



The *Pink Ribbon* Autumn 2011 **Press**

Published by The New Zealand Breast Cancer Foundation

Message from the Chief Executive



Welcome to your first newsletter of 2011.

Like all New Zealanders my heart goes out to the people of Christchurch whose lives have been torn apart by the terrible earthquakes in the last six months.

For those of who have been affected, know that our thoughts and prayers are with you during these difficult days. Located here in Auckland it has been heart-wrenching to watch the coverage of the earthquake and I can't begin to imagine what you're going through at this time.

We have many friends and supporters in Christchurch including volunteers and some of our key service providers and they are in our thoughts every day that the after-shocks continue. If you, your family or anyone close to you has breast cancer and have been affected by the earthquake in Christchurch, please get in touch if you need advice or support. Even if it's just to hear a voice at the end of the telephone, feel free to call us on 0800 902 732.

Since joining the team here at The Foundation in October 2010 I have been amazed by the passion shown by you, our supporters, in the community. I am enormously grateful for your fundraising efforts and feel very proud of the programmes of work, such as rehabilitation programmes like YWCA Encore and the breast cancer patient registers, that these funds help to support.

The information captured in the registers will help medical professionals improve the quality and efficacy of breast cancer diagnosis and treatment throughout the country. We also continue to support programmes that help to improve rehabilitation and quality of life for women with the disease, including women with secondary breast cancer.

All the best for the rest of the year and I look forward to meeting some of you at our events throughout 2011.

Evangelia (Van) Henderson
Chief Executive

Aiming for change, advocating for you!

In February 2010 the implementation plan for the **Guidelines for the Management of Early Breast Cancer** was published. This plan is a key step towards ensuring that evidence-based treatment and care is provided to all New Zealand women with breast cancer. It marks the achievement of several years of promotion and input from breast cancer advocates, in particular the Breast Cancer Aotearoa Coalition.

It is fantastic to have this guide as a resource for our health boards and breast cancer treatment providers; however it is imperative that we hear from women all over New Zealand about their experiences of diagnosis and treatment. It is only by hearing from women who have had breast cancer that we can ensure that the guidelines are being implemented and that any regional disparities in treatment get promptly addressed.

If you or someone you know is concerned about treatment waiting times, access to reconstructive surgery, delays in seeing a breast cancer specialist or any aspect of the care you are receiving following diagnosis, please contact us on **0800 902 732**.

Helping Christchurch in their time of need

I am sure you will realise that women do not stop being diagnosed with breast cancer because of a natural disaster. We have been in touch with the Canterbury DHB to offer assistance and ensure that access to life saving treatments such as radiation therapy is not severely affected by an interruption of services.

We are also liaising with BreastScreen Canterbury who assure us that their mobile screening units are still operating and that local women are aware of this.

During these uncertain times it is more important than ever that women with breast cancer in the Canterbury region have continuity of care during their treatment and rehabilitation from surgery.

The Foundation is dedicating the donations received from this newsletter to the

support services and community outreach programmes we fund in Canterbury.

These include our funding of the two Pink Pilates courses run at Core Rehab At The Oxford Clinic and Physio Plus in Christchurch which combine physiotherapy with clinical pilates to suit the needs and restrictions of the individual woman.

Donations received from this newsletter will also fund our support of the Christchurch breast cancer patient register. The registers currently operate in Auckland, Waikato, Christchurch and Wellington and enable clinicians to understand population-wide responses to treatment. With this data we have the potential to improve treatment so that fewer NZ women lose their life to this disease and it is vital that the women of Canterbury get to continue to contribute to their register.

Thank you for your generosity

We recently wrote to some of you about Jodie Scantlebury, who as a loving wife and mother to two gorgeous girls as well as being a breast cancer survivor, is the face of our February Appeal. It is thanks to your generosity that we have raised more than \$80,000 of our \$100,000 goal towards our community outreach programmes.

The NZBCF helps to fund programmes, including Pink Pilates and Sweet Louise, which are designed to assist women, like Jodie, recovering from breast cancer treatment to regain fitness and mobility and to improve their long term prognosis.



Breast Cancer in NZ in 2010

2010 saw some big strides taken to improve breast screening rates and treatment for New Zealand women with breast cancer.

Breast cancer screening rates for Māori and Pacific women enrolled in BreastScreen Aotearoa have increased significantly in the two years to 30 September 2010. In the 24 month period to 30 September 2010, 57% of eligible Māori women, 50-69 years, were screened, compared to 47% in the 24 month period to 30 September 2008 – a further 6620 women over those two years¹.

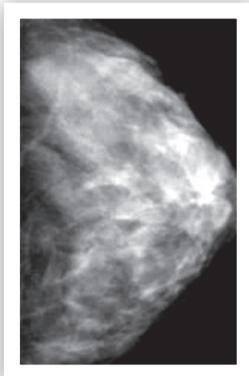
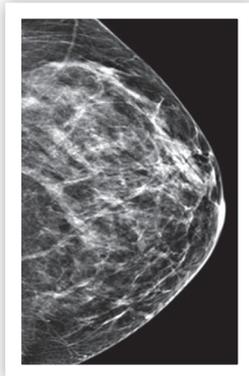
For the same period, 62% of eligible Pacific women, 50-69 years, were screened, compared to 49% to September 2008 – a

further 3028 women.² BSA Programme Leader Barbara Irwin says the figures show the screening imbalance between groups is beginning to be redressed, although overall, Māori and Pacific women remain under-screened.

At The NZBCF, we know that Māori and Pacific women are almost twice as likely to die from breast cancer as Pakeha³.

The reasons for this are complex but a key factor is that they are presenting late at a stage where the disease has spread.

The NZBCF will continue to focus its education on Māori and Pacific women whose participation in the breast screening programme has the most potential to improve the overall survival rate from the disease.



1, 2, 3 Source: Screening Matters, NSU November 2010

Upcoming fundraising events in 2011



MAY 01 - 31

Get up and do some good this May and hold a Pink Ribbon Breakfast.



JULY 01 - 31

Stay in to help out in July and have a Girls' Night In!



OCTOBER 01 - 31

Take action in October during Breast Cancer Action Month.



OCTOBER 14

Join us on for our Pink Ribbon Street Appeal - it's going to be our biggest day of the year!

To find out more about any of these events or about hosting an event of your own visit www.nzbcf.org.nz/communityevents, email us at fundraising@nzbcf.org.nz or call us on **0800 902 732**.

Get up and do some good this May!

Support The Foundation this May and hold your own Pink Ribbon Breakfast! This year funds raised will go towards our breast cancer patient registers throughout the country.

Breast cancer patient registers are a hugely valuable collection of information which enables clinicians to look for trends or patterns in responses to treatment. This is a vital tool which helps to create a clearer, more accurate picture of breast cancer incidence, care and survivorship in New Zealand. The registers currently operate in Auckland, Waikato, Christchurch and Wellington.

With this data we have the potential to improve treatment so that fewer NZ women lose their life to this disease.

Priorities in Breast Awareness

- 1. MAMMOGRAM**
A screening mammogram is the best method for the early detection of breast cancer in women with no symptoms.
- 2. BE BREAST AWARE**
Know what is normal for you and know what changes to look and feel for.
- 3. YOUR FAMILY DOCTOR**
If you notice any changes or have any concerns, visit your family doctor.

Nine out of 10 breast lumps are not cancerous

Breast changes to see your family doctor about:

- A new lump or thickening, especially if it is only in one breast
- A change in breast shape or size
- A pain in the breast that is unusual
- A change in the skin of the breast such as:
 - * Puckering or dimpling
 - * Reddening or a rash
- Any change in a nipple, such as:
 - * A turned-in nipple
 - * A discharge that occurs without squeezing

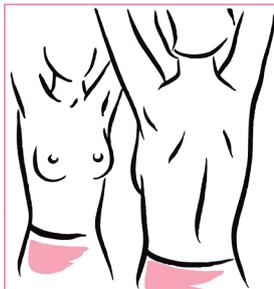
Remember you are looking and feeling for any new or unusual changes¹.

IF YOU WISH TO CHECK YOUR BREASTS, GOOD PLACES TO DO THIS ARE:

- In front of a mirror
- In the shower or bath

IN FRONT OF A MIRROR - check for changes:

- a. Place your hands at your sides and look for any changes.
- b. Place your hands on your hips and then press your shoulders and elbows forward. Look for changes.
- c. Raise your arms and clasp your hands above your head. Look again for changes.



IN THE SHOWER OR BATH

With the fingertips of your three middle fingers, use soap to glide over each breast. The way you do this does not matter. The main thing is to cover all your breast tissue from just under your collarbone to under your breast and from your mid-chest to your ribs at the side of your chest. Also, with each arm by your side, press your fingers firmly up into each armpit. Breast checks may make some women feel very anxious, while others will feel reassured; so they are a personal choice^{1,2}.

References

1. The National Screening Unit, the Cancer Society of New Zealand and The New Zealand Breast Cancer Foundation (2008, Oct). Position Statement on Breast Awareness. Ministry of Health: Wellington. www.nzbcf.org.nz
2. The New Zealand Breast Cancer Foundation www.nzbcf.org.nz

Name

Contact Telephone

Address

Email

Name of Workplace/Group

Anticipated No. of Attendees

Location

Town/City

Preferred Area (city/suburb)

Call 0800 902 732 or email info@nzbcf.org.nz for more information



Yes!
I would like to host a Pink Ribbon Breakfast.

Yes!
I would like to hear from The NZBCF via email.

Yes!
I would like to volunteer to help The NZBCF raise funds to beat breast cancer.

Yes!

I would like to make a donation to The New Zealand Breast Cancer Foundation

Mr Mrs Miss Ms Other
 Name.....
 Date of Birth / /
 Address.....
 Tel.....
 Mob.....
 Email.....

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 MasterCard Amex

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.

AUT2011

Sponsorship spotlight on The Warehouse and Bridgestone

In 2010 The Warehouse turned pink again in October with their 'Positively Pink' range in support of The NZBCF. The money raised, over \$350,000, will be extremely valuable in funding The NZBCF's community and education programmes for women throughout the country, particularly the programmes that have a specific focus for Māori and Pacific women.

Firestone, Bridgestone's national retail brand, and The NZBCF teamed up again in 2010 to re-launch the hugely successful 'Firestone Pink Cap Drive'. Fronted by television personality Jeanette Thomas, the campaign sold over 70,000 pink valve caps and raised a fantastic \$158,524 for The Foundation. With over 160 Firestone outlets nationwide, Bridgestone made a strong connection with The Foundation and our message that breast cancer affects New Zealand families all over the country.

Sponsor recognition board

The NZBCF encourages our donors to support these businesses whose sponsorship enables our life-saving work:

Diamond Partner:



Platinum Partners:



Gold Partners:



Corporate Partners:

- Bell Gully
- Deloitte
- Giltrap Prestige
- NZ Bus - Metrolink
- Post Haste
- Soar Printing
- Estee Lauder

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