



## Red Door Society Reception, Tuesday, February 7, 2017

### CEO Remarks - Highlights

#### What We Have Accomplished in 2016 with Your Support

##### Overall Cancer Support Delivered

- We served over 12,000 New Yorkers living with cancer, men, women, teens and children
- We provided 1200 support groups, over 600 healthy lifestyle workshops, and over 50 lectures presented by medical experts. And that does not include all the social events we provide each year as part of our welcoming community to ensure that no one faces cancer alone.
- And all of this is 100% free and possible because of you.

##### Gilda Comes To You

- Gilda's Club does not just provide support here, in this building. **Gilda Comes to You**, our offsite program at hospital partners, has become an integral part of who we are and as contributed greatly to our growth.
- Since 2007 we have also been delivering our program where it is needed most – in the underserved neighborhoods of NYC.
- It now represents **30%** of our cancer support program.
- Evidence-based research has proven that it is these populations that face the greatest health disparities, poor outcomes and higher mortality rates with a cancer diagnosis.
- With your money, we have been able to hire Patient Navigators at our partner hospitals to refer and educate these cancer patients of the resources we offer on site, in English and in Spanish.
- Each Patient Navigator has increased participation in our offsite partners and in some sites as high as **48%**. This year we were able to hire one more part time bilingual Patient Navigator thanks to your generosity.

#### Our Vision Moving Forward

##### Cancer Projections

- 2016 was a great year for us. But we are still climbing a mountain that seems to be getting higher and higher. Every year there are over **38,000 New Yorkers** who find out they are newly diagnosed with cancer – **over 100 people a day**. That number is growing every year.

## **Our Focus**

- The greatest need for our free cancer support program and therefore the greatest growth will come from an increased presence at hospitals around the city.
- Right now we are at four medical centers located in Brooklyn, The Bronx, Manhattan and Queens but we can only visit our hospital partners one day every week.
- In 2017, we would like to expand our services to two days a week at each location. This increase in reach can only be accomplished with more Patient Navigators, and more mental health professionals to deliver our comprehensive support program.

## **We Know We Are Making an Impact**

### **Institute of Medicine Report**

- The most recent Institute of Medicine report has reported that comprehensive medical care for cancer patients must include psychosocial support for both patient and family members. This has always been the foundation of the Gilda's Club mission.
- Their model for comprehensive cancer care advocates for a **patient-centered model** – where the needs and concerns of the patients are first and foremost and where the patient team always includes a social worker for support for the patient and their family.
- **By 2030 the Institute of Medicine is reporting a 30% increase in cancer survivors.** No one should face cancer alone and that is why our program will continue to play an important role in helping cancer patients and their families with their journey whatever the outcome.

## **Migdalia Torres, ED of Program & Expansion Remarks - Highlights**

### **2016 Program Highlights**

#### **Camp Sparkle**

- We extended 3 out of the 4 - week long Camp Sparkle sessions from **half-days to full-days (9-4pm)**. Our Camp Sparkle program provides any family impacted by cancer a place where their children (ages 4-12) can enjoy interactive workshops, field trips, and enjoy multiple meals a day together. (breakfast, mid-morning snack, lunch) Scheduled around the Board of Ed school closings, during winter/spring break; and two summer sessions.
- In 2016, close to **80** children participated in Camp.

(Camp Sparkle Anecdote)

*During Camp Sparkle, this past year, a yoga workshop was implemented and the facilitator instructed the children to roll out their yoga mats and close their eyes and to think of a happy place; a space where they felt safe and no fear. One of the youngest*

*campers got up from his mat walked over to the facilitator and whispered in her ear, Can Gilda's Club be my happy space? And this is why our children's program is so vital.*

### **Open to Options**

- In 2016 we launched an exciting program called, **Open to Options**, developed by the Research and Training Institute (a division of our headquarters). Open to Options provides cancer patients the opportunity to meet with a trained O2O counselor to develop a list of questions and concerns for an upcoming decision making doctors' appointment.
- This is critical as **cancer patients report needing more information and assistance in making a decision from the moment of diagnosis.**
- **This is a win-win:** Patients report feeling less anxious about their consultation, more confident walking in with a list of questions. And health care providers report that their patients walk in more prepared and this has improved the quality of the consultation.
- Through funding we facilitated **60** Open to Options last year.

### **PCORI Research**

- This past summer we completed the implementation of a 3 year research project directed by Georgetown University. The purpose of this study was to evaluate the impact of an 8-week educational program for Latina breast cancer survivors and their caregivers for three consecutive years (a total of 30 cancer patients and their caregivers participated in this study).
- Georgetown hopes to disseminate qualitative outcomes very soon. However, I can report that the women who participated went from passive participants in their cancer care to advocates. Caregivers went from dismissing the impact of caregiving to requesting additional self-care resources. Our hope is to identify funding to roll out this program again.

### **2017 Program Highlights**

- We are launching a **new distress screening tool specifically for caregivers**, who are underserved. This is exciting because emotionally caregivers are underserved and this tool will help address this issue.
- New York State Department of Health has **renewed our grant for Spanish-bilingual breast cancer support, and extended it from 3 to 5 years.** This grant supports our commitment to the Latino population and our understanding that breast cancer is the leading cause of cancer deaths among Latinas. Spanish is the second most popular language spoken at home in the USA and language barriers are one of the contributing factors to health disparities.
- Our website will be Spanish/English bilingual.

So whether you are a 5 years old or 92, Gilda's Club can be your happy place, and it's also where you can be sad, afraid, courageous and hopeful.

And that's what makes our community so special.