

## FOR A GOOD CAUSE

# Enhancing Quality of Life for People Living with Cancer

Cancer is preventable, treatment can be less debilitating, and the probability of recurrence can be reduced. This is the stand of the Ottawa Integrative Cancer Centre (OICC).

The OICC is the first integrative cancer care and research centre of its kind in Central and Eastern Canada. As a regional centre of the Canadian College of Naturopathic Medicine, the goal of the OICC is to improve quality of life for those touched by cancer and to extend life by providing complementary treatments alongside conventional care. Through its clinical practice, research, and education, the OICC strives to assess and reduce possible causes of cancer while exploring innovative integrative treatments.

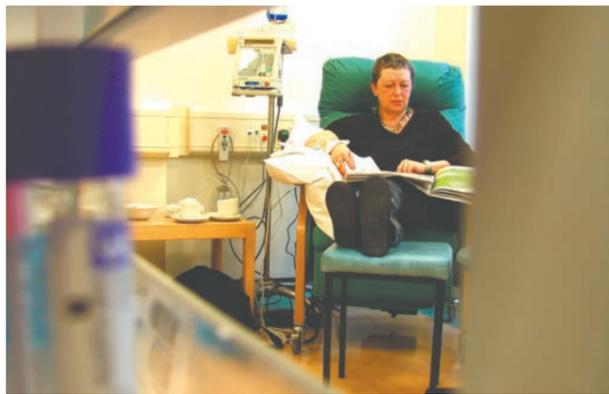
When certain complementary therapies are used together with conventional cancer treatments, the result is enhanced efficacy, reduced side effects and symptoms of toxicity, alleviated patient distress and less suffering. Patients are welcomed by the OICC at any stage of cancer, with or without a referral.

## WHAT IS COMPLEMENTARY CANCER CARE?

Complementary care consists of diverse medical and health care systems, practices and products that are not currently considered to be part of conventional medicine, such as acupuncture, botanical medicines, massage and meditation. It is called complementary care because it is practiced alongside conventional medicine in a supportive way. It is not an alternative to conventional care.

The OICC offers scientifically developed natural cancer care designed to strengthen the immune system, support the body's inherent healing ability, and to help sustain health during and after aggressive cancer treatments. The Centre believes in treating the whole person – the mind, body, and spirit. This includes the spiritual and psychological health of both the patient, friends, and family. Focus is on the family, not just the patient, as a means for strengthening relationships, which is part of the healing process.

Patients are cared for by an interdisciplinary team of naturopathic doctors, nutritionists, physical therapists, mind-body therapists, counsellors and general practitioners. In conjunction with individual therapies, the Centre provides educational programming that focuses on the key pillars of whole-person cancer care, such as nutrition workshops and yoga classes.



## BRIDGING THE GAP BETWEEN COMPLEMENTARY AND CONVENTIONAL CARE

Over half of all cancer patients embrace complementary therapies alongside conventional treatments during their cancer journey. Often patients do not communicate their complementary care choices with conventional oncologists. A common concern among oncologists is the potential for complementary medicine to interfere with conventional therapies such as chemotherapy and radiation therapy.

"The OICC strives for closer collaboration with colleagues at the hospital and in the community, so that patients will not feel torn between opposing realities and are truly supported in their choice, based on understanding and trust," states Dr. Dugald Seely, ND, Founder & Executive Director for the OICC.

"We develop complementary therapeutic programs that do not interfere with standard treatments that help the overall treatment process by providing additional clinical benefit through a truly integrative approach."

By conducting research into the safety, effectiveness and cost, of innovative and natural complementary therapies – the OICC brings evidence-informed, reliable information to patients, their families and health care providers.

## COMMUNITY SUPPORT FOR THE OICC IS STRONG AND GROWING

The OICC recently launched a Community Advisory Board

to be chaired by John Kelly, one of Ottawa's most esteemed entrepreneurs. Several of Ottawa's community leaders, including Max Keeping and Rabbi Bulka, have rallied together as Board members to raise awareness for the OICC's leading edge approach to cancer care and research.

Retired CJOH-TV News Anchor, Max Keeping explains "I joined the board to find out more about the care. Dr. Seely's patients kept telling me how much better they felt combining complementary care with their conventional treatments while I had been just doing my chemo and radiation. I love that what is offered here is complementary support. I'm interested in a better quality of life. Extending my life. And the community needs to know that happens here."

"Spring for Cancer" Campaign is Raising Funds for Subsidized Care

Cancer can have a catastrophic financial impact on individuals and their families. Well aware of this, the OICC established a subsidized care fund to give as many patients as possible access to complementary therapies, regardless of their income. As a not-for-profit, charitable organization, receiving no government funding, the OICC's capacity to provide subsidization is limited. The fund must be kept replenished and growing, to help an increasing number of patients in need.

During April and May, the OICC is engaging with community partners throughout the Ottawa region, to distribute *Anti-Cancer Food Guides* to the general public in exchange for \$2 donations in support of subsidized care.

The Natural Food Pantry, Rainbow Foods, Watson's Pharmacy, The Table, The SPA & The SPA Day Retreat, Look Beyond Mastectomy Boutique & Juice Bar, and Hintonburg Market are among the many supporters. The Natural Food Pantry is also kindly providing *Anti-Cancer Food Guide* tours for the general public in each of their three locations. Please visit [www.oicc.ca](http://www.oicc.ca) to learn more about Spring for Cancer events and how to participate the campaign's exciting silent auction. 🌱

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