

For Immediate Release

## **350 CANCER PATIENTS RECEIVE FREE NEW TOOL TO MANAGE EMOTIONS THROUGH GRANT FROM SOUTH FLORIDA CANCER CONTROL COLLABORATIVE**

### **NEWLY PUBLISHED CANCER SURVIVOR JOURNAL CREATED AS HUSBAND AND WIFE LABOR OF LOVE**

Ft. Lauderdale, FL July 12, 2010 - "If I can do cancer, I can do anything," says Paula Holland De Long CPCC, ACC, after successfully recreating her life following breast



cancer. Roller coaster emotions, lack of emotional support, and the practical challenges of cancer diagnosis and treatment, inspired her first book, the *What's Next for My Life?*™ *Companion Journal for Cancer Patients*. A true labor of love for Paula and her husband Chuck, this unusual and powerful tool for cancer patients and their loved ones has been distributed for free to 350 cancer patients in major cancer centers in

south Florida, courtesy of a grant through the Southeast Florida Cancer Control Collaborative, funded by the Florida Department of Health.

Overnight, word of the funding turned Ms. Holland-De Long's dream into reality with a deadline. She and her husband had just three months to complete and publish the book. "The day Chuck starting taping the book pages onto the wall in our guestroom, I realized that the combination of my writing and his design talent had created something powerful beyond my wildest dreams," says Paula. "There were some very tense moments and differences of opinion during the whirlwind of the book's creation, but we knew we had to get through them for the good of the people we are meant to help."

The resulting book totally exceeded the expectations of the healthcare professionals who made the funding possible.

"The educational information shared by Paula and other survivors combined with the journaling prompts and compelling visuals in this book make it a unique and effective tool for helping our patients manage the roller coaster of emotions that are part of cancer diagnosis and treatment," says Phil Fusca MSW, Co-Chair of the Southeast Florida Cancer Control Collaborative and Patient Navigator at Aventura Comprehensive Cancer Center.

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.

What to expect during treatment; who, when and what to tell people; how to reduce emotional stress; intimacy and sex; and how to communicate effectively about what is happening, are just a few of the topics explored in this 100-page full color, wire bound journal that features wisdom from Paula and other survivors, and journaling prompts to support emotional health.

The De Longs are thrilled with the journal, and its impact on their relationship and future plans. Paula, a certified life coach whose business supports those affected by cancer, has enlisted Chuck as her partner for her next book, a comparable journal that helps survivors and their loved one create their own "New Normal" life when the chaos of diagnosis and treatment ends. This book will be based on the successful end of treatment workshops she currently offers in cancer treatment centers and support organizations. Chuck comments, "This journal for patients was the most rewarding project I've ever worked on. I am committed to devoting even more of my talent to help create visual materials and programs that really make an impact in people's lives." They anticipate publishing their next collaborative effort in early 2011.

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Cancer survivor, certified life coach, author, and speaker Paula Holland De Long CPCC, ACC, is an authority on how the lessons of survivorship can bring joy, passion and purpose to anyone's life. Her first book, the *What's Next for My Life?™ Companion Journal for Cancer Patients* was published in April 2010. Her workshops and classes are offered at cancer treatment centers and support organizations. Her teleconference groups attract participants from around the country. Look for her on the cover of the summer issue of Breast Cancer Wellness Magazine. Visit [www.WhatsNextForMyLife.com](http://www.WhatsNextForMyLife.com) for more information.