

Health Awareness

New Resources Help Patients Breakaway from Cancer

(NAPSA)—In 2010 alone, more than 1.5 million Americans were newly diagnosed with cancer. Although such a diagnosis can be overwhelming, an innovative initiative called Breakaway from Cancer is gaining national attention for its efforts to help.

“Nearly everyone has been touched by cancer and felt the burden of this disease. However, far fewer individuals are aware of the spectrum of help available,” said Carolyn R. Aldige, president and founder, Prevent Cancer Foundation.

Breakaway from Cancer started with the belief that it takes a team to beat cancer. Biotechnology company Amgen formed a unique partnership with four leading non-profit, national cancer support organizations—Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation, and National Coalition for Cancer Survivorship—to provide patients and caregivers with a full range of support services from prevention through survivorship.

“Many valuable cancer resources exist, but it is sometimes hard for patients to find and identify what information applies to them,” says Stuart Arbuckle, vice president and general manager, Amgen Oncology. “Breakaway from Cancer is unique in that it provides patients and their loved ones with one stop to find all the resources they need, regardless of the cancer type or where they are in their cancer journey.”

The “one stop” that Arbuckle mentions is the Breakaway from Cancer website, www.breakawayfromcancer.com, which features a powerful resource navigation tool to search for information



A powerful new cancer resource navigator tool to aid patients and caregivers is available online.

based on an individual's specific circumstances. Users answer a series of questions, and the tool delivers a tailored report from 100 hand-selected credible cancer websites that provides patients with a better understanding of their disease, options for care, and networks of support.

The website also features first-hand experiences from Patrick Dempsey, a longtime champion of Breakaway from Cancer, whose mother battles with recurrent ovarian cancer.

“Cancer entered my life in 1997 when my mother was first diagnosed with ovarian cancer,” explained Dempsey. “I remember the feelings well—my family was trying to come to terms with the fear and shock of the diagnosis while also working to sort through vast amounts of information to try to make the ‘right’ decisions for my mother’s care.”

When it comes to facing cancer, no one is alone. Learn more about Breakaway from Cancer and the resources available to help on www.breakawayfromcancer.com.