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Autumn specials valid September - October 2006.



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Pink Ribbon Workout for breast cancer survivors



Piceless Photography

By
Rhonda
Brandt

Pink Ribbon Specialist Rhonda Brandt is a personal trainer at the Fitness Center Physical Therapy Clinic and Health Club She can be reached at 231.941.8787.

Exercise NOW? You've got to be kidding me! I feel physically and mentally zapped!

These opinions are expected from even the most active breast cancer survivors. All affected women understand the pain, fatigue, depression and low energy associated with recovery.

It's understandable that in the past, doctors recommended adequate rest and inactivity. Today, there is an association between moderate physical exercise and improved comfort, added strength, elevated self-esteem and heightened energy for those recovering from breast cancer surgery.

The Pink Ribbon Program has taken shape to improve the quality of life for all breast cancer survivors.

Dr. Leslie Heimbürger, M.D., a Traverse City internal medicine physician, encourages awareness of the benefits of moderate physical exercise for women who have undergone breast cancer surgery.

"Women can experience significant physical and emotional changes, during and after, treatment for breast cancer," she said. "A structured exercise program, as an adjunct to their traditional care, is an excellent way to help speed their recovery. The short-term and long-term benefits are great!"

The Pink Ribbon Program was established to promote the availability of specific exercises to affected women nationwide with the support of edu-

cated, considerate trainers.

Designed in 1998 by physiologist and Certified Cancer Exercise Specialist Doreen Puglisi, the Pink Ribbon Program is a conscientious program with compassionate guidance.

Puglisi's own subsequent experiences with breast cancer recovery and total mastectomy surgery provided insight of the pain and loss of mobility of her affected arm. Since no physical therapy was prescribed, Doreen relied on her established Pink Ribbon Program to regain strength and range of motion in affected areas.

The experience created an elevated desire to support breast cancer survivors across the country. By providing education to exercise professionals, the Pink Ribbon Program is available in a variety of communities to inspire and support an improved, stronger physical condition for breast cancer survivors.

Fitness Center Physical Therapy Clinic and Health Club, downtown Traverse City at the corner of Eighth and Boardman, established the Pink Ribbon Program in Traverse City in 2005.

A breast cancer survivor, Jill Worden-Harrigan remains appreciative of the positive results of her Pink Ribbon training exercises and support.

"The Pink Ribbon Program was a

continued

Pink ribbon workout cont.

huge help for me to regain my range of motion after surgery. I started the program with Pink Ribbon specialist Rhonda Brandt about 2 weeks after surgery with permission from my doctor. I was afraid to move the side of my body that the surgery was on, but Rhonda was kind and showed great compassion in helping me not to be afraid."

Pink Ribbon Program participants may expect all exercises and their benefits to be fully explained and supported by experienced, educated health professionals. Goals achieved by women engaged in the Pink Ribbon Program include:

- * Regained strength and mobility in affected arm and shoulder
- * Retrained musculature of the trunk for postural improvement
- * Improved self-confidence
- * Reduced feelings of depression
- * Enhanced energy levels
- * Decreased stress and tension
- * Enhanced physical and mental well-being

Program exercises are based upon a variety of common goals, although each participating woman may expect unique, customized care by a Pink Ribbon Program Specialist.

A successful training program normally begins when a breast cancer survivor chooses to meet with her selected Pink Ribbon Program provider. With approval by her physician, this initial meeting takes place two weeks or more after a survivor's related surgery.

At Fitness Center, this meeting is free of charge and lasts approximately forty-five minutes. After listening carefully and evaluating all information provided, the Specialist will propose a scheduled exercise-specific program designed to achieve the goals desired.

A Pink Ribbon Program routine at Fitness Center generally begins with private, one-on-one guidance in a client's established comfort zone. Two thirty-minute sessions per week are initially suggested, and the client chooses the Specialist-guided exercises to be completed in a private studio or in the open, friendly Fitness Center Health Club.

In Pink Ribbon Program sessions, specific exercises target increased range of motion and strength through stretching, resistance training and a focus on a woman's back and "core." The popular term "core" refers to the muscles of the abdomen and back and their ability to support the spine as well as provide stability and balance.

"Core" muscles are:

- * Transverse Abdominus (TVA): Surround the waist like a belt; protect the spine
- * External Obliques: At the front and side of the abdomen
- * Internal Obliques: Under the external obliques and lying cross-wise
- * Rectus Abdominus: The long muscle down the front of the abdomen

Training exercises offered by Pink Ribbon Specialists are considered for each individual. For example, if a Pink Ribbon Program client is just two weeks post-operative, then there is an expected level of fatigue. Stretching related muscles and mobility training will be the focus of all exercises at that time, and the initial sessions may meet only once a week.

The routine and frequency of Pink Ribbon Program exercises are consistent with the ability of each client at that point in time. Improved challenges are offered and supported by Pink Ribbon Specialists as accepted by each individual.

The Pink Ribbon Program is carefully customized and designed for each participant every step along the way, although the program also supports those interested in a social training routine. For an upbeat exercise atmosphere, like-minded survivors are encouraged to enroll in a small group together. Their Pink Ribbon Program experience (and cost) may be shared and supported in an environment unique from any other.

This small group opportunity is available to friends who have survived breast cancer, and it's an option for two or more persons willing to start the program together (even if surgeries have occurred at different times.)

Every woman is gloriously individual; breast cancer does not change this fact. Recovering from breast cancer surgery is personally, emotionally and understandably physically challenging. Upon reaching desired goals, the fulfillment of success in the Pink Ribbon Program goes beyond fitness accomplishments. Women enhance their sense of well-being, improve energy levels, and reduce feelings of depression with a renewed outlook.

Jill Worden-Harrigan continues to praise the support she received from her Pink Ribbon Program specialist at Fitness Center. "It was work, but the results were worth it. I now have full range of motion with my shoulder and surgery area, and the pain that was there is gone."

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ONE LUNCH HOUR. ONE HUNDRED WOMEN.

OCT. 5



"You're Difficult!"

**Kate Greene, president,
Human Resource Partners**

Dealing with difficult people is something we all have to face. Kate says, "It's all in your approach," and in this session, she will share some insight into why people act difficult and what you can do to create a win-win situation.

DEC. 7



"Advertising on a (Purse) String"

**Raelene Wooden, director,
Idea Stream**

Raelene will discuss how to market your business to women without breaking the bank. Her creative tips on smart, economical ways to reach women may change the way you do business forever!

**\$20/person/event includes lunch & speaker
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