

Insights

Geisinger - Community Medical Center • Geisinger Wyoming Valley Medical Center, 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

Thank You to All C.A.S.U.A.L. Day 2012 Participants!

The Northeast Regional Cancer Institute would like to extend a sincere thank you to the thousands of individuals and organizations that took part in the 9th Annual C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day on March 29, 2012.

With your help, the Cancer Institute celebrated the most successful C.A.S.U.A.L. Day in the event's history! Approximately \$124,000 was generated to support local colorectal cancer education and outreach services. More importantly, approximately 6,200 individuals in four different states participated in the event and raised awareness about life-saving screening guidelines and risk factors for this disease!

The Cancer Institute looks forward to the 10th Anniversary of the event in 2013, and reminds you to continue to share colon cancer awareness information in "casual" conversation throughout the entire year—you may save a life!



Save the Date - 20th Annual Cancer Survivors Celebration

Planning is underway for the 20th Annual Cancer Survivors Celebration! This year, there will be two gatherings, one at Kirby Park in Wilkes-Barre on September 22nd, and one at McDade Park in Scranton on September 29th. Both will take place from 10am - 12pm.

The highlight of this year's Celebration will be the Circle of Survivors, allowing participants a unique opportunity to make a personal, inspirational statement about their cancer experience. As always, the event will provide cancer survivors, caregivers, and healthcare professionals the opportunity to gather and meet others who know first-hand what it means to celebrate life. Light refreshments will be served after a brief speaking program.

Watch for more information as planning for the event continues!



Robert Breslin – Story of Survivorship

As many cancer patients will tell you, there are new things survivors encounter, and become a part of, due to their experience with the disease. My story is the opposite, and starts years before being a survivor.

At age 38, I became involved and was a co-founder of the Prostate Cancer Awareness Alliance (PCAA) of Northeastern Pennsylvania. With the small amount of awareness and the lack of discussion amongst males about the disease, the PCAA of NEPA was organized to promote prostate cancer awareness locally. We retain 100% of the raised funds for awareness programs, including several programs on which we have partnered with the Northeast Regional Cancer Institute.

At the time I became involved in the organization I did not have prostate cancer, it was not part of my family history, and I did not have anyone close to me with this kind of cancer. My main decision in becoming a part of the group was to give back to others. During our annual signature golf event known as the “PCT Fall Classic,” our group provides free Prostate Specific Antigen (PSA) testing to all of the male participants each year. Being Vice Chairman of the organization, I had

my first of many tests. As years passed, I encountered an elevated PSA reading, requiring additional testing that resulted in a prostate cancer diagnosis at age 44.

I am blessed to have a strong, loving and caring family, so that my survivorship has always been positive and I have not been alone. Due to my involvement with PCAA, we never looked at being diagnosed as a death sentence. We took what was ahead of us and dealt with the news as another hurdle in life. My outlook in life has always been, “It’s not the hand you are dealt, but how you play the cards.”

I have credited my successful treatment to early screenings, good health, an experienced team of doctors, and a positive outlook. As you can see, someone strong above provided me with a path that not only saved my life but has helped others with awareness, testing and survivorship experience.



NEPA Komen Affiliate Awards Grant to Cancer Institute

The Northeastern Pennsylvania Affiliate of Susan G. Komen for the Cure recently awarded an \$8,000 grant to the Northeast Regional Cancer Institute. The funds will help the Cancer Institute continue to work with regional providers to support cancer genetic testing for local medical assistance eligible women who are at risk for Hereditary Breast and Ovarian Cancer Syndrome.

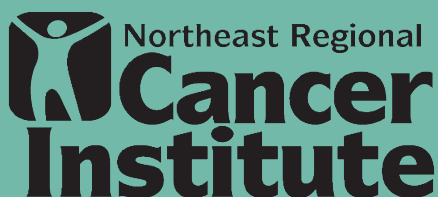
The program was started by the Cancer Institute in March of 2010, and it has been funded by the NEPA Affiliate of Susan G. Komen for the Cure since its inception.

Pictured (from left to right) are Bob Durkin, President of the Cancer Institute; Dolly Woody, Executive Director, Susan G. Komen NEPA; and Patricia Lawless, Project Coordinator, Cancer Institute.



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