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Monica Knoll interviewed live today on ABC News Now.

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CANCER101: Tools for the Newly Diagnosed

Non-Profit Provides Resources for Breast Cancer Patients

By MARC LALLANILLA

April 27, 2005 — When a woman is first diagnosed with breast cancer, she is often faced with a barrage of conflicting emotions and confusing information.

"Stay calm," advises Monica Knoll, executive director of CANCER101 and a survivor of breast cancer. "Don't panic about what you don't know yet."

To address the concerns of newly diagnosed cancer patients, CANCER101, a non-profit organization, has developed tools and resources specifically designed for the newly diagnosed.

Among the items developed by CANCER101 are a planner and other tools to help patients organize test results, insurance information and other documents. The planner includes contact information for the American Cancer Society as well as local, grass-roots organizations and resources.

"We're the first organization that has developed organizational tools that are necessary to help patients with their emotional well-being, and to empower them to take charge of their wellness," said Knoll.

In November 2004, CANCER101 rolled out a pilot program called breastCANCER101. The program, which Knoll described as "'Cancer for Dummies' meets 'Fodor's Guide,'" highlights breast cancer resources in the New York City area.

Knoll plans to use this "blueprint program" as a template for similar guides in every major city across the United States. She is currently seeking funding to develop these nationwide guides.

For more information, go to www.CANCER101.org.