

Cox Grant Application

Project Title: Wellness Center for Hope

How many people are served by this program annually? 200

How many years has the program been in existence? This is the first year for the Wellness Center for Hope. [REDACTED] has provided cancer prevention education in the [REDACTED] communities for 18 years.

Program Summary

Cancer survivors and caregivers face a wide range of challenges following treatment. Cultivating healthy behaviors can benefit recovery and reduce the possibility of recurrence. Our Wellness Center for Hope promotes wellness and healthy living in cancer survivors, caregivers and our community by offering access to knowledge and health-oriented activities.

Please describe the program. Include the approach, strategy and tactics for implementation.

Earlier this year we launched our Wellness Center for Hope, a space where survivors and caregivers can access individualized wellness coaching. Through our social workers' connections to patients assessed at local clinics and support group participants, we have the opportunity to reach survivors and caregivers who will most benefit from this program. Our experience has shown this is a perfect time to engage caregivers in developing healthy behaviors because they are typically hyperaware of health and wellbeing.

[REDACTED], our Certified Wellness Coach, develops a personalized plan based on each individual's wellness goals. Our wellness team works with survivors and caregivers to employ strategies (including nutrition interventions, light exercise, weight training, and yoga) to transform their plan into action. Yoga group sessions are provided by [REDACTED] our 500-hour registered Yoga Teacher. All wellness services are provided free of charge and are based on the participants' schedule.

The atmosphere of teamwork created through participating in activities together facilitates healthy role adjustment and improves relationships. This approach allows both individuals to carry the load of moving forward towards health.

What specific needs or problems do you hope to address with this program?

There are more than 15 million cancer survivors in the US today. Although support services during treatment are an integral part of supporting cancer patients and caregivers with unmet needs, survivorship and wellness has developed in recent decades as we have more and more cancer survivors living longer after their treatment has ended. The impact on the survivor and caregiver's quality of life is significant throughout the trajectory of the illness. Challenges relevant to both include health maintenance, persistent psychological distress, and role adjustment problems.

Research shows that having an active and healthy lifestyle can help survivors and caregivers feel better, cope with the changes that cancer brings, and reduce the risk of recurrence or a second cancer. We desire to enhance the quality of life in survivors and caregivers by restoring physical activity, optimizing nutrition and healthy weight, and developing healthy behaviors and lifestyles.

Who will participate in the program? Please include the number of participants, ages, ethnicity, economic status and other pertinent information about the people involved.

We anticipate serving 200 cancer survivors and caregivers through the Wellness Center for Hope. These participants will likely reflect the demographics of [REDACTED] cancer patients- primarily older and Caucasian individuals representing middle and lower socioeconomic categories, although the program is open to any and all cancer survivors and caregivers. Participants include cancer patients and their caregivers who are currently in treatment, have completed treatment, and are living with long-term chronic disease. Many of the cancer patients we serve throughout [REDACTED] are elderly, rural, and have financial need. In addition, we provide broad-based education focused on tobacco cessation and skin cancer prevention, as well as screening events for the public. In 2016, our certified health educators held 42 sessions and educated 2950 people.

What are the specific objectives and outcomes for this program, and how will you measure them?

Specific program goals are:

- I. To restore physical activity in the lives of 100 survivors and caregivers through yoga, light exercise and weight training up to the recommendation of 150 minutes per week, including two days of anaerobic exercise.
- II. To optimize nutrition and healthy weight for 50 survivors and caregivers through nutrition interventions, stress reduction and adequate sleep.
- III. To foster the development of healthy behaviors and lifestyles in 200 survivors and caregivers through smoking cessation, motivational and solution-focused therapies. Financial assistance is provided when needed to ensure success in the cessation program.

We utilize monthly tracking and reporting through our organization's proprietary patient database to measure program participation. Our wellness team administers quality of life assessments at the beginning and end of each program to determine effectiveness in achieving goals. Throughout the program year, our organization's leadership evaluates programs for any areas of improved efficiency, effectiveness and stewardship.

If funded, will grant enable additional?

This grant will enable the Wellness Center for Hope to be successful in this first year. The funds will support our staff who are certified in planning and implementing this program to help cancer survivors meet their personal goals to be healthier and stronger.

Please describe how your organization addresses a unique need and/or how they collaborate with similar organizations in the community.

██████████ collaborates with several agencies and clinics in our region, including local pharmacies, ██████████ Cancer Support Home, Community Clinics, ██████████ Health, ██████████ Oncology Group, ██████████ Cancer Center, local hospice organizations and other social service agencies. Our patient assistance program is unique to ██████████ both in its scope and range, including the amount and duration of support that is offered. We are the only organization providing social workers and certified health educators for direct patient care within the oncology clinics in ██████████. ██████████ serves a void in ██████████ by providing cancer prevention and education programs as well as support services for cancer patients and their families.

Similar wellness classes are available through other organizations providing support to cancer survivors. The ██████████ Cancer Support Home provides Empower U, a low-impact, 12-week class. The Buddy Project through ██████████ Oncology Group provides an exercise program led by volunteers. The local LiveStrong Program recently ceased when the Mercy YMCA closed. It is our understanding that the Mercy Foundation is planning to revitalize this 12-week, twice a week, program in 2017.

The Wellness Center for Hope incorporates the next step of comprehensive care by helping meet the need in our region for individualized wellness coaching, strength training, yoga, and nutrition education for both the survivor and their caregiver. We have and will continue to refer patients to these other programs so patients and survivors can make a personal decision of the program that fits best for them.

Describe how Cox Charities funds will be utilized for each budget expense included on the budget form. Use specific dollar amounts and describe exact purchases when applicable.

Our Wellness Coach is certified through the Mayo Clinic and is also a Certified Health Education Specialist and Certified Tobacco Treatment Specialist, and also has a Master of Science degree in Health Science. Our RYT 500 Registered Yoga Instructor (signifies completion of at least 100 hours of teaching along with a 500-hour training program) is a Certified Health Education Specialist and holds a Master's degree in Community Health. Both have extensive experience providing direct care and support to cancer survivors and caregivers.

We are requesting \$5000 to be split evenly across both positions, which represents [REDACTED] % of the salary for the Certified Wellness Coach and [REDACTED] % of the salary for the Registered Yoga Instructor. This funding will support the expansion of our wellness program so that we can continue to support cancer survivors and their caregivers on the road to lasting health.