

SPOTLIGHT SUCCESS

In 2004, the American Cancer Society estimated that 7,970 new cases of breast cancer would be diagnosed among women in New Jersey.⁽¹⁾ One of them would turn out to be Doreen Jones, who two years before getting cancer founded the Pink Ribbon Program.

This Pilates based post-operative workout program for breast cancer survivors was born from Doreen's experience as an exercise physiologist working with women with breast cancer. She recognized the need for a program that addressed their unique needs because, believe it or not, the medical community has fallen short in this area.

WOMAN WITH A MISSION



Doreen Jones
 "Now there are many more survivors with the chance to live long and healthy lives."

"Huge amounts of money have been put in research and development to diagnose and treat breast cancer, and that's wonderful," Doreen says. "But now there are many more survivors with the chance to live long and healthy lives. These women deserve to regain as much mobility and strength as possible. I used the program on myself after my mastectomy, when no formal physical therapy was prescribed. In a sense, I was my own guinea pig, and the experience helped me to truly understand and reshape the Pink Ribbon Program. My goal now is to reach all breast cancer survivors."

www.silkpursowomen.com

"Virtually every woman has been touched by breast cancer, either personally or knowing someone who has it."

Doreen has taken several active steps toward reaching her goal. First, she has partnered with Katherine and Kimberly Corp, owners of Pilates on Fifth in Manhattan. Qualified fitness instructors can learn the Program there and implement it at their own locations. Doreen also consults with health care facilities across the country to teach the Program. In addition, Doreen, Katherine and Kimberly run two Pink Ribbon Programs, one at St. Joseph's Hospital in Paterson, NJ, the other at Mt. Sinai Hospital in New York. Patients get the

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Women in NJ Politics—It's a Shame

—by Christine Spear

Until recently, I did not pay much attention to the landscape of New Jersey politics. Sure, there were the occasional headlines that got my attention (who can forget McGreevey's resignation speech?), but for the most part I thought New Jersey's government was, well, just doing its job.

An article in The Star-Ledger in August was a real wake-up call. Titled "Women design a Trenton makeover", the article detailed how few women have been elected to public office and covered the announcement of a group called Women Advocating for Good Government.

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help they need, and the Pink Ribbon Program builds their data base of relevant information. Armed with that, Doreen will be in a position to apply for grants and/or corporate sponsorships. Once financing is in place, she will be able to take the program to a national level. Virtually every woman has been touched by breast cancer, either personally or knowing someone who has it, and understands the terrible toll breast cancer surgery takes. How wonderful that there is now a program, developed by a breast cancer survivor, that can provide benefits such as:

- Reduced feelings of depression
- Improved self-confidence and control
- Regained strength and mobility in affected shoulder and arm
- Enhanced energy levels
- Weight control
- Improved sleep
- Increased energy
- Decreased stress and tension
- Enhanced physical and mental well-being

Doreen says she incorporates Pilates into the Pink Ribbon Program because it is focused on improving flexibility and strength for the total body. "Pilates allows us to improve a patient's flexibility and build needed strength. We use the principles of Pilates at a variety of levels, depending on the patient's particular situation. All women who have undergone breast cancer surgery can benefit, no matter where they are in the recovery process. Of course, the sooner a woman begins to exercise, the sooner she will see the results. Studies have shown that there is a link between moderate physical exercise and improved quality of life for breast cancer survivors. I tell women that I understand that exercise may be the last thing they feel like doing after surgery, but I promise them they will see the benefits once they get started."

Oh, and by the way, this amazing woman also owns and operates her own business, The Pilates Center, Ltd., in Fairfield. Doreen opened the Center in 2002 to provide quality Pilates instruction as well as specialty programs for clients with specific medical limitations. The studio specializes

in custom programs for individuals with conditions such as excess weight, sedentary lifestyle, fibromyalgia, high blood pressure, cardiovascular disease, osteoporosis, and more, as well as offering the Pink Ribbon Program. Doreen's credentials, which include a Master's Degree in Exercise Science, Fitness Leader Certification and Certified Cancer Exercise Specialist, have allowed her to run a Center unlike the typical health and fitness center.

What a role model Doreen is for other women with breast cancer! There is no question that the Pink Ribbon Program will become part of accepted protocol for breast cancer surgery patients if she has anything to say about it. Armed with knowledge, personal experience and determination, Doreen is on a mission.

To learn more about the Pink Ribbon Program, go to www.pinkribbonprogram.com. If you want to speak with Doreen, call her at 973-227-6665.

⁽¹⁾ American Cancer Society Facts and Figures, 2004.

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