

For Immediate Release

## **SOUTH FLORIDA CANCER CONTROL COLLABORATIVE RECEIVES NATIONAL HEALTHCARE MARKETING AWARD FOR INNOVATIVE CANCER JOURNAL**

Ft. Lauderdale, FL May 2011 - "I'm not surprised," says Phil Fusca, MSW, Co-Chair of the Southeast Florida Cancer Control Collaborative and Cancer Care Navigator at the Aventura Comprehensive Cancer Center, upon learning that their project, the *What's Next for My Life?*™ *Companion Journal for Cancer Patients*, received a Merit Award in this year's 28<sup>th</sup> Annual Healthcare Advertising Awards. "The combination of survivor wisdom, compelling visuals, and journaling prompts make this unique and effective tool for our cancer patients. It deserves this recognition."



Overall impact, creativity, message effectiveness, consumer appeal, and graphic design were included in the award criteria, and nearly four thousand entries were received in this prestigious national competition.

"I knew that this journal had to be much more than words on paper to make an impact on cancer patients," says Paula Holland De Long CPCC, ACC, cancer survivor and author of the journal. "People are in the midst of emotional chaos so getting their attention and capturing their interest was my highest priority." Holland De Long's own emotional challenges inspired her to found What's Next For My Life, Inc., whose life coaching services and products are offered in cancer treatment centers, support organizations, and directly to patients.

"The sudden onslaught of chaotic emotions that come with cancer, the realities of managing medical treatment, and myriad of practical and financial concerns can quickly spin out of control for patients and their loved ones. Often, with so much focus on medical issues, the emotions of the disease are set aside, just when support is needed the most," Holland De Long continues. "The journal allows patients to process their emotions privately, at their own time and pace."

Three hundred fifty cancer patients received the journals at no cost through major cancer centers in Broward, Miami-Dade, and Palm Beach counties during 2010, courtesy of a grant through the Southeast Florida Cancer Control Collaborative, funded by the Florida Department of Health. Aventura Comprehensive Cancer Center, Broward Health Systems, JFK Cancer Center, Good Samaritan Hospital, and Lynn Cancer Center are a few of the hospitals who received the journals for their patients.

The journal's success totally exceeded the expectations of the healthcare professionals who made the funding possible. The positive responses from patients led the

Collaborative to fund another interactive journal for cancer patients who are ending treatment, the *What's Next When Treatment Ends? LifeBook*.

Five hundred free *LifeBooks* will be distributed through cancer treatment centers beginning August 2011. The books are also available for purchase through What's Next For My Life?™ Inc.

The Southeast Florida Cancer Control Collaborative (SFCCC) is made up of representatives from health care providers, community organizations and advocacy groups. The SFCCC is dedicated to improve access to cancer care and to decrease the burden of cancer through a united effort by the promotion of education, advocacy, and research for the people of Southeast Florida.

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Cancer survivor, professional life coach, author and inspirational speaker Paula Holland De Long is an authority on how the lessons of survivorship can bring joy, passion and purpose to anyone's life. Her personal battle with cancer inspired her to found **What's Next For My Life, Inc.**, whose workshops and support products are offered at cancer treatment centers and support organizations. Her first book, the *What's Next For My Life? Companion Journal for Cancer Patients* has just been published and her second book, the *What's Next When Treatment Ends? LifeBook* will be released in Summer 2011.

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