

Notes Wellness for Cancer Collaborative Call, Global Wellness Institute

May 14, 2020

Dear Call Participants – we had an exciting call and I have compiled notes from each speaker. There were many who wanted to attend but the call information was in their spam folder. I have spent the last week catching up with many of these individuals.

WHAT YOU CAN DO RIGHT NOW –

- PLEASE REACH OUT TO ME TO DISCUSS YOUR ABILITY TO DONATE WELLNESS DIGITAL CONTENT TO THE CANCER COMMUNITY.
- CANCER ADVOCATES: PLEASE SCHEDULE A CALL WITH ME TO LOOK AT YOUR NEEDS AND HOW WE CAN SUPPORT NOW AND IN THE FUTURE.

<p>Julie Bach – Heart Centered Breath</p>	<p>Thank you for showing up fully for humanity</p>
<p>Julie Bach Purpose of Call, logistics, opening</p>	<p>BACKGROUND GWI</p> <ul style="list-style-type: none"> • GWI initiative -bridge Medical, Cancer, Wellness Sectors – empowering wellness worldwide – Medical Advisory – Brent Bauer – IM Mayo Clinic; Lisa Corbin IM – U of Colorado • Julie Bach – GWI Chair, Patient Advocate. Research the leading developments in cancer care which are supported with medical evidence – to pilot and test solutions with the Wellness Industry. In a way it is a innovation lab. • Caylei Vogelzang – co moderator – chief editor - cancer wellness • Many people interested in the topic ...this is a chance to show what we do and broaden horizons to people who need us most • The Opportunity in Cancer Wellness.. we are at this point –the look of cancer is changing, more empowering – individuals are interested in this information and have had limited access • This call gathers a broad spectrum – the cancer affected and the wellness delivery – opportunity to introduce ourselves – to explore the infusion of wellness <p>Lasting Relationship with Industry and Cancer –</p> <ul style="list-style-type: none"> • Long term relationship with Cancer Community LGFB – usa,uk,fr <p>Serving Humanity</p> <ul style="list-style-type: none"> • During this time we are seeing companies showing up for the crises with humanity – Our sector like all sectors are pivoting for the greater good. Collectively: sanitizers, production of beds for hospitals and pop up hospitals, masks, skin care for front lines, opening hotels for front lines.. • Pandemic is reminding us all that we are human beings and we are here to take care of each other. Business is a way we can do that with scale.

	<ul style="list-style-type: none"> • Overview – Agenda • My challenge to you - Go beyond the low hanging fruit of meditation, mindfulness, yoga, breathwork • We have been evolving just as cancer support and wellness has been evolving • As an industry we have evolved from massage and skin into more wellness modalities and now into the healing arts • Roundtables – Mayo Clinic Living Lab – sleep, exercise, eating well, resiliency • Leveraging the evidence clinical studies to train on proven modalities – yoga, meditation, breathwork, resiliency, health coaching <p>Focus on the Healing Arts</p> <ul style="list-style-type: none"> • This year the focus The Healing Arts – how cancer centers are utilizing medicine to fight the cancer and healing arts to heal the whole person. Covid has accelerated that Path
Nadine Yap, Subject Matter Expert - Content and Community	<ul style="list-style-type: none"> • Wellness has produced content that is relevant to this underserved market • Provide them access to content they may not readily have access to
Face/Voices of Cancer	
Cheryle Jackson	<ul style="list-style-type: none"> • Grit and Grace – individuals try to power through the cancer journey, but the real super power is in grace – Self-Care • Self compassion, self acceptance
Dana Donofree:	<ul style="list-style-type: none"> • Medical Images are not appealing; don't want to identify with sick people or people needing to lean on others • Feel Beautiful, Active, Feminine • Movement to accessibility in fashion – New York Fashion Week
April - Wildfire	<ul style="list-style-type: none"> • Introduction • Women too young for cancer 20-30s; under 50 • Content interested in: Yoga, Meditation, what else • Creative writing workshop, tell your story is important and healing
Melissa Berry, Cancer Fashionista	<ul style="list-style-type: none"> • I am still a woman, I am still a human being • I am a cancer influencer.... • Look and feel like themselves • My audience is interested in the applicability of wellness and being able to travel to a remote place to practice yoga or learn to cook....
Bridge Wellness/Cancer	
Elizabeth Bryan, Art Therapist	<ul style="list-style-type: none"> • Delivering Art workshops in wellness centers, delivering online the experience is impactful
Corinna Yap	<ul style="list-style-type: none"> • As a Spa Director and a person living with cancer -.... Relevance of content

Wellness – Understanding Wellness and what we offer	<ul style="list-style-type: none"> • Introduction • Areas Producing Content
Karina Stewart, Kamalaya	<ul style="list-style-type: none"> • What is Wellness, Online Delivery – current and future • discusses the resources they have brought together at Kamalaya. Immense research been brought together. Mentors who take people through journeys more deeply into things that may affect their mental state, and thus their wellbeing. How to shift from fight or flight • She started researching cancer in her 20's, both parents had it twice. Father passed but mother still here. So she's been interested in how lifestyle and choices affect. They will launch Kamalaya Connect in late June, free resources for general public.
Six Senses, Kent Richards	<ul style="list-style-type: none"> • What is Wellness, Online Delivery – current and future • SS always recognized as pioneers in wellness, but they realized they needed to do more. 1 in 2 people are touched by cancer. They did the training and the team gained confidence. He mentions Six Senses live where they focus on different aspects of the wellness market daily. • Julie mentions the Six Senses and Como sleep programs, up to 80% of cancer patients have issues with sleep
Things to Consider with Content	
Mark Kahoot – Johns Hopkins Mindlab	<ul style="list-style-type: none"> • Role of the Healing Arts • Evidence based data-warehouse of art therapy. During Covid, the work has been how to deal with a variety of conditions. Gardening, baking, painting. Evidence based data warehouse of art therapy https://www.artsandmindlab.org/covid-19-neuro-arts-field-guide/
Greg Commins – Three Sages	<ul style="list-style-type: none"> • Sips of Wellness – 20 minutes. • Look at your applicability, your reach • Three Sages – take a diff look at content. Wellness should be a right not a luxury. Created short-format content that can fit in. Create content which is inspiring. Focus on restorative. • Use mother nature. https://threesageswellness.com/ free passcode to access the app sipsofwellness
Open Exploration	
Marina Efraimoglou, Euphoria Retreat	<ul style="list-style-type: none"> • View from a survivor and a retreat owner • Marina is double cancer survivor, 30 yrs and 10 yrs. For her, important to still feel a women, but the motivation was to make some meaning of her experience. Julie trained them with support of BR. When covid came to their lives, she thought about how to make sense of it. Have to find the tools that have worked, and offer in digital form. They've created a 5

	<p>week immersive virtual retreat, based around ancient Greek Hippocratic elements. Devoting each week to one element, special concentration on the emotional side. Open webinar and also a closed option, but everything for free.</p>
<p>MaryAnn Rasmussen, American Cancer Society</p>	<ul style="list-style-type: none"> • Connecting the dots • mission programs being cut, trying to educate cancer communities on opportunities to partner with others, as well as hospital partners. Starting to grow their missions. ACS moving more to digital and video info as well as one-on-one tele-counseling. Many of their ambassadors are working with hospital systems.
<p>Open Discussion</p>	
<p>Margareth Brepohl, Lapinha</p>	<p>– Lapinha Online, platform for medical interviews and nutrition/movement orientation, open for guests and anyone lapinhaonline.com.br</p>
<p>Alison O'Neil</p>	<p>I developed Look Good...Feel Better when I was 24 y.o with the CTFA. As a mental health and specialist in dermatology and the psychology of appearance at Emory at the time - It was originally designed to use the make-up, hair, scarves, wigs to empower wellness and worth in the women, teens and later men and boys whose appearance was lost during their therapy and beyond. I volunteered with them for over 10 years I understand the program it is no longer under the auspices of ACS.</p>
<p>Bego San jose:</p>	<p>I am working on mental health support to patients through supporting doctors and patients alike in early diagnosis and support for the adequate mental health support needed. Contact @beandgo.eu or find me on LinkedIn, Begona San Jose.</p>