



Sunflower
Wellness

Planting seeds for health and hope

Sunflower Wellness provides
therapeutic movement and exercise
for people living with cancer.

Board of Directors:

Bill Bain, President
Regan Fedric, Secretary
Carrie Bonnet
Rick Davis
Bunny Rust

May 2010

The Word from Sunflower

**Grand Opening: Exercise
Counseling at UCSF**

Sunflower Wellness' grant application to the Mount Zion Health Fund at UCSF Medical Center was approved in January! This grant allowed us to launch an innovative program on April 15, 2010 to provide exercise counseling services onsite for UCSF cancer patients.

Since last fall, Sunflower has worked with Mimi Roth, manager of the Joseph and Ida Friend Cancer Resource Center (CRC) at UCSF, to launch this important program. Mimi's CRC received the grant proceeds as well as additional generous operating funding provided to us by Genentech and the Miller Family Foundation.

The exercise counseling service provides free one-hour consultations to UCSF cancer patients (who can call 415-514-6430 for more info). Each patient receives customized guidance on movement and exercise, including referrals to local programs, or program design for home-based exercise. Jane Clark and Regan Fedric are staffing the service at the CRC for two half-days per week to get our pilot effort up and running. We intend to expand the program to a full-time position at UCSF. We are also in discussion with additional hospitals as part of a larger effort to expand the exercise counseling model to a national level for people living with cancer.

Update: Bay Club programs

July will mark our first year of operation at The San Francisco Bay Club and Bay Club Marin. At those locations alone, our exercise and yoga class offerings have amounted to over **1,800** hours of exercise for participants, many of whom are only able to attend due to the generous support of our donors. In early 2010 we expanded the schedule at Bay Club Marin with a raft of new classes, including Pilates and yoga. We have recently begun to market these programs broadly with a little help from our friends (a big thank-you to Nancy's List at www.nancyslist.org).

Research

We ended 2009 with a bang. In October, we met with both Craig Henderson, MD, Adjunct Professor at UCSF and a distinguished breast oncology researcher, clinician and pharmaceutical executive, and Eric Winer, MD, chief of breast oncology at Dana-Farber Cancer Institute in Boston. What they told us was unthinkable: Definitive studies of the beneficial effects of exercise for cancer survivors, including people with breast cancer, have *never been done*.

While numerous cancer drugs have received funding for such definitive studies, no research efforts of similar magnitude have been undertaken for exercise.

A “definitive study” is one in which subjects are tracked for several years in a randomized controlled trial. One part of the study group receives the “intervention” (usually a drug) and another part receives “usual care” (often a placebo in drug trials).

We were amazed. In December, Bunny, Regan and Bill met at Dana-Farber with Jennifer Ligibel, MD, a breast oncologist who studies exercise. We were joined by Melinda Irwin, PhD, a Yale epidemiologist who studies breast cancer and exercise, and on the phone by Anne McTiernan, MD, distinguished professor of medicine and a researcher at Fred Hutchinson Cancer Research Center in Seattle.

The result: Sunflower Wellness will work with these three researchers to launch the largest-ever study of the effects of exercise on breast cancer survivors. More details will be posted on our website at www.sunflowerwellness.org.

We need your help!

We're growing! With our thriving and expanding gym-based programs in San Francisco and Marin, the new exercise counseling service at UCSF Medical Center, and our huge new push into research, we realize we can't do this work alone. We are asking for your help.

To be sure, financial donations are always an important and welcome addition to our operation. With our recent growth, however, we realize there are many additional ways we need your help. Please send any contacts our way—or make introductions – to people who can help us grow, people willing to volunteer with needed skills, or suggestions for seasoned individuals to add to our board.

We are especially in need of people with development and fundraising experience, especially with large campaigns, which our research and hospital programs will require.

In addition, we're looking for connections into corporations interested in sponsoring our efforts. This might include sports apparel and

equipment makers, healthcare companies, pharmaceutical companies, and leading companies who self-insure their employees. Please kindly contact anyone on the board with your ideas or email bill@sunflowerwellness.org.

Sunflower Wellness gratefully acknowledges all of our donors for your tremendous support of our work. As we expand in 2010, it means everything to us. Thank you for your help!

The Sunflower Wellness Medical Advisory Board

Sunflower Wellness is pleased to announce the formation of a Medical Advisory Board to counsel us on research and on various matters related to the medical elements of recommending exercise to people living with cancer. Each member of our Medical Advisory Board members is a world-class leader in his or her field. Brief biographies can be found on our website under “About Us.”

Medical Advisory Board members and their academic affiliations include:

- Craig Henderson, MD, UCSF
- Melinda Irwin, PhD, MPH, Yale University
- Jennifer Ligibel, MD, Dana-Farber Cancer Institute
- Anne McTiernan, MD, Fred Hutchinson Cancer Research Center
- Anil Rustgi, MD, University of Pennsylvania
- Eric Winer, MD, Dana-Farber Cancer Institute

We are extremely grateful for their support of our work.

We want to hear from you! Please send us your ideas and feedback on our website at www.sunflowerwellness.org.