

PINK RIBBON PRESS

Spring 2016



Published by



THE NEW ZEALAND
BREAST CANCER
FOUNDATION

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www.nzbcf.org.nz

“Stay with me” – New blood test may keep women alive for longer

Despite all the wonderful advances in breast cancer treatment over recent years, there's still no cure for advanced breast cancer – cancer that has spread beyond the breast to another part of the body. Sadly, when that happens, medical treatment is all about buying time. Not about a cure.

Women – and men – with advanced breast cancer often go through one treatment after another, moving on as soon as their doctors realise a medicine isn't working. But right now it takes time, often months, to figure out whether a particular drug is helping - time the patients, and their families, can't afford.

The NZ Breast Cancer Foundation's new vision of “Zero deaths from breast cancer” means that patients with advanced breast cancer should be able to live long, “well” lives despite their cancer. So we've been monitoring the development of new tools and techniques that will tell doctors much

faster whether or not a treatment is working. When they know that, they can, if necessary, quickly move the patient on to something better, and avoid the nasty side-effects of ineffective treatments.

In August, we awarded \$140,000 to Professor Parry Guilford from the University of Otago, so he could extend the ground-breaking work he's doing in bowel cancer and melanoma into breast cancer.

What is that work? It's a blood test. A new kind of blood test that looks at circulating tumour DNA (ctDNA). When a tumour spreads to another part of the body, tiny fragments of the cancer are transported through the bloodstream. They're too small for a conventional blood test to measure, but Professor Guilford has developed a way to personalise the blood test to the genetic profile of each patient's cancer.

The new, personalised ctDNA blood test is inexpensive, can be done frequently, and has the

potential to detect small changes in tumour size which will indicate whether a cancer is growing or shrinking. It's a huge step forward from the current situation, where finding out whether a drug is working involves expensive, infrequent scans.

Professor Guilford will trial the new blood test in a clinical study involving 50 advanced breast cancer patients in Auckland, Christchurch and Dunedin.

“ctDNA could provide faster feedback to patients and doctors, so that minimal time is wasted on treatments that aren't working,” he says.

The NZBCF would like to say a huge thank you to all our donors. Thanks to you, we can fund Professor Guilford's amazing work, and help our women with advanced breast cancer have more precious time with their families.

Read more about Professor Guilford's research in our Research Round-Up insert.

A race against time...lost



Richard Peeters holding a photo of late wife Jen

If anyone is qualified to talk about the need for better, faster tests to show if cancer treatment is working, it's the Peeters family.

Little William Peeters was only two years old when he lost his mum – in fact, he wasn't even born when his mum, Jen, was diagnosed with breast cancer.

She was six months pregnant when doctors confirmed the lump in her breast was cancer.

Richard, Jen's husband, says they told the doctors to give them everything they could. For Jen, that meant surgery, then chemotherapy, which the doctors promised wouldn't affect her unborn baby. On December 23, when her pregnancy reached 34 weeks, William was born by Caesarean section – an early Christmas present! Three weeks later, Jen restarted chemo, and then had radiation. Awful treatments, but worth it for this lovely young mum.

“We felt like we were on top of it,” Richard says.

“We always thought we'd grow old together.”

But a few months later, Jen noticed a fluid build-up in her chest. Sadly, tests showed the cancer was back – and it had spread to her chest wall and liver.

She went through more treatment; chemotherapy that knocked her around horribly. The doctors were clear they only hoped to prolong her life, not to cure her. But the reprieve was far too short.

The cancer spread to her brain, and despite more treatment, Jen passed away just two years after her breast cancer was first diagnosed – and only a year after doctors realised it had spread.

Time is everything when it comes to cancer, Richard says. “The trouble is you have to do a full round of chemo to establish whether it's worked or not.”

Treatments that don't work end up stealing time from women like Jen and their families.

“You hope for the best, but you go into these things blind, really,” Richard says. “But in that life-threatening situation, you want to know everything, straight away.”

He believes Jen would have been in support of studies like Professor Parry Guilford's, which could deliver those vital answers much faster.

New tests like this can help improve survival of our women with advanced breast cancer. Thank you for making this important work possible.



Richard and William
Photos: Alana Dresner Photography

Feature Insert:

Research Round-Up

Your donations are helping fund life-saving breast cancer research right here in New Zealand. Read our feature insert to find out more.

Zero deaths from breast cancer – can it happen?



Evangelia Henderson

**Our new vision
- be a part of it!**

When the NZ Breast Cancer Foundation started, our aim was to reduce the number of Kiwi women dying from breast cancer. Over the past 20 years, thanks to the generosity of our supporters, we've played a big part in lowering the death rate.

We've educated women about the importance of mammograms and finding breast cancer early, and funded new equipment and better treatments. Compared to when we started, 30% fewer women who develop breast cancer now die of their disease.

But we still lose far too many women – more than 600 every year.

That needs to change, and we believe it can. Around the world, researchers and doctors stand on the brink of breakthroughs that could transform the way we look at breast cancer.

It's time to adopt a new vision: Zero deaths from breast cancer in New Zealand.

Seriously? Yes. Not today, not tomorrow, but sooner than you might think. But there's a lot of work to be done, and we need to get started right now.

How do we make "zero deaths" a reality? Three things: we find more cancers early, at a stage where they can be cured; we offer women new, world-class, targeted treatments that minimise side effects and reduce recurrence; and we make it possible for women with

advanced breast cancer to live long, "well" lives with their families.

It's a massive change, from end to end of the breast cancer spectrum. But it's ultimately doable, and the NZBCF has a huge and important part to play in pushing for new frontiers in early detection, treatment and support.

We can't do it without you, but with your help, we've made a start. We're talking to the government about extending free mammograms to age 74, so we no longer let our older women die of cancers that can be easily treated. Christchurch Hospital's radiation oncology staff are getting ready to introduce the stereotactic radiotherapy equipment that you helped us fund, to treat breast cancers that have spread to the brain. And in this newsletter, you'll read about the clinical study we're funding with Professor Parry Guilford, using a powerful new blood test to help doctors understand much faster whether or not a drug is working against a patient's breast cancer.

It's exciting to be taking steps towards making zero deaths from breast cancer a reality here in New Zealand. Thanks for joining us on the journey. We so appreciate your continued support.

Evangelia Henderson (CEO)

International breast cancer experts share knowledge

Over 200 Kiwi women with breast cancer and their supporters have had the opportunity to hear internationally-renowned experts talk about the latest developments in breast cancer research and treatment.

The 2nd Australasian Breast Congress, entitled "Advances and Controversies in Breast Cancer", took place in Auckland in July.

A highlight of the conference was a consumer/patient day on the Sunday, hosted by the NZBCF. International speakers presented a programme of talks to share the highlights from the main conference, as well as information and updates from a New Zealand perspective. The talks were specifically targeted at women currently undergoing treatment for breast cancer and those who have recently completed treatment.

The NZBCF sponsored 18 women to travel to Auckland for the day. All those who attended said the day was a wonderful opportunity to hear the latest from breast cancer experts, and to meet and share experiences with other women with breast cancer.

To watch the videos of the consumer patient day presentations, visit:
www.nzbcf.org.nz/consumerpatientdaypresentations.



MC Lorna Subritzky, Dr Krishna Clough and NZBCF CEO Evangelia Henderson



Guests enjoyed meeting one another and sharing experiences

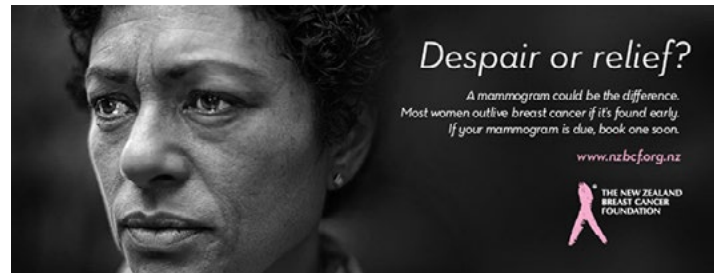
October is Breast Cancer Awareness Month

Mammograms the focus again this October

Did you know that although New Zealand has a world-class breast free breast screening programme*, around 30% of eligible women aren't in it? That's why this October we're focusing once again on the importance of life-saving mammograms.

Last year's "Relief or Despair" awareness campaign was so successful we are using it again this year. Employing powerful and moving images of women with breast cancer, the campaign highlights the message that early detection can make the difference between relief or despair.

Screening mammograms can't prevent breast cancer, but they can reduce the risk of dying from the disease by approximately a third. Women have a 92% chance of surviving breast cancer ten years or longer if their cancer is detected by a mammogram. Finding breast cancer early provides better treatment options and improves your chances of long term survival.



The risk of breast cancer increases as you get older, so the NZBCF recommends women consider starting regular screening from age 40.

*BreastScreen Aotearoa. To enroll, phone 0800 270 200 or visit www.nsu.govt.nz/breastscreen-aotearoa.

Get involved this October

The awareness campaign on radio, TV and in print media will be run in conjunction with a number of activities throughout the month. Here's how you can get involved:

Volunteer for the Pink Ribbon Appeal

Help a sister out by volunteering for our street appeal on the 14th and 15th of October. Donate just two hours of your time and you'll be helping the thousands of Kiwi women affected by breast cancer every year.

Sign up at www.pinkribbonvolunteer.org.nz, or phone 0508 105 105.



Go Pink for a Day

Pink For A Day is an opportunity for workplaces across New Zealand to go pink any day in October. It's one way your business can build a platform to campaign on social issues, build staff engagement and enhance your reputation in your community.

Find out more at: www.nzbcf.org.nz/pinkforaday.



Join the Pink Star Walk

The Pink Star Walk is back and it's bigger and better than ever before. Dig out your pinkest outfit, gather your friends and experience New Zealand's pinkest night walk in Auckland (Saturday 8th October), Wellington (Saturday 12th November), or Christchurch (Saturday 29th October). We're asking all walkers to consider fundraising to help fund research, education and support programmes. 100% of the money you fundraise will change lives!

Find out more and sign up at www.pinkstarwalk.co.nz.



Hold your own event

Take action against breast cancer by holding your own fundraising event, whether it's a pink ribbon lunch, karaoke night, horse trek or local bake sale. Anything goes, and you'll be surprised at how much you can raise just by doing something you love!

Visit www.takeaction.org.nz/content/communityevents.

Buy Pink Ribbon products

See the back page to find out how you can "Shop for good". Please support our wonderful partners! Find out more at www.nzbcf.org.nz/pinkproducts.

Donate

You can send the cutoff donation coupon in this issue back to us, phone us on 0800 902 732, send us a cheque (see the "Contact us" box on the back page) or donate online at www.nzbcf.org.nz/donate.

Funds raised this October will go towards our education and awareness campaigns throughout the year, support for women with breast cancer, and vital research.

Visit www.takeaction.org.nz and get involved this October!

New equipment and support for lymphoedema sufferers

Thanks to your donations, the NZBCF is offering more support to women at risk of developing lymphoedema.

Recognising lymphoedema early and treating it promptly is the best way to manage the condition. Without appropriate and timely treatment, lymphoedema can lead to pain, recurrent infection, reduced mobility and impaired function.

In July we purchased and distributed six L-Dex Machines to DHBs around New Zealand. These machines can assist with detecting the early signs of lymphoedema, as well as with ongoing tracking and monitoring of the condition.

"...I find [our L-Dex machine] is a great tool for reassuring patients who are very anxious that they may have lymphoedema. Somehow tape measures showing no difference in measurements between the arms are not nearly as good as the graphic/visual confirmation that the L-Dex gives us!"

- Jenny, Physiotherapist/Lymphoedema Therapist, Mid-Central DHB

In addition, a new support programme will see us offering two free sessions with a lymphoedema therapist to women who qualify. This is primarily a preventative measure, with the sessions offered soon after surgery in order to inform women about risk factors, signs and symptoms to watch out for and how to lower their risk of developing the condition.

In some areas of New Zealand, access to lymphoedema therapy is limited, and some women struggle to afford it. We want to improve access to good lymphoedema treatment and prevention, and to support women recovering from breast cancer surgery who are struggling financially.

We will be sure to keep you posted on this new programme and on how to find out if you or someone you know qualifies for the free sessions.

Include a Charity week

Did you know that gifts in wills are one of the most important sources of income for us? When you leave a gift in your will, you provide a critical source of funding for the NZBCF to continue its important work, long into the future.

The NZBCF is one of more than 70 New Zealand charities that have joined the Include a Charity campaign. We are all working together to show New Zealanders how easy it is to leave a gift in your will, and the huge impact it can have on the good work done by charities.

During Include a Charity Week, which this year falls in September, charities come together to collectively raise awareness of the importance of gifts in wills.

Amina's gift for good

Amina Mohammad decided to leave a gift in her will to the NZBCF because she wanted to "help make a difference, and to contribute towards finding a cure for breast cancer in both men and women."

Amina was recently inducted into the Pink Ribbon Bequest Society, a special group for people who have left a gift in their will to the NZBCF, by Pink Ribbon Bequest Society Chair (and NZBCF Patron) Dame Rosie Horton (see photo at right).

Leaving a gift in your will is simple to do, and any gift, big or small, will make a difference.



Dear nurse...

Question: I've recently had breast cancer surgery. My doctor tells me I may be at risk of developing lymphoedema. What exactly is lymphoedema, and am I likely to get it?

Answer: Lymphoedema is a swelling caused by a build-up of lymph fluid. This happens when the lymphatic drainage system isn't working well. Anyone who has had breast cancer surgery or surgery combined with radiation therapy may be at risk of developing this uncomfortable condition.

Lymphoedema can occur in the arm, hand or breast/chest area and can happen in the months following treatment, or sometimes years later.

Events that are known to trigger lymphoedema include:

- Long-haul air travel
- Injury to the at-risk arm/area e.g. sprains, fractures, wounds or skin punctures e.g. mosquito bites, injections, scratches or cuts from gardening
- Chronic skin disorders, inflammation and infection
- Exposure to excessive heat, including sunburn
- Carrying heavy bags with the at-risk arm
- Constriction on the at-risk arm from blood pressure tests, tight clothes, and jewellery.

Prompt treatment by a lymphoedema therapist can help reduce the risk of developing chronic lymphoedema and can lessen its severity.

For more information, visit the NZBCF-funded Lymphoedema NZ website:
www.lymphoedemanz.org.nz

Leave a lasting legacy and help save lives

Please consider leaving a gift in your will to help fund the New Zealand Breast Cancer Foundation's long-term research and support programmes.

Find out more:

Email: bequests@nzbcf.org.nz

Web: www.nzbcf.org.nz/wills



Support: a vital part of what we do, thanks to you!



The NZBCF is known for being NZ's foremost breast cancer awareness and education organisation, as well as for its vital research initiatives. But did you know that a large chunk of our work is offering practical, emotional and psychological support to women with breast cancer and their families, as well as providing financial support to a number of other breast cancer organisations?

One of the most well-known support services we offer is our 0800 support line (0800 226 8773). Our specialist breast cancer nurse is available weekdays to take your call, whether you're someone with breast cancer, a support person, or just concerned about breast health.

We also offer a free counselling service to women with breast cancer and their families. Eligible women receive up to three individual sessions with

a qualified counsellor anywhere in New Zealand, subject to a medical referral.

An exciting upcoming initiative (which you can read more about on page four) is our lymphoedema support service, which will provide two free sessions with a lymphoedema specialist for women who qualify.

Research shows that exercise is an important component in the recovery from breast cancer and the effects of breast cancer treatments such as surgery, chemotherapy and radiotherapy.

The NZBCF provides funding to help people with breast cancer to take part in exercise rehabilitation programmes.



We provide funding for both PINC (formerly known as Pink Pilates), a programme tailored to an individual's needs during treatment, and Next

Steps, a group exercise programme for women who have finished treatment and want to take the next steps on their road to recovery.

To find out more, and to see whether you qualify for funding, visit www.nzbcf.org.nz/exercise.

"I just wanted to say "thanks so much" to the NZBCF. I have almost completed the free physio sessions via the PINC programme. I have benefited so much in that I have managed 4 weeks of pain-free sleep for the first time in two years. I have a feeling of well-being after a long period of ill health. Thanks so much to you and your colleagues."

We also provide funding to the following organisations:

- Dragon Boating: Fitness and networking activity for breast cancer survivors.
- Lymphoedema NZ: A website/online resource for people with this debilitating condition.
- Funding for local breast cancer organisations that support women in the community.

We could not provide these support services without your donations. Thank you for your wonderful generosity!

The NZBCF Pink Caravan is on the road!

For the third year running, the NZBCF Pink Caravan is travelling the length of the country this spring offering free advice about breast cancer and breast health.

The caravan will stop in 32 centres and specialist breast care nurses will be on hand to answer questions and share information and advice.

Members of the NZ Motor Caravan Association are again literally going the distance to support the project, towing the caravan around the country free of charge.

Visit www.nzbcf.org.nz/pinkcaravan for towns and tour dates, and be sure to pop in and say hello to our nurses if they are in a town near you.

"I know we make a difference. Feedback from the women is the pure evidence that we have armed them with knowledge and information they did not have." - Gill Mockford, Pink Caravan Nurse.



PLEASE DONATE TO SAVE LIVES AND SUPPORT WOMEN WITH BREAST CANCER



ONLINE AT
www.nzbcf.org.nz/donate



FREE PHONE
0800 902 732



MAIL THE COUPON BELOW TO
Private Bag 99650,
Newmarket, Auckland 1149



THE NEW ZEALAND
BREAST CANCER
FOUNDATION



Scan to donate

Mr Mrs Miss Ms Other

Name _____

Date of Birth ____/____/____

Address _____

Tel _____

Mob _____

Email _____

Please tick here if you don't wish to receive mail from other reputable charities.

Yes! I would like to make a donation to the New Zealand Breast Cancer Foundation

Here's my donation of \$35 \$75 \$250 Other Amount \$.....

Please make cheques payable to "The New Zealand Breast Cancer Foundation" or donate by Visa Amex MasterCard

Card No.

Name on Card _____

Signature _____ Expiry Date ____/____/____







All gifts over \$5 are tax deductible

Please make cheques payable to: The New Zealand Breast Cancer Foundation, Private Bag 99650, Newmarket, Auckland 1149

Please help us continue to provide our lifesaving programmes - free nationwide community education, research, public seminars, medical grants and scholarships, breast cancer patient registers, advocacy and community outreach programmes.

Shop for good

Here's a sneak peak at some of the Pink Ribbon products our partners are releasing this October. Your purchase will help fund support programmes, awareness, and breast cancer research. Find out more at www.nzbcf.org.nz/pinkproducts.

	Celebrate the power of global solidarity in the fight against breast cancer with The Estée Lauder Companies' 2016 Breast Cancer Awareness Campaign. Four of the Estée Lauder Companies' iconic brands will be raising funds for the NZBCF through the sale of limited edition Pink Ribbon products, available in stores from October 3rd. Estée Lauder Companies' are also the major sponsor for the Pink Star Walk.
	What can you do in five minutes to improve your health? Eat a Pink Lady apple! Purchase Pink Lady apples and in addition to reaping the health benefits and experiencing their natural deliciousness you will be supporting the NZBCF. Download your Pink Lady \$1.00-off coupons at www.pinklady.co.nz/coupons and head to your nearest listed stockist.
	Buy the ghd limited edition styling partner today to support breast cancer research. With \$20 and \$10 donated to the NZBCF from the sale of every ghd pink styler and pink hairdryer, it's the perfect time to show how much your hair cares. Available at www.ghdhair.com/nz .
	Ask at your nearest supermarket for these egg-cellent Bon Appétit eggs. You'll be donating \$1 from every dozen and 50 cents from every half-dozen pack to the NZBCF. Bon Appétit!
	This October, PANDORA will be launching a new limited edition gift set crafted from sterling silver and sparkling pink cubic zirconia, created exclusively for the Pink Ribbon cause. The PANDORA Pink Ribbon 2016 Gift Set will retail for \$169.00, with 30% of the retail price being donated by PANDORA and its retail partners to breast cancer research in Australia and New Zealand.
	"Pink Your Ride" this October with Bridgestone Pink Caps. The pink tyre valve caps are available for \$2 online at www.bridgestonepinkcaps.co.nz or from any Bridgestone or Firestone outlet.

Giltrap keeps the NZBCF moving

We'd like to say a huge thank you to the Giltrap Group for their unwavering dedication to the NZBCF since our inception over 20 years ago. This year, they've provided four cars for our nurses and key staff, so that we can reach as many women as possible across the country.

Our nurses and educator give presentations around the country, offering advice, answering questions and raising awareness. After attending one of these sessions women often visit their GP or have a mammogram; steps that can be life-saving. Thanks to Giltrap's generous support, our staff reached over 3000 women in 2015 alone, giving presentations all around the country.

Because of Giltrap's cars, we can now send more nurses and educators up and down New Zealand, spreading early detection and awareness messages to as many people as possible.



Richard Giltrap, Managing Director of the Giltrap Group, with NZBCF CEO Evangelia Henderson and NZBCF nurse/educator Sarah Munro.

The boobead is back!

The little "find it before you feel it" key ring that has been such a hit for the last two years is back this October in a hot new colour.

The boobead's three pink baubles represent different-sized breast cancer lumps—the largest, at 22mm, being the average-sized lump that a woman would be able to feel, and the tiniest, at just 2mm, the smallest lump detected by a mammogram.

Available exclusively at Farmers nationwide, the boobead is one of Farmers' most successful cause-related promotions ever. Last year it raised

\$277,000 from sales and donations for the NZBCF.

At just \$5, it's a powerful reminder to women that regular screening can help find cancer early, well before a breast change can be seen or felt.

Get your new hot pink boobead at any Farmers store this October.



Contact us

for information, support or to share your story.

Email: info@nzbcf.org.nz

Phone: 0800 902 732

Web: www.nzbcf.org.nz

Ask A Nurse: 0800BCNurse

Social:



www.facebook.com/NZBreastCancerFoundation



@nzbcf

Post: NZ Breast Cancer Foundation, PO Box 99650, Newmarket, Auckland 1149

Business Partner Recognition

The New Zealand Breast Cancer Foundation is grateful for the support of the following business partners:

Corporate Partners



Pink Ribbon Platinum Partners



Pink Ribbon Diamond Partners



Pink Ribbon Gold Partners



In-kind Partners

- Giltrap Prestige
- Bell Gully
- Soar Printing
- Colenso BBDO
- Starcom
- Post Haste
- Spark Foundation
- Eftpos New Zealand
- Stratos