

cancer care

THE HEARST CANCER RESOURCE CENTER

A place for information, support and peace of mind. All at no charge.

You're invited to the Eighth Annual Women's Day Celebration



Ladies, it's back! Join us for a heartfelt time with the dynamic Noreen Martin, who will share her journey of becoming an influential businesswoman on the Central Coast and her personal story of caregiving for loved ones with cancer.

Join us for a light lunch, a complimentary Satin

Hands™ hand massage treatment and a raffle for exciting prizes. Attendees can meet HCRC's Community Partners and learn about their free programs and services.

Come and renew, refresh and rejuvenate. The Women's Day Celebration is all about you!

Thursday, May 25

11:30 AM – 1:30 PM

Copeland Health Education
Pavilion Auditorium, 3rd Floor

1911 Johnson Avenue, San Luis Obispo

Admission is free, but reservations are required. Reserve your spot today by calling 805.542.6234!

About Noreen Martin

Noreen Martin is the President and Chairman of the Board for Martin Resorts, a privately owned, top 20 employer on California's Central Coast. Noreen has succeeded in building a collection of boutique hotels that specialize in enhancing the experience of its guests, while giving back to the community.

YOU'RE INVITED

to a free workshop

How to Protect Yourself and Your Assets from Identity Theft

Wednesday, May 24 | 5:30 - 7:30 pm

Copeland Health Education
Pavilion Auditorium

Enjoy light appetizers. Program begins promptly at 5:45 PM.

Panel includes:

- Eric Vitale, San Luis Obispo Police Department
- Pamela Fitzpatrick, CPA
- Doreen Curtze, Estate Planning Attorney
- Carol Thom & Stacey Stanek, The Thom Group

RSVP to Stacey Stanek at The Thom Group
sstanek@rr.firstallied.com or 805.546.6022.

Sponsored by French Hospital Medical Center and The Thom Financial and Insurance Group.

In June 2015, Noreen helped to create the first Countywide Tourism Marketing District (TMD), and received the 2016 Tourism Champion Award. Noreen serves as Commissioner and CFO for Visit California, the official State of California tourism board. Her current role is Vice Chairperson.

Noreen lives in Shell Beach with her daughter Meghan, a 2017 UC Berkley graduate, and her husband Christopher Hulburd, M.D. of Pacific Eye Surgeons. All are active in local community organizations with an emphasis on women, children and education.



I am surviving cancer

I'm not exactly a long-term survivor, yet. But I continue to survive.

By Marsha Bollinger

In August 2013, at 66 years of age, I was diagnosed with breast cancer. I was stunned. My surgery was scheduled for October 28, my sister's birthday. I decided that was a good omen. Chemotherapy followed surgery in December 2013.

No one can prepare you for chemotherapy. Three days after the first infusion, I began to experience aches and pains, constipation, headaches, nausea and fatigue. More side effects followed. Six infusion treatments were planned, but after the fourth I was so weak the oncologist decided that was enough.

I then began eight weeks of radiation therapy, which also left me constantly fatigued.

How have I coped with this ordeal and promoted my survival? Well, my cancer was caught early because I didn't ignore symptoms. I take recommended tests, take care of myself and work hard to communicate with my doctors.

Most importantly, I have an incredible support network. The love and care of my husband, my sister and my friends buoyed my spirit. Gloria Caine, the Nurse Navigator at the Hearst Cancer Resource Center (HCRC), provided invaluable educational material, resources and emotional support. The counsel of my oncologist, Dr. Brian DiCarlo, made me optimistic about my long-term survival even in the depths of chemotherapy.

Is this the end of cancer for me? As Dr. DiCarlo says, "You live long enough, you're going to get something." Something will get me but I'll be loving, laughing and doing my best to survive.

Skin Cancer: Prevention and Early Detection

Skin Cancer is an abnormal growth of skin cells that primarily develops on areas of the skin exposed to the sun's rays. Every year, more than two million Americans are diagnosed with skin cancer, making it the most common form of cancer.



The following are the most common types of skin cancer:

Basal Cell Carcinoma

- Can be removed by freezing or surgery if found early.
- Is the least life-threatening and with proper treatment, can be completely eliminated.

Squamous Cell Carcinoma

- Can also be removed by freezing or surgery if found early.
- Is dangerous, but in most cases it is not life-threatening if treated early.

Malignant Melanoma

- Is the deadliest form of skin cancer because it has the potential, if not caught early, to spread into the lymph nodes.
- Frequently develops in a mole or suddenly appears as a new dark spot on the skin.
- Early diagnosis and treatment are crucial.

Individuals are at high risk if they:

- Have a past or family history of skin cancer, especially melanoma.
- Have irregular, large, or many moles.
- Are fair-skinned.
- Have a history of sunburns.
- Have had chemical and/or radiation exposure.

Follow these tips to decrease your likelihood of skin cancer:

- Stay in the shade, especially during midday hours.
- Wear clothing that covers your arms and legs.
- Wear wide-brimmed hats to shade your face, neck and ears.
- Wear sunglasses that block both UVA and UVB rays.
- Use sunscreen with SPF 30 or higher and apply daily.
- Avoid indoor tanning beds or lamps.
- Speak to your doctor if you notice any changes to your skin.

Remember, nearly all skin cancer can be prevented by limiting unprotected sun exposure. If detected early, skin cancer can be treated successfully.



TURN TO US FOR ANSWERS ABOUT CANCER

ARROYO GRANDE COMMUNITY HOSPITAL

FRENCH HOSPITAL MEDICAL CENTER

MARIAN REGIONAL MEDICAL CENTER

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**Hearst Cancer Resource
Center Director**

Bev Kirkhart

COMMUNITY PARTNERS

**The Hearst Cancer Resource Center
has partnered with these organizations
to bring programs and activities
to the community:**

American Cancer Society

Cancer Connections

Cancer Support Community

Cancer Well-fit Program

Jack's Helping Hand

Central Coast Dragon Boat Association –

Central Coast SurviveOars

The Wellness Kitchen and Resource Center

Oncology Nursing Society Donation

The Central Shores Chapter of the Oncology Nursing Society made a \$7,000 donation to the Angel of Hope Endowment in memory of Nurse Navigator and former Central Shores Chapter ONS President Michelle Ellis, who passed away in 2015.

The Angel of Hope Endowment Fund was set up as a long-term investment to provide future financial assistance for the basic medical needs of cancer patients beyond their ability to pay. For more information or to donate to the fund, contact FHMC Foundation at 805.542.6496.



HEARST CANCER RESOURCE CENTER

www.dignityhealth.org/frenchhospital

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San Luis Obispo
805.542.6234

*Commission on Cancer Community
Cancer Program*

**Open Monday–Friday,
9 AM–4:30 PM**



Announcing Free Mammogram Screening Clinic Hours

Breast cancer is the most common cancer for women. However, in recent years the death rate from breast cancer has steadily gone down because of a variety of factors, including early detection.

To support individuals who are uninsured, French Hospital Medical Center (FHMC) in collaboration with SLO Public Health (Paso Robles), Noor Clinic, The Center and Planned Parenthood are pleased to announce the Women's Imaging Center will now have evening hours for free screening mammograms only.

Free screening hours are 4:00 PM to 7:00 PM on April 19, June 21, August 16 and November 15.

In order to receive a free screening mammogram, individuals must first visit one of our collaborators and get a referral from a clinical breast exam.

Weekend clinics are still available on May 6, May 20, October 7 and October 21 from 11:00 AM to 4:30 PM.

Contact Eloisa Medina, FHMC Hearst Cancer Resource Center Lay Patient Navigator, at 805.786.6130 or 805.712.1018 with any questions.