



## Breast nurses share knowledge in Queenstown

Sixty nurses who work in breast cancer across New Zealand met in Queenstown in August to extend their knowledge around breast surgery and reconstruction.

It's the second year in a row that BCFNZ has organised the breast nurse conference. Last year it was held in Auckland, and feedback was very positive.

**"Great speakers, knowledgeable and relevant."**

**"A good reminder of good nursing practice."**

**"A brilliant day of learning, reflecting and networking."**

Nurses from Whangarei to Invercargill and Taranaki to Hawke's Bay were at this year's conference.

BCFNZ Breast Nurse Educator Kathryn Terry says, "Breast nurses in New Zealand can be quite isolated. This was a way for them to meet, share knowledge and discuss best practice.

"The nurses took new ideas back to their District Health Boards to share with their teams."

## Donating made easy in a digital world

You may have heard that Kiwibank are planning to stop processing cheques after February 2020.

You might like to use this opportunity to start donating in a different way. If so, we have other very simple and safe online, direct bank transfer and phone options. However, if you still wish to donate by cheque you will be welcome to do so.

We'd be very happy to assist you with this.

Call **09 304 0963** or email [supportercare@bcf.org.nz](mailto:supportercare@bcf.org.nz)



## Walk for the ones you love!

Our annual Pink Star Walk is approaching fast. Sign up for a 5km or 10km walk in Christchurch, Wellington or Auckland – or take part in our inaugural event in Queenstown! Raise over \$250 and you'll go in the draw to win a trip to Northern California.

<b>Queenstown</b> Sunday 13 October	<b>Wellington</b> Saturday 9 November
<b>Christchurch</b> Saturday 19 October	<b>Auckland</b> Saturday 16 November

Register at [pinkstarwalk.co.nz](http://pinkstarwalk.co.nz)

## TAKE A STAND AGAINST BREAST CANCER.

**Volunteer for two hours**

11th & 12th October.

Find out more  
[pinkribbonvolunteer.co.nz](http://pinkribbonvolunteer.co.nz)  
[pinkribbon@bcf.org.nz](mailto: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](http://www.breastcancerfoundation.org.nz/pinkproducts)

**New colours for 2019!** Great to show you the size of lumps detectable by mammogram. Remember - Find it before you feel it. **Available exclusively at Farmers stores nationwide - \$5**



**Pink Perfection Lipstick Set**  
RRP: \$126 Estée Lauder will donate 20% of the sale to BCFNZ

**Dramatically Different Moisturizing Lotion+**  
This year's limited edition Dramatically Different Moisturizing Lotion+ is adorned with a Clinique keyring. **RRP: \$100. Clinique will donate \$10 from the purchase price to BCFNZ**



**ghd Ink on Pink platinum+** To celebrate 15 years of supporting BCFNZ, ghd have collaborated with tattoo artist David Allen to create an original design based on his acclaimed work in concealing mastectomy scars. **\$20 from every pink limited-edition styler sold goes to BCFNZ. Available now [www.ghdhair.com/nz](http://www.ghdhair.com/nz)**



**Eta Salad Dressings** are turning their caps pink this summer! Helping you create delicious salads with a wide range of flavours. **10c from every pink-cap bottle sold goes to BCFNZ.** Available in supermarkets from mid-October while stocks last.



**Pink Lady® Apples**  
NZ Pink Lady® Apples are proudly supporting BCFNZ for their fourth year. Every one of these deliciously crunchy pink beauties you buy makes a difference. Available July-November in supermarkets and independent greengrocers. [www.pinkladyapples.co.nz](http://www.pinkladyapples.co.nz)



**Eta Uppercuts Pink Himalayan Salt and Pepper chips** Eta Uppercuts are delighted to be supporting BCFNZ this October. **For every pack of their limited edition chips sold, 20c will be donated to BCFNZ.** On sale throughout October at your local supermarket, while stocks last.



**Limited Edition pink LawnMaster mower** This year LawnMaster are releasing a limited number of pink LawnMaster Warrior lawn mowers available at participating dealerships across New Zealand. **With \$50 from each uniquely pink lawnmower sold coming to BCFNZ.**



**An exciting collaboration with Glassons**, and some iconic New Zealanders who have created a limited-edition accessories range. Available in all Glassons stores this October. Keep an eye out for more details to come!

GLASSONS

**Cloud 9 Invincible Carpet cushion**  
Make your home a place of comfort this October with Dunlop Flooring's Cloud 9 Invincible Carpet cushion (with its iconic pink laminate). **Available from Harrisons Carpet One.**



### Business Partner Recognition

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

#### Corporate Partners



#### Pink Ribbon Diamond Partners



#### Pink Ribbon Gold Partners



#### In-kind Partners

Giltprap Prestige, Bell Gully, Soar Printing, Colenso BBDO, Starcom, Post Haste, Spark Foundation, Eftpos NZ, Stratos

**Advanced Night Repair** Limited edition Advanced Night Repair adorned with a special Pink Ribbon Bracelet. **RRP: \$190 Estée Lauder will donate 20% of the RRP to BCFNZ**



**Bobbi Brown Pink with Purpose Nourishing Lip Colour Duo** features two Original Lip Colour shades. **RRP: \$85.00 Bobbi Brown will donate 20% of the RRP to BCFNZ.**



**La Mer Limited Edition The Treatment Lotion** Like "liquid energy", this fast-absorbing treatment delivers an instant rush of hydration to visibly soften, nourish, and improve texture. **RRP: \$120. La Mer will donate 20% of the purchase price to BCFNZ**



**This October, Sealy reveals four one-of-a-kind bedroom designs** created by iconic NZ celebrities. Each includes a unique Sealy Posturepedic Exquisite bed, linen, furniture and styling accessories. Find out more at [sealy.co.nz](http://sealy.co.nz) during September and October. **Auctioned on Trade Me from 14-28 October.**



**Bon appétit Free Range Eggs**  
Pick up half a dozen Bon appétit Free Range Eggs from your supermarket all year round and **BCFNZ receives 50c from every pack.**



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



**Griffin's is proud to launch its new Raspberry MallowPuffs** exclusively for Breast Cancer Awareness Month, in October this year. Made with a delightfully fluffy pink mallow and a delicious raspberry-flavoured filling, **every pack of Raspberry MallowPuffs purchased will help to support the great work of BCFNZ.**



**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.**



**Ultimate Ears WONDERBOOM™ 2** rocks a surprisingly big sound and features an all-new Outdoor Boost. Packing 13 hours of battery life, it's waterproof, dustproof, and it floats. Pair two WONDERBOOM™ 2 speakers to party louder or enjoy true stereo sound — inside, outside — literally anywhere.



**Compass Pools** continue their support for a third year by painting the outside of their pools pink! **Buy one this summer and \$100 from every pool comes to BCFNZ [www.compasspools.co.nz](http://www.compasspools.co.nz)**



## Contact us

Email: [info@bcf.org.nz](mailto:info@bcf.org.nz)  
Phone: 0800 902 732  
Ask a nurse: 0800 BC NURSE (0800 226 8773)

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

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# PINK RIBBON PRESS

Six-month roundup  
Spring 2019



Breast Cancer Foundation NZ

TAKE ACTION THIS OCTOBER

## Scalp cooling comes to Rotorua

Breast cancer patients at Rotorua Hospital will have access to scalp cooling during chemotherapy treatment thanks to our generous supporters. Rotorua is the first public hospital to receive a scalp cooling system donated by Breast Cancer Foundation NZ (BCFNZ) following our successful pilot in Nelson.

BCFNZ's chief executive Evangelia Henderson says, "Smaller regional areas like Rotorua sometimes miss out on health funding, so we are thrilled to be able to provide this opportunity to patients."

Dr Prashanth Hari Dass, a medical oncologist based in Rotorua Hospital, says this is positive for women in his area. "Thank you for giving Rotorua this opportunity." Dr Hari Dass says breast cancer patients from Taupo, Turangi, Mangakino and Murupara will also benefit.

Scalp cooling systems minimise hair loss during breast cancer chemotherapy, and can make a hugely positive difference to women as they go through treatment.

BCFNZ funded a successful pilot in Nelson Hospital last year. Of the patients that completed treatment, none lost more than 50% of their hair, and some had as little as 10% hair loss. None of the patients needed a wig.

Mrs Henderson says she is delighted that generous Kiwi donors have made the roll-out possible. "This kind of service makes an enormous difference to some patients, yet it is unlikely to ever be a priority for government spending," she says.

"We are talking to several District Health Boards across New Zealand right now. We hope as many as possible will jump at the chance to offer scalp cooling to their patients, and we look forward to receiving their applications.

"Breast cancer treatment can be harrowing," she says. "These systems will reduce suffering by helping women keep most of their hair."

Scalp cooling is widely used throughout the UK, and more than 120 machines have been installed in Australian hospitals in the last few years.

Continued on page 2...

## Fundraiser extraordinaire

Cathie Martin has lost family and friends to breast cancer and had a scare herself when she was 38. Fortunately, the lump was removed with no further treatment needed.

Cathie has fundraised for BCFNZ for several years. She trekked the Great Wall of China in 2015 and met many wonderful women on that trip, many of them breast cancer survivors.

Her second trek was the El Camino pilgrim trail in Spain. Sadly, the day she was leaving Madrid to start the trek, her mother passed away. She had an hour to decide if she wanted to go home or head to Saria. "I spoke to my brothers back in NZ and they said that Mum would want me to finish what I'd set out to do, so I continued," says Cathie. "It was certainly a beautiful trek and I had Mum with me all the way."

Cathie is now training for the Cambodia bike ride. "My bike riding is great, although it had been 25 years since I did any!" Cathie's fundraising has included a family music day, movie night, morning tea, house concert, selling soaps and raffle tickets.

Cathie, 65, has three children and seven grandchildren. She and her husband, Graeme, own a civil construction business. Cathie does administration but also drives trucks. Cathie, you are amazing!



Cathie is now training for the 9 day cycle challenge in Cambodia.

## Funding breakthrough at last for advanced breast cancer drug

One year after the release of our landmark report, "I'm still here", I'm able to give you some great news. Pharmac (the government drug-funding agency) is planning to fund one of the drugs that could extend the lives of Kiwis with advanced breast cancer (ABC).

Earlier this month, we heard that Pharmac plans to fund Kadcyca, pending public feedback. This will benefit around 20% of ABC patients, many of whom have had to fundraise or even sell their houses to fund their own drugs.

You, our supporters, alongside patients, their families and doctors, have helped make the change that we've been advocating for. Now, we must continue to fight for other lifesaving drugs that are the standard of care in Australia and other comparable countries.

Meanwhile, your ongoing generosity allows us to invest in research that could make the breakthroughs we so urgently need. Take a look at the Research Roundup included with this issue of Pink Ribbon Press. I'm sure you

are as excited as I am about the quality of research taking place right here in New Zealand.

We are also working on piloting other innovative projects that I'll be able to announce soon.

Our education programmes continue to make a difference, keeping Kiwis of all ages and backgrounds well informed. We're still growing our support services, too. Every day we hear from patients who are grateful for rehab funding, counselling, therapy and expert advice from our breast nurses.

Thank you, as always, for your loyal support. You are truly making a difference in people's lives.



Evangelia Henderson CEO

*Evangelia*

## What is scalp cooling?

Cold caps and scalp cooling systems are tightly fitting, strap-on, helmet-type hats filled with a special refrigerated gel coolant.

They work by narrowing the blood vessels beneath the skin of the scalp, reducing the amount of chemotherapy medicine that reaches the hair follicles.

With less chemotherapy medicine in the follicles, the hair may be less likely to fall out.



Below: Katja Rummel, the first patient to use scalp cooling in Nelson

Katja Rummel was the first patient to use scalp cooling technology in Nelson Hospital in a pilot funded by Breast Cancer Foundation NZ. She underwent a double mastectomy and delayed having chemotherapy as she was concerned about the side-effects, including hair loss.

"My long, thick, curly, brown hair means a lot to me. The thought of losing it and having to walk around bald-headed was very uncomfortable."

She was also concerned about how her young daughter, Amiria, would react. "I heard from other mums whose children were frightened by their hair loss." When she heard about the scalp cooling pilot, she was happy to proceed with treatment.

"I am so happy that there is the option of this hair cooling system for all the others who have to go through this. In my opinion, it makes a huge difference. It is such a hard journey emotionally, so if you can keep your hair that's such a bonus," Katja said.

Nelson breast cancer patients have continued to be offered scalp cooling since the study was completed.



## Breast Cancer Foundation NZ teams up with Ryman

We're thrilled to have entered a year-long partnership with Ryman Healthcare. Ryman has run its charity partner programme for 20 years. A list of potential partners is drawn up each year, and residents and staff choose the winner.

BCFNZ's Chair, Justine Smyth, says she is delighted that Ryman has chosen to support our vital work in this way.

"Funds raised will make a real difference to people's lives all around New Zealand," she says. "Whether we're empowering Kiwi women with the knowledge to find cancer early, helping people during treatment and recovery, or seeking scientific breakthroughs, the work we do is crucial and the need is ongoing."

"We are so grateful to Ryman and its residents whose energy and passion will make our year-long relationship immensely rewarding."

Ryman Chief Executive Gordon MacLeod says BCFNZ was the overwhelming charity favourite this year.

"The foundation has been a tireless campaigner for sufferers and their families – and it doesn't

receive any Government support," says Gordon. "We're delighted to be working with them for the next 12 months."

"Ryman matches all the funds raised by residents and the team, so the more money they raise, the more Ryman will contribute," he says.

"We've got some exciting events lined up over the next 12 months, and the money raised will go to education, research, support and advocacy for patients."

Ryman has provided retirement living and care for 30 years in New Zealand. It has 32 villages, with more planned.

As part of the partnership, BCFNZ will send a guest speaker to every one of Ryman's villages across New Zealand. BCFNZ speakers have already been warmly received at several villages and we look forward to continuing our visits.



"We are so grateful to Ryman and its residents whose energy and passion will make our year-long relationship immensely rewarding"

BCFNZ Chair, Justine Smyth



## Pink Caravan goes the distance for breast education

Our iconic Pink Caravan travelled across Auckland, Waikato and Bay of Plenty in the first half of this year before taking a well-earned rest over winter.

Our on-board nurses had 2,000 in-depth conversations and education sessions with people in smaller communities and workplaces.

BCFNZ lead nurse Natalie James says the most satisfying aspect of the caravan's work is its deep engagement with harder-to-reach people. "Our nurses bring the breast health message to communities in a warm, non-threatening way. People leave the caravan feeling empowered about their own health."

"We were delighted to be able to sign up 134 women to the free mammogram programme," she says. "These are women who, for different reasons, have been unable to take part in screening, but with the support of our nurses felt confident to register with the programme. That's a great result."

**PLEASE DONATE. Help save lives and support women with breast cancer.**

Online at [www.breastcancerfoundation.org.nz](http://www.breastcancerfoundation.org.nz)

Freephone 0800 902 732

Mail to Private Bag 99650, Newmarket, Auckland 1149

## Dear Nurse...

**Question:** Can I have a mammogram before I'm 45?

**Answer:** Yes!

Although the free, two-yearly BreastScreen Aotearoa screening program is for women aged 45-69, you CAN have a mammogram outside this age bracket. In fact, we recommend you consider starting your mammograms from the age of 40. You can pay to do this privately at a radiology clinic. Or, if you have symptoms (a lump, for example), speak to your GP for a referral into the public system.

If you're concerned about inherited breast cancer risk, speak to your GP and they can create a suitable plan for you or refer you to Genetic Health Service.

To find out more about mammograms, call one of our friendly nurses on **0800 BCNURSE** (0800 226 8773)

## Thousands take part in Pink Ribbon Breakfasts

A huge thanks to everyone who hosted, attended, donated (either money or products) or generally supported Pink Ribbon Breakfasts across New Zealand. Nearly 4,000 people registered to host an event and more than 115,000 people attended.

**"This is our biggest fundraising effort of the year, and I'm delighted to see how much it has resonated with Kiwis everywhere,"** - chief executive, Evangelia Henderson



Mr  Mrs  Miss  Ms  Other

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

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 NZ**

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

Or donate online at [www.breastcancerfoundation.org.nz/spring](http://www.breastcancerfoundation.org.nz/spring)

**Thank you for your support**