

THE WELLNESS COMMUNITY DELAWARE STATE OF THE COMMUNITY 2008 REPORT

Major Accomplishments

Statewide

Honored by the Delaware State Chamber of Commerce Super Stars in Business with a 10th Anniversary Award

Selected as Peer Review Facilitator for National Quality Assurance Studies.

Visits from new participants (unduplicated) in 2008: 1,529
(41.5% from New Castle County; 39.5% from Sussex County; and 18.5% from Kent County.)

Increased participation from 2007 as follows:

- Increased onsite participant visits by 24%. (Over 9,200 visits)
- Increased external contacts by 50% (Over 391,000 contacts.)
- Doubled website visitors. (Over 1,216,000 hits.)
- Initiated E-Blast mailings (Over 18,000 blasts.)

Professionally facilitated 467, two-hour support groups and 246 cancer specific networking groups; held 87 art therapy workshops; 227 tai chi; 288 yoga; and 32 Qigong.

In addition to the support and exercise groups listed above, we facilitated the following *monthly* programs: Nutrition; Self Hypnosis; The Next Step – Transition Group; Exploring Your Mortality; Shake Your Soul; Look Good Feel Better; Mindfulness Meditation; Movie Night; Kids Circle; Relaxation Through Meditation.

We also initiated some interesting new groups such as Reiki for Meditation; When to Call Hospice; Stiff Men's Yoga; Acupressure for Stress Reduction and Pain Management; Dreams and the Healing Process; Exploring a Labyrinth; Essential Oils for Pain Management; Ethical Wills; What is the Cyber Knife.

In collaboration with the Lance Armstrong Foundation, we presented the following special programs: Get Back to Wellness: Take Control of your survivorship; Exercise for Wellness – Customized Exercises; Emotional Health and Well-being: From Patient to Survivor.

Selected by the National Wellness Community to be funded for the following educational workshops: Advanced Breast Cancer; Breakaway from Cancer: Two grants on Colorectal Cancer; Cancer Treatment Options; Lung Cancer; New Discoveries in Cancer;

Redesigned and produced bimonthly calendars; Upgraded web site functions; Produced Annual Report.

Appointed to National Program Committee (Sean) and served on committee for National Conference.

Sean Hebbel is a member of the following committees: Association of Oncology Social Workers-Certification Committee; TWC National Program Directors Council; Leukemia and Lymphoma Society (Delaware)-Patient Services Committee; Clinical Social Work Society-Chair Education and New Professional Program; Quality Committee and the Quality of Life Committee of the Delaware Consortium; Delaware Hispanic Resource Committee of the American Cancer Society.

Cindy is a member of the Delaware State Chamber's Small Business Alliance; Promotion co chair for the Regional Meeting of The Wilmington Rotary; Member of the Forum of Executive Women; Treasurer of Bethany Bay Harbor Cove Civic Association; Sustaining member of the Junior League of Delaware.

New Castle County

Smooth transition of personnel from Marsha Mah, Special Events Director, to Susan Dubb, founding member of TWCD, effective September 1, 2008.

Participated in the Strides of Hope- Rock and Roll Marathon in San Antonio, Texas with 20 participants netting over \$40,000.

Added The Corlett Run and netted over \$6,000

Provided training to two executive directors and five clinical staff from other TWCs, DelTech nurses, Christiana Care physicians and students from Delaware State University; Bryn Mawr and University of Pennsylvania.

Wilmington Initiative

Held the following educational programs at The Neighborhood House:

Frankly Speaking about Cancer Treatment, 22 people.

Eating Well through Cancer Treatment 32 people

Frankly Speaking About Lung Cancer, 11 people.

Held first support group at Neighborhood House & Sacred Heart Village.

Gave presentations to the following: Grace United Methodist Church; Henrietta Johnson Medical Center (Medical Staff); Rose Hill Community Center; Delaware Breast Coalition; Mount Joy United Methodist Church; Rose Hill Senior Center; Latin America Community Center; Sacred Heart Village; IMAC; Hope Commission; Christ Our King (Health Ministry); Mount Zion Church; Neighborhood House (Civic Association).

Attended the following health fairs: Bowlarama (Rose Hill Community Center) Delaware Park (Employees Health); Grace United Methodist Church (Missions Fair); St. Francis Hospital.

Kent County

Continued collaboration with Bayhealth to provide all of their psychosocial services for cancer patients.

Collaborated with Delaware Breast Cancer Coalition, American Cancer Society, MAM African American Group, Bayhealth Medical Center, Milford Memorial Hospital and Milford Senior Center.

Participated in Eleven Exhibits: Dover Air Force Base, Breast Cancer Coalition Fair, Milford Senior Center Health Fair, People of Color-Del. State University, Teachers Association, Meet Your Sisters At The Well, Harrington Print Factory, Harrington Rodeo, Go Pink Health Fair, Uno's, Bayhealth's Cancer Symposium.

Presented 22 Information Presentations on TWCD programs: C-Line Stables, Citizens Bank, Kent County Levy Court, Blue Hen Corporate State Center, MAM, United Way, Home Health Care, Milford Senior Center, Kent County Oncology Group, Addus Home Health Care, Bayhealth Oncology Staff, Avenue Methodist Church, Bayhealth/University of Penn, St. John's Lutheran Church, Summer Wind Stables, Bayhealth Human Resources, First Night Dover, Milford Cancer Symposium, Delaware State News, Kent County Leadership Council, State of Delaware Outreach Services and Cancer Care Co-coordinators in Kent County.

Received local funding from Bayhealth; Uno's; Capital City Rotary Club; The Rockefeller Trust Company; Sam's Club of Dover, Wicked R' Productions and Hubb Associates.

Held Red Balloon Fundraiser and two bingos. Researching ways to increase net profit on fundraisers.

Held 4 Nationally funded Programs: Lung, Advanced Breast, Neuropathy and Ovarian.

Developed and held first African American MAM Group Meeting at TWC-D, Kent County

Revamped and added several new community leaders to the Advisory Committee.

Developed Professional Advisory Committee to include One oncologist, (Dr. Rishi Sawhney), One radiation oncologist, (Dr. John Lehantis), 2 nurse cancer care coordinators, (Jen Nack & Melanie McClarry), 1 surgeon, (Dr. Wendy Newell) and one nurse cancer screening navigator, (Paula Hess).

Received extensive PR with several articles in local newspapers in Kent County & radio stations, Eagle 97.7 and WDSB 94.7.

Jan Shallcross is secretary and club administrator of the Capital City Rotary Club, a member of the Cancer Consortium Committee, Central Delaware Chamber of Commerce and the Kent County Leadership Committee.

Sussex County:

Successfully completed capital campaign; paid off bridge loan.

Significantly increased program offerings as well as participant levels.

Welcomed more than 550 new participants to Wellness.

Held Anniversary Celebration in February 2008 which was well attended by local community, community leaders, Board and Advisory Committees,

Marcia Esposito joined our team as the Special Events Coordinator. Under her coordination, we conducted 5 restaurant fundraisers, a golf tournament, Red Balloon Hoedown, Holiday Boutique and were the beneficiary of Swing for a Cure, A Pink Affair to Remember, and several local church/community groups.

Suzanne Landon facilitated the renaming of our annual golf tournament to honor a prominent community leader, Walt Wagamon. Walt lost his battle with cancer and was well respected in Sussex County. We are hoping this will help differentiate our 2009 tournament and increase support from the local community.

Thanks to the efforts of Kaye Webb, our Sussex County Outreach Coordinator, we have dramatically increased program offerings and made better use of volunteer educators and program providers to deliver enhanced program schedule at no cost to TWC.

Jo Wilkins has worked diligently to pursue local and national grant funding opportunities. Grant proposals totaling over \$97,500 were sent out from June – December 2008.

We have made significant progress in developing the Sussex County Advisory Committee. Although the transition has seen several members resign from the committee, we have recruited several new and energetic members who will help the Sussex satellite move toward the next level.

Thanks to the seemingly never-ending articles about The Wellness Community-Delaware.....*and Allie...*in the Cape Gazette, Coast Press and on WBOC TV, there appears to be a dramatic increase in awareness of TWC and our cancer support programs. Many people report knowing about us....or have a friend or loved one who is participating in our programs.

Jo Wilkins belongs to the Rehoboth Beach/Dewey Beach Chamber of Commerce and the Lewes Chamber of Commerce;