

PINK RIBBON PRESS

Spring 2015

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THE NEW ZEALAND BREAST CANCER FOUNDATION

PINK RIBBON STREET APPEAL

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help a sister out

9 & 10 October
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www.pinkribbonvolunteer.co.nz

Hot topic: Screening boosts 10 year survival



Dr Reena Ramsaroop, chair of The NZBCF Medical Advisory Committee, shares new insights based on the latest survival data.

You'll often hear the words "five-year survival" when experts talk about cancer. But there's nothing magic about five years, and often that number is used simply because it's the best data available. Not any more – at least not for breast cancer.

Every Auckland woman diagnosed with breast cancer has her treatment and outcomes tracked in the Auckland Breast Cancer Register, funded by The New Zealand Breast Cancer Foundation. There are similar registers in Waikato, Wellington and Christchurch, but as the oldest, the Auckland Register is the first to produce 10-year survival statistics.

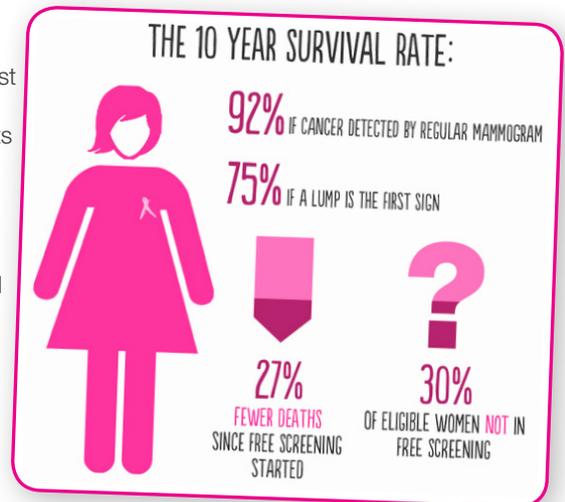
Those statistics show that 80% of women are now reaching the 10-year survival mark...but how their breast cancer is found makes a big difference. 92% of women with mammogram-detected invasive cancers are alive 10 years after diagnosis, compared with only 75% of those who find a lump.

The aim of treatment is to stop breast cancer spreading or coming back, and the Register shows how well we're doing that. While 82% of women are disease-free five years after diagnosis, only 73% are disease-free at 10 years. This is an important area for research into new treatments.

The ten year statistics also reveal that more advanced breast cancers are being detected in older women. Some doctors suspect this is because women have stopped getting mammograms after the free screening ends at age 69, so their cancers are diagnosed later.

The Register also offers insight into ethnicity and breast cancer. Although only 8% of patients on the Register are Maori, they have the highest incidence of breast cancer and worse outcomes, confirming previous studies. Pacific women have larger tumours, with the highest percentage of HER2+ tumours.

The Auckland Register covers a third of all breast cancer patients in New Zealand, so these findings can be broadly applied to the rest of the country. With eight women a day now being diagnosed, the Registers give us vital insight into the diagnosis and treatment of breast cancer, pinpointing inequalities and areas for future research and clinical focus.



Going strong fourteen years on

Robin Houliker remembers vividly the day she was diagnosed with breast cancer in September 2001. "Absolutely horrendous," is how she describes the way she felt. "I was confused," she admits. "I was always so vigilant, and here I was, with a large, stage 3 cancer."

Robin (pictured) was 48 when the fast-growing cancer was detected during her third regular mammogram. With a family history of breast and other cancers, she made sure she never missed one. As the shock wore off, Robin took comfort from the fact that the mammogram had found her cancer, and that she'd done everything she could to save herself.

That thought, and her determination to be around for her daughters Emily and Georgia – then aged 17 and 20 – kept her going through surgery and reconstruction, then

chemo and radiation, then ten years of hormone therapy.

The result? The loving mum is now a proud grandma to four grandchildren, with number five due at Christmas. Robin is a fit and healthy 62-year-old, in training for her third marathon. And of course, she's still getting her mammograms.

"I'm a passionate advocate for mammograms," she says. "We have a wonderful screening programme here in New Zealand. I'd say to all women out there: it's on offer, so take it. It's a life-saver."



Special Feature:

Research Round-Up

This issue includes a special report covering some of the critical research your donations are helping to fund right here in New Zealand



I hope you can join me at one of the Pink Star Walks in October!

Thanks to your generosity, money raised during May's Pink Ribbon Breakfast month will fund several exciting new research projects, with a focus on clinical trials and on new treatments for breast cancer.

In our Research Round-Up, we highlight Professor Margreet Vissers at the University of Otago in Christchurch who's researching the potential role of vitamin C in treating breast cancer, enabled by a research grant from The NZBCF. Professor Vissers has previously discovered that bowel cancer patients with higher levels of vitamin C in their tumours are more likely to be alive and disease-free. Her new study will look for the same evidence in breast tumours and could lead to a full clinical study in patients.

We're passionate about supporting research into better treatments for advanced breast cancer. Sadly, once breast cancer has spread, it's not curable. The focus becomes on helping women live longer, with the best possible quality of life. The traditional treatment for advanced breast cancer is more drugs, which of course can have serious side effects, or in the case of cancers that spread to the brain, radiation treatment that can damage the rest of the brain.

But now, improvements in technology have enabled surgical removal of some advanced tumours previously considered too hard to treat. The surgery has few side-effects and can offer women extended life.

This October during Breast Cancer Month, The NZBCF will return to its core message about the importance of mammograms for early detection. Our cover story reveals the huge difference in survival for cancer detected through a mammogram versus finding a lump. And not only do mammograms save lives, but finding a cancer early can also mean less drastic treatment.

So, expect to see us reminding you to go for your mammogram! Thank you so much for your ongoing support of The NZBCF – we couldn't do it without you.

Evangelia Henderson (CEO)

P.S. We are so proud to be recognised as one of New Zealand's most trusted charity brands!

Easy as TOUCH. LOOK. CHECK.

That's the simple message Shortland Street's Jacqueline Nairn (pictured) will promote in a new 60 second guide aimed at getting Kiwi women familiar with how their breasts normally look and feel.

Only half of all women claim they check their breasts regularly. Being busy, forgetful or unsure of what to do are some of the reasons women don't check themselves.

The NZBCF funded Breast Cancer Patient Registers indicate that around half of all breast cancers are found by women who noticed a change and showed their doctor. Sometimes it's their partner who spots a difference.

- **Touch** – Your breasts. You're feeling for any lumps or thickening of the skin.
- **Look** – In the mirror for any physical changes to the breast shape, skin or nipples.
- **Check** – Any breast changes with your doctor. Pronto!



That's why it's important for women to start checking their breasts from their twenties, and to consider starting regular mammograms from their forties.

"You don't have to be an expert," says Breast Nurse Janice Wood, "It's just about getting into the habit of touching or feeling for any changes and looking in the mirror for anything different. Like changes to your breast shape, skin or nipples. It's then important to get any unusual changes checked out by a doctor."

The TLC video can be viewed at www.anychanges.co.nz. Please share this information with the important women in your life.

SPOTLIGHT ON SIGNS

Most women know to get a lump checked out. Fortunately most lumps aren't cancerous with nine out of ten proving benign. The Foundation recommends that women get any changes to the breast or nipple checked out by a health professional.



A newly inverted nipple? Get checked.

Faster News!

Sign up for Pink Ribbon Express, our e-news at www.nzbcf.org.nz/news

Join us at www.facebook.com/NZBreastCancerFoundation

Follow us @nzbcf on Twitter

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

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



Scan to donate



HELP A SISTER OUT!

- ✓ Volunteer 9/10 October
- ✓ Go Pink for a Day®
- ✓ Join the Pink Star Walk
- ✓ Buy Pink Ribbon® products
- ✓ Donate online

www.takeaction.org.nz

THIS OCTOBER...

The NZBCF is promoting the importance of life saving mammograms through an emotionally charged awareness campaign featuring women with breast cancer and their loved ones. The key message? Early detection can make the difference between Relief or Despair.

We now have evidence of high survival rates for women with screening-detected breast cancer. Around 92% of these women have passed the ten-year survival mark indicating that breast cancer is much more treatable if it's found early through a regular mammogram.

We know however that around 30% of eligible women aren't in the free screening programme and government-funded advertising for the service has been reduced. New Zealand is fortunate to have a world-class free screening service for women 45-69 and as the leading breast cancer charity, we want women to know about it.*

The October campaign will be supported by the Pink Caravan Breast Nurses, who are visiting more small towns this year to give breast health advice. The Estee Lauder Companies®

*To enrol with BreastScreen Aotearoa phone 0800 270 200

Pink Star Walk in Auckland, Wellington and Christchurch will attract thousands of breast cancer survivors and their families motivated to take action against the disease. We're hoping companies will get behind Pink For A Day and encourage workplace giving. And on October 9th and 10th our 9000 volunteer collectors will be giving 2 hours for the Pink Ribbon Street Appeal. Perhaps you could too?

Funds raised will support the mammogram awareness work we do in the community, programmes for women with breast cancer and research.

There's something for everyone this October. We urge you to take action and help fight the most common cancer for New Zealand women.



f *"I lost my mum and sister 7 months apart to breast cancer because they didn't have mammograms. So when we found out, it was too late for them. I'm one of the lucky ones still here thanks to a mammogram."*

➤ GIVE 2 HOURS ON 9 & 10 OCTOBER (DEBBIE'S GIVING MORE)



Debbie Woolrich has volunteered for the Pink Ribbon Street Appeal for the last eleven years, the last eight as an Area Coordinator in Tauranga responsible for managing sites and volunteer collectors. But the mother of two's connection with the cause runs deeper. Debbie is also a breast

cancer survivor and has friends impacted by the disease.

"Breast cancer's so common. In volunteering I've met some great people from all walks of life, heard some moving stories and received generous donations you just wouldn't expect. I find the whole experience really rewarding."

This year, please give 2 hours as a volunteer collector. Or step up to become an Area Coordinator like Debbie, on October 9 & 10. Sign up at

www.pinkribbonvolunteer.org.nz or 0508 105 105.

➤ GET THE TEE FOR \$15!

Jude and Jacqueline will be collecting in their "sister" tees, only \$15 when you volunteer for the Pink Ribbon Street Appeal.



CAN YOU GIVE US TWO HOURS?

Freephone 0508 105 105

➤ BOOK THIS DATE WITH YOUR DENTIST

Dentists For A Cause is raising money for breast cancer research on October 17. On this day, all participating Dental Practices are donating their patient fees to The New Zealand Breast Cancer Foundation to enable research into more effective treatments. Check to see if your dentist is participating www.dentistsforacause.co.nz





Pink ★ Walk

SIGN UP

now for the pinkest walk in New Zealand! Join thousands of men, women and children as they raise money for The NZBCF and support women with breast cancer.



THE NEW ZEALAND
BREAST CANCER
FOUNDATION

Adult tickets from \$35
Under 5's are \$5
Under 16's are \$20

www.pinkstarwalk.co.nz



GO THE EXTRA MILE THIS OCTOBER

Wellington
(Waterfront)
Saturday
3rd October

Auckland
(Auckland Domain)
Saturday
17th October

Christchurch
(Hagley Park)
Saturday
7th November

WIN

Sign up for the Pink Star Walk and go in the draw to win a \$500 Farmers voucher and a \$150 Estee Lauder beauty pack! For more information go to www.farmers.co.nz/pinkstarwalk

Pop into the Pink Caravan

Over the next few months The NZBCF Pink Caravan will travel to 33 towns from the Far North to Southland, with our specialist breast care nurses on board. By the end of 2015, The NZBCF nurses will have given advice to people in 66 small New Zealand towns, many without breast health facilities.

"We're inviting women – and men – to pop into the Pink Caravan with their questions," says Breast Nurse Janice Wood (pictured).

"We want women to know the possible signs and symptoms of breast cancer, to understand their family and lifestyle risk factors, and to know what to do if they have any worries."

The NZBCF is also asking people to come and sign a petition to extend the free screening age to 74. Free mammograms stop at age 69 but there's good medical evidence that the breast cancer risk is higher in your 70s than your 50s. Extending the screening age also brings New Zealand into line with Australia.

The Pink Caravan is a real community project. Volunteer drivers from The NZ Motor Caravan association are towing the caravan between towns and without them this breast health programme would not be possible. To see tour towns and dates, check out www.nzbcf.org.nz/pinkcaravan.



Image credit: Chris Nuttall



i Learn More

Want an educator to present to your work-place, organisation or community group?

Email breasthealth@nzbcf.org.nz or Freephone 0800 902 732

It's 'Include a Charity Week' in September

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

bequests@nzbcf.org.nz

www.nzbcf.org.nz/wills



Best care for breast cancer

A clinical pathway assists health professionals in providing the best care for patients through all stages of testing and treatment. Up until now there hasn't been a standardised Breast Symptoms pathway for GPs to follow across New Zealand.

That's why Caroline Thomas, NZBCF Breast Health Educator is leading a panel of breast cancer experts to develop a new evidence-based process to ensure every woman receives the best possible care.

"Our goal is that when women present with worrying breast symptoms, they follow an advice and treatment pathway which reflects New Zealand and international best practice. This new tool will support GP knowledge in how women should be looked after every step of the way."

The pathway tool is due to be submitted to the Auckland Regional Work Primary Care Programme for review shortly. If adopted, The NZBCF will help to promote the Breast Symptoms pathway as part of its medical education focus.



FREE counselling anyone?



Since its April launch, The NZBCF Counselling Service has enabled women with breast cancer to access individual therapy with a professional counsellor. Demand is growing as health professionals make their patients aware that the service is free to anyone with breast cancer, whatever their stage.

Your donations have enabled women to seek help when dealing with the anxiety and stress that often accompanies breast cancer. Women need to be referred for counselling by a specialist physician, breast care nurse or GP and it's accessible wherever they live.

To download a referral form or for more information visit www.nzbcf.org.nz/freecounselling



'So pleased to see there is a Breast Cancer Counselling Service for women. After my second diagnosis, counselling really helped me to talk about my thoughts and fears.'

Feed a Friend

If you're supporting a friend or family member through breast cancer, check out www.mealtrain.com. This great little tool lets you set up a food roster online, then invite others to participate. You can even list your friend's dislikes and any food allergies or highlight treatment days, when help is really needed. It also sends an email reminding participants when their meal needs to be dropped off.



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 (like the new counselling service) and breast cancer research. Find out more at www.nzbcf.org.nz/pinkproducts.

	The Estee Lauder Companies® are passionate about helping women beat breast cancer. Not only do they supply all the Pink Ribbons for our Street Appeal, The Estee Lauder Companies® are also supporting the Pink Star Walk. Purchase a Pink Ribbon Product from one of their sought-after beauty brands this October to further help The NZBCF.
	Add some sparkle to your wheels with Pink Caps. The pink tyre valve caps are available for \$2 online at www.bridgestonepinkcaps.co.nz or from any Bridgestone or Firestone outlet. Plus you could win a set of Bridgestone tyres valued at \$1000.
	PANDORA's Pink Ribbon charms come in sterling silver with pink cubic zirconia, as well as a Murano glass charm and sterling silver charm featuring pink enamel, with 15-30% donated to The NZBCF.
	Get active this October in the New Balance Pink Ribbon Apparel range with 15% donated to the NZBCF. Available for a limited time online at www.newbalance.co.nz and Rebel Sports.
	The new ghd vintage pink styling range includes ghd's best styler ever, ghd platinum™, air hairdryer and ghd paddle brush in pretty pale pink. Available now at ghdhair.com/nz .
	Dove's support for breast cancer education and medical research is demonstrated by their Pink Product range featuring Dove Pink Anti-Perspirant Roll-On and Aerosol Deodorant.

Sweet Dreams

Sealy's 'Art of Sleep' campaign features four designer bespoke Sealy Posturepedic beds. Designed by four of New Zealand's leading creative talents, they will be auctioned on Trade Me from October 5 to benefit The NZBCF.



Boobeads went bonkers

Last year a little key ring became Farmers' most successful cause-related promotion ever, raising \$250,000 for The NZBCF's programmes. The boobead's three pink baubles reflect different sized lumps – the largest at 22mm being the average-sized lump a woman would be able to feel and the tiniest at just 2mm – the smallest cancer detected by a regular mammogram.

Farmers were so delighted with the result that they intend to promote the NZBCF boobead keyring in-store again this October along with breast health information.

"Making a positive impact in the community creates hope so we want The NZBCF 2015 Appeal to be the most successful yet," says Farmers' Nikki Newton-Cross.

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



Available through Farmers for \$5 this October.

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 Gold Partners



In-kind Partners

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