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**NORTHERN CALIFORNIA CANCER CENTER (NCCC) CONFERENCE NOV. 14 IN SAN FRANCISCO ADDRESSES 'THE NEW NORMAL' FOR CANCER SURVIVORS AND THEIR FAMILIES**

SAN FRANCISCO (October 19, 2009) - You've finished your cancer treatment and have been told to 'get on with your life.' You've been through complicated therapies and lived with their side effects, and now, what do you do? After treatment ends, cancer survivors often need help and advice to cope with "the New Normal" of their lives. Patients, families and caregivers can learn about all aspects of the "**New Normal**" at the **Northern California Cancer Center's Third Annual Cancer Survivorship Conference on Nov. 14 in San Francisco.**

The Northern California Cancer Center ([www.nccc.org](http://www.nccc.org)) of Fremont, Calif., has scheduled this conference – co-sponsored by its partner, the Stanford Cancer Center – from 8 a.m. to 3:30 p.m., Saturday, Nov. 14 at the Mission Bay Conference Center at the University of California at San Francisco, 1675 Owens St. The theme is "**Cancer Survivorship Post-Treatment — What Now?**"

"In the last two decades, advances in cancer research have led to improved screening, diagnosis and more effective treatment techniques for many types of cancer," said Pam Priest Naeve, the Director of Community Education for NCCC. "As a result, many more people are living longer with cancer. In fact, cancer is becoming a chronic disease for many. In 2001, the number of people in this country living with cancer reached nearly 10 million, up from 3 million in 1971. While the progress is heartening, increased survivorship has introduced additional challenges for cancer survivors and their families. People have more questions than ever before. The Survivorship Conference will help address these.

"The challenges include lack of information about follow-up care; insurance complications; employment and financial concerns; when and how to find a primary care doctor who can take care of routine health screening, identify late-term side effects of previous cancer treatment, and provide general medical care. Through research and community outreach such as this conference, the NCCC and its partners are addressing these needs."

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Registration is \$20. Scholarships are available — no one is turned away for lack of funds. The registration deadline is Nov. 10. Contact NCCC by email at [education@nccc.org](mailto:education@nccc.org), phone (888) 315-5988 or register online at [www.nccc.org](http://www.nccc.org).

Conference workshop topics include medical issues after treatment and transition to primary care; sexuality, intimacy and dating; psychosocial issues; family concern, stress management, estate planning, hormones, mood and depression, palliative care and the issues that young adults with a history of cancer face.

“These sessions will help with the transition from chemotherapy and radiation treatments and the seemingly endless lab tests to normal life activities such as exercise, cooking and enjoying your family,” said Naeve.

The conference will promote dialogue about common concerns in the survivor community. This attention may focus on reforms needed in the insurance and legal systems to address the needs of cancer survivors and their families.

A resource room, with approximately 20 agencies/services represented, will have helpful materials in multiple languages and literacy levels. Continuing education credits are available for nurse practitioners, Registered Nurses and Social Workers.

Parking is available at the conference center for \$3 an hour or \$24 for all day. Public transportation is available on the T-Third MetroLine.

The American Cancer Society is a participating sponsor. Conference funding was provided by Northern California Cancer Center donors, the Stanford Cancer Center, the American Cancer Society, The Leukemia and Lymphoma Society and the Allison Taylor Holbrooks Fund.

**About NCCC:**

The Northern California Cancer Center is the only center in the country dedicated solely to cancer prevention research. It is recognized nationally as a leader in researching the causes and patterns of cancer across the population and improving the prevention and detection of cancer. In 35 years of operations, the nonprofit organization has grown from its original role of developing clinical trials of cancer drugs to serving as an asset to the nation’s leading cancer fighting organizations, including the National Institutes of Health and the National Cancer Institute, scientists, educators, patients and clinicians. For more information, visit the NCCC’s website at [www.nccc.org](http://www.nccc.org).

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