

PINK RIBBON PRESS

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Chelsea Winter
The new face of Pink
Ribbon Breakfast

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New, safer treatments in Christchurch – thanks to you!

Christchurch Hospital will be offering breast cancer patients new treatments to improve survival, prolong life, and boost patient safety. Thanks to our generous supporters, the New Zealand Breast Cancer Foundation has committed \$250,000 to new projects at the hospital.

You might have seen the recent One News report on a new technology called Deep Inspiration Breath Hold (DIBH), used to protect the heart in patients who have radiation therapy to prevent their cancer coming back. Christchurch Hospital is the first public hospital in NZ to install DIBH technology, funded by the NZBCF.

"It's an awful irony that the treatment designed to save women's lives and prevent recurrence of their cancer can cause heart problems for some," says Evangelia Henderson, NZBCF CEO. "We want patients to not just be cured of their cancer, but to go on to live long and healthy lives. Overseas studies have shown DIBH can reduce the average radiation dose to the heart by 50% or more."

Stereotactic brain radiotherapy improves survival, reduces damage

The NZBCF will also contribute \$100,000 towards equipment for stereotactic treatment for breast cancers that have spread to the brain. Stereotactic radiotherapy delivers high dose, highly precise radiation to a very small area. It controls the cancer in the brain better and improves overall survival, without the cognitive damage caused by traditional whole-brain radiation.

"Internationally, there is a trend towards more assertive management of the spread of cancer using radiosurgery. We talked with Christchurch Hospital about the potential to introduce stereotactic radiotherapy, and they were very enthusiastic," says Evangelia.

About 30% of women with advanced breast cancer, many of them likely to be younger women, develop metastases in the brain. "Some women survive a live a long time with brain metastases. We want them to have the best quality of life, and that includes the best possible cognitive function," says Evangelia.

Stereotactic treatment can also be used for breast cancers that have spread to lungs, liver and bones. The NZBCF hopes treatment at Christchurch will be extended to these areas in future.

Clinical trial seeks to shrink large tumours before surgery

The final NZBCF grant is \$30,000 to support the ELIMINATE clinical trial at Christchurch Hospital. This multi-centre trial will investigate whether some women with large breast tumours will benefit from being given hormone treatment concurrently with chemotherapy, before surgery. If successful, some previously inoperable tumours may disappear or shrink to a size that makes them operable, or women with operable tumours might be able to have breast conserving surgery (lumpectomy), instead of more aggressive surgery (mastectomy).

Women with larger tumours tend to have a lower survival rate, so we're keen to see the results of this trial which delivers the benefits of hormone treatment earlier, and which also may reduce the burden of surgery.

Thank you so much to you, our wonderful donors and supporters, who have made these important projects possible.

Jeanine O'Connor's breast cancer was found in a routine mammogram last December. 55-year-old Jeanine is grateful her cancer was found early, meaning she didn't need chemotherapy. Her doctors recommended radiation to stop the cancer coming back...



Radiotherapist Stephanie Farrell shows Jeanine how to use the DIBH machine to help her hold her breath for multiple long periods, so that radiation can be delivered with maximum safety.



Stephanie monitors Jeanine's breathing to check she recovers quickly from the breath-hold.



Radiation oncologist Dr Melissa James shows how the breath hold expands the lung, moving the heart outside the radiation field.

Knowledge saves lives



Evangelia Henderson

Thanks to you,
we're funding vital
research right here
in NZ

To beat breast cancer, we need to know more. Our scientists and doctors need to know more about why and how breast cancer develops and spreads, how to prevent it, who's at risk, and how to treat each patient's cancer most effectively. Our Ministry of Health needs to know who's not getting access to the best care. Our women need to know their family history, their risk of breast cancer and how they can reduce it, the signs of breast cancer and the importance of early detection.

Every single advance in breast cancer screening and treatment has come about as a result of research that increases the knowledge of our scientists and doctors. New drugs, new uses for existing drugs, new procedures... all of it. That's why funding research is such an important part of the New Zealand Breast Cancer Foundation's work – and thanks to your generosity, this year we're making \$1.3 million available to support research right here in New Zealand. Thank you!

There's been another important advance in knowledge recently. NZ's Genetic Health Service has lowered the threshold for testing Kiwis for the BRCA gene mutation, which greatly increases a woman's chance of developing breast and ovarian cancer. The NZBCF and others have been calling for this lowered threshold, which will enable more people to be tested and to know their risk before making important decisions about medical treatment.

It's a victory, but I must admit, for me it's bitter-sweet. I lost my dear friend Miffy to breast cancer nearly three and a half years ago. She was just 42 years old, and her death left a huge hole in the lives of her husband and two young children. Miffy's sister died young of ovarian cancer, but Miffy wasn't offered BRCA testing until she herself was diagnosed with breast cancer. She did indeed have the BRCA mutation, passed down through her father's side (remember, your father's family history of cancer is just as important as your mother's).

The knowledge came too late for Miffy to have the preventative surgery that Angelina Jolie, another BRCA mutation carrier, had; surgery that might have stopped Miffy getting breast cancer in the first place, and kept her here for her family.

My hope is that making the BRCA test available to more Kiwi women will save lives and preserve precious families. Visit our website www.nzbcf.org.nz/genetic-testing to find out if your family history means you should talk to your doctor about testing.

The NZBCF will continue to work to increase the life-saving knowledge of breast cancer among our scientists and doctors, and among all New Zealanders. Thank you so much for your support. We truly can't do it without you.

Evangelia Henderson (CEO)

More Kiwi women to qualify for gene mutation testing

Women with a 10% chance of having the BRCA gene mutation will now be eligible for testing, thanks to a recent decision by Genetic Health Service NZ to lower the testing threshold.

Until now, New Zealand has tested at the 20% threshold, lagging behind the recent shift to the 10% threshold in the UK and Australia.

The BRCA mutation greatly increases a woman's risk of breast or ovarian cancer, and has also been linked to pancreatic and other cancers. Depending on individual and family factors, women with the mutation have a 40-90% chance of developing breast cancer.

"The lower threshold will make genetic testing available to families who have previously missed out, despite being at significant risk of having the BRCA mutation," says Dr Reena Ramsaroop, chair of the NZBCF's medical advisory committee.

While it will undoubtedly cost more to test at the lower threshold, a study undertaken by the NHS in the UK found that the



benefits in terms of preventative treatment and better monitoring of at-risk people made testing cost-efficient at both a 10% and 5% threshold.

"It's likely that the same cost-efficiencies would apply here in the long term," says Dr Ramsaroop, "and in the meantime, more women will be accurately informed of their risk, and better able to make decisions on the best course of action for them and their families."

If you have breast and/or ovarian cancer in the family and want to know more about your genetic risk, visit www.nzbcf.org.nz/genetic-testing.

Did you know...

...that the NZBCF's free counselling service has now been extended to include women who have tested positive for the BRCA gene mutation?

To find out more, visit www.nzbcf.org.nz/freecounselling.

...that men can get breast cancer too? Approximately 20 men in NZ are diagnosed with breast cancer each year. The disease is more common in men over the age of 60, but all men need to know what to look for and report any breast changes to their GP.

Find out more at www.nzbcf.org.nz/BREASTCANCER/InMen.

FASTER NEWS!

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

Join us at www.facebook.com/NZBreastCancerFoundation

Follow us on Twitter @nzbcf

New BSA data proves mammograms save lives

New research released by BreastScreen Aotearoa (BSA) should give Kiwi women confidence that regular mammograms are the best way to find breast cancer early and save lives.

The report, which analyses 10 years of screening, shows that women who have regular mammograms have a 39% lower breast cancer mortality than women who have never screened.

Perhaps even more significantly, the BSA research shows that among women diagnosed with breast cancer, those whose cancer is detected on a screening mammogram have a 45% lower death rate than those with cancer detected outside screening, for example, finding a lump.

This is the proof that NZBCF CEO Evangelia Henderson has been waiting for. "BSA does an amazing job, and it's very frustrating when irrelevant overseas studies, particularly from countries like America, which simply

doesn't have a national, coordinated screening programme, are used to claim that mammograms aren't effective," she says. "Mammograms save many lives, and it's great to at last have national mortality figures to back up what we know from the regional breast cancer patient registers."

The BSA study also shows that breast cancers found on a mammogram are likely to be smaller and less advanced, which often makes them easier to treat, again backing up the data from the breast cancer patient registers.

"If you want to give yourself the best chance of finding breast cancer early and surviving it, sign up with BreastScreen Aotearoa and have regular mammograms," says Evangelia.

The NZBCF recommends that women consider annual mammograms from age 40-49, then have two-yearly mammograms from age 50. All women over 20 should know the normal look and feel of their breasts, so they can report any changes to their doctor.



✓ 70+ petition on its way to parliament

Thanks to your wonderful support, we are ready to present our 70+ petition to parliament.

To give older women a better shot at detecting breast cancer early, the NZBCF created the petition to extend free mammograms to women aged up to 74.

10,000 caring Kiwis have already signed, and we can't thank you enough.

Our breast cancer risk increases as we age, and in our early 70s our risk is higher than it was in our 50s. Unfortunately, NZ's mammogram screening program, which works well for women aged 45-69, leaves older women unprotected. After age 69, if we want to continue having screening mammograms, we've got to pay ourselves - and at around \$150-200 a pop, not everyone can afford regular checks.

Australian researchers proved that regular mammograms save the lives of older women, and as a result the Australian government

extended screening to women up to age 74. The UK is currently running a pilot for women aged up to 73.

We've got our fingers crossed that the government will address this important issue, but in the meantime, consider paying for mammograms in your 70s.

Visit www.nzbcf.org.nz/BREASTCANCER/BreastAwareness/Women70-plus to use our Screen70+ guide – a simple decision guide that can help 70+ women decide whether they should still be having mammograms.

➤ Women thankful for free counselling

FREE Counselling
for anyone with
breast cancer*



Women are telling us how grateful they are to have someone to talk to before, during and after their breast cancer treatment.

This time a year ago the NZBCF launched its free counselling service for women with breast cancer. Since then, many women have benefited from speaking with a professional therapist. Breast cancer brings with it emotional as well as physical challenges, and talking about those concerns and anxieties can be enormously helpful.

Thank you so much for your donations, which have made this service accessible to Kiwi women and their families at any stage of the breast cancer journey.

To find out more about how to access free counselling (a referral is needed), please visit www.nzbcf.org.nz/freecounselling.

f 'As someone who has used this service, thank you. Thank you for the space and time in front of a trained counsellor for myself and my husband to air our thoughts and fears in such a safe environment. I am certain that without it, this journey would have been so much tougher emotionally.'

f 'Grateful recipient of this care. Helped me so much and I now have lifelong skills. Thank you.'

Doctors to learn online



The NZBCF is happy to announce the release of our first online CME (Continuing Medical Education) course, designed to teach GPs to better recognise the signs and symptoms of breast cancer.

Continual learning is an important part of a GP's job. Throughout their careers, GPs complete courses in specialised subjects in order to stay up to date with the latest research and best practices.

"GPs need to know a lot about a wide range of disorders. We can't be experts in everything," says Dr Nua Tupai. "Access to quality training is a privilege as it means we will better serve our communities by being more alert to the signs and symptoms of breast cancer."

The new online course features slide presentations, videos and quizzes, and outlines current best practice for catching breast cancer early, as well as useful algorithms, action pathways, and downloadable resources.

This is the first step in a long term project. In the future, the NZBCF hopes to create additional modules to ensure New Zealand GPs are well-equipped to catch breast cancer early, giving their patients the best chance of survival.

NZBCF welcomes new nurse/educator

Welcome to Sarah Munro, our new Breast Cancer Nurse/National Educator. Sarah comes to us after six years with BreastScreen Aotearoa. Her dual role will see her liaising directly with breast cancer patients and members of the public as well as developing the NZBCF's nationwide breast health education programme. She will also be the voice at the end of our free advice line (**0800 BCNURSE/ 0800 226 8773**).



Sarah says she is looking forward to offering women reassurance and good advice as well as developing her professional skills within the field of breast cancer education.

Welcome on board, Sarah!

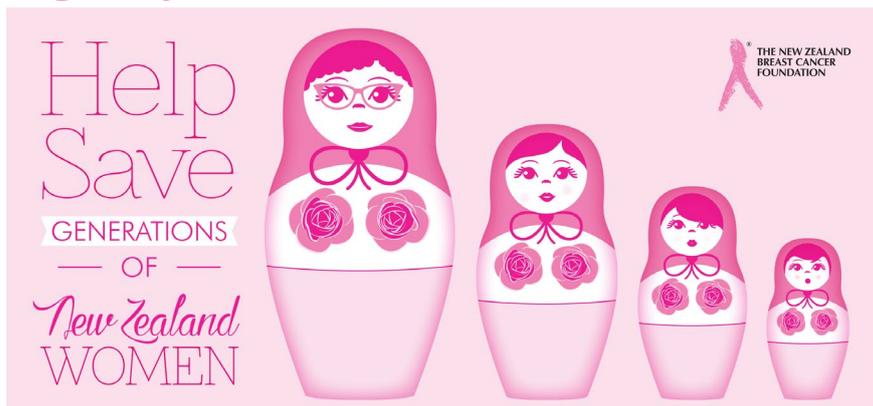
Leave a lasting legacy and help save lives

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



Dear nurse...

Question: This morning in the shower I noticed that there is a discharge coming from one of my nipples. Should I be worried?

Answer: Nipple discharge is a common breast complaint, and in most cases it does not signal breast cancer. Some of the common (and benign) causes of nipple discharge are:

- Pregnancy (women can present with a milky discharge from both breasts)
- An abscess (often linked to mastitis)
- Duct papilloma (a wart-like growth just inside the breast duct, which can produce a blood-stained discharge)
- Duct ectasia (affects women approaching menopause; aging milk ducts get shorter and wider and produce a discharge)
- Galactorrhoea (lactation not linked to breastfeeding. Discharge usually comes from both nipples and is milky.)

Less common causes include the contraceptive pill, hormone fluctuations during puberty or menopause, some antidepressants, and an underactive thyroid.



Is it Breast Cancer?

Less than 5% of women with breast cancer have nipple discharge. (For most women by far, the first sign of cancer is a lump.)

Nipple discharge that is spontaneous, unilateral (from one breast only) and uniductal (from one milk duct only) raises the possibility of breast cancer. The discharge may be bloody or blood-tinged, but not always.

Remember that most breast changes are not breast cancer. It's important, however, to know what is normal for your breasts and to get any new or unusual symptoms checked out by your doctor promptly.

For further information, freephone our specialist breast care nurse on 0800 BCNURSE (0800 2268773).

Or follow the link:

www.nzbcf.org.nz/BREASTCANCER/AnyChanges.

Chelsea Winter

the new face of Pink Ribbon Breakfast



We are thrilled to announce that celebrity cook Chelsea Winter is supporting the NZBCF Pink Ribbon Breakfast campaign this May. Chelsea's warm, fun and fresh approach to food has seen her become a household name in New Zealand and beyond. Her bestselling cookbooks are loved by cooks of all ages and levels of experience.

Chelsea says she's honoured to be supporting the NZBCF Pink Ribbon Breakfast.

"It's amazing to be promoting awareness for what is such a fantastic initiative on many levels. A great deal of my fans have been involved in previous years' breakfasts using my recipes - and I'm glad I can do more to help. It just feels like a perfect fit to me. Food, friends and fundraising for a good cause: what's not to love? So why not host your own breakfast?"

Host a Pink Ribbon Breakfast at your place

It's not too late to host a Pink Ribbon Breakfast! You can do it at home, at your workplace, at your school or local community hall or sports club. It doesn't have to be a breakfast, either - it could be a morning tea, a lunch, or even a pink-themed cocktail hour.

All the funds you raise will go towards funding vital breast cancer and supporting women with breast cancer. Your breakfast could help fund a breakthrough!

We're hoping to raise \$1.5 million this year, so whip out the pink balloons and feather boas, whip up some pancakes and send out the invites.

To find out more, and to register, visit www.pinkribbonbreakfast.co.nz.

Proudly supported by



Funding boost for young researchers

Every year the NZBCF awards a fellowship grant to fund the work of an outstanding breast cancer researcher. These grants go to NZ-based scientists, to ensure they can complete their projects in local research centres. This year, the calibre of applicants was so high we decided to award two fellowships, each worth \$80,000.

Dr Dean Singleton

Dr Singleton gained his BSc and PhD at the University of Auckland before travelling to Oxford to work with renowned cancer researcher Adrian Harris. He's now back in



Auckland working as a research fellow.

Dr Singleton is developing drugs that target cancer tumours that are low in oxygen. These low-oxygen tumours are aggressive and more likely to spread. Dr Singleton's work could help prevent the spread of cancer and improve patient survival.

Dr Anita Muthukaruppan

Dr Muthukaruppan is a research fellow working in the Department of Obstetrics and Gynaecology at the University of Auckland.



After gaining her BSc, she worked at the Kolling Institute of Medical Research in Sydney, before returning to Auckland to complete her PhD.

Dr Muthukaruppan is interested in particular genetic mutations that affect whether or not hormone therapy will work in individual patients. This information allows doctors to better personalise cancer treatment so that each patient will receive the medicine that will work best for them.

Congratulations to our two recipients. We are excited about the calibre of research happening in New Zealand, and the hope it offers to breast cancer patients and their families.



Scan to donate

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.

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.

Fiona's running for a reason

Around 33 runners took part in the Ports of Auckland Round the Bays on Sunday, March 6th, in support of the New Zealand Breast Cancer Foundation.

One of them was Fiona Taylor, who had a special reason for participating...

"I was diagnosed with a rare breast cancer last April. Thankfully it hadn't spread and was slow growing, so my treatment was limited to surgery to remove the 2cm tumour, followed by three weeks of radiotherapy. Sadly, for many women diagnosed with cancer, their journey may be fraught with complications, fear and loneliness.

"I will be running three events this year (Round the Bays, a half-marathon in Mount Maunganui in June, and the Auckland marathon in October) to raise money for the NZBCF. They provide an amazing service for those diagnosed with breast cancer. The information I was given when I received my diagnosis gave me answers to questions I didn't know I would have, and guided and prepared me for the treatment I was to receive.

"I am running to help the NZBCF continue supporting women and their families."

Fiona's goal is even more remarkable given the fact that she only started running in December 2015. Well done Fiona, and thank you for your wonderful support!



Fiona and her husband at the Round the Bays finish line

NZBCF announces egg-citing new partnership

The New Zealand Breast Cancer Foundation is egg-cited to announce its partnership with Bon Appétit Free Range Eggs.



Bon Appétit's chickens are raised free-range on a natural grain diet. In fact, they're so well looked after that they've been given the SPCA Blue Tick, which means they've met SPCA standards for humane farming.

Eggs contain all 9 essential amino acids, as well as protein, vitamins B12 and D, riboflavin and folate. Eating eggs raises your levels of good cholesterol, and helps convert bad cholesterol into the benign kind.

So go and buy your Bon Appétit eggs! You will be donating \$1 from every dozen and 50 cents from every half-dozen pack to the NZBCF. Bon Appétit!

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



Free breast cancer info available



The NZBCF produces a range of educational resources, including books, booklets, newsletters, DVDs

and posters. These resources have been approved by the Foundation's Medical Advisory Committee and are available free of charge – however, donations to help offset the cost of producing them are always gratefully received.

To order or download, visit www.nzbcf.org.nz/resources.

Our educators are also available to speak at your workplace, organisation or community group (time and resources permitting). Email breasthealth@nzbcf.org.nz or Freephone 0800 902 732.

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



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



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