

PINK RIBBON PRESS

Spring 2017



Breast Cancer
Foundation NZ

Take action this October
www.breastcancerfoundation.org.nz

Innovative pilot helps breast cancer patients keep their hair

Hair loss during chemotherapy can be devastating for breast cancer patients, adding trauma during an already stressful time. But, thanks to your generous donations, many breast cancer patients will emerge from chemotherapy with little or no hair loss over the next few months.

Breast Cancer Foundation NZ (BCFNZ) is funding a pilot at Nelson Hospital, led by consultant medical oncologist Dr Kate Gregory. Breast cancer patients undergoing chemotherapy are being invited to take part.

"I was shocked how quickly my hair fell out. For me, hair loss was one of the three big milestones, along with diagnosis and surgery. I would have loved to have the opportunity to keep my hair." – Natasha

Those women will be the first in New Zealand's public health system to benefit from a scalp cooling cap that minimises hair loss during chemotherapy.

BCFNZ has paid \$67,500 for the scalp cooling machine and a specialist nurse to operate it for six months.

Dr Gregory says hair loss is "hugely distressing for patients and many would describe it as the side effect they dreaded most."

Scalp cooling has been offered internationally for many years. Making the scalp cold means that the blood vessels constrict, limiting the amount of chemotherapy that reaches the hair follicles. Recent studies have shown that at least 50% of women retained their hair and didn't need to use a wig.

The pilot will determine the number of women who are able to keep their hair. It will also establish how much extra clinic time is needed for the process, and keep tabs on whether anyone drops out, and if so, why.



The chief executive of BCFNZ, Evangelia Henderson, says she is delighted that generous donors have made this study possible. "Breast cancer is a heartless disease that affects thousands of Kiwis every year. If we can help minimise patients' hair loss by providing this machine, we'll have gone some way toward reducing their distress and improving their quality of life."



"Hair is almost as much a part of your self-image as your breasts. I've had long hair since I was nine years old. Losing it during chemo has been quite traumatic. If this pilot means some patients get to keep their hair, then it will take away a whole level of stress, which is great." – Grace

This issue:

**Exciting innovations
in our 2017 research
round-up**



Evangelia Henderson

Demanding equal access for all

By the time you read this, the 2017 election will be imminent or already over (depending on your local postal services).

I'm sure that you'll have carefully considered the different parties' health policies when thinking about who to vote for, and told candidates and MPs that cancer is a big deal – every day, not just on election day.

Last month, I joined other cancer organisations to ask our political parties how they plan to improve support and treatments for cancer patients.

CANGO (the alliance of Cancer Non-Government Organisations) called for all Kiwis to have equal access to cancer diagnosis, care, treatment and support, irrespective of location and ethnicity. And that's just for starters.

Faster access to life-saving new drugs, and more clinical trials for breast cancer patients who have run out of treatment options, are also vital. With breast cancer still on the increase in New Zealand – up to

3,300 new diagnoses last year - we urgently need better care planning and sufficient, highly qualified medical staff to meet patient needs, both today and tomorrow.

We must relentlessly push for breakthroughs in detection and treatment, and thanks to your support, BCFNZ is doing just that. I'm pleased to announce the recipients of our latest round of research funding (see pages 5 & 6) and I'm optimistic that these innovative projects will add to our arsenal in the fight against breast cancer.

Meanwhile, we are continuing with our crucial support and education programmes. You'll find details of our ongoing work throughout this issue of Pink Ribbon Press.

Evangelia Henderson (CEO)



mybc – one year on

- More than 700 members, growing every day
- Countless helpful & supportive comments shared
- Excellent support across New Zealand
- An online community that anyone can access
- First of its kind in Australasia
- "Only other breast cancer sufferers really understand." – mybc member

www.mybc.care
Your online community

New nurse educator a wise addition

Vivienne Maidens has joined Breast Cancer Foundation NZ as a breast nurse educator, bringing with her a wealth of international experience. Patients who phone our hotline or have joined our on-line patient community "mybc" are already benefitting from Vivienne's broad knowledge and deep compassion.

She's especially interested in prevention, as well as supporting all breast cancer patients to live well. Vivienne started nursing at Auckland Hospital. She moved to London in 2000, and worked as an oncology nurse before managing a very busy oncology day unit at a district general hospital. Vivienne then took up a post as a specialist breast nurse looking after women – and some men – with breast cancer.

Later, Vivienne was an advanced nurse practitioner at the Royal Marsden, a first class breast cancer clinical practice. She gained a Master's Degree in Oncology from Kings College and a post-graduate qualification in Breast Examination and Advanced Communication from University of Greenwich. After 17 years away, it was time for Vivienne to return home to be closer to family and grandchildren. We're delighted that Kiwi patients now have access to her skills and wisdom. Read some of Vivienne's advice on page 4.



PLEASE DONATE TO SAVE LIVES AND SUPPORT WOMEN WITH BREAST CANCER



ONLINE AT
www.breastcancerfoundation.org.nz



FREE PHONE
0800 902 732



MAIL THE COUPON
ON PAGE 6 TO
Private Bag 99650,
Newmarket, Auckland 1149

Some of the best things are free

Breast cancer patients can be eligible for all kinds of valuable BCFNZ services. All you have to do is ask.

FREE – join mybc and receive support, tips, advice and more from specialist nurses and from patients just like you.

FREE – counselling to help you cope with your situation. Whether you've just been diagnosed, are in the middle of treatment or even long-since finished, we can help.

FREE – vouchers for exercise sessions that could make you feel a whole lot better, both during and after treatment.

FREE – resources to help you stay informed, and to spread the word about breast cancer awareness.

FREE – help and advice from breast nurse helpline 0800 BCNURSE.

Meet Blake – Vivian and Clinton’s wee man



You might recognise Vivian Gubb and her husband Clint (left), from our February 2016 appeal. Touched by Vivian’s story of being diagnosed after just one year of marriage, you gave generously. The appeal raised \$126,000 towards the work of Breast Cancer Foundation NZ.

Since finishing treatment, Vivian’s life has moved on in the most delightful way. We are thrilled to share the photograph on the right – Clint, Vivian and baby Blake. We wish this young family all the best for their next exciting chapter.

Our breast health educator spreads the word far and wide

From a roomful of 1,300 health professionals to a whispered conversation with a single, scared woman, our national breast health educator has been busy raising awareness of breast cancer amongst Kiwis.

Debra Leutenegger has travelled from Whangarei to Dunedin and Taranaki to Hawkes Bay, attended countless Pink Ribbon Breakfasts, stood in the mud at Fieldays and driven hundreds of kilometres to visit GP clinics in the South Island, all with the aim of reaching deeply into every community.

Wherever she goes, she hands out printed information and offers helpful advice to people who often have very little understanding of breast cancer or the services offered by BCFNZ.

Debra has represented BCFNZ at four major GP conferences (two of them with our breastcare nurse Sarah Munro) attended by nearly 5,000 health professionals. She has worked to communicate with hard-to-reach rural communities, ethnic communities and the corporate world where many women work.

She estimates she has spoken to around 10,000 people since she took up the role a year ago – but it doesn’t stop there. “It’s about how that message disseminates after I’ve spoken. It doesn’t just stay in that room,” she says.

She has attended two Fieldays – Central Districts and Mystery Creek – and had conversations with hundreds of individuals, including a teenage boy wanting information for his aunt who had breast cancer, and a woman who’d just been diagnosed but hadn’t yet found the words to tell her family.

Sometimes, the most important discussions are one on one. At a corporate Pink Ribbon Breakfast, Debra sat alongside a woman in her late 40s who was too afraid to have her first mammogram. By describing the process in a positive way, Debra was able to allay the fears of the woman, who then felt equipped to go ahead with her appointment.

Our breastcare nurse, Sarah Munro, has also been busy spreading the word about our support services, mybc and resources. She has educated all practice nurses at ProCare



and Total Health Care medical centres in Auckland on managing signs and symptoms of breast cancer, equipping them with the knowledge they need at the front line of the battle against this disease.

If you are interested in having Debra speak at your workplace, call her on 09 3041223 or email debral@bcf.org.nz



Dear Nurse

Question: How can I stay well, and reduce my risk of breast cancer returning?

Nurse Vivienne: Breast cancer is a complex disease, and there's a lot about it that you can't control. But science shows that physical activity has the strongest effect on reducing the risk of breast cancer recurrence and death, even when compared with stopping smoking, losing weight or drinking less alcohol.

Vigorous exercise is also great for general health and well-being.

You don't need expensive equipment or knowledge – it can be as simple as going for a brisk walk. There's also a huge range of organised activities out there that you can get involved with, such as PINC Next Steps, or join dragonboating, too.

Try these tips:

- Sit less, move more! Break up long periods of sitting.
- Start as you're able, then gradually begin to challenge yourself.
- Do at least 30 minutes a day of moderate physical activity that makes you break a sweat five days per week (to the point where talking is hard) OR do 10 minutes of moderate exercise 3 x a day, five days a week, to fit into your daily routine.
- Do muscle strengthening activities on at least 2 days each week.
- Remember, doing some physical activity is better than doing none!

For further free support, call our specialist breastcare nurse on 0800 BCNURSE (0800 226 8773)

"I finished my fourth session of PINC Pilates today. I cannot thank you guys enough for this introduction. I was physically active prior to my breast cancer diagnosis last July, and kept walking during treatment. However I felt physically weak, was afraid to exercise my upper body, was slouching and had pain in my shoulders and arms. After the first session I felt like Lazarus rising from the dead! I am really grateful for the funding, which enabled me to partake in these sessions. Thanks for all that you do." – Catherine

Webinars hit all the right notes

How do you 'reignite the passion' after diagnosis and treatment? We decided it's important to talk about things that often aren't discussed, so we're hosting a webinar titled Sex After Breast Cancer on October 31st.

The last 20 minutes will take the form of a Q&A, with our experts, including sex therapist Edit Horvath, answering questions asked by viewers.

This will be the eighth webinar that we've hosted since October last year. The others were: Living a normal(ish) life with advanced breast cancer; Learning to love Tamoxifen & Aromatase inhibitors; Newly diagnosed? What you need to know; Fertility after breast cancer; Thinking about breast reconstruction?; Latest breast cancer research; Managing chemo and radiation side effects.

The largest number of registrations was 552 (Learning to love Tamoxifen.) People have tuned in from all over New Zealand, including smaller towns and rural areas.



Chief Executive Evangelia Henderson says, "We are using technology to bring vital information to people around the country, so everybody can have access to medical and other experts. If you miss the live webinar, you can access it on our website any time."

One more webinar is planned for 2017. For details, check out our website under Patient Information. Or email intouch@bcf.org.nz

Pink Caravan's regional focus



This year, our focus with the Pink Caravan is to work more intensively with regions in an effort to increase the screening uptake and general breast health knowledge across the country. Setting off in October in Taranaki, the caravan will wind its way through Mid Central and Waikato, ending in December at the Flower & Garden Show in West Auckland.

In an effort to spread the word more widely than ever before, we're adding workplaces to our trip schedule. In some areas we will visit organisations such as Fonterra, Miraka, Air New Zealand and others, in an effort to engage with more women and men who lead busy lives and don't often have the time to stop and think about their own health. We'll continue this approach in the summer of 2018, so pop in and have a chat with our breastcare nurses when the Pink Caravan visits a town near you. Everyone is welcome.



BCFNZ RESEARCH ROUND-UP: hope for the future

Better together: how you're helping us fund better, faster (and maybe even cheaper) breast cancer research

Your donations fund amazing breast cancer research right here in NZ – but how do we get the best value and the best results for your dollars? How do we ensure our research really makes a difference to Kiwis with breast cancer?

Research works best when researchers and doctors combine their efforts, and when they build on other people's successes. So, for our 2017 research grant programme, we asked researchers to work together – across disciplines, across institutions and across the world! – to bring us new ideas, grounded in solid evidence, that could bring benefits for Kiwi women sooner.

We're delighted to say, that's exactly what they did! The standard of applications was so high, we extended our budget to award grants totalling \$370,000 across three scientific studies and two hospital pilots.

In addition, we have a breast cancer research funding partnership with the Health Research Council, funding another \$500,000 for three new scientific research projects this year.

Thanks to your generosity, BCFNZ remains the largest non-government funder of breast cancer research in New Zealand – read on to see the exciting work that's starting now.



Auckland University Professor Martyn Nash (left) and researcher Prasad Babarenda Gamage discuss the maths underpinning biomechanical modelling of breast images.

Helping surgeons accurately locate breast tumours

What's the problem? Patients might have multiple imaging tests to diagnose and locate their breast cancer, e.g. ultrasound plus MRI plus CT scan. The position and shape of the breast changes in each test, so it's often hard for surgeons to compare the tumour location across multiple tests to be sure they've removed every bit of the cancer.

What are we doing? Auckland University's Bioengineering Institute and a breast radiologist at Auckland Hospital have received a grant from BCFNZ to develop a biomechanical modelling tool that will calculate how an individual patient's breast moves during different diagnostic procedures, and accurately show the surgeon the location of tumour cells so the cancer can be completely removed.

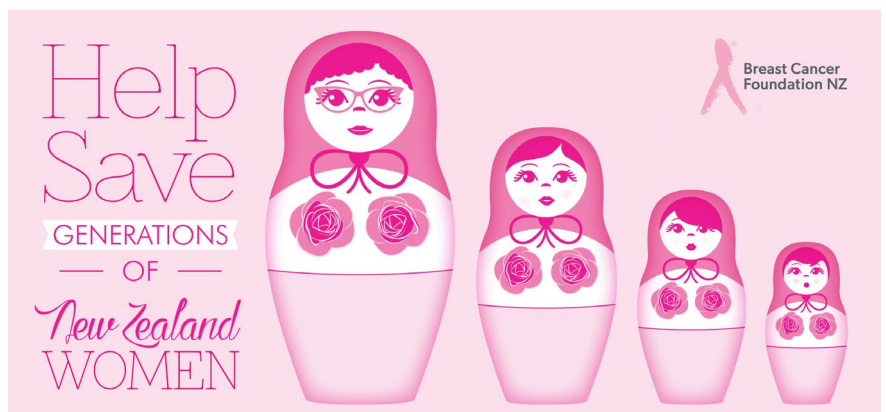
Leave a lasting legacy and help save lives

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

Find out more:

Email: bequests@bcf.org.nz

Web: www.breastcancerfoundation.org.nz/wills





New sugar-based drug to stop breast cancer spreading

What's the problem? Scientists have identified an enzyme called heparanase that causes breast cancers to spread. But the cost of producing an anti-heparanase drug that's safe for breast cancer patients is exorbitant – \$380,000 per gram!

What are we doing? Dr Olga Zubkova and her team of carbohydrate chemists at Victoria University's Ferrier Institute have figured out a much simpler design for a safe anti-heparanase drug – it could cost a thousand times less! We're giving her \$100,000 to investigate this new drug as part of the five-year BCFNZ Ferrier Breast Cancer Research Programme.

A personalized vaccine for breast cancer

What's the problem? Researchers are working on vaccine-like drugs that can stop breast cancer spreading. However, not only is breast cancer a complicated disease in itself, but every patient's cancer is different and tends to change over time. There's no one-size-fits-all treatment.

What are we doing? Sarah Young at Otago University will use a BCFNZ grant to take her exciting work in bowel cancer vaccines into breast cancer. She and her team will take the first steps toward a targeted immunotherapy for breast cancer – a new medicine based on the principle of vaccination and flexible to incorporate some of the patient's individual tumour proteins.



Treating breast cancer in a different way

What's the problem? Most breast cancer patients in NZ have surgery as their first treatment, with chemo coming later. Overseas, it's increasingly common for patients to have chemo first. This helps shrink tumours so that surgery is less complicated, and allows doctors to see much sooner how the patient is responding to chemo. But increasing the number of Kiwi patients who get chemo first will require a change in how cancer services are coordinated.

What are we doing? We're helping hospitals in Auckland and Christchurch to pilot new clinics to coordinate 'chemo-first' treatment for an increasing number of patients and develop best-practice guidelines.

A simpler way to check for the spread of breast cancer

What's the problem? When you're diagnosed with breast cancer, the first thing your doctor wants to know is if it has spread to your lymph nodes – if so, you'll need more aggressive treatment. There are two ways of finding cancer in the lymph nodes: a blue dye and and/or a radioactive compound. The blue dye can cause health problems, and the radioactive compound can only be used in a major cancer centre: patients often have to travel a long way, and spend more time in hospital.

What are we doing? BCFNZ is funding a pilot – a joint venture between surgeons at Nelson and Auckland Hospitals – of an easier way to find cancer in the lymph nodes using a simple magnetic tracer. If the pilot's successful, we hope surgeons around New Zealand will adopt this new, safe and cost-effective method of checking for cancer in the lymph nodes.



Mr Mrs Miss Ms Other

Name: _____

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Email: _____

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

I would like to make a donation to Breast Cancer Foundation

Please accept my gift of: \$35 \$75 \$250 Other \$ _____

Please debit my credit card: Visa Amex MasterCard

Card Number:

Name on Card: _____

Signature: _____ Expiry Date:

Please make cheques payable to Breast Cancer Foundation NZ

All gifts over \$5 are tax deductible

Please send your donation and this form to:
Private Bag 99650, Newmarket, Auckland 1149

Thank you for your support

El Camino trekkers walk the talk for fundraising



In May, 18 women and two men walked more than 100km from Sarria to Santiago, Spain, raising over \$90,000 for BCFNZ. Blisters, sore bodies and fluctuating emotions were part of the journey. Each person took around 170,000 steps and raised an average of \$4,500.

"This is an enormous accomplishment. We are incredibly grateful to our El Camino trekkers for their huge effort and commitment to helping make zero deaths from breast cancer a reality!" - BCFNZ Chief Executive, Evangelia Henderson.

One of the walkers, Rachel Jewell-Hunter, said: "It made me believe that I can do any physical challenge – and that one day there will be a cure."

Follow their amazing adventure on our website www.breastcancerfoundation.org.nz/trek

Inspired? Sign up for next year's China trek! Go to inspiredadventures.co.nz/events/nzbcf-china-2018 for details.

Pink Star Walk is back!

Grab some friends, dig out your wackiest outfit and take part in New Zealand's pinkest night walk in Auckland (October 7), Christchurch (October 28) and Wellington (November 11).

100% of the money you fundraise will help save lives!

Plus if you raise over \$100 on your fundraising page you'll go into a draw to win a 12-day trip around Europe for 2 people, kindly donated by Trafalgar.

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



Pink Ribbon Breakfast raises most money ever

Over 3,600 people hosted Pink Ribbon Breakfast events in May, raising an amazing \$1.8 million. Events ranged from fashion shows and burpee marathons to four-wheel drives and clay pigeon shoots; dog parties and horse hijinks; intimate morning teas to large corporate gatherings.

"A huge thanks to all those wonderful people who hosted or attended a Pink Ribbon Breakfast this year," said BCFNZ Chief Executive, Evangelia Henderson. "It's a massive team effort, and we are so grateful to everyone who took part."

Go pink for a day

Join the hundreds of workplaces across New Zealand that go pink for a day in October. Great for staff engagement, wonderful for business, and hugely beneficial for breast cancer support, education and research.

Find out more at www.pinkforaday.co.nz



The NZ Flower & Garden Show officially opens with a glamorous Charity Gala on Tuesday 28th November – and \$50 from each Charity Gala ticket will go to BCFNZ.

Be among the first to see the show at this exclusive event, before it opens to the public. Sip champagne, nibble canapes and enjoy a VIP goodie bag while viewing the gardens at their best.

Tickets are \$175 each. Sales are limited, so get in quick. Email tickets@nzfgs.co.nz or call 021 130 6044.

HELP A SISTER OUT

GIVE 2 HOURS

13 & 14 OCTOBER 2017

Volunteer at pinkribbonvolunteer.co.nz
pinkribbon@bcf.org.nz | 0508 105 105



Shop for good

Here's a sneak peek at some of the Pink Ribbon products our partners are releasing this October.

Your purchase will help fund our efforts in pushing for new frontiers in early detection, treatment and support.
Find out more at www.breastcancerfoundation.org.nz/pinkproducts

Boobeads are back! Great for showing the sized lumps detectable by mammogram. \$5 exclusively at Farmers.



This October donate 50c extra for a limited edition pink lid on your delicious smoothie at Habitual Fix and they'll match it to make a \$1 donation to BCFNZ



Estée Lauder Companies are donating 10%-20% from sales of Limited Edition Estée Lauder Advanced Night Repair, Bobbi Brown Peony Illuminating Bronzing Powder Set, Limited Edition Crème de la Mer & Clinique Dramatically Different Moisturizing Lotion.



Proven Winners' gorgeous Bubblegum petunias are a great way to Pink Up your garden or containers this spring. With three shades of pink and a white to choose from, 50 cents from each plant sold comes to BCFNZ. Available from garden retailers nationwide.



Pick up some Bon Appétit Free Range Eggs from your supermarket all year round and BCFNZ receives \$1 from every dozen and 50 cents from every half-dozen pack.



Red Seal has created two new delicious fruit teas, with \$1 going to help us provide support, raise awareness, provide information & education, and fund NZ based research.



Stickman is Pink'n Proud to support BCFNZ again. So popular last year, PAK'nSAVE's pink reusable bags are back this October for \$3, with all proceeds coming to BCFNZ.



Compass Pools are painting the outside of their new pools pink! Buy one this summer and \$100 from every pool will go to BCFNZ.
www.compasspools.co.nz



NZ Pink Lady® apples are proudly supporting BCFNZ for the 2nd year. Every one of these deliciously crunchy pink beauties you buy makes a difference. Available July – November in supermarkets & independent greengrocers. www.pinkladyapples.co.nz



Make your home a place of comfort this October with Cloud 9 Invincible Carpet Cushion (with its iconic pink laminate). Available from Harrisons Carpet One.



Blushing beauty - ghd's 2017's limited edition pink blush collection. For every styler or hairdryer sold \$20 is donated to BCFNZ, and \$2 for every paddle brush sold. www.ghdhair.com/nz



Reflex is donating 10 cents from every pink-packaged ream of its #1 seller Ultra White paper to BCFNZ. Available at stationery stockists nationwide.



Avon's new Breast Cancer Crusade tote bag joins their pink ribbon ballpoint pen, manure set and notepad, with proceeds supporting BCFNZ.
<https://shop.avon.co.nz/960/breast-cancer-crusade>



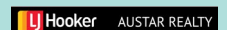
Sealybrity Beds! For the fifth year Sealy NZ have got four amazing NZers together to support BCFNZ. The bespoke beds go to auction on Trademe from 16th Oct, so watch out for this years stunning designs and check out www.sealy.co.nz for full details.



Designer Wardrobe.

Designer Wardrobe is an online marketplace where like-minded women buy & sell designer items with each other. We're excited to announce that Designer Wardrobe has teamed with us, offering members a way to donate to BCFNZ by selling their designer clothing on www.designerwardrobe.co.nz "The fight against cancer is a cause that I deeply care about as I have sadly lost loved ones to cancer, and had to fight it myself. BCFNZ is doing an incredible job spreading awareness and we're privileged that DW can contribute" - Donnielle Brooke, Founder & Director.

We're delighted to announce that **LJ Hooker - Auster Realty** is joining us as a Gold Partner. Amy Anderson, Auster Director, says: "Sadly, we have been affected by breast cancer over the years so this cause is very close to our hearts. We're thrilled to be able to promote awareness and contribute as much as we can."



Business Partner Recognition

Breast Cancer Foundation NZ is grateful for the support of the following business partners:

Corporate Partners



Pink Ribbon Platinum Partners



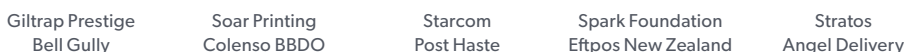
Pink Ribbon Diamond Partners



Pink Ribbon Gold Partners



In-kind Partners



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