



Insights

Geisinger - Community Medical Center • Geisinger Wyoming Valley, Henry Cancer Center • Mid-Valley Hospital • Moses Taylor Hospital
Regional Hospital of Scranton • Special Care Hospital • Tyler Memorial Hospital • Wayne Memorial Health System • Wilkes-Barre General Hospital

Dress C.A.S.U.A.L. March 21st to Save Lives!

The Northeast Regional Cancer Institute will host the 10th Annual C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day on March 21, 2013 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 among the most frequently diagnosed cancers in areas of Northeastern Pennsylvania, with incidence rates 23% above the United States average. By getting involved in C.A.S.U.A.L. Day, area organizations and businesses 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 C.A.S.U.A.L. t-shirts for \$15, and pins, for \$5.

On March 21st, dress C.A.S.U.A.L. and spread the word about colorectal cancer prevention and screening.

All proceeds from C.A.S.U.A.L. Day benefit Cancer Institute efforts to raise colorectal cancer awareness and support colorectal cancer screenings for low income, un/underinsured individuals.

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.



Pictured (from left) at the C.A.S.U.A.L. Day Kick Off Celebration are Pete Danchak, Co-Chair; Dr. Mary Sewatsky, Co-Chair; Maura Staback, Spokesperson & Founder; and Bob Durkin, Cancer Institute President.

Maura Staback – Story of Awareness

In 2002, Helen Phillips lost her life to colon cancer. Shortly after her death, Helen's family and friends approached the Cancer Institute to plan an event to promote colorectal cancer screening - a preventative act which might have saved Helen's life. From this beginning, C.A.S.U.A.L. Day evolved into a campaign that last year drew more than 6,000 participants! For the 10th Anniversary of this event, Helen's daughter, Maura Staback, wrote the letter below (in verse) to her mom, reflecting on what she has missed in the lives of her six children. We encourage each of you to know the risks and get screened to ensure you don't miss out on precious time with your loved ones.



Maura Staback, with her mom, Helen Phillips.

Dear Mom,
I thought of you today and wondered what you would say if you could see our lives since colon cancer took you away.

You have missed so many happy memories, and sometimes I tire of saying "I wonder if she sees?"

Michael got married to his beautiful wife. She and her son Luke have brought so much love to our lives. Michael and Lori had a son of their own. Liam is Michael from his head to his toes! But there is one thing that is absolutely true, his beautiful blue eyes are undeniably you!

Marty and Kathy's lives have been very good, and all their hard work turned out as it should. First there is Maggie, the apple of your eye. You know it's the truth. You never could lie! She is a junior in college and it's hard to believe, that this is the baby you once sat on your knee. Then there is Maeve, athletic and smart, but the best part about her is her tender heart.

Are You at Risk?

You are at risk for colon cancer if:

- You are age 50 or older, or
- You have had polyps of the colon or have a close relative who had colon polyps or colon cancer, or
- Have Crohn's Disease or Ulcerative Colitis.

What can you do?

There are several different types of screening tests that can be used to detect colon cancer. Talk to your doctor about which test or tests are right for you and how often you should be tested.

You would have cherished watching them grow, but this is one more thing that you will never know.

John and Mike have succeeded in every way. You would be so proud of the life they have today. John joined a

men's choir which I know you would love. Can you hear him sing from heaven above?

Chris is now the father of two. Do you remember how much his Dylan adored you? Colin is a love in every way. I wish you could have met him before God took you away.

Artie and Madonna are the grandparents of two little boys. Nicholas and Tommy are Artie's great joy! It's hard to believe the next part is true...this would make you a great-grandmother too!

And me, "your baby girl", I had two children of my own; two little girls that you have never known. Gabriella and Olivia make Randy and I laugh from morning till night. They are the greatest joy that God brought to my life. I tell them all about you each and every day. I don't want your memory to ever fade away.

Your children have had all these wonderful things, we wish more than anything that you could have seen. Ten birthdays and Christmases have all passed us by, without our dear mother to share by our side. I can't help but wonder how our lives could have changed, had you been screened would this all be the same? Would you be here to share all your love and sing to your grandchildren, not watch from above? It makes me so sad, but I know it is true; you missed the greatest joys God had given to you!

I know there is a day when we'll meet again, but until then I want you to know, I miss my best friend!

All of my love,
Maura

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