

On Center

Fall 2002

Newsletter of the Cancer Center of Santa Barbara
a non-profit cancer treatment center

Services Come to the Santa Ynez Valley

Local cancer patients can now receive chemotherapy treatments without the burden of a trip to Santa Barbara with the opening of a new facility in Solvang. In the coming months, the Cancer Center will also offer several of its ancillary services in the Santa Ynez Valley. This location provides a venue for patients to meet with social workers,



learn about clinical trials and take classes sponsored by the wellness department.

Similar services have been offered in the past, but on a limited basis. The facility, located in a medical office building, will be open and staffed five days a week. Nearly 1,200 new patients visit the Santa Barbara site each year, of which 10 percent come from the North County. With these kinds of numbers and given that many patients receive follow-up treatment for 5-10 years after the initial diagnosis, it is only prudent and desirable to open a facility in the north county.

Services include classes and programs offered by our research, wellness and social services departments. One social worker is available to residents of the Valley and Lompoc. Support groups will be added based on community need. Yoga classes will be scheduled on a weekly basis for cancer patients. Other offerings being considered include: a cancer exercise program, art therapy, patient massage, nutrition services, children's sun safety and tobacco education. Through its program entitled *Clinical Trials & You*, the research department will showcase the types of research opportunities available in our community.

President's Letter



Dear Friends,

This summer marked my tenth anniversary with the Cancer Center. The part-time, temporary job I took in 1992 has turned into a whole lot more. To many of the long-term dedicated caregivers at the Center, I am still a neophyte, but what a decade it has been!

Ten *Terry Fox Runs* later, we have raised over \$500,000 for local research. Our research efforts have more than quadrupled, including the addition of a pediatric research program, which has allowed hundreds of children to receive cutting edge treatment in our community and the funding of leading-edge cancer research at UCSB.

Over \$12 million dollars of state of the art equipment has been brought to our community for the diagnosis and treatment of cancer including: 3D treatment planning, CT simulation, multi-leaf collimation and Positron Emission Tomography.

Our social services staff has tripled, allowing us to better support our patients and their families.

A wellness department was created to further help patients through the treatment process and to educate the community on screening and prevention. Patients learn to cope through regular classes in exercise, yoga, tai chi, poetry and art therapy.

With the help of the Smith family and the Santa Barbara Foundation we created a colorectal screening and education program

in our community that is helping to educate those at risk about the importance of regular screening and a healthy lifestyle.

In the past three years we have reached thousands of children at camps with our *RAYS* program, educating those at the greatest risk about the importance of sun safety.

Thanks to Doug Harvey, a major league baseball umpire and former patient, we have communicated the dangers of spit tobacco to thousands of school children.

Working with the City of Hope we have counseled hundreds of individuals on their genetic risks, allowing them to make different life style and screening choices.

For ten years we have watched the list of survivors grow as we celebrated *Viva la Vida*, National Cancer Survivorship Day.

So much has been accomplished thanks to the leadership of an outstanding Board of Trustees, the dedication of talented staff and physicians, and the outstanding support of the community. I feel honored to have been along for the ride and look forward to what we can accomplish in the years to come!

A handwritten signature in black ink that reads "Kirk Scott".

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Mural Created at Local High School



The Centers for Disease Control reports that approximately 80% of adult tobacco users start using before the age of 18 and one out of every three cancer deaths is caused by tobacco use. To help combat the influence of the tobacco industry, the Cancer Center developed a tobacco education program for local youth featuring major league baseball umpire Doug Harvey.

As part of this program, during the 2001/02 school year, the Youth Services Specialist at Dos Pueblos High School, together with 25 students and a local muralist, completed a tobacco prevention mural on the school's campus. Supported by the Tobacco Prevention Settlement Program of the Public Health Department, this mural serves as a permanent reminder of the dangers of tobacco to future classes.

Cancer Center Research at UCSB



Maya Kumano, Ph.D. received the Cancer Center of Santa Barbara 2002 UCSB Post-Doctorate Fellowship Award. Conducting her research under the auspices of Dr. Kathleen Foltz, Dr. Kumano will focus on the Hormone Signaling Pathway Responsible for Re-Initiating the Cell Cycle in Oocytes. A UCSB Graduate exchange student, Maya is presently affiliated with the Tokyo Institute of Technology. Her research on oocyte maturation proposes to provide new insights for the mechanisms of cell growth regulation. This will eventually lead to an understanding of how cancer develops and perhaps aid in the development of new anti-cancer drugs.

Board of Trustees News



Maren Thomas and Morrie Jurowitz joined the Cancer Center's Board of Trustees this past April. Before moving to the Santa Ynez Valley in 1981, Mrs. Thomas lived in South Pasadena and ran the heart-lung machine at Children's Hospital and Good Samaritan for ten years. She and her husband Dick have five children, two of whom have followed them to the Valley. Mrs. Thomas has

served on the boards of Valley Haven, the PCPA Foundation and Theatrefest.

A Santa Barbara resident since 1963, Morrie Jurkowitz is active in the real estate investment and development arena. Together with his wife, Irma, he is active in the community, serving on the board of several organizations, including the Foundation for Santa Barbara City College, the Unity Shoppe, the Santa Barbara County Sheriff's Council and the Presidents' Council for the Santa Barbara Jewish Foundation.

Legacy Circle



The Legacy Circle recognizes and honors donors who have included the Cancer Center of Santa Barbara in their estate plans through planned gifts of \$10,000 or more. Membership in the society is conferred upon those who have communicated to the Center their intention to make a gift through a bequest,

charitable trust, charitable gift annuity, pooled income funds, life insurance, retirement fund, or a gift of property with a retained life estate. Donations of this type allow the Cancer Center to remain a strong and viable presence in our community, providing local cancer patients with the highest quality of compassionate care. For information on how to include the Cancer Center in your charitable giving plans, please contact Art Merovick at (805) 898-2196.

Our Mission

To be a non-profit freestanding cancer treatment and diagnostic center which provides to our patients a quality of medical care that ranks with the best of the other major treatment centers on the west coast.

To be a treatment center which stays in the vanguard of modern cancer care through the timely acquisition of new medical equipment, the recruitment, development, and education of highly trained medical personnel, the active participation in clinical research, and the thoughtful introduction of promising new methods of treatment.

To be a regional resource to which both the public and the medical community can look for leadership regarding the diagnosis, management and prevention of cancer.

To be a source of continuing support to our cancer patients and their families.

Prostate Cancer & Clinical Trials

The California Department of Health Services anticipates that more than 20,000 new cases of Prostate Cancer will be diagnosed this year. In order to reduce the incidence of prostate cancer, the week of September 16th has been set aside to heighten awareness. Five-year survival rates for prostate cancer are 90-95% if it is discovered in the early stages. Signs and symptoms to look for may include: a need to urinate frequently, especially at night; difficulty in starting urination or holding back urine; inability to urinate; weak or interrupted flow of urine; painful or burning urination; painful ejaculation; blood in urine or semen; and/or frequent pain or stiffness in the lower back, hips or upper thighs. Any of these symptoms may be caused by cancer or by other, less serious health problems. Symptoms should be reported to a physician.

The Cancer Center is now offering a clinical research study for those men who have prostate cancer, who are on Androgen Replacement Therapy and are experiencing hot flashes. Study medications are provided at no cost to participants. Under the direction of Dr. Fred Kass, the study is coordinated through the Cancer Center of Santa Barbara's Research Program. To learn more about participating, please call Pamela Elliott, Study Coordinator, at 898-2117.

Terry Fox Run Celebrates 10th Anniversary



Terry Fox was a young man with a dream: after losing a leg to cancer when he was 18, he set out to run more than 5,000 miles across Canada to raise money and awareness for cancer research. After running 3,339 miles in his *Marathon of Hope*, cancer was found in his lungs. He died ten months later, but not without achieving his goal: over \$21 million was raised for cancer research. Four Seasons President Isadore Sharp, who had lost a son to cancer, vowed to hold an annual fund raising run in Terry's honor in cities where there is a Four Seasons Hotel.

This fall marks the tenth anniversary of the Terry Fox Walk/Run in Santa Barbara. Since its inception, over \$500,000 has been raised for local cancer research. A unique feature of the event is that one hundred percent of all entry fees and pledges provide the funds to allow local residents to participate in national adult and pediatric cancer research studies. In addition, efforts support two post-doctorate fellows at UCSB, allowing researchers the opportunity to develop innovative ideas and treatments while advancing knowledge about cancer and related diseases.

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Cancer Center of Santa Barbara
300 West Pueblo Street
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Address Service Requested

Charitable gift annuities are now offered by the Cancer Center. A wonderful way to ensure a guaranteed income or support loved ones during their lifetime, the gift annuity offers a fixed rate of return and an immediate tax deduction, while providing for the future of the Cancer Center. For more information, please call 898-2196.

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