

**Oncology Massage Alliance &  
Rob Hill Just Believe Foundation  
Quarter 1, 2011**

---

# Report to the Board

Oncology Massage Program

# Table of Contents

SUMMARY.....	3
GOALS/OBJECTIVES .....	3
INFUSION ROOM STORIES .....	4
MONTHLY STATISTICS .....	6

# Summary

The Oncology Massage Program had its second month of activity and we have increased the number of people touched. Penny DeCou left Texas Oncology for a new position with Cancer Connection. We will miss her friendly, helpful spirit. Her position was filled with Robyn Pritchett, the new social worker for the Midtown location.

The general highlights of the program are as follows:

- The SXSW event this year gave us a great opportunity to showcase the Foundation. We posted a sandwich sign noting 10% of the proceeds go to the RHJB and many, many people asked us more about the Foundation. We also posted brochures for people to see and ask about Rob. This event raised \$120!
- We touched 66 people in 15 days at Texas Oncology Midtown.
- We placed RHJB brochures in the library information room alongside other foundations and networks. We also give out RHJB stickers and contact cards at the front desk where our 'Free Massages Today' sign is posted while we are onsite.
- Our Rob Hill Just Believe Foundation vests arrived and we began wearing them this month! It is a great visual for people to ask more about Rob and the Foundation.

# Goals/Objectives

The achievable and realistic goals for the Oncology Massage Program are outlined as follows;

- To provide trained oncology massage therapists at each of the cancer treatment infusion centers in the Austin area five days a week. Once the program is established in the Texas Oncology Austin

locations, low income treatment centers such as Brackenridge Hospital will be the focus.

- To conduct well planned research projects for the purpose of identifying the effects of massage on patients under-going cancer treatments.
- To provide additional training in current research and oncology massage certification which will then be used to further improve the services and research potential for the program participants.
- To show value to the health Insurance Industry so they include oncology massage as valued provider and to cancer treatment centers through reimbursement by insurance plans or as paid staff at the centers. Once a center establishes its own OM therapists on staff, the Foundation's program can be released to pursue other directions.

## Infusion Room Stories

Each person we meet in the infusion room has such a special story and each one that we reach out to touches us deeply. By providing compassionate touch and a safe space for that person to simply relax, talk, or just close their eyes and feel another's gentle touch is a great honor for us to connect with them and give them hope to just believe in their future. Here are some of their stories.

I went to the floor and the first person I saw was a very sad looking, thin elderly lady all alone. I smiled at her and she smiled back... I was immediately drawn over to her. I introduced myself and the foundation and asked if she would like a foot or hand massage. She said the skin on her feet would probably come off if I tried to massage them but she would let me massage her hands. She did not share much about herself but told me several times how good it felt. When we were done, I thanked her and she gave me a huge, glorious smile!

The son of a West Texas rancher came up to me because he saw me massaging another. He asked for my card but we talked more and he really wanted me to come over to massage his Father's feet while he was

getting his treatment. His Father was a delightful gentleman, owned a big ranch along the Texas Mexico border and a prominent shareholder in the DuPont Corporation. He loved having his feet massaged and proceeded to tell me so many great stories about growing up along the border. His son was so glad that we made his Father's treatment pleasant.

I saw an elderly woman, well dressed and smartly groomed, sitting alone getting her treatment. She looked very sad. I approached her and she accepted a foot massage. Her eyes watered as she began to tell me that her husband of 55 years passed away last August from colon cancer. He had been taking care of her for 12 years (once a month treatment for chronic Leukemia). She said he had let his health slip and didn't get his regular colon screening. The next year his cancer developed. She had so much guilt and sadness. I could tell she needed to talk and let it all out so we cried together and finally began healing a bit. By the end of the massage, we were both smiling and even had a laugh.

A really nice man in his 30s took me up on the offer of a foot massage. He had lost all his hair, was very frail and weak but he had a huge, warm smile. In spite of it all, his attitude was positive and his humor charming. He talked a bit but then apologized if he closed his eyes and just enjoyed the massage. "What a benefit for here!" We both smiled at each other.

"It is a wonderful treat to have the massage while undergoing my treatment. The massage certainly helps my neuropathy. Please keep the team going as it is a direct benefit to the patients and caregivers."  
– Gloria

A young woman, with her husband, accepted a foot and hand massage. This was her first chemo treatment. She had found out she had cancer only one month prior. She teared up several times as we talked. Her husband was very supportive and loving. She told me that her brother had died of cancer last year. Then we talked about how stress can really take a toll on one's health. I told her about Rob and how he saw that with those he talked to in the infusion room. We talked about how she has to focus on healing and just believe that she will get better. Nothing else matters. I gave her Rob's Blog to read and she gained hope from that.

# Monthly Statistics

Since the program began in February, 2011, we have been able to touch many people in so many ways. Below is a table outlining the program statistics for the month of March.

We want to also acknowledge the staff at Texas Oncology Midtown, who have been so wonderful to us. They greet us with a smile every time we come into the Infusion room. The feedback we get from them is so encouraging especially when they let us know how we helped a patient relax or which patient was asking for a massage. They are a great help to us and we love sharing this work with them.

	<b>Actual</b>	<b>Goal</b>
Patients and caregivers touched	66	100
Massage therapists worked	4	5
Total days in Infusion Room	15	20
Volunteer hours	19	20
RHJB paid hours	31	40
Donations Received for this month	\$147	\$200