



NYSCC Member Success Story: BOLD Living Program

Founded in 1955, the Albert Einstein College of Medicine, located in Bronx, NY, is a highly regarded and one of the largest medical schools in the United States. The Albert Einstein Cancer Center and its affiliated teaching hospital, the Montefiore Medical Center, provide clinical care to the vast majority of the 1.4 million Bronx residents, represented by a predominantly ethnic minority and underserved population. The Einstein/Montefiore Psychosocial Oncology Program of Einstein/Montefiore provides counseling, support and education to those affected by cancer in and around the Bronx community to promote emotional adjustment and quality of life. Headed by a licensed psychologist, Alyson Moadel, PhD, the program offers a variety of services that are developed and delivered with special consideration to commonly held values, financial limitations, literacy and language.

In 2008, Dr. Moadel received a Community Breast Health grant from the Greater NYC affiliate of Susan G. Komen for the Cure to launch the “Breast Oncology Living Daily (BOLD Living) Program. The BOLD Living Program was developed in response to patients reporting a need for more support services with a specific interest in the creative arts, mind-body therapies and cancer education. BOLD offers free wellness workshops to cancer patients/survivors and their family members. In its inaugural year, 2008, the BOLD Living Program offered 16 different workshops to over 320 patients and family members at four Montefiore/Einstein sites. Workshop topics included: Nutrition, Managing Finances, Genetics, Breast Reconstruction, Aftercare and Treatments Explained, Ovarian Cancer prevention, Reiki Healing Circles, Dance Fitness, Music Inspiration, Crochet, Jewelry-Making, Sound Healing, Enhancing Your Image, Introduction to Acupuncture, Aromatherapy and QiGong, Tai Chi and Expressive Writing.

In 2009, BOLD Living was expanded to all cancers and was renamed “Bronx Oncology Living Daily”. To date, over 35 workshops have been offered, several of which are ongoing weekly or monthly, including a Crochet Group, Reiki Healing Circle and Drum Circle. Other workshops of great popularity include stress management, creative art/writing, music therapy, nutrition and fitness. Due to high popularity and demand, the program continues to evolve with new programming to meet the ever-present needs of the underserved cancer community in the Bronx, i.e., BOLD Lifestyles– focusing on fitness/nutrition, BOLD Outreach– focusing on the hard to reach population, BOLD Buddies– providing treatment companions for isolated patients and BOLD Brothers/Sisters– offering support to children of cancer patients.

BOLD Living has been supported with funds from the EIF– Revlon Run/Walk, the Greater NYC Affiliate of Susan G. Komen for the Cure and the New Yankee Stadium Community Benefits Fund, Inc.

Reflective of the Bronx community, the vast majority of program participants are African American (45%) and Hispanic (32%). Program evaluations support the positive reception of BOLD program participants who report; being “very/extremely satisfied” (84%) and learning “a good/great deal” (84%) with almost all participants (96%) very interested in having the workshops continue as an ongoing program. There is also a BOLD interest list of over 350 survivors and co-survivors who have requested regular updates on future services.

Learn more about the BOLD Program through these video & audio clips at:
<http://www.einstein.yu.edu/video/?VID=259&ts+einsteinon&ttsa=tabs-3#top>.