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## Valley Health and Social Service Professionals to Share Breast Cancer Resources at Komen Phoenix's Inaugural Breast Cancer Survivors Conference

**PHOENIX – (June 3, 2011)** – When it comes to fighting cancer, knowledge is power. That is why the Phoenix Affiliate of Susan G. Komen for the Cure® will host its first ever free community conference this month, designed to help breast cancer survivors learn more about their disease, connect with local resources and network with fellow survivors.

The Komen Phoenix Affiliate's first ever "Survivor Education and Empowerment Conference" will be held on Saturday, June 11 from 9 a.m. to 1 p.m. at the Chandler Center for the Arts. The free event is expected to draw breast cancer survivors from throughout the Valley and beyond. Co-survivors, the individuals who help provide a support system for friends or loved ones who are faced with breast cancer, are also welcome to attend.

The event will feature a main panel discussion, two breakout sessions and a chance for participants to network over lunch, which will be provided. The sessions, facilitated by representatives of various Valley health and social service agencies, will include:

- Reducing Your Future Risk of Breast Cancer by Nurturing the Mind, Body and Spirit (Barbara Crandall, RD, CNSC, CSO, Cancer Treatment Centers of America; Sherry Gage, RRT, John C. Lincoln Breast Health and Research Center; Vicki Koceja, RN-BC, BSN, MBA, OCN, FAAMA, PhD, Banner MD Anderson Cancer Center; Donald Northfelt, MD, Mayo Clinic)
- Newly Diagnosed – Financial Assistance Options & Navigating the Resources Available to You and Your Family (Shayna Diamond-Atonna, American Cancer Society; Paulla Miller, John C. Lincoln Breast Health and Research Center)
- Breast Cancer and Your Relationships – How to Approach Challenging Emotional, Physical and Sexual Issues (Mindy Carpenter, Young Survival Coalition – PHOENIX; Anne Lackey, The Wellness Community)

While the Phoenix Affiliate has hosted survivor and co-survivor celebration and appreciation events in the past, this is the first time it has hosted an educational conference geared toward this group. The impetus behind creating the event is the Affiliate's most recent Community Profile Report, a biennial community needs assessment that looks at all aspects of breast cancer and breast health services throughout the Affiliate service area.

"Our 2011 Community Profile Report really highlighted some areas in which we could better serve local survivors," says Beverly Kruse, Komen Phoenix Executive Director. "When we reviewed the data from the survivor surveys especially, there were a handful of issues that came up again and again, such as the fear of reoccurrence, a need for more financial assistance programs and more awareness of local resources such as support groups, wigs and prostheses. By working with community partners in our mission to empower Arizonans to conquer breast cancer, we hope that this event will give survivors the tools they need to do just that."

The conference schedule is as follows:

9:00 – 9:30 a.m.          Registration

- 9:30 – 9:45 a.m. Welcome  
10:00 – 11:00 a.m. Breakout Sessions
- Newly Diagnosed – Financial Assistance Options & Navigating the Resources Available to You and Your Family
  - Breast Cancer and Your Relationships – How to Approach Challenging Emotional, Physical and Sexual Issues
- 11:00 – 11:45 a.m. Lunch  
11:45 – 12:45 p.m. Main Panel Discussion
- Reducing Your Future Risk of Breast Cancer by Nurturing the Mind, Body and Spirit
- 12:45 – 1 p.m. Presentation of Joyce Gooding Spirit of Komen Award  
Closing Remarks

The event will conclude with the presentation of the “Joyce Gooding Spirit of Komen Award,” which recognizes someone who has shown a demonstrated commitment to the Komen promise and the Komen Phoenix Affiliate through their spirit and enthusiasm. Award nominations are being accepted through June 8. Visit [komenphoenix.org](http://komenphoenix.org) for more details.

The survivor conference is free, however, registration is required. Participants can register by emailing their name and desired breakout session to [info@komenphoenix.org](mailto:info@komenphoenix.org). For more information, please contact the Komen Phoenix Affiliate at (602)544-CURE (2873).

— Komen Phoenix —