

Summer 2021 | buckcancerfoundation.org

BUCKS FOR BUCK



ANNUAL YARD SALE

Mark Your Calendar

Spring cleaning is behind us, but “pandemic pack up” continues, and we can help, by collecting what you no longer need! We welcome donations of new and/or gently used household and other items for our Annual Community Yard Sale, scheduled to take place on **October 16, 2021**. Sales from the donations will help fund our programs and community outreach efforts. If you live in or near the Philadelphia area and are interested in helping out at the “BUCKraiser” yard sale, please send an email message to us at info@buckcancerfoundation.org or visit our **Facebook** page for more information.

GIVE A BUCK NOW!

CAM INSIGHTS

Integrative Therapies: What We’ve Learned So Far

As a first step in building a knowledge base about the use of integrative therapies (or CAM) for our organization and its stakeholders (patients, caregivers, donors and volunteers), the Market Research Committee looked at several scholarly articles and came up with the following takeaways:

Prevalence of Integrative Therapies

The use of integrative therapies is highly variable from country to country, with the US having the highest utilization (based on the studies consulted). What *is* clear is that patient interest in integrative therapies in the EU and North America has grown significantly in the past decades: from 25 percent using them in the 1970s to 49 percent after 2000.



Use of Specific Integrative Therapies

It is difficult to estimate the use of integrative therapies overall because there are so



JUMP INTO MARKET RESEARCH

Background

BUCK's Executive Committee met regularly during 2020 to update our Strategic Plan for the next five years. An important result of these discussions was the realization that we need to enhance our brand recognition and marketing resources. As 2021 began, we solicited marketing volunteers and formed a Marketing Committee, whose task is to ensure that our messaging is getting to our target audience (cancer patients and caregivers). It quickly became apparent that BUCK needs market research on this target audience and how they feel about integrative therapies, which used to be referred to as CAM (Complementary and Alternative Medicine).



many and their use varies widely from country to country. In addition, many patients do not report their use of integrative therapies to their physicians, so there is often little formal documentation. From the information that has been gathered, herbal and diet supplements appear to be the most common therapies used, followed by chiropractic or osteopathic manipulation and massage, yoga/tai chi/qigong, mantra/mindfulness/spiritual meditation, acupuncture and homeopathy.

Why Do Patients Adopt Integrative Therapies?

Many patients adopt integrative therapies on their own initiative or at the urging of family or friends. The primary goals for using these therapies are to manage the symptoms of cancer and the side effects and adverse events associated with treatment. One study found that patient attitudes and beliefs drive the adoption of integrative therapies much more than socio-demographic factors such as race, sex, or education. This finding is interesting, but difficult to quantify and use for BUCK's outreach.

MARKET RESEARCH & CAM INSIGHTS

JUMP INTO MARKET RESEARCH cont.

Where We are Headed

We now have a Market Research Committee made up of professional and student researchers who have started to dig

CAM INSIGHTS CONT.

Clinician/Nurse Involvement and Concerns

Most studies suggest that there is little collaboration and communication between clinicians/nurses and their patients

into the research on integrative therapies (or CAM). Their insights have been quite beneficial. Surprisingly, there is not as much research on cancer patients and integrative therapies as we initially thought or hoped. To fill in the gaps in our understanding of the cancer community, BUCK is embarking on a series of research interviews, polls and studies over the next six to nine months. We will be interviewing cancer patients and caregivers along with donors, followers, and volunteers of BUCK to better understand what they want, what they need and what we can do to provide greater comfort to cancer patients.

If you are interested in participating in our market research, please contact our Market Research Consultant, Joy Gupta, at JGupta@buckcancerfoundation.org.

AYURVEDA IN THE SUMMER

In Ayurveda, summer is associated with the pitta dosha which is characteristic of heat, sun, and intensity. The primary focus in summer is to keep oneself cool and to mellow the intensity of the season with relaxation.



Some Ayurveda tips for the Summer:

- Stay hydrated.
- Mix mobility with restful activities.
- Eat light, easily digestible foods.
- Enjoy sweet, bitter and astringent foods as well as cool, liquid and slightly oily foods.
- Enjoy fresh salads and fruits and cooling herbal teas such as peppermint, licorice, or rose.

regarding integrative therapies. As mentioned above, it is a topic that patients often hesitate to bring up, and clinicians/nurses have their own concerns in recommending them. The worries of clinicians/nurses about integrative therapies tend to center on 1) a lack of knowledge of ingredients of ingested products such as herbal supplements and 2) a concern that they might interfere with primary cancer treatment. Clinicians/nurses are generally supportive of external therapies such as acupuncture, osteopathic manipulation, yoga and meditation.

The level of patient interest in integrative therapies seems to be far greater than the level of acceptance by the medical establishment. Many Comprehensive Cancer Centers (CCC) provide information on their websites about integrative therapies and sometimes offer services on-site such as acupuncture and massage, classes in meditation and yoga, and consultations on nutrition, dietary supplements and herbs. The American Society of Clinical Oncology (ASCO) offers a structured approach to educating patients about integrative therapies. They report that such treatments are becoming part of clinical trials, a significant factor that could impact adoption by patients and clinicians. At this moment, however, integrative therapies are not well incorporated into models of care. It continues to be up to patients and organizations such as BUCK to research and assemble the best practices.

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