

Supporting HOPE



A Newsletter of

Baystate Health

NUMBER 41 • SPRING 2019

A Promise Comes to Life



The call was heard and the promise was made. More than 22,000 people made the #ROHPinkyPromise and joined us to celebrate the 25th anniversary of Rays of Hope Walk & Run Toward the Cure of Breast Cancer on Sunday, October 21.

Coming Together for the Cure

"Amazing." "Inspiring." "Emotional." Those are just a few words people used to describe being a part of the 2018 event as they shared hugs, laughter, stories, and tears. When it was all over, they helped to raise more than \$611,400 to support the breast cancer survivors in western Massachusetts.

"The 25th anniversary Rays of Hope Walk & Run lived up to every expectation that I had hoped for. To look out into the crowd knowing that we exceeded last year's number of participants confirmed that all of the dedicated hours that Rays of Hope committee volunteers gave paid off. The more participants, the more people we have are joining our cause and lending their efforts to help find a cure," said Denise Jordan, 2018-19 Rays of Hope Walk & Run chair.



During a special stage celebration honoring the 25th anniversary, the crowd welcomed The Voice's 2018 winner and Longmeadow resident, Brynn Cartelli, and founder, Lucy Giuggio Carvalho, made a grand entrance through a mist of pink smoke and rocking tunes. Event chair, Denise Jordan, announced the start of the walk with a massive explosion of confetti that cascaded down over the crowd of thousands.

"Everyone knows a person that has been affected by this disease. Having an opportunity to support a local program such as Rays of Hope makes us all feel good, as we know that we are contributing in our own special way, and we all know people who are beneficiaries of the donations we have made. It's a great feeling to have," shared Denise.



Continued Support

Now, more than ever, so many people's lives have been touched by breast cancer in some way. Rays of Hope brings people together from all walks of life in support of those who have been challenged by breast cancer as a patient or support person.

"With more than 300 new breast cancer patients seen at the Baystate Breast & Wellness Center each year, it is important to our supporters that their contributions stay local to help people in our communities," said Denise.

Keep the Promise Going

Make the #ROHPinkyPromise to bring awareness and fundraise for the 2019 Rays of Hope Walk & Run Toward the Cure of Breast Cancer. Then, join us on Sunday, October 27.

To register, or for more information, please visit baystatehealth.org/raysofhope.

For more information visit baystatehealth.org/raysofhope

Chair's Message

As I think back about the glorious day of October 21, 2018, I reflect on the number of participants that came out to celebrate the 25th anniversary of the Rays of Hope Walk & Run Toward the Cure of Breast Cancer.

I recall all of the Community Advisory Board meetings, check presentations, fundraising events, Captain's events, and volunteer meetings leading up to that special day. I think about the media interviews I did alongside our founder, Lucy Giuggio Carvalho.

Watching Lucy during the many 25th anniversary events was a very humbling experience, as she was always so appreciative of all of the efforts being put forth to make this year's walk and run a grand occasion. Never in a million years did she ever think that the idea she gave life to from the seat of her kitchen table 25 years ago would morph into a fundraising event with more than 20,000 participants! For me, as the Chair of the 25th year, I was both excited and nervous at the same time, as I wanted to make sure that the 25th anniversary was special – special for many reasons, but for me, it had to be special for Lucy.

The 25th anniversary event opener was amazing! I remember walking out on the stage and feeling overwhelmed at the number of people assembled in front of the stage for the count-down of the walk and run. To look out and see all of the people wearing various shades of pink, and men and women of varying ages and ethnicities, was truly a sight to behold.

We had confetti, smoke machines, and a video presentation that featured my late friend, Tracy Benton Whitley, a tireless advocate for breast cancer that lost her battle in 2017. There were rousing speeches, lots of music, entertainment, and survivors, patients, students, healthcare providers, organizations,

and politicians. We even had the 2018 winner of The Voice, Brynn Cartelli, come out and perform for participants.

The 25th anniversary celebration was everything I wanted it to be. Through all of our hard work and participation, this year's commemorative event raised \$611,422, bringing our 25-year total to more than \$14.8 million dollars. You should all be proud!

As I approach my five-year anniversary as a breast cancer survivor, I know that we must continue this fight together, as our call to action is far from over. We still have a way to go and I am counting on all of you to stay committed. While the 25th anniversary celebration was amazing, we must remember the importance of continuing to support the cause. We have made many strides in the past 25 years, but we must never lose sight of the vision to eradicate breast cancer and that cannot happen without funding the research and state-of-the-art equipment needed to find the cure.

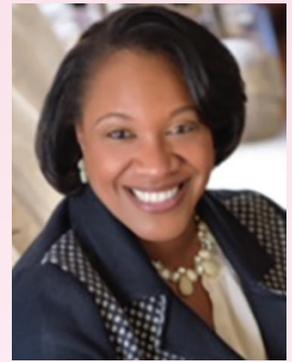
This will be the 26th year for Rays of Hope and the charge is still the same. It's time to start organizing your teams, designing your ROH attire, and planning your fundraisers. Make sure you register on our website at baystatehealth.org/raysofhope.

I look forward to seeing all of you in PINK on October 27!

Let's keep fighting,



Denise



Denise Jordan

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BIG WIG TENT SPONSOR



See more wonderful sponsors on pages 12 & 13!

Three-time Breast Cancer Survivor Celebrates Her 63rd at Rays' 25th

Paulette Gibson is a survivor. She's a mother. She's a wife. She's a friend. She's a fundraiser. She's a 2018 Rays of Hope Super Big Wig. And, she's a force pushing toward finding a cure!

Diagnosed for the first time with breast cancer in 1997, Paulette learned about Rays of Hope and knew she wanted to be involved. When she was diagnosed again the following year, the desire to help increased. She began participating in the walk and fundraising, and as her involvement grew, so did her goals. In 2017, she set and surpassed her most ambitious goal of \$2,000. Last year, when she was diagnosed for a third time, she decided to go even bigger.

In celebration of the 25th anniversary of Rays of Hope, and her October 21 birthday, which happened to occur on the same day as the walk, Paulette decided to increase her goal and, with the encouragement of her daughter, organize and host her own fundraiser.

Paulette and her daughter organized the #DrinkPink Wine Tasting, held at Paulette's



Paulette Gibson

home, which helped her raise almost \$5,000 and boosted her to Rays of Hope Super Big Wig Status, meaning she's joined an elite group of individuals who have raised \$3,000 or more online for the event. However, Paulette isn't in it for the notoriety.

"I just want to be able to say that I helped. I see in the newsletters all of the work being done and where the money goes and I know that I contributed to that," said Paulette. "To me, that's my passion. That's good for me. That's all I care about."

On October 21, Paulette celebrated her birthday with thousands of participants as they walked and ran in support of finding a cure for breast cancer. She will continue to serve as a support to those who are fighting their battles, with her selflessness reflected in every dollar she raises.

"Rays of Hope has just kind of been a piece of me," shared Paulette. "All I care about is being able to give and being able to provide to others. And, hopefully, it will impact those who aren't physically able to do this."

Bakery Decorates 700 Cupcakes and Donates Commemorative 25th Anniversary Cake

Peter Gray and his wonderful staff at Pete's Sweets are literally the sweetest!

For the past two years Pete's Sweets, with some help from local business donors like Arnolds Meats, Center Square Grill and others, have donated more than 700 cupcakes for breast cancer survivors to enjoy in the Pink Hope Lounge at the Rays of Hope Walk & Run event. On October 18, survivors and friends gathered at Pete's shop in East Longmeadow and enjoyed a decorating party. More than two dozen breast cancer survivors and their families laughed and celebrated while decorating and packaging the cupcakes in preparation for the October 21 event.

"We love being part of a new tradition," shared Pete. "It's such a fun and inspiring night. We have such a good time decorating for a great cause and have made lifelong friends in the process."

In addition to the beautiful cupcakes, Pete and his staff created a stunning eight layer cake to commemorate Rays of Hope's 25th anniversary. Each tier of the cake has special significance and meaning.

"Cakes tell a story," said Pete. "When you look at it and the meaning behind each layer, tracking all the hidden details, you see that they represent a symbol of what it means to overcome trials and it provides a representation of hope."

He went on to share that each person who saw the cake had a personal connection.

"Some felt a connection to the butterflies and dragonflies because it reminded them that their loved ones were represented at the walk. Others felt inspired by the words that were piped onto the third tier. We were honored to be part of such a special year for Rays of Hope!"

The eight tiers represented the 1 in 8 women who will be diagnosed with breast cancer this year. Learn more about each tier by visiting:

baystatehealth.org/raysofhope and clicking on Get Involved.

Special thanks to Pete and his staff for their beautiful creations and continued support.



Medical Update

Grace Makari-Judson, MD
Chair, Baystate Health Breast Network

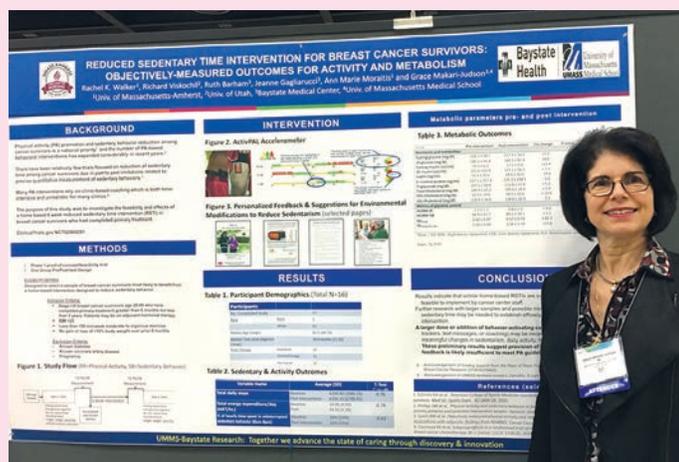
News from the San Antonio Breast Cancer Symposium

Once again, I made the annual December journey to Texas to join more than 8,000 participants from around the world for five packed days at the San Antonio Breast Cancer Symposium.

This year, I had the privilege of presenting a poster on a Rays of Hope supported project on exercise in breast cancer survivors. Here are some areas of interest to our readers.

The week started off with a session titled “windows of susceptibility,” featuring Sue Hankinson, PhD, a University of Massachusetts epidemiologist and member of the Rays of Hope Center for Breast Cancer Research. She reviewed information on hormone use and how exposures during certain times of life may affect women differently. For example, oral contraceptives used for longer periods of time in older women adds more risk than use in younger women.

The next speaker to discuss windows of susceptibility focused on risks related to alcohol. In the US, the greatest increase in breast cancer risk has been in women under 40. We have known that alcohol use is a risk factor for breast cancer, but now we better understand why and when it is of most concern. Younger women, specifically those under 40, appear to be more susceptible to the effects of alcohol on breast cancer risk. Binge drinking is particularly concerning when compared to low to moderate intake. Some individuals are more susceptible than others based on defective aldehyde metabolism, meaning that even lower amounts of alcohol may lead to DNA damage. However, even in individuals who metabolize alcohol normally, binge drinking may lead to accumulation of toxins.



After a diagnosis of breast cancer, it is not clear that reducing alcohol intake reduces the risk of breast cancer recurrence or risk of death. Informed choices are made more complex by the fact that previously held beliefs surrounding the potential

benefits of alcohol on heart health are now contested.

Bottom line: We need to educate our daughters, sisters and friends about the association of breast cancer and alcohol, especially binge drinking and especially in younger women.

A presentation from Italy that received much attention studied the use of low dose tamoxifen for breast cancer prevention. The study included 500 women under age 75, who had a diagnosis of atypical hyperplasia, lobular carcinoma in situ (LCIS) or ductal carcinoma in situ (DCIS). The dose of tamoxifen in prior breast cancer prevention trials was the same dose that was used in breast cancer treatment trials, namely 20 mg per day. In this study, a lower dose of 5 mg daily or placebo was given for three years. Compared to the placebo, the lower dose tamoxifen halved the risk of recurrence and lowered the risk of cancer in the opposite breast by 75%. Risks of blood clots and uterine cancer were no different than placebo and 2.5 times less than tamoxifen at the 20 mg doses. Menopause symptoms were not worse in general, although there was a minimal borderline effect on hot flashes.

Only 60% of women stayed on the study pills (no difference between tamoxifen or placebo) highlighting the point that women often find it hard to take a medicine for prevention. However, the exciting news from this study was that there was still a dramatic reduction in breast cancer cases in the group that took the tamoxifen, but without the side effects seen at the higher dose. This study did not break down information on the groups to better understand use in patients with diagnosis such as DCIS. It is not surprising that a lower dose of tamoxifen was effective for prevention. We know that raloxifene, a medication that can prevent breast cancer in post-menopausal women is not effective as a breast cancer treatment. Thus, lower potency anti-estrogens may be considered for prevention but not necessarily for treatment.

This is a small study compared to other breast cancer prevention trials that included up to 22,000 women. Information on DCIS does not include use of radiation, so we need to be cautious in these women. Low dose tamoxifen is not for treatment of invasive cancer. Low dose tamoxifen is reasonable for women with atypia or LCIS who want to consider a medication for prevention, but are hesitant due to concerns about side effects.

Tips for Breast Cancer Survivors

There were a number of studies reported looking at lifestyle interventions, including our own. One common theme was increasing exercise not only to reduce breast cancer risk, but also to benefit heart health.

In our study, we investigated the use of a home-based program to reduce sedentary time. Women wore monitors to assess periods of standing, sitting and walking. Personalized



recommendations were given to increase activity and reduce sedentary time. Although women were able to increase the number of steps, the results were not statistically significant. It may reflect the short duration of the intervention. Alternatively, the study findings may suggest that we need to do more to change habits so that exercise is more readily incorporated day after day.

In an effort to help woman stay on hormone treatment, there continue to be clinical trials of interventions to reduce hot flashes. We generally try lifestyle measures and non-prescription options first. Prescription medications previously found to reduce hot flashes include anti-depressants and gabapentin. The study reported at San Antonio looked at use of oxybutynin, a medication used for bladder control. Women in the study received 2.5 mg twice per day, 5 mg twice per day or placebo. Oxybutynin was found to reduce hot flash frequency and severity by more than 60% compared to the placebo. Women who benefited noticed improvement within one week. Side effects were generally mild, found to be acceptable by the participants and included dry mouth, abdominal cramping, difficulty urinating, dry eyes or headache. It was suggested to start with the lower dose of 2.5 mg and then increase to 5 mg twice per day if needed. There are interactions with certain medications that need to be considered before starting. Oxybutynin is certainly an option worth considering to reduce hot flashes and help women stay on potentially lifesaving hormone treatment.

New drugs, new uses for approved drugs, and new approaches add optimism to the treatment of breast cancer. At Baystate Health, we continue to seek out clinical trials that will provide our patients with access to innovative approaches and new therapies.

BUY A BAG AND SUPPORT RAYS OF HOPE

Rays of Hope is participating in the new Big Y Community Bag and Giving Tag Program!

It's simple – All you have to do to support Rays of Hope is visit any Big Y store, purchase the Community Bag and use the Giving Tag attached to it to direct the \$1 donation to us. Once you've purchased the bag, follow the directions on the tag to select "Baystate Health Foundation Rays of Hope" to designate the donation for each bag you purchase to Rays of Hope. Head to your nearest Big Y store and stock up on these great bags! For more information on the Community Bag and Giving Tag Program, visit bigy.bags4mycause.com.



Like Rays of Hope on Facebook today!



listen to history

Pivotal moments in Rays of Hope's history from the people who've been a part of it since 1994

Rays of Hope
PODCASTS

go to BaystateHealth.org/RaysofHope and click Get Involved to find the podcasts

Coming to Baystate Health in 2019:

New Technologies to Further Minimize Lung & Heart Dose during Breast Radiotherapy

The Baystate Regional Cancer Program is pleased to announce the introduction of two new technologies in late 2019 that will further decrease radiation exposure of normal tissues (such as lung and heart) during breast treatment:

- Active Breathing Control links the radiation treatment machine with the breathing cycle of the patient, so the x-ray beam is only switched on when the heart and the greatest amount of lung tissue possible are pulled away from the breast.
- Prone Breast Treatment positions a patient lying on their stomach to allow breast tissue to fall away from the chest organs and thereby spare them radiation dose.

While these technologies will not be appropriate for every breast cancer case, they will allow us to deliver treatment even more safely and accurately than with standard radiotherapy.

Look for more details later this year!

The Challenges in Finding the Right Therapy for You

Joseph Jerry, MD

Because I am involved with cancer research, I have often been asked by friends or family what treatments are available. I remember my own reaction when my father was diagnosed with advanced colon cancer. Despite having learned so much about the biology of cancer cells, clinicians are faced with a very limited set of options for first-line therapies. For breast cancer, the good news is that the first-line treatments are effective for the overwhelming majority of individuals and outcomes continue to improve. But some individuals suffer recurrences. For those individuals, we wonder if there might have been a therapy tailored to target that particular cancer and prevent recurrence.

Genetic or “genomic” testing of tumors themselves has received much attention. This involves determining the order of the more than 6 billion nucleotides, or “letters,” that make up the DNA within an individual’s genomes. If we were to recite the text of a single genome at one second per letter, it would take more than 100 years to recite the entirety of the “text” that is our DNA. But recent technical advances allow the tumor genome to be read and interpreted in a single day. This allows selection of a drug that may never have been used to treat breast cancer previously, but will be effective for this particular cancer.

JAMA Oncology reported that among all types of metastatic cancers, the proportion of individuals expected to benefit from “genome-driven therapies” has risen from less than 1% in 2006 to nearly 5% in 2018. This means that mutations found in the tumors enable identifying drugs that will provide added benefit over the standard drug therapies. As we understand more about the mutations and the catalog of drugs expands, we can expect the success of treatments to continue to grow.

So how can we examine cancer cells more directly to determine the right therapy? Treating patients with one drug, then waiting to determine if there is a response consumes precious time.

Would it be possible to evaluate the behavior of the cancer in the laboratory instead? This idea is not new as cancer cells from many patients have been grown in laboratories. But there are new culture methods that allow both normal and cancer cells to be grown in laboratories and retain the complexity that is observed in the original cancer. In 2018, the laboratory of Hans Clevers in the Netherlands reported using “3D organoid culture” methods to maintain breast cancers from more than 100 patients. With these methods, it is possible to test a battery of drugs to determine which may most effectively eliminate the cancer cells.

Through the breast tumor tissues provided by the Rays of Hope Center for Breast Cancer Research (ROH CBCR), Drs. Giovanna Crisi, MD, and Sallie Schneider, PhD, have begun to apply the organoid culture methods. These skills will allow researchers to study laboratory-grown tumors to understand what makes them susceptible to some drugs and which ones may be at greater risk of developing resistance, and their potential for relapse. The hope is that relapse can be predicted from the behavior of the cancer organoids and identify drugs that most effectively treat an individual should there be recurrence. Ultimately, the goal would be to treat in advance to prevent recurrence.

However, there are clearly hurdles. A substantial number of cancer cells are required for organoid cultures, and therefore, can only be established from larger tumors. Not all cancers grow in the laboratory culture conditions. Collaborations between engineers and cancer biologists are needed to create refined conditions for growth of the cancer organoids. But the ROH CBCR is ensuring that these tools are available to researchers in western Massachusetts and is advancing the goal of therapies tailored for the vulnerabilities of breast cancers.

Use Your Retirement Plan to Fight Breast Cancer

- At any age: Name Baystate Health Foundation and Rays of Hope as a full or partial beneficiary of your IRA or retirement account. No attorney is required for this simple, flexible gift.
- At age 70 ½ or older: Give tax-free directly from your IRA to advance the future of breast cancer research and patient care. Your gift may count toward your Required Minimum Distribution and you pay no income taxes on the gift.

Gifts of all sizes make an impact.

Learn more about how you might make a difference:

Contact: Kylie Johnson at Baystate Health Foundation at 413-794-7789 or kylie.johnson@baystatehealth.org

Radiology & Imaging, Inc. Says Thank You to the Community Supporting Rays of Hope for 25 Years

“Giving back is our way to say thank you,” said Radiology & Imaging, Inc. President Lawrence Goodman, MD, speaking of the organization’s 25 years of gifts to Rays of Hope Walk & Run Toward the Cure of Breast Cancer.

“Our highly qualified, highly trained radiologists and team are thankful to be an integral part of the coordinated, seamless service of Baystate Health’s breast cancer services,” says Goodman. “We are thankful to work with the community and the hospitals, and to be there for patients during a time in which skillful, caring support is critical.”

From a gift to the very first Rays of Hope in 1994, Radiology & Imaging, Inc. is a proud donor in the fight against breast cancer. The group also has supported numerous Baystate Health initiatives, including a generous donation to the new Baystate Children’s Hospital Pediatric Procedure Unit at Baystate Medical Center.

“Giving back is a way to throw our support behind something very meaningful,” said Goodman. “The personal, emotional, and human side of Radiology & Imaging is just as vital to us as the advanced medical side.”

“Rays of Hope is one of the best organizations in the community in terms of breast health awareness and the importance of screenings,” said Goodman. “As the largest radiology practice in western Massachusetts, we also appreciate that the funds stay local, doing good here, for our patients.”



Lawrence Goodman, MD

2018 BIG WIGS



Special thanks to these participants who showed off some BIG fundraising skills by each raising \$1,000 or more online in 2018 making them Rays of Hope BIG WIGS! They received some awesome perks at the walk and run with their own special hat, 25th anniversary pin, and so much more –

including a beautiful BIG WIG registration area sponsored by USA Hauling & Recycling, Inc. and decorated by Raymour & Flannigan of West Springfield and McClelland’s Florist. Learn how you can be a BIG WIG and grab all the amazing perks for 2019 on page 11!

Super BIG WIGS – raised \$3,000 or more online

Joan Carlin
Karen Fox
Paulette Gibson

Gina Hanna
Jackie Rodriguez

BIG WIGS – raised \$1,000 or more online

Tiffany Bolduc
Kara Bombard
Suzanne & John Boudreau
Lindsey Bubar
Diane Burgess-McKemmie
Susan Neal
Darlene Peterson

Katie Plasse
Lisa Scarnici
Sara Scibelli
Niloufar Shoushtari
Jocelyn Smith
Molly Venne
Diane Warnock-Graper

Karen Fox: A Survivor's Story

When Karen Fox of South Windsor, CT, was diagnosed with invasive breast cancer in March 2018, the 45-year-old cytotechnologist's passion for finding a cure grew well beyond that of professional fulfillment. She shares her story and appreciation for the research being funded by Rays of Hope.

Why do you walk for Rays of Hope?

I was diagnosed with invasive breast cancer in March 2018, and I had five months of chemo followed by surgery in late September, which thankfully reported a complete response to the chemo! I also work in Baystate Health's pathology department as a cytotechnologist, so my career is working at a microscope detecting cancer cells, and I have been involved with a few research papers so I have a great appreciation for the research being supported by Rays of Hope.

What is your team name and how did you come up with it?

My team "Foxfire Bernese" was actually a complete surprise to me. I didn't know about it and I was surprised at the walk. The team was created by friends of mine from my Bernese Mountain Dog club who are just amazingly warm and supportive.

How many team members are there?

Myself, my husband Jon, my sister Amanda's family of four and 10 fantastic friends from my club.

How do you fundraise as a team?

My husband and the team members coordinated their efforts through Facebook group messages. Most of the fundraising was generated through Facebook posts but some were through emails to close family, friends, and coworkers.

How does supporting Rays of Hope and participating in the event make you feel?

It makes me feel glad to help support funding to benefit people diagnosed with breast cancer in the future – and I can hope that every bit of research eventually helps find a way to prevent or more easily cure all cancers. It's strange, but I sincerely hope that one day my career diagnosing cancer will be unnecessary.



Team Foxfire Bernese

Do you do anything special before, after, or during the walk?

My team members each had artfully decorated t-shirts and matching pretty bandannas featuring Bernese Mountain dogs and flowers. What was most special was that even though the walk was only three weeks after my double mastectomy, and I'd had difficult setbacks recovering, the wonderful support of my family and friends helped me complete the entire full two mile walk! Afterward we all went out to lunch – and I took a long nap!

How do you feel you have benefitted from Rays of Hope?

I've definitely benefitted from the technology and amenities provided by ROH at the Baystate Breast and Wellness Center on Wason Avenue and I greatly appreciated the massage therapy offered during long chemotherapy sessions, as well as the resources available on the website.

Is there anything else you would like to say?

My greatest appreciation is for the research being funded. I was impressed to see ROH in the news in June 2018 as being involved in the research of whether a gene test is a good predictor of risk and whether a patient needs chemotherapy or not.

2018 Rays of Hope–Walk & Run Toward the Cure of Breast Cancer Survivors' Photo



Cancer Survivors LIVESTRONG and STAYSTRONG at the YMCA

At 68, Marie Trombley is intent on staying healthy. In July 2017, she was diagnosed with breast cancer – microinvasive DCIS to be exact. She underwent a mastectomy followed by 21 treatments of radiation at the D’Amour Center for Cancer Care. Because the cancer was HR+, she is on an estrogen blocker for five years.

At one of her radiation treatments, Marie picked up a flyer on the LIVESTRONG program at the YMCA of Greater Springfield. LIVESTRONG is the region’s longest and largest operating fitness and wellness program for those who have had, or are living with, cancer. Started in 2010, the 12-week small group program now has more than 500 graduates and is free to cancer patients. Breast cancer participants are supported through a grant from Rays of Hope. The program focuses on helping survivors regain and improve endurance, strength, balance, and flexibility. Nutrition, reflexology and other wellness modalities are offered to promote healthy habits for a lifelong practice.

“After six months of nothing but doctors’ appointments and illness, I was in,” exclaimed Marie.

After going through intakes and getting clearance from their doctors, participants are slowly introduced to exercises. LIVESTRONG program sessions are offered on multiple days and times to accommodate participants’ schedules and they meet two times per week. Classes are staffed by specially trained LIVESTRONG instructors. The YMCA of Greater Springfield also provides no-cost memberships to the Scantic Valley or Downtown Springfield locations during the 12 weeks to both the participant and household family members, providing unlimited access to wellness programming.

“We support the whole family because cancer affects the whole family,” said Dawn Lapierre, healthy living director at the YMCA of Greater Springfield. “Supporting the whole family in turn supports the survivor.”

The benefits of the program extend beyond physical health, as the program offers social activities and a supportive community that strengthens the whole person. LIVESTRONG participants periodically participate in regular classes offered at the YMCA such as water aerobics, spinning, Zumba and yoga, exposing them to a variety of options with the goal of fostering lifelong fitness choices.

In 2018, the program expanded at the Downtown Springfield location to include a bilingual program where the class is

blended with both English and Spanish speaking participants and instructors.

“We are very grateful for Rays of Hope support for what we consider to be groundbreaking progress to serve the Spanish speaking population affected by cancer,” said Dawn.

In May they started STAYSTRONG, a LIVESTRONG graduate program that is the result of feedback from graduates. “They missed the structure, camaraderie, and relationships that the small groups provided during their LIVESTRONG program,” said Dawn.

For a small fee, STAYSTRONG is helping graduates continue to be active while exploring other areas of wellness together – relational, nutritional, social. Once she had finished the LIVESTRONG program, Marie was asked if she would be interested in joining STAYSTRONG. She gladly jumped in.

“STAYSTRONG gives me focus,” said Marie. The small group works with a trainer on a variety of exercises where they focus on cardio, weights, and stretching. Sometimes they go for a walk, do circuit training or even learn to make smoothies, all focused on helping them maintain their health.

“STAYSTRONG is helping me do just that – stay strong,” said Marie.



D'AMOUR CENTER for CANCER CARE

Celebrating 15 years of
advancing cancer care and
creating hope for the future



#ROHPINKYPROMISE
JOIN THE MOVEMENT

I AM

**DARING
LOVING
BRAVE
STRONG
CARING**

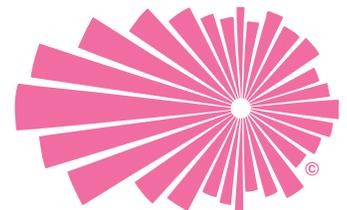
CELEBRATED!

The 2019 Survivors' Day event has been recreated to celebrate the uniqueness that is each survivor. Join us for an evening filled with lots of meaning. You will enjoy a special BBQ picnic dinner on the beautiful grounds of the Barney Estate Carriage House in Forest Park complete with fun drinks, music and shopping. Then you will hear from Dr. Grace Makari-Judson, co-director of the Rays of Hope Center for Breast Cancer Research and chair of the Baystate Health Breast Network, and Dr. Holly Mason, director of Breast Services at Baystate Health, on the latest breast cancer clinical updates while enjoying summertime desserts. More fun and surprises are in store! Find more information for the event at baystatehealth.org/raysofhope.

**SURVIVORS' DAY -
PICNIC IN THE PARK**

JUNE 27 • 5:30-8PM

Barney Estate at Forest Park



Rays of Hope

Walk & Run Toward the Cure of Breast Cancer

Baystate  Health

Raise \$1,000 - \$2,999 ONLINE:

- Access to the exclusive BIG WIG registration area
- BIG WIG hat with a 2019 pin
- Access to premium restrooms
- Free coffee, donuts and health bars –YUM!
- Swag bag filled with great stuff
- BIG WIG photo booth – wait ‘till you see it!
- Bragging rights to call yourself a Rays of Hope BIG WIG!

**ALL FUNDS MUST BE
RAISED ONLINE BY
OCTOBER 18, 2019**



Rays of Hope
BIG WIG

Raise \$3,000 or more ONLINE:

- ALL THE GOODIES ON THE LEFT AS WELL AS...
- Your own parking spot in the VIP lot
- Invitation onto the MAIN STAGE to get the cheers you deserve
- VIP swag bag filled with even more great stuff
- Photo with Mayor Domenic Sarno, Rays of Hope founder Lucy Giuggio Carvalho and 2019 Chair, Denise Jordan
- Two Free Tickets to the 2020 Springfield Thunderbird's Pink in the Rink event

Big Wig status is reserved for fundraisers who collect \$1,000 or more online.



Baystate Health Foundation would like to thank the community for generously supporting the 25th Anniversary **Rays of Hope - Walk & Run Toward the Cure of Breast Cancer** on October 21, 2018. Over 20,000 walkers and runners from across the region, generous individuals and corporate sponsors, steering committee members, in-kind sponsors and dedicated volunteers helped to raise over \$611,422. All proceeds remain in western Massachusetts.

2018 RAYS OF HOPE CORPORATE SPONSORS

continued from page 2

Pink Hope Survivors' Lounge Sponsor

Alice and Stephen Lawrence

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Springfield Fire Department
Springfield Kilties
Springfield Parks & Recreation Department
Springfield Police Department
Springfield Thunderbirds
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The Back Room
The Golden Pinks
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Vivid Hari Salon & Day Spa
Westfield High School Jazz Band
Western MA Singers for Survivors
Westfield State Competitive Dance Team
Whiskey Traveler
Women of Faith
Yankee Candle
Zasco Productions

2018 PINK PARTNERS & EVENTS

AAA Automobile Club of Pioneer Valley, Inc.
Aesthetic Plastic & Reconstructive Surgery, PC
Arthur T. Talmadge School Pink & Denim Day
Baystate Medical Center Marketplace
baytechIT
BHS Boys Soccer Boosters Pink Night
Big Y Foods, Inc. Partners of Hope
Birchland Park Middle School Student Council
Blueberry Hill School Dress Down for Charity
Bonkowski Dental
Brightwood School Pink & Denim Day
Carrabba's Italian Grill Beer Pairing Dinner
Central High School
City of Springfield Pink & Denim Day
Disability Management Services, Inc.
Pink & Denim Day
Drive Pink - Gary Rome Hyundai & Kia

Dryden Veterans Memorial School
Pink & Denim Day
DuffCare Club at The MacDuffie School
East Longmeadow Council on Aging -
Pleasant View Senior Center
East Longmeadow High School Sunshine Club
Easthampton Fire Fighters Association,
IAFF Local 1876
Easthampton Savings Bank Jeans for Charity
EHS Volleyball Booster Club Dig Pink
Elias Brookings School Pink & Denim Day
Encharter Insurance Dress Down Week
Ensign Cooper's October Round Up
Fall Classic 2018 at Westover Municipal
Golf Course
Florence Bank Casual Attire Program
Frederick Harris Elementary School
Pink & Denim Day
Gentle Yoga
Gerena Sunshine Club Pink & Denim Day
Glenwood School Pink & Denim Day
Glickman Elementary School Pink & Denim Day
Greenfield High School Dress Pink
Greenfield Savings Bank - S. Deerfield Branch
Customers & Employees
Hampden County Registry of Deeds
Dress Down for Charity
Hiram L. Dorman Elementary School
Pink & Denim Day
Holyoke High School Business Club
Homer Street School Pink & Denim Day
Insurance Center of New England, Inc.
Pink Fridays
J. McLaughlin - Martha's Vineyard
Kensington Avenue School Pink & Denim Day
Life's Memories & More
Lincoln School Pink & Denim Day
Longmeadow High School Girls Soccer
Booster Club
Longmeadow High School Stroll for Strength
LUSO Federal Credit Union Banking on a Cure
Mary A. Dryden Elementary School
Pink & Denim Day
Maybury Material Handling Cruise Night
Meyers Brothers Kalicka, P.C.
Blue Jean Friday
Milton Bradley Elementary School
Pink & Denim Day
Monson Savings Bank Dress Down Day
New England Orthopedic Surgeons
employees & physicians
Pajers Superette Easter Raffle
Pink Diamonds & Denim - Denise Jordan
Pink in the Rink - Springfield Thunderbirds
Foundation, Inc.

Pioneer Valley Credit Union Dress Down Day
Pioneer Valley Urology, P.C. Dress Down Day
Pope Francis Preparatory School
Dress Down Day
Rays of Hope 26.2! In Memory of
Tracy Benton Whitely
Reminder Publications, Inc. - PRIME
Roger L. Putnam Vocational High School
Pink & Denim Day
Run Westfield 5K Participants
Sabis International Charter School
Dress Down Day
Shriners Hospital for Children
Dress Pink Day
South Hadley Center Firefighters Assoc.
Southwick - Tolland Regional High School
Girls Soccer Pink Game
Springfield Public Day Middle School
Pink & Denim Day
Springfield Conservatory of the Arts High
School and Middle School Pink & Denim Days
Springfield Jewish Community Center
Zumba Dance Party
St. Aloysius Church Catholic School Pink Day
Stoneleigh-Burnham School Dress Pink Day
Taste of Table & Vine
The Car Club New England Dine to Donate
The Group Repertory Theatre Fundraiser
in Honor of Kathleen Delaney
The Law Offices of Mark E. Salomone
Casual Fridays Program
Washington School Pink & Denim Day
Wesson Women's Clinic Dress Down Day
& Potluck Brunch
West Springfield High School Athletic Dept.
West Springfield Lions Club - White Lion
Big E Sales
West Springfield Middle School Pink Out Day
Western Mass Mom Prom
White Street School Pink & Denim Day
Whittlesey & Hadley, PC Mini Golf
Wilbraham Middle School Dress Down Day
William E. Norris School Staff
William N. DeBerry Elementary School
Pink & Denim Day
Women's Golf Day at Crumpin-Fox

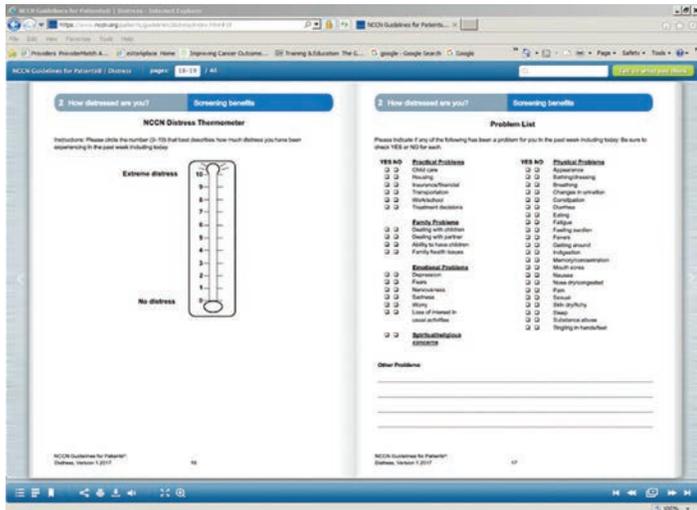
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Western Mass News

Now, What?

Anne Campbell-Maxwell
Baystate Breast & Wellness Center

In the practice of oncology, we have long recognized that the very word “cancer” can bring rational thoughts to a halt. As professionals, we respond with efficiency and compassion, providing services to address the disease, including imaging, surgery, chemotherapy, and radiation therapy. We bring all the tools in our tool box to the fight through a strong, evidence-based approach.



An individual with a cancer diagnosis may see multiple physicians during the course of the diagnosis and treatment of the disease. In breast cancer, this may include a radiologist, a surgeon, a medical oncologist and a radiation oncologist. And for some, a genetic counselor, and a plastic surgeon. This can be a lot to keep organized and understand. Through the D'Amour Center for Cancer Care and Rays of Hope, the Baystate Breast & Wellness Center has developed processes to minimize the impact of the diagnosis and provide support through educational materials, the support of the nurse navigator role, and new technology.

However, breast cancer treatment is more than surgery, medication, and technology. Patients being treated for cancer routinely have their emotional well-being assessed and appropriate interventions to support them through their journey. In the practice of oncology medicine and nursing, as well as in our allied specialties, we often ask our patients, “How are you doing?” Wishing to understand and reassure them that we will do everything we can to provide care and comfort. During the last 15 years, tools have been developed to assist us in determining how someone is doing by addressing those issues that are not evident at first glance but which may affect the patient’s and the family’s ability to cope effectively with a cancer diagnosis. We also know from extensive psychosocial research the patients who have right support and diminished stress cope better and heal better.

With this in mind, the nurse navigators at the Baystate Breast & Wellness Center are undertaking a new project to introduce a Distress Assessment into their practice to include women in the process of a breast cancer evaluation. The National Comprehensive Cancer Network (NCCN) has developed a distress measurement tool to assist with identifying unsuspected areas of stress that impact the ability to cope with a cancer diagnosis. Tools includes a thermometer where patients can indicate how distressed they feel and resources to help them identify those areas that are contributing to that feeling, including:

- Caregiving for children, elderly relatives or a spouse
- Financial strain
- Lack of or underinsured
- Physical pain
- Emotional problems

The tool is shown to the left and can be found by visiting nccn.org and searching “Patient Distress.”

The identification of multiple, non-disease stressors is not meant to guarantee resolution of the stressors, but it will assist in knowing what may interfere with effective care and what available resources are available. This project is in development and will be trialed in the Baystate Breast & Wellness Center starting in the spring.

Pretty in Pink

For the past several years, the Rays of Hope Community Outreach Office has received hundreds of pink, handmade scarves and 2018 was no exception! Thanks to the generosity of local community members and organizations, each survivor who attended the Oct. 21 event walked away with a handcrafted memento of hope. There were hundreds of scarves to choose from in a variety of yarns, fabrics, and patterns and each courageous survivor was able to individually select the scarf which best fit their style. Thanks to all who donated time and resources to make the Pink Scarf Project such a huge success!

If you are interested in donating a scarf to this year’s event, please contact the Rays of Hope office at 413-794-8001 or raysofhope@baystatehealth.org.





Spring 2019 Program Guide for Breast Cancer Survivors

The following programs have received grants from Rays of Hope to offer programs, free of charge, for breast cancer survivors. We consider you a survivor the day you are diagnosed.



LIVESTRONG at the YMCA of Greater Westfield

67 Court Street, Westfield, MA

This is a small group personal training program for adult cancer survivors. The goal is to help you meet your fitness and wellness goals. We meet two times per week for 12 weeks, and focus on improving endurance, strength, flexibility, and balance. **Learn more: Cindy Agan, health & wellness director, 413-568-8631, cagan@westfieldymca.org**

Paradise City Dragon Boat

Paradise City Dragon Boat is a team of cancer survivors and supporters paddling on the Connecticut River in Northampton, Mass. Our goals include developing into a top-notch racing team, paddling our way to health and fitness, and building camaraderie and support among team members.

Learn more: 413-588-7315, paradisdragons.org

Water Fitness for Breast Cancer Survivors

**Elms College, Maguire Center,
291 Springfield Street, Chicopee, MA**

This is a low-impact aerobics class, set to music, with core strengthening using water weights and noodles. Session I runs two days per week on Mondays and Wednesdays, March 4 to June 17. Session II runs two days per week, Mondays and Wednesdays, June 29 to September 30. Classes are from 7-8 pm and are limited to 25 participants.

Learn more: Debra Pacitti, 413-786-8051, pacitti28@aol.com

Art from the Heart Springfield and Northampton Area

Art from the Heart is a series of art therapy workshops designed to provide survivors support while having fun and engaging in creative expression. The winter/spring workshops include gelli prints, affirmation boxes, architectural letters, hand dyes silk scarves, and hand-painted ceramic switchplates and flower pots.

Learn more: Pat Hayes, 413-409-1557, phayesdesigns@gmail.com

Healing Art of Yoga for Ongoing Cancer Recovery

**CHD Cancer House of Hope,
1999 Westfield Street, West Springfield, MA**

Experience mind-body fitness for those who are at any stage of their diagnosis with cancer of any kind, and their friends and family, free of charge! Explore gentle yoga movement, breathing, and relaxation

exercises with modifications to meet different levels of challenge. Yoga props available for use include a mat, chair, block, bolster, strap, and blanket. All levels are welcome. Students are encouraged to work within their individual capacities. Participants report better balance, strength, and flexibility; improved sleep; reduced pain; relaxation; and the joy of supportive companionship. Program leader Patricia "Niti" Seip Martin is certified in teaching Kripalu Yoga, Integrative Yoga Therapy, and Let Your Yoga Dance. Niti founded the Healing Art of Yoga for Ongoing Cancer Recovery in 2000. **Learn more: 413-204-1179, doingwellyoga.com**

LIVESTRONG at the YMCA of Greater Springfield

**Scantic Valley YMCA,
45 Post Office Park, Wilbraham, MA**

**Downtown Springfield YMCA,
275 Chestnut Street, Springfield, MA**

This YMCA cancer survivor program focuses on improving wellness through fitness programming focused on cardiovascular, strength, flexibility, and balance. Participants can engage in complementary programs such as yoga, foot reflexology, meditation, and nutrition workshops. Instruction is provided in English and Spanish. Sessions start in January, May, and September and meet two times per week for 90 minutes. LIVESTRONG participants receive a no cost three-month YMCA membership running concurrently with the 12-week program. Our staff is trained in cancer rehabilitation and will help you focus on fitness and wellness goals while developing functional abilities and improving confidence and self-esteem.

Learn more: Dan Lapierre, healthy living director, 413-596-2749, x3107 or dlapierre@springfieldy.org

STAYSTRONG at the YMCA of Greater Springfield

**Scantic Valley YMCA,
45 Post Office Park, Wilbraham, MA**

**Downtown Springfield YMCA,
275 Chestnut Street, Springfield, MA**

STAYSTRONG is a program for graduates of LIVESTRONG at the YMCA. The group meets once per week for 45 minutes of exercise programming and 45 minutes of a social activity. It is facilitated by a LIVESTRONG trainer and provides a way for graduates to stay fit and connected. Purchase a 10 class pass that does not

expire at a cost of \$30 for members and \$60 non-members.

Learn more: Dan Lapierre, healthy living director, 413-596-2749, x3107, dlapierre@springfieldy.org

PVRC Dragon Rays Dragon Boat Team

Join the Pioneer Valley Riverfront Club's Dragon Rays! Springfield's dragon boat team is open to adult paddlers from all communities and offers targeted support to individuals who have had breast cancer. Winter training is a great way to get started!

Learn more: 413-736-1322, dragonrays@pvriverfront, pvriverfront.org

Cancer Connection

41 Locust Street Northampton

Cancer Connection offers a haven where people living with cancer can learn how to cope with their changed lives and bodies and the emotional challenges that accompany a cancer diagnosis. We welcome participants, caregivers, and families living with all cancer diagnoses.

We offer one-on-one guidance, integrative therapies (Reiki, reflexology, therapeutic massage and facials, acupuncture, Cranio Sacral therapy, and calming strategies/ guided imagery), adapted exercise classes (yoga, dance, Pilates, rowing, and water aerobics), creative workshops and classes (writing, clay, Zentangle, storytelling, and others), and mindfulness training. We have an active knitting group that meets on Mondays. We also offer Thursday afternoon workshops on a wide variety of topics.

For the breast cancer community, we provide a general breast cancer support group as well as two all-cancer groups. We offer a monthly support group for those with a diagnosis of metastatic breast cancer. In April 2019, we will offer a metastatic breast cancer retreat, which will be a restorative day connecting with others who share this diagnosis. We also provide a support group for families and caregivers.

We are open for unscheduled visits on Monday, Tuesday and Thursday from 10 am to 2 pm and on Wednesday from 10 am to noon. If those times aren't convenient, call and we'll find a time that fits!

Learn more: 413-586-1642, cancer-connection.org

CHD Cancer House of Hope

1999 Westfield Street, West Springfield, MA

The CHD Cancer House of Hope provides free access to services and therapies that

bring comfort, care, strength, resilience, and hope to patients with cancer and their loved ones. Walk-ins are welcome. Take some time for yourself or speak with one of our compassionate volunteers

Available programming

Support Groups

- Family and Friends Support Group
- Breast Cancer Support Group
- Women's All Cancer Support Group

Therapies

- Relaxation group
- Reiki
- Massage therapy (facilitated by certified oncology massage therapist)
- Yoga

Other support:

- Wig and Accessories Boutique featuring new and refreshed wigs, as well as hats and scarves; professional wig consultation and styling by appointment
- Mastectomy bras and forms
- Lending and resource library
- Meditation garden
- Art classes

Learn more: 413-733-1858, chd.org/chh

**D'Amour Center for Cancer Care –
Baystate Regional Cancer
Program Offering
3350 Main St, Springfield**

Hypnosis Therapy

For patients actively in treatment at the D'Amour Center for Cancer Care. Sessions are held by appointment.

Learn more: Marlene Quinlan, LICSW, 413-794-2510.

Support for Children Who Have a Parent with Cancer

Support for children of a parent with cancer is offered on an individual basis through the Social Work Department at the D'Amour Center for Cancer Care.

Learn more: Marlene Quinlan, LICSW, 413-794-2510 or Melanie Toro, 413-794-9702

**Baystate Franklin Medical Center –
Baystate Regional Cancer
Program Offering
164 High Street, Greenfield**

To learn more and verify programs before attending: Nathalie Fischer-Rodriguez, LCSW, oncology social worker, 413-773-2251

Breast Cancer Peer Support Group

This peer-led group meets monthly at Baystate Franklin Medical Center from 5:30-7:30 pm. This free group welcomes individuals with breast cancer who are two years and beyond initial diagnosis.

Navigating the Cancer Journey: Practical Tools for Coping

This free four-session course is offered in the fall to Baystate Franklin Medical Center

oncology patients and caregivers. Each session offers education about a variety of coping skills and complementary therapies.

Finding Balance: Stress Management Course

This free six-week course is offered in the winter to oncology patients and caregivers. Each session provides education about stress management and mindfulness techniques to support emotional and physical wellbeing.

Summer Drop in Relaxation Classes

This free six-week drop-in relaxation class is offered in the summer and open to individuals and caregivers that have been impacted by cancer.

Gentle Yoga for Cancer YMCA in Greenfield, 451 Main Street, Greenfield, MA

This free 12-session series is offered in the fall, winter, and spring by the Baystate Regional Cancer Program at Baystate Franklin Medical Center.

Learn more: Pam Roberts, 413-625-2402

Spirit of the Written Word: For Those Touched by Cancer Artspace Community Arts Center, 15 Mill Street, Greenfield, MA

Ten-week sessions are offered at the Artspace in the fall and late spring.

Learn more: Pam Roberts, 413-625-2402

**Baystate Mary Lane Outpatient
Center – Baystate Regional Cancer
Program Offering
85 South Street, Ware, MA**

General Cancer Support Group

This group is offered to all cancer diagnoses the first Wednesday of each month from 11 am to 12:30 pm.

Expressive Writing Through Cancer

This is a topic-driven group for those experiencing cancer. The program is offered to all cancer diagnoses the third Wednesday of each month from 11 am to 1 pm.

Breast Cancer Support Group

This group is open to all women with breast cancer in any stage of treatment the fourth Wednesday of each month from 11 am to 12:30 pm.

Partners in Caregiving

This is an early evening support group for caregivers of people with cancer that meets the second Tuesday of every month from 5-6:30 pm.

Circle of Angels Quilting Support Group

Those whose lives have been touched by cancer gather to make quilts for patients undergoing cancer treatment. The group meets Tuesdays from 10 am to noon twice per month. No experience with sewing or quilting needed.

Learn more: Camille St. Onge, LICSW, 413-967-2245

American Cancer Society Programs

Look Good, Feel Better

This free program teaches beauty techniques to women actively undergoing cancer treatment to help them combat appearance-related side effects of radiation and chemotherapy.

Greenfield

**Baystate Franklin Medical Center,
164 High Street, Greenfield, MA**

Small groups for Look Good Feel Better sessions are facilitated by Cherie Rowland and are held on an as needed/requested basis.

Learn more: Nathalie Fischer-Rodriguez, LCSW, 413-773-2251

Ware

**Baystate Mary Lane Outpatient Center,
85 South Street, Ware, MA**

Look Good Feel Better sessions are offered quarterly to women undergoing cancer treatment within last 12 months.

Learn more: Camille St. Onge, LICSW, 413-967-2245

Reach to Recovery

Trained volunteers who have undergone breast cancer surgery visit women newly diagnosed with breast cancer either before or after surgery to provide resources and emotional support.

Learn more: 800-ACS-2345 (800-227-2345)

Survivor Journeys

Established in March 2015, Survivor Journeys is a community-based support network of professionals from diverse clinical and community backgrounds including physicians, behavioral health specialists, integrative treatment providers, cancer survivors, and community leaders dedicated to providing cancer survivors, caregivers, and loved ones unique survivorship services in western Massachusetts and northern Connecticut.

Survivor Journeys' offerings include a breast cancer support group, a blood cancer support group, an any cancer support group, a head and neck cancer support group, a caregiver group (with remote attendance capability), and pet therapy.

Our adult mentoring program, which is a member of Volunteer Management in Cancer Care, a consortium of nationally recognized cancer centers and other organizations, provides a unique one-on-one support experience for cancer survivors and caregivers.

Survivor Journeys produces Cancer Survivorship 101, an annual June educational conference that presents many topics and services essential to cancer survivorship and caregiving.

Groups meet at various sites in western Massachusetts and Enfield, Conn.

**Learn more: 413-276-6100,
survivorjourneys.org.**

Baystate  Health Foundation | **ADVANCING CARE.
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Supporting Hope Editors: Grace Makari-Judson, MD, Michelle Graci, Sue-Ann Hilton, Cait Roberts, Michelle Shattuck and Kathy Tobin. Editorial Consultants: Maureen Sullivan

**Rays of Hope
Sunday, October 27, 2019**

Run Toward the Cure 8K:
Springfield – Forest Park
(starts at Temple Beth El)
Run Starts: 8:30 a.m.

Walk Toward the Cure:
Springfield – Forest Park
(starts at Temple Beth El)
Registration: 9 a.m.
Survivors' Photo: 10 a.m.
Program: 10:15 a.m.
Walk Starts: 10:30 a.m.

More details, including parking directions, fundraising ideas, a team captain guide, school and business participation, and sponsorship opportunities are available at baystatehealth.org/raysofhope.



**SAVE
THE DATE**



**SUNDAY
OCTOBER
27**



**SIGN UP
TODAY!**

BAYSTATEHEALTH.ORG/RAYSOFHOP

#ROHPINKYPROMISE

