

Upcoming Benefit Events

Aug. 1 - Carrie Mach Golf Tournament

Aug. 3 - SCHEELS Fashion Fever

Aug. 17 - Yoga in the Park

Sept. 5 - Pink Ribbon Golf Classic

Sept. 13 - Ho-Chunk Centre Challenge

Sept. 20 - Race for Hope

Oct. 4 - Hogs for Hope BBQ

For more information call 712-252-0088



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Program aims to help kids understand parents' cancer

Each year, more than 360,000 parents with children under the age of 18 are diagnosed with cancer.

That fact led a group of Leadership Siouxland participants to reignite a program through the Nylen Cancer Center that helps children understand what cancer patients are going through.

Young people need support because they tend to imagine the worst or experience intense feelings of shock, disbelief or anxiety. The Children's Treehouse program helps break down those fears and ask questions about what a parent or grandparent is facing.

The program works like this: When a staff member at the Nylen Cancer Center identifies a patient with children under age 18, they are provided with free books about cancer to take home and share with the children.

The program is all about education, and includes support services for families as well as events that involve youth in community activities.



Kim Gordon (l to r), John Koupal and Krista McCullough discuss the Children's Treehouse program at the Nylen Cancer Center.

One book, "When Someone You Love has Cancer, a Guide To Help Kids Cope," offers a literal approach to discussing difficult topics. Other books have bigger life lessons, and for young children, can include activity books.

"The simplest need is for kids to have some sort of support group," said John Koupal, a member of the Leadership Siouxland team.

Krista McCullough, a Leadership Siouxland member who works at the Nylen Cancer Center, said the overall goal is to build a sustainable program that will continue moving forward.

"There is always going to be a need. We are hoping for big things," she said.

Part of the proceeds from the

Briefs

Comedy event raises \$17,500

Third annual Cancer Sucks Comedy Rocks held April 12 at the Marina Conference Center, raised \$17,500. John Olson is the organizer, and said the event benefits community screenings.

Scrappin' Divas raise \$14,881

Seventh annual Scrappin' Divas event raised \$14,881 on March 15 at the Le Mars Convention Center. Jamee Carlson is organizer, and said the event benefits research and patient assistance fund.

Quiltin' Bee donates \$6,230

The first Quiltin' Bee held Feb. 8, raised \$6,230 for the Nylen Cancer Center.

Thanks to all these organizations for their support.

June E. Nylen Race for Hope will benefit the program. Another fund raiser in conjunction with Barnes & Noble is planned later this year.

To donate, call the Cancer Center at 712-252-0088.



hope & healing

FALL 2014

sharing news on progress & advances in cancer care

www.nylenccancercenter.com

Grant helps fund cancer education for Native Americans

Cancer accounts for nearly one in four deaths in Native American communities. An initiative this spring by the Iowa Cancer Consortium, in conjunction with the Nylen Cancer Center, was aimed at helping increase education and survival rates among Native populations.

The series of events, which were funded with a grant to the Iowa Cancer Consortium, included focus groups this March in Winnebago and Macy, Neb., and in Sioux City, and were followed by community educational events in May.

The focus groups helped to gather information about the struggles Native populations face in getting information on cancer and receiving proper treatment.

In Native communities nationally, survivorship rates rose to 68 percent for cancer patients diagnosed from 2003 and 2009, up from 49 percent in 1975-1977. But Native Americans in the northern plains account for some of the lowest survivorship rates nationally. With educational efforts like those this spring, officials hope to improve those statistics.

Some of the biggest hurdles identified by reservation residents were transportation, racial beliefs, and a lack of information about cancer and its treatment. Education about what cancer is, how it is treated and the importance of early detection are seen as key to changing habits in the long run.

We have to start informing young people early so they know it's OK to talk about cancer, and about getting screened, said Les Painter, a health educator with Winnebago

Health and Human Services who participated in the focus groups. Painter helps organize a number of events in Winnebago to educate locals about everything from cancer prevention to screenings and follow-up treatment.

It's not easy because of what some deemed "the Indian way." Within their culture, medical treatment is kept more of a secret, and has historically had spiritual ties. Illness itself is considered by some to signal an imbalance in the spiritual, mental and physical aspects of the individual and family.

Additionally, participants said they do not hear many cancer success stories and that the disease is considered a death sentence by many on the reservation.

These beliefs complicate awareness and educational efforts among tribal members. But leaders such as Painter, and others in Macy and Sioux City say they're making headway.

When representatives from the June E. Nylen Cancer Center helped organize education events in May, they turned to tribal leaders for help in delivering the message. The events were similar to a health fair and were funded by the grant. Attendees heard success stories, got specifics about cancer treatment and were urged to talk with their families about screenings and receiving treatment.

"Events such as these help us reach a population that is hard hit by cancer with needed information and guidance," said Nylen Executive Director Karen Van De Steeg.

With that information, she said, they hope to increase early detection, and in turn, the survivorship rates of tribal members.

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Karen Van De Steeg,
Nylen Executive Director

For ambassadors, Race for Hope is ...

Time to give back

Every September, June E. Nylen Cancer Center hosts the Race For Hope, a 1-day event that brings together thousands of runners, walkers and survivors to raise money for cancer care in Siouxland.

The event ambassadors play a key role in promoting and hosting the event. This year Mike Shea, whose family has faced cancer on many fronts, was named Honorary Race Ambassador, and McKenna Moats, was named the Honorary Youth Ambassador.

The two were announced in a ceremony at Adams Homestead & Nature Preserve in McCook Lake, S.D.

The event is Sept. 20 and each year helps fund activities, new equipment and support programs for the Cancer Center. In 2013, 800 participants helped raise \$50,000.

Jean Gill, race director, made the announcement, with 2013 Youth ambassador Tayvin Schmoll, who helped pass the baton to the new duo.

Shea is a dosimetrist at the Nylen Cancer Center, and Moats is a student at Akron Westfield.

Shea has 28 years working in the cancer treatment field. "I work with cancer patients every day. Cancer has touched my life not only professionally, but personally as well. I've seen great strides in early detection and treatment of cancer. Without the support of the Race for Hope, the advances in cancer care would not be possible," said Shea.



"It takes a team effort and no matter how big or small your contribution, it all adds up. Thank you for your support."

Moats has been involved in the race for many years, and won the Kids Fun Run in 2011 and 2012.

"Over the years I have donated some of my birthday and Christmas money to the Cancer Center. It feels good to help, and the reward you feel after is great," Moats said. "I am honored to be this year's Race for Hope Honorary Youth Ambassador and look forward to seeing all of you walk or run in memory or in honor of your loved ones."

The Race for Hope includes a 15k run/walk, a 5k run/walk, a 1k kids fun run as well as kids activities, live music and camaraderie

The ambassadors say they are excited to represent the Nylen Cancer

Center at the event.

Participants receive an official T-shirt if registered by Aug. 29. After Aug. 29, the fee rises by \$10.

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HUBBARD LEAVES LASTING LEGACY

In her nine years with the Nylen Cancer Center, Pat Hubbard helped raise more than \$5 million for cancer resources and technology. Now she is retiring as Fund Development Director. As an organizer of many Nylen events, she'll be missed. We asked her peers to share thoughts on working with her through the years.

KAREN VAN DE STEEG,

Director of the Nylen Cancer Center

"What an honor it has been having Pat as part of the Nylen Cancer Center team. She is one of the finest fundraising professionals I have ever known. Her dedication to the Cancer Center mission, her organization, her wit, all make Pat an incredible person to work with every day. She will be missed."

JEAN GILL,

Race for Hope Race Director

"We celebrated our 10th year of the



Race for Hope when Pat came on board. She helped me take the race to the next level and make it the celebration that it is today. Pat is creative, thoughtful, organized and FUNNY! She is an expert fundraiser, who I learned a ton from, and a great friend who I will treasure for years to come."

LINDA SCHEID,

Director of the Siouxland Food Bank

"Pat is the consummate professional with great insight about the challenges of fundraising, a source willing to share her wealth of

information about this business, and an enormous passion for her cause. Add to that her great "joie de vivre" and her sense of humor, and she is absolutely a great friend and colleague!"

NICOLE BERNER,

Nylen Cancer Center board member

"I have worked with Pat while on the Cancer Center Board as well as with the Race for Hope. She is always ready to help with a smile. Pat has a kind, caring attitude and I know she will be missed, but I wish her best of everything in her retirement."



Survivors gather for cold treats, cool cars

Every year, the Nylen Cancer Center hosts a local gathering for National Cancer Survivor's Day. This year, the event included an ice cream social and a car show, and was held at the Lewis & Clark Interpretive Center. Hundreds of survivors and family members gathered to enjoy a day of friendship, all with a cool finish, while they looked over restored Fords, Chevys and Pontiacs. A big thank you to all who attended.