

Insights

Community Medical Center Healthcare System • Geisinger Wyoming Valley Medical Center, Henry Cancer Center • Mercy Health Partners
Mid-Valley Hospital • Moses Taylor Hospital • Wayne Memorial Health System • Wyoming Valley Health Care System

Help Raise Awareness for Colorectal Cancer, Dress C.A.S.U.A.L.

The Northeast Regional Cancer Institute will host the 8th Annual C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day on March 31, 2011 in memory of Helen Phillips, a courageous woman who fought a battle against colon cancer and died in the summer of 2002.

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of Northeastern Pennsylvania, with incidence rates about 22% higher than the United States average. By getting your organization or business involved in C.A.S.U.A.L. Day, you can potentially save the lives of friends, co-workers, and family by raising awareness of proper screening guidelines and preventative measures.



Individuals and businesses interested in participating in C.A.S.U.A.L. Day can do so by selecting someone to serve as a team captain. Team captains will be in charge of ordering and distributing this year's Carolina blue C.A.S.U.A.L. t-shirts for \$15, and pins, for \$5.



C.A.S.U.A.L. Day committee members model the 2011 shirt design.

On March 31st dress C.A.S.U.A.L., as determined by your workplace or school, and spread the word about colorectal cancer prevention and screening.

All proceeds from C.A.S.U.A.L. Day support the ongoing efforts by the Cancer Institute to raise awareness about colorectal cancer risk factors and the importance of screening.

For more information or to register to be a C.A.S.U.A.L. Day Team Captain please call 1-800-424-6724 or visit our website at www.cancernepa.org.

Guest Bartender Wrap Up Celebration

March 31st
5-8 p.m.

Kildare's
Scranton, PA

Guest bartenders will collect tips to be donated to CASUAL Day and Tux the Penguin's Mascot will stop by!

[Click here for more info](#)

W-B/Scranton Penguins "Blue Out"

March 20th
3:05 p.m.

Mohegan Sun Arena at Casey Plaza
Wilkes-Barre, PA

Part of the proceeds of game tickets sold through the Cancer Institute will support CASUAL Day.

[Click here for more info](#)

Vincent Ross, MD – Story of Survivorship

At the age of 65, I noticed some fatigue, abdominal pain, and changes in my bowel movements. I visited my physician and a CAT scan and colonoscopy revealed a cancerous tumor of my colon. I felt like I was being invaded by a creepy monster that was trying to take my life or cause me harm. Under the care of the best doctors, I faced surgery for removal of the monster and began chemotherapy for any other creepy crawlers left behind.

At a young age, my mother, Dora, and father, Luciano, had given me examples of how to work hard and persist in my goals. Due to this and my deep love for my wife, children, and family, I knew I had to try all means to recover. My second love is my pediatric practice and even at 65 years old, I felt I was needed there. I was out of work for two weeks and then returned to my practice while on chemotherapy. A busy and caring mind has very little room for pain.

It is now five years later and I have the greatest pleasure of being with my family and my pediatric practice. I could never thank my

physicians enough for their care.

I truly believe that when the evening of this life comes, we will be judged on love. I also firmly believe that we are here to serve and not be served. Organizations like the Northeast Regional Cancer Institute serve many people and conduct important research. When I finished medical school in 1966, a diagnosis of cancer was often a death sentence. Today we have seen monumental changes and improvements in health care. These wonderful changes are only possible with the generosity of people like you.

I hope you will consider participating in C.A.S.U.A.L. Day 2011. Help spread awareness to others, and please go for your own annual physicals and regular screenings. Your participation will also help this great organization continue its work. As a resident of northeastern Pennsylvania, a physician, and a cancer survivor, I encourage you to join me on March 31st and dress CASUAL!



Vincent Ross, MD

Need Help to Quit Smoking?

Are you ready to quit using tobacco? Would you like help or do you need tobacco resources?

The Northeast Regional Cancer Institute is offering smoking cessation counseling for those who live or work in Lackawanna County and are interested in quitting tobacco use.



Stacey Velez is the Cancer Institute Tobacco Outreach Coordinator.

Counseling is available in one-on-one sessions or in groups from Cancer Institute Tobacco Outreach Coordinator, Stacey Velez. Ms. Velez is a Certified Addictions Counselor who has worked in the Human

Services field for 20 years. She has been trained in the “Freedom from Smoking Model,” and also received instruction from the Mayo Clinic in accordance with the “Clean Air For Healthy Children Act”.

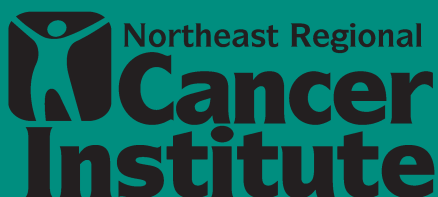
Informational programs providing an introduction to quitting are available for businesses as well as on-site counseling for employees. English or Spanish services are available.

Cessation counseling programs are constantly forming. If you are interested in learning more about these programs contact the Cancer Institute at 570/941-7984 or visit <http://www.cancernepa.org/tobacco/>.

This program is offered with support from Tobacco Free Northeast PA and the Pennsylvania Department of Health.

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