

HEALTH CARE

Cancer Coaching Community

starting a re-integration revolution
By Ione Bingley

CANCER COACHING community

When her daughter was diagnosed and treated for Hodgkin's Lymphoma at just 19, then breast cancer in 2015, Jackie Arnold became aware of the support vacuum and isolation faced by sufferers attempting to reintegrate into society after their experience. It was then that Arnold was struck by the idea of creating a community of cancer professionals and peers able to provide coaching for recuperating individuals and their families looking to return "to life or work after cancer".

Arnold put in a call via the International Coach Federation newsletter to coaches who would be qualified and interested in joining the Cancer Coaching Community (CCC). She received a great response and they now have 12 professional dedicated members offering coaching support for all those impacted by cancer.

CCC defines coaching as the provision of "an holistic blend of

coaching methodology and support, enabling individuals to deal successfully with the impact of cancer on their lives and to move forward from it in the way that is right for them."

Arnold's vision was to be the principal UK organisation that champions coaching for people affected by cancer, supporting them as they move forward from their cancer experience.

Central to CCC's mandate is to equip the supported individual with the tools needed to adequately support themselves.

Among CCC's coaches is Emily Hodge, with 20 years experience as a health psychologist with the NHS and several charities, and a cancer survivor herself, Hodge has been an independent

coach for many years and believes that coaching is critical to rebuild on strong foundations after a cancer ordeal.

"You can't run away from a cancer diagnosis, you have no choice or control, but once it's over you forget that you now have choices, you're weakened in your confidence and self-esteem," says Hodge.

Hodge looks to tend to the mental wellbeing of her supportees, helping them to manage their feelings of anger and fear in a healthy way, whilst assisting them in regaining control of their lives after cancer.

"We're trying to bridge the gap between the reality of the experience and where someone wants to be and coaching can provide a unique support in this

complex health area," says Hodge.

"By bringing together skills and abilities through a range of professional coaches we can offer a platform of expertise like no other and our own personal experiences allow us to provide a backdrop of empathy and understanding."

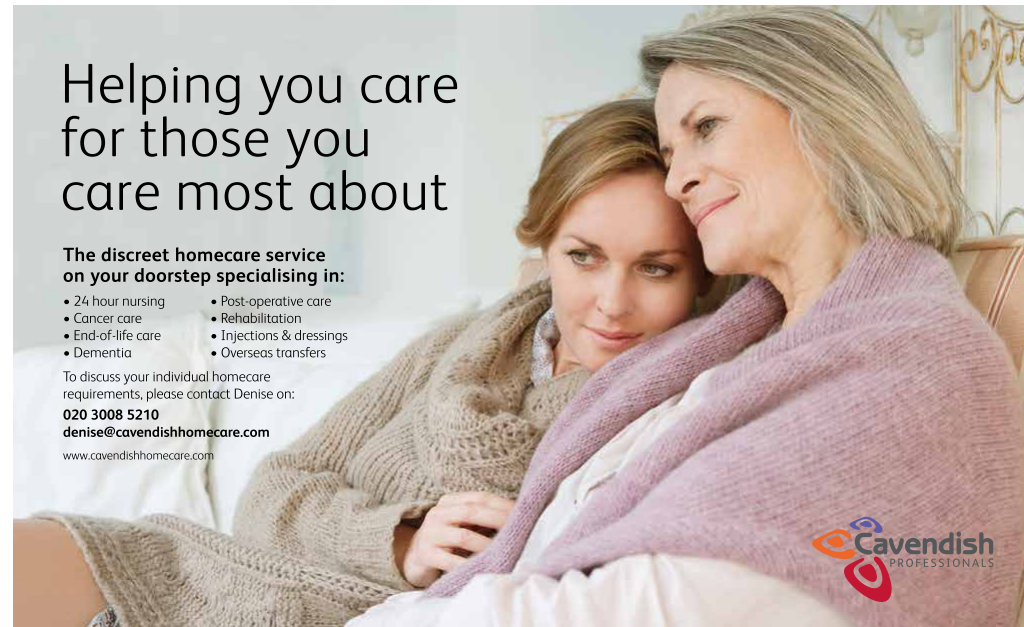
Another member of the CCC team and founder of Working with Cancer is Barbara Wilson who, after a personal cancer ordeal, is adamant that the impacts of treatment last long after it is over and "are often more challenging than the treatment itself".

"We have expectations that each week will be better than the last week, but the hard reality is that it takes typically months to get over the physical, emotional and psychological impact of cancer so we lose faith in our own ability to recover," explains Wilson.

"Coaching works so well with cancer because it focuses on the individual's needs, the individual's rules and agenda to help them cope with that long and winding road to recovery."

In a push to extend its support to all members of society affected by cancer, CCC hopes to be available alongside the standard NHS cancer treatments, easing pressure on the NHS by providing essential after care and support.

For more information visit: www.cancercoachingcommunity.com




Helping you care for those you care most about

The discreet homecare service on your doorstep specialising in:

- 24 hour nursing
- Cancer care
- End-of-life care
- Dementia
- Post-operative care
- Rehabilitation
- Injections & dressings
- Overseas transfers

To discuss your individual homecare requirements, please contact Denise on: **020 3008 5210**
denise@cavendishhomecare.com
www.cavendishhomecare.com



HEALTH CARE

Business has a role in tackling inequality

By Neil Richmond FRSA

Is inequality the price of economic freedom? Businesses succeed if they make a profit. Sometimes this means funnelling resources away from the many, towards the few. The system we have can compound inequality, but does it always have to?

The function of businesses in concentrating wealth gives them the power to improve the lot of those with less. So what would happen if more people made it their business to tackle inequality?

We're about to find out, by launching a premium health and beauty brand, and donating 100% of profits to projects that empower girls in need, by removing barriers to education.

We chose to concentrate on girls because of the compound inequality that impacts their lives, generation through generation. Gender discrimination intensifies poverty by depriving girls of an education. Stigma around menstruation, child marriage and lack of access to healthcare are among a myriad of issues that deny girls across the world this basic right, ensuring the odds are stacked against them throughout life.


Sales of OneSquin products, organic cotton tampons and natural skin cream, will support projects that redress the balance, providing education for girls across the world who would otherwise go without.

We chose everyday products already used by millions, giving consumers the opportunity to participate in social change, simply by switching brands. We already know the small choices we make each day add up to an enormous impact on our world. We're hoping that impact can be harnessed for positive change.

The first production run of our products will be powered by crowdfunding on Kickstarter, with support from the Royal Society Arts. Crowdfunding is now live at <http://kck.st/2pVGLdc> and we're calling for all the noise that caring humans can muster, to help the movement grow.

Social enterprises offer consumers an easy way to make a difference, and we'd love to see this model become a popular way for causes to generate funding. With enough momentum, this could even drive brand leaders to sharpen their own stance on social responsibility, with a more compassionate approach to commerce rippling out across industries. Consumer power shapes the world we live in, and together, conscientious consumers and social entrepreneurs are a potent force for change.

Neil Richmond FRSA
Co-founder of www.OneSquin.org



The Chelsea Spa

To celebrate our opening : 20% off all treatments for new client bookings & 50% off our
Decleor Ultimate Vitamin Glow Facial

53 Hollywood Road, Chelsea SW10 9HX
thechelseaspa.co.uk 020 7351 4555
Open Tuesday - Sunday

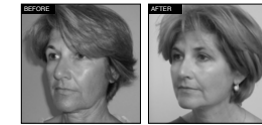


Non-surgical Facelift (thread lifts)

If you would like to reverse the signs of ageing, a revolutionary non-surgical face lift called the 'thread lift' may well be the best possible option outside surgery.

This treatment uses absorbable threads to lift and rejuvenate your facial skin, resulting in a fresh, youthful appearance.

These treatments target specific areas of the face and are recommended to lift and contour brows, crows feet, cheeks, nasolabial folds and marionette lines, jawline and neck area. The procedure lasts between 1 and 2 hours.



Cosmetech, Chelsea Private Clinic, The Courtyard, 250 Kings Road, London SW3 5UE

3five2wo.com

PART OF THE 3FIVE2WO GROUP BECAUSE LIFE MATTERS



DR. KATE ALEXANDRA BISHOP

Dr Kate Alexandra Bishop not only offers anti-wrinkle injections and dermal fillers at Cosmetech but now also the UK's leading non-surgical facelift, the Princess Lift™ PDO (LFL - Lead Fine Lift). It is a premium lifting thread which is absorbed after proliferating collagen by stimulating fibroblast.



"I couldn't be happier with the result"
Gillian Taylorthorpe

READER OFFER

For your complimentary consultation and 10% off introductory offer*, please call:

020 7565 0333

*T&Cs apply. This article must be presented to redeem your 10% discount. Valid until March 31st (one voucher per person).




Looking for specialist hearing advice?

At Mills & McKinney Practice we specialise in hearing care for adults and children. Formed in 2003 and with over 40 years of experience between us, we can give advice on all aspects of hearing care for you and your family.

Our services include:

- Hearing testing
- Premium hearing aids
- Tinnitus therapy
- Hearing protection
- Unlimited support and aftercare service

We pride ourselves on offering the best professional hearing care and knowledge in the private sector.

To find out more call **020 7390 8057**



Mills & McKinney
Hearing care specialists for adults and children

Mills & McKinney Practice
The Portland Hospital
234 Great Portland Street
London W1W 5QT
Tel: 020 7390 8057
Fax: 020 7390 6572
www.mmhearing.com
info@mmhearing.com