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The Center for

Mind-Body Medicine[®]

Science. Training. Community. Outreach.

CANCERGUIDES TRAINING SET FOR MARCH 2005 IN BERKELEY, CA

**GROUNDBREAKING PROGRAM TEACHES ONCOLOGY PROFESSIONALS
HOW TO GUIDE THEIR PATIENTS TO CREATE COMPREHENSIVE, INDIVIDUALIZED
SELF-CARE PROGRAMS**

***Additional Focus on Bay Area Organizations that Serve Disadvantaged Populations through
Significant Scholarship Support***

December XX, 2004 – The fourth CancerGuides training program is scheduled to begin on March 13, 2005 in Berkeley, CA. This weeklong program is the most comprehensive training related to integrative cancer treatment and self-care for patients in the U.S. It is also the only training that seeks to integrate conventional, mainstream care with effective and safe complementary approaches, such as proper nutrition, stress management and exercise. CancerGuides is attended by a full spectrum of oncology professionals, including oncologists, oncology nurses, social workers, patient advocates and others. The content for CancerGuides is based on a conference that has been called “the most important alternative medicine meeting in America” by *New Yorker* magazine.

Studies demonstrate that up to 70% of cancer patients are using complementary therapies, though professionals often possess little knowledge about key options. Thus, patients are generally left to figure out self-care techniques on their own at times leading them to try ineffective - or even harmful - treatments. CancerGuides aims to fill the knowledge gap in the professional community. As one participant has said, "There is no program like this available. We professionals must learn about self-care for cancer patients, because many of the techniques are effective and patients more and more are asking for information."

CancerGuides is sponsored by the Center for Mind-Body Medicine (CMBM), which is led by Founder and Executive Director James S. Gordon, MD, who is the former Chair of the White House Commission on Complementary and Alternative Medicine. The author of *Comprehensive Cancer Care*, among other books, he is also a clinical professor of the Georgetown Medical School. He founded the CMBM in 1991 in an effort to bring a holistic, integrative approach to medical care.

The training is co-sponsored by the Susan G. Komen Foundation and the George Family Foundation, and has the participation of key cancer national and local organizations, such as the Association of Northern California Oncologists (ANCO), Oncology Nursing Society (ONS) and others. Almost 400 people have attended the training in its first three years.

A First-of-its-Kind Initiative Incorporated into CancerGuides

This year's CancerGuides has a special focus on organizations that serve the Bay Area's disadvantaged populations, which generally face significant barriers to receiving important information on treatment options. "It's essential that we train professionals who work with underserved populations, who face many obstacles on their cancer journey - from a lack of quality care to confusion about where to get quality information on how to take care of themselves," says Dr. Gordon.

Last year's program, which was attended by such Bay Area organization as the Women's Cancer Resource Center and the Charlotte Maxwell Complementary Clinic, was a resounding success. *"quote from one of these women on how important the training is." Maybe a couple lines describing what that org is doing with the training.*

"Last year, we were able to allow 60 participants to attend on scholarship. This year, we hope to support even more," says Ketzela Jacobowitz, CancerGuides Program Manager.

To participate, register, or to learn more, please contact the CMBM at 202-966-7338 or visit www.cmbm.org.

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