Vencer e Viver in Portugal held a symposium in November 2011 to celebrate their 30 years of existence. Their delegation in Taiwan hurried home to help organise the event in Coimbra. Breast cancer survivors were given the opportunity for their voices to be heard in the various panel discussions. This report can be found on page nine.

From Kenya we have the story of Margaret Mburu who I remember meeting many years ago. There are many women like her doing sterling work in rural areas in Africa and I am sure her story is repeated in other countries.

Planning for the 17th Reach to Recovery International Conference to be held in Cape Town South Africa, in March 2013 is well underway.

Email annsteyn@reachtorecoveryinternational.org



Ann Steyn

Please do take the trouble to read about it on the RRI website and to start thinking how you can contribute by sending in abstracts. The conference website will be up and running shortly and will include details on the programme, registration and abstracts. We hope to see many of you there!

Warm Reach to Recovery Greetings to you all!

Ann Steyn



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We share the story of a Kenyan breast cancer survivor and volunteer.

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Vencer e Viver is a Portuguese peer-support movement for women affected by breast cancer.

09 14th IPOS World Congress

Brisbane, Australia, is set to host the 2012 International Psycho-Oncology Society's 14th World Congress.

10 Countdown to Cape Town

Cape Town, South Africa, will host the 2013 17th Reach to Recovery International Breast Cancer Support Conference.

Email your submissions!

The theme of the next edition will be 'Going Public' - initiatives that involve the community to spread the message of breast cancer awareness and survivorship. Submissions close on April 18, 2012.

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Bloom is published by Reach to Recovery International. Contributions to Bloom are welcome, please email info@reachtorecoveryinternational.org. For more information about RRI, go to www.reachtorecoveryinternational.org.



We respectfully acknowledge the Indigenous women of our global community, the traditional custodians of our environment.

Reach to Recovery International is supported by the UICC and Cancer Council Queensland



Hope matters!



Breast cancer survivor and musician, Toni Rowland

South Africa's one and only rock star breast cancer survivor, Toni Rowland, was the guest performer at an event hosted by Reach to Recovery Pretoria to mark breast cancer awareness month last October.

The 2011 theme of the annual RRI Pretoria breast cancer support and awareness function was *Hope Matters*.

"After months of meticulous planning and sleepless nights stressing over ticket sales, the morning was a huge success. We were very grateful to Toni and her band who generously performed a concert for the benefit of our cause," says Stephné Jacobs, Chair of Reach to Recovery Pretoria.

A vibrant line-up of guest speakers included the exuberant and outspoken international ambassador for breast cancer awareness and education, Lynda Marthinus, who gave a colourful account of her rollercoaster cancer ride.

In tune with the message of hope, inspiration and empowerment, singer and songwriter Toni mesmerised the audience with her haunting lyrics and melodies. A highlight was the poignant 'I Rise' which she wrote to promote PinkDrive South Africa. Breast cancer survivors were featured in the music video for the track.

"Amazingly, cancer changed my life for the better. I have learned that life is precious and is short, so every moment should be lived to the full," says Toni.

She shares her story:

"One Saturday morning in November 2004, I switched on the car radio and heard a breast cancer specialist say that women should check their breasts for lumps. At 33, I had never examined my breasts.

"There in my right breast tissue was, unmistakably, a lump. I was diagnosed with early stage two breast cancer and had a lumpectomy. So began what at the time seemed like a nightmare, but what would become the most valuable experience of my life.

"I had also, a couple of months earlier, received what I believed to be my big break. My band was offered an opportunity to open for a major international act but I wasn't planning to appear on stage with no hair! My hair was always my pride and joy and I loved wearing sexy low-cut tops, so I felt in a way 'robbed' of what I felt made me beautiful. This of course is not true, but any woman who has had breast cancer will tell you that this crosses your mind.

"During my treatment I relocated from Johannesburg to a small seaside town near Cape Town. This was a time of rediscovery, re-evaluation and a refocusing of my life, my

beliefs and my music career.

"I was a very self-destructive person before I was diagnosed and in a strange way I believe that cancer saved my life. I was a heavy drinker and smoker and my life was on a downward spiral.

"Events like these can bring a turnabout in life and hopefully have a positive ripple effect on those around you. It taught me to build up good relationships and try and get the negative out of my life. And to be thankful for what I have!

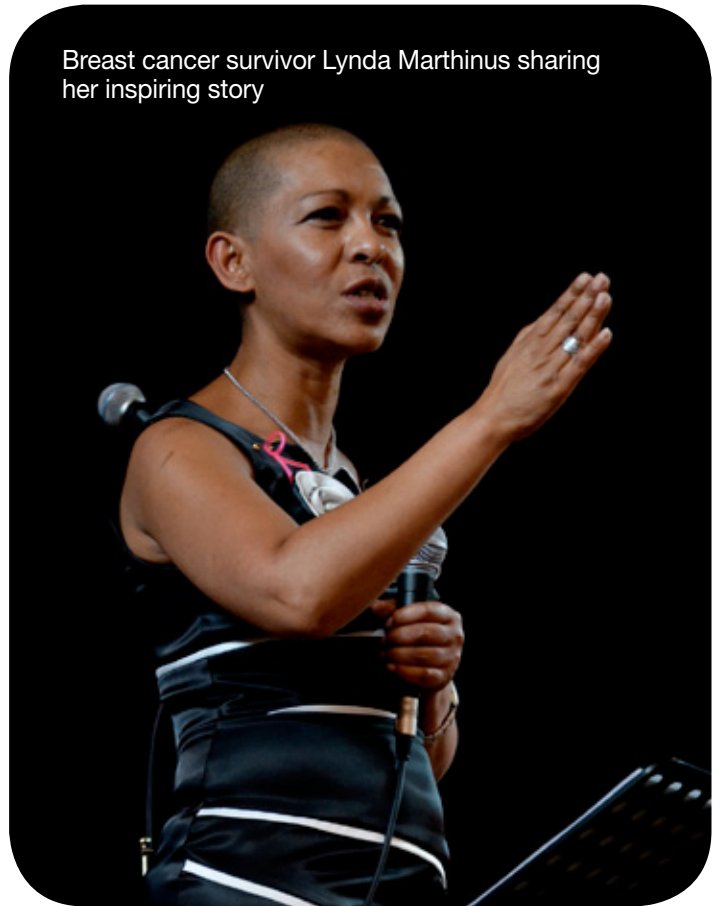
"After many years performing with my band Mantis, I made the decision to go solo in 2007, and released my first album 'Unfolding'. I am currently working on my second album, which is being produced in March this year, and hope to perform internationally in 2012."

Stephné and her Reach to Recovery team in Pretoria have already gone back to the drawing board to work on plans for their 2012 function.

"We have adopted the theme Cherish Life as the focus of our vision and goals for the year, and we hope to take our main event to a new level this October," says Stephné.



Toni Rowland performs at the event



Breast cancer survivor Lynda Marthinus sharing her inspiring story



92 year-old Lily Delport, a 45-year breast cancer survivor, with Stephné Jacobs, Chair of Reach to Recovery Pretoria.



Reach to Recovery Pretoria volunteers Annemarie Joubert and Redéna Kruger.

For more information, go to
www.reach4recovery.org.za/

Can mergers ensure sustainability?



A case study of the Cancer Support Community

This year marks the start of the implementation of the Affordable Care Act in the United States of America, designed to bring sweeping changes to the healthcare system in the United States.

While the reform has a profound impact on healthcare providers, hospitals and payers, the new landscape will also change how healthcare non-profits need to operate.

Globally, the slow economic recovery is forcing healthcare non-profits to rethink sustainability models and consider major changes to be more efficient and continue to advance their mission and goals.

To improve its sustainability model for years to come, the Cancer Support Community was created when The Wellness Community and Gilda's Club Worldwide joined forces three years ago and became likely the largest non-profit professionally-led network of cancer support worldwide.

The merger was an opportunity to emerge stronger, with more impact and reach. It required a new way of thinking about our separate organizations, requiring a laser-like focus on who we were collectively trying to help—people with cancer—not its previous structure or its old ways of thinking.

Today, the benefits of the merger are far-reaching having enabled the Cancer Support Community to reduce its operating costs, increase its fundraising efforts and extend its programming and service.

From a sustainability standpoint, there are several concrete benefits. CSC significantly reduced operating costs.

The operating expenses of the new organization are two-thirds of the costs of operating the organization separately. The combined organization is more efficient by eliminating the duplication of efforts, including marketing, communication and fundraising efforts.

CSC dramatically increased its reach by combining our affiliate network which now includes more than 50 affiliates and 100 satellite organizations.

Finally, CSC's ability to help more people with cancer and improve the quality of psychosocial care has improved.

For example, CSC established an institute, the first in the United States, dedicated to psychosocial, behavioral and survivorship research and training in cancer.

The Research and Training Institute conducts evidenced-based research and has become a model of 'translational research', bridging the gap between psychosocial research and the dissemination of evidence-based interventions across the CSC network and into the community-at-large.

Given the efficiencies and the benefits of the merger, CSC has been able to develop and implement a number of major initiatives specifically tailored to breast cancer survivorship following its successful merger.

First, the Institute established the Cancer Survivor Registry, *The Breast Cancer M.A.P. Project*, globally recruiting more than 3,000 breast cancer survivors to share their experiences with psychosocial care, to generate an annual Index which helps advance policy and improve the standard of cancer care.

“The benefits of mergers are far-reaching”



CSC also expanded existing programs, including Frankly Speaking About Cancer, an education series for those affected by cancer, for people with Advanced Breast Cancer, and introduced a new Frankly Speaking About Cancer: Spotlight on Breast Cancer Reconstruction.

This new program empowers women to be active in their decision making process after a diagnosis of breast cancer and encourages them to ask the right questions about whether breast reconstruction is right for them.

If a merger is an option for your organization, look for a partner organization that complements your strengths. For CSC, the Wellness Community had a strong institutional fundraising operation while Gilda's Club was adept at attracting individual and major donors. The combined strength provides a more stable and diverse funding base, which has enabled CSC to attract new donors.

CSC's extended reach impacts its ability to influence policy. Many policymakers are focusing on systemic issues in healthcare, not individual diseases.

Its expanded services and research capabilities enable CSC to influence policymakers with scientific data, grassroots mobilization, and national advocacy network and a broader, engaged cancer community. Non-profits don't have to resist the coming changes to the healthcare system, but instead see it as an opportunity to rethink sustainability and the path to achieving the organization's mission.



The opening of the Cancer Support Community's Research and Training Institute



**To find out more
click here
to go to our website
or find us on
Facebook!**

Kiambu breast cancer care group



Breast cancer survivors, Isabella and Margaret, making handbags to support other women affected by breast cancer.

59 year-old breast cancer survivor, Margaret, from Kenya, tells how her diagnosis and treatment led her to support other women in Kenya.

I am a Kenyan lady now aged 59 years old.

I am a breast cancer survivor of 19 years, after discovering a lump in my left breast when I was 40 years old.

After discovering the lump, I quickly went to our district hospital, where I was given an open biopsy.

The doctors recommended a mastectomy based on the results of the biopsy, but they could not do a mastectomy in the district hospital.

I had to find another hospital and went to the private Nazareth Hospital, a mission hospital.

I was single and unemployed, so my relatives assisted me to pay the hospital bill. I also received financial support from my Catholic Church dispensary, allowing me to dress my surgery wounds for one month.

Following surgery, I had six sessions of chemotherapy at Nazareth Hospital, at no cost, over eight months.

During my recovery, I joined the local support group, helping myself and others through education and awareness.

Today our network has grown and we make handbags from beads with other breast cancer survivors from our rural area.

We also connect with other support groups in Nairobi to get more up-to-date information on breast cancer. With my savvy 72 year-old colleague Isabella, herself a 10-year breast cancer survivor, we try to help others.

Isabella is very active in breast cancer awareness, counselling other women who are going through the experience.

We also conduct awareness activities in churches and with women's groups and have registered our local group Kiambu Breast Cancer Care Group as a community-based organization in Kenya.

We welcome support and visitors from the Reach to Recovery global network.

To contact Margaret, please email margaret@yahoo.com.

Destination Portugal



The first meeting of Vencer e Viver

Vencer e Viver is a Portuguese peer-support movement, which aims at supporting all women, their family and friends, from the moment women are diagnosed with breast cancer.

It consists of volunteers who have been diagnosed with breast cancer that help other women in the same condition through their testimonies and friendly words. It is a National Project, promoted and funded by the Portuguese Cancer League within its Regional Centers.

Vencer e Viver was founded in Portugal in 1981 and it involves 185 volunteers who are actively engaged spread across the country.

The main objectives are: 1) Emotional support through the volunteer's testimony; 2) Improving quality of life by providing services to improve women's physical and emotional well-being and 3) Fostering awareness of breast cancer prevention and early detection.

On November 18th, 2011, the first National Vencer e Viver Movement Meeting was held. It took place in Coimbra with the participation of approximately 115 volunteers all across the country. This Congress was included in the 70th anniversary celebration of the Portuguese Cancer League (2011).

This initiative was intended to give particular emphasis to the problems experienced by women who suffered

from breast cancer, providing a space that fosters dialogue and experience and knowledge sharing.

The agenda of the meeting gave voice to breast cancer survivors who volunteer in Vencer e Viver. They presented their perspectives on topics such as: the Role of the Vencer e Viver Movement in supporting women with breast cancer; psychological aspects and sexuality; breast reconstruction and rehabilitation needs; and lastly, Nutrition and breast cancer.

Adding to these discussions panels, three conferences were held with the participation of national experts who addressed the following topics: Pregnancy associated breast cancer; Hereditary cancer and genetic counseling; The role of the Portuguese Cancer League in fighting breast cancer.

The first meeting was also attended by breast cancer patients, students in the health care area, health professionals and general community interested in this area.

This initiative was a real success with very positive feedback from all participants. We now look forward to the second meeting, to be held in 2012!

Vencer e Viver Services:

1. Providing support in the purchase of hair and breast prostheses, breast supports, swimwear, etc.;
2. Visiting patients undergoing treatment in hospitals;
3. Service promoting women's image;
4. Specialized psychological support;
5. Social support to women in need (financial needs);
6. Telephone helpline;
7. Fostering awareness of breast cancer prevention and early detection.



Impact Through Translation: Cancer Research Informing Practice

IPOS

INTERNATIONAL
PSYCHO-ONCOLOGY
SOCIETY



Clinical
Oncological
Society of
Australia

JOINT MEETING OF
IPOS 14th World Congress and
COASA's 39th Annual Scientific Meeting

BRISBANE, AUSTRALIA

11th – 15th November 2012
Brisbane Convention and Exhibition Centre

In 2012, the International Psycho-Oncology Society and the Clinical Oncological Society of Australia along with Cancer Council Queensland, Psycho-Oncology Co-operative Research Group and the Australian Psychosocial Oncology Society will partner to present a world-class scientific meeting.

JOINT MEETING OF
IPOS 14th World Congress and
COASA's 39th Annual Scientific Meeting

The theme for the joint meeting will be
Impact Through Translation: Cancer Research Informing Practice

For more information visit:

www.ipos-society.org/ipos2012





**17th REACH TO RECOVERY INTERNATIONAL
BREAST CANCER SUPPORT CONFERENCE
20 – 22 MARCH 2013
CAPE TOWN
SOUTH AFRICA**

Together We Reach for South Africa in 2013!

**Mark your diary to be in Cape Town, South Africa, for
The 17th Reach to Recovery International Conference
from March 19 to 22 in 2013.**

Cape Town, South Africa, has been announced as the venue for the 2013 17th Reach to Recovery International Conference, to be held from March 19 to 22 in 2013.

The bid was not just for South Africa but for AFRICA and the African delegates present were delighted that the 17th RRI Conference would be the first International Breast Cancer Conference to be held in Africa .

Centuries ago Pliny the Elder said “Out of Africa always something new”, and we can promise you a conference that will live up to that!

The theme of the conference is TOGETHER WE REACH and we intend to look at breast cancer from the perspectives of the patient (both the newly diagnosed and those with metastatic spread) the survivor, the partner, the family, the community, the breast cancer activist and the health profession. All those components reaching together will improve the quality of life for women.

This will be a conference with content that will appeal to women wherever they live in the world. We will reach for :-

- *better knowledge of breast cancer
- * better understanding of the needs of lower resource areas,
- * improved services delivery and support for patients, survivors and families,
- * sustainable solutions that can be used across borders
- * increased network opportunities to facilitate skills and knowledge transfer and
- * empowering survivors to be advocates for their rights

Pre-conference workshops will include workshops designed for health workers associated with breast cancer as well as for R2R members.

Importantly there will be time to enjoy one another's company and to experience the beauty of Cape Town.

There are plenty of high quality hotels

within comfortable walking distance of the convention centre and shopping at the world famous Waterfront is on the doorstep!

We invite you to a truly memorable African event!

In the words of Nelson Mandela “Few places in the world offer you that special hospitality, for which the South Africans have become famous – we invite you with open arms to our wonderful country –and our continent.”

See you all in March 2013!

**Visit
the RRI
website
to find out
more!**



2012
August 27-30
Montréal, Canada



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worldcancercongress.org

HOSTED BY



Global Kitchen

This edition, Global Kitchen brings you a dish from India



Welcome to Global Kitchen, where we feature exotic recipes and home cooking from cultures around the world.

Indian spiced red lentil soup

Indian spiced red lentil soup draws its flavours from a combination of spices, herbs, and vegetables. This healthy dish is quick and easy to prepare.

Ingredients

- 1 tablespoon vegetable oil
- 1 brown onion, finely chopped
- 1/4 cup of korma curry paste
- 1 litre salt-reduced vegetable stock
- 400g can diced tomatoes
- 2/3 cup of red lentils
- 1/4 cup pearl barley, washed
- 1/2 cup chopped fresh coriander leaves
- Crusty bread, to serve

Method

1. Heat oil in a large saucepan over medium-high heat. Add onion. Cook, stirring, for 3 to 4 minutes or until softened. Add curry paste. Stir to combine.
2. Stir in stock, tomato, lentils and barley. Cover. Bring to the boil. Reduce heat to low. Simmer for 20 to 25 minutes or until barley is tender. Divide between bowls. Top with coriander. Serve with bread.

If you have a recipe to share, please email info@reachtorecoveryinternational.org



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EVENTS

NEW ORLEANS, USA February 2012:
**C4YW: The Annual Conference for
Young Women Affected by Breast Cancer**
February 24 - 26, 2012 Go to <http://www.c4yw.org/>

VIENNA, AUSTRIA March 2012:
8th European Breast Cancer Conference
March 21 - 24, 2012
Go to www.ecco-org.eu/

MONTREAL, CANADA August 2012:
UICC World Cancer Congress
August 27 - 30, 2012
Go to www.worldcancercongress.org/

VIENNA, AUSTRIA October 2012:
The Global Summit on International Breast Health
October 3 - 5, 2012
Go to www.bhgi.info

BRISBANE, AUSTRALIA November 2012:
IPOS 14th World Congress of Psycho-Oncology
November 11 - 15, 2012
Go to www.ipos-society.org/ipos2012/

CAPE TOWN, SOUTH AFRICA March 2013:
**The 17th Reach to Recovery International
Breast Cancer Support Conference**
March 20 - 22, 2013
Go to <http://www.reachtorecovery2013.org>

Our mission

Reach to Recovery International is built on a simple yet universal principle: a woman who has lived through breast cancer and gives of her time and experience to help another woman confronting the same experience is a valuable source of support. Reach to Recovery International is committed to working to improve the quality of life for women with breast cancer and their families through a wide range of services offered worldwide.

To contact RRI please email info@reachtorecoveryinternational.org or visit the website. The material published in Bloom does not necessarily express the views of RRI but is provided for the information of readers.

