

Advocacy for improved outcomes

Advocacy is an important aspect of the Foundation's work and this is an election year. There is a gap between Government funding and the need for breast cancer service and the Foundation recognises its key role in advocating for world-class standards of care.

The Foundation recently released vital early findings from 10 years of data collection by the Breast Cancer Registers (see "NZBCF-funded Patient Registers provide invaluable detection and treatment information" on p2). These findings are proving so important that the Foundation is advocating for a government-led initiative to roll them out nationally.

The NZBCF is working hard to develop and maintain good working relationships with policymakers and fund-holders, and support the interests of women with breast cancer.

The Foundation is part of CANGO: a group of non-governmental cancer organisations working together to improve the outcomes and care of people with cancer. CANGO recently sent an open letter to all politicians raising key issues such as the shortage of oncologists and lymphoedema nurses, delays in treatment and surgery and the low screening rate, particularly for Māori and Pasifika women. The pre-election Manifesto was launched at an event on 18 August in Wellington to all political parties.

Contact us...

.... for information and support

We welcome all enquiries from women with breast cancer and those wanting information and help. You are the reason we're here.

.... to tell us your story

Our work would be meaningless without the stories of the women, their friends, families and colleagues, who are touched by breast cancer. In this way we hope to raise awareness and promote early detection of the disease.

You can e-mail us at info@nzbcf.org.nz or by post to: New Zealand Breast Cancer Foundation, PO Box 99650, Newmarket, Auckland.

Join us online

We're at www.facebook.com/NZBreastCancerFoundation or @nzbcf if you're on Twitter

Where our funding goes

The NZBCF supports many effective programmes from funding key medical research projects to supporting women with breast cancer.

Here are some of the projects we are involved in:

- Providing free education and information via materials, online website information and resources.
- Funding grants to New Zealand based research programmes, scholarships to Radiation Therapy and Medical Imaging (Mammography) students.
- Providing grants for the Breast Cancer Patient registers.
- Funding projects that promote early detection of breast cancer.
- Working with other breast cancer organisations and supporting programmes such as Sweet Louise, Pink Pilates and YWCA Encore and Dragon Boating teams that support the wellbeing of women with breast cancer.



Pink Dragons - Dragon Boating team.

Help us go paperless!

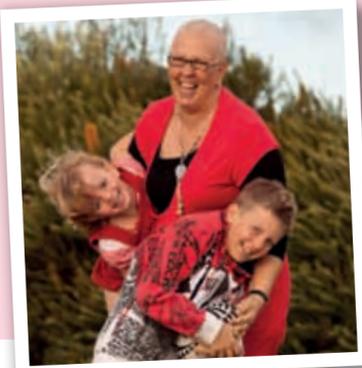
We want to keep you informed in a faster, greener way, and be wiser with our funds at the same time.

We would love to e-mail future issues of this newsletter to you. Please give us your e-mail address on the form below, or drop us a line at info@nzbcf.org.nz.

NZBCF Sheroes

In January 2010 **Desiree Gascon Arthur** was given 4-6 months to live. In July she agreed to be featured in our 2011 winter appeal. We are delighted to report that Desiree is defying the odds and continues to fight breast cancer. The appeal has raised \$85,000 and will fund the Sweet Louise organisation, delivering programmes to support women like Desiree with secondary breast cancer.

Miffy Jones was 41 years old when she was diagnosed with breast cancer last October. The busy mother of two and marketing executive says "breast cancer brought me back to the basis of life and the fun things. It taught me how to live again." Miffy was featured in our Mothers' Day appeal this year, which raised more than \$70,000. This money will fund education of women at high risk for breast cancer.



Dame Rosie: a much-deserved honour

The NZBCF is delighted that our long-serving Patron Rosie Horton has been made a Dame Companion of the New Zealand Order of Merit for her services to philanthropy.

The award is recognition of more than 20 years working with causes helping children, the sick, disabled, animals, women's refuge, the performing arts and the environment. She will accept the title of Dame as a tribute to the thousands of unsung heroes in the not-for-profit sector.

Dame Rosie is typically modest about the honour. "It's very humbling and I didn't expect anything for it. I do it because I love it," she said.

Dame Rosie has been a trustee of the New Zealand Breast Cancer Foundation since 1996 and was appointed Patron in 2006.

Welcome to our new sponsors

Sunlight

Proceeds from every purchase of Sunlight Pink Grapefruit Dishwashing Liquid will go towards raising **\$40,000** to assist with breast cancer research. Washing up has never been for a better cause.



Bio-Oil

Many women use Bio-Oil at times when healing is important. Two dollars from every pink stickered 60ml pack of Bio-Oil sold during Breast Cancer Awareness Month will go to the New Zealand Breast Cancer Foundation.



Under Armour

Under Armour, the global originator of performance sports apparel brings Power In Pink sports clothing and accessories to the New Zealand market during Breast Cancer Awareness Month. Proceeds from Power In Pink clothing and accessories will go towards raising **\$20,000** to assist with breast cancer research for the New Zealand Breast Cancer Foundation.



Sponsor recognition board

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

Diamond Partner:



Platinum Partners:



Corporate Partners:

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

Gold Partners:



The Pink Ribbon Press is proudly printed free by



Dove Pink at the Pictures

We are inviting mothers, sisters, daughters, grandmothers and friends across the country to come together on **26 October** for a simultaneous, multi-city, pink themed movie night, complete with pink beverages and canapés.

Dove Pink at the Pictures is a new fundraising initiative featuring a simultaneous, nationwide screening of the movie classic Breakfast at Tiffany's. Participants will receive a goody bag and spot prizes. This wonderful new venture will take the place of the Dove Pink Star Walk, and aims to raise \$100,000 to support the New Zealand Breast Cancer Foundation.

Tickets will be available for purchase online at Event Cinemas www.eventcinemas.co.nz. If you're unable to make it to any of the Dove Pink at the Pictures cinema locations, listen out on More FM for the Dove Pink at the Pictures take home packs. Join Dove on Facebook at www.facebook.com/dovepink for further information.

Go Pink for a Day

On **Friday 14 October 2011** get everyone in your organisation to dress up in pink, share in a fuchsia food feast, decorate the office in all things pink, and most importantly take part in fun activities, with the proceeds going to the New Zealand Breast Cancer Foundation.

TAKE ACTION by

- Donating a gold coin to one of our street collectors on Friday 14 October and wearing a pink ribbon with pride.
- Registering for regular screening mammograms if you are over 40. If you are aged between 45 and 69 years, these are FREE through Breast Screen Aotearoa ph 0800 270 200.
- Being 'Breast Aware' and know what looks and feels normal for your breasts.



Take Action this October to help fight Breast Cancer

October is international Breast Cancer Action Month. The New Zealand Breast Cancer Foundation dedicates the month to raising awareness about breast cancer and raising funds for our proactive breast health education and research programmes.

Currently 1 in 9 women in New Zealand will experience this disease in her life time. Please join together to take action this October and help us reduce the number of women who develop and die from breast cancer. For more information about Breast Cancer Action Month, visit takeaction.org.nz.

Come and support 'Paddle for Hope' at the Auckland Viaduct

'Paddle for Hope' - on **Saturday 15 October** at Wynyard Quarter - is a new event to support Breast Cancer Action Month aiming to raise \$60,000 for the New Zealand Breast Cancer Foundation.

This fun, family orientated stand-up paddle board race on the Auckland Harbour, was devised by breast cancer survivor, Karin Horen.

Starting at 1pm, close to Rugby World Cup 'Party Central' the event will see celebrities and teams dressed in pink fancy dress, racing in teams of four across the harbour. 'Paddle for Hope' was conceived in recognition of the key roles of both exercise and support from their family and friends in the fight against breast cancer.

Come along and take part!



THE NEW ZEALAND BREAST CANCER FOUNDATION

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



A call to action from our Chief Executive

This year Breast Cancer Action Month will coincide with the Rugby World Cup. What an opportunity this gives us to engage with the influx of visitors on street appeal day to donate towards the cause.

Funds raised during Breast Cancer Action Month will help support Breast awareness and education programmes, as well as going towards research such as the vital breast cancer patient registers.

These registers collect accurate patient data, which provide insights into breast cancer outcomes in New Zealand. They point the way to improvements in the detection and treatment of the disease. The early findings tell us that we must continue our work to promote the message that early detection is our best protection.



Dr Reena Ramsaroop

NZBCF-funded Patient Registers provide invaluable detection and treatment information

The New Zealand Breast Cancer Foundation has, for the past 10 years, been funding a series of databases recording details about the detection, treatment and health outcomes for women with breast cancer in four regions of New Zealand.

The information from these databases is a state-of-the-art model for New Zealand clinical research in breast cancer. It is providing a set of standards that can be compared against best international practice, to ensure that NZ women receive world-standard treatment and care.

The Auckland Breast Cancer Patient Register has collated information in the Greater Auckland Region over 10 years, with the participation of more than 7,000 women diagnosed with breast cancer. Some important early findings support unequivocally the message that breast screening saves breasts and lives.

- Nearly 70% of breast cancers found by a mammogram can be treated by breast-conserving surgery, while less than 40% of those found by feeling a lump can be treated this way.
- Eighty-five per cent of women whose breast cancer is found by a screening mammogram do not require chemotherapy.
- Māori and Pacific Island women tend to present with larger breast cancers than other women. It is acknowledged that lower screening rates are a contributing factor.
- When a breast cancer is detected early enough through a screening programme, the five year survival rate is 95%. If a cancer is found by feeling a lump or other breast changes, the five year survival rate is 73%.
- Māori and Pacific Island women are more likely than other NZ women to die of breast cancer. The five-year survival rates by ethnicity are: Māori 74%, Pacific Island 79%, NZ European 87%, Asian 89%.

- Breast cancers in younger women can be more aggressive than those in older women. Forty-seven per cent of women under 45 years with breast cancer have grade 3 cancers, while 27% of women over 45 years have this aggressive form of the disease.
- Breast screening improves breast cancer survival rates. Extensive international experience shows that a 70% screening rate is needed in order to reduce breast cancer deaths by 30%. New Zealand is not yet at that level, but the improved screening rates are helping. New Zealand women face a 20% greater chance of dying from breast cancer, compared to women in Australia and other developed countries.

Asian and European New Zealanders are more likely than Māori or Pacific Island women to have their breast cancers found by screening. Fifty five per cent of breast cancers in Asian and European women are detected by screening, while 47% of breast cancers in Māori - and 46% in Pacifica women - are detected this way.

Since 2000, the New Zealand Breast Cancer Foundation has provided nearly \$1.5 million in funding to the development and management of four Breast Cancer Patient Registers, first in Auckland, then in Waikato, Christchurch and finally in Wellington.



Thoughts from a Breast Surgeon

As time goes on there are still too many people coming in with breast lumps.

We are not much further ahead in finding out why breast cancers develop, BUT we are enormously ahead in our treatment and recovery from this sometimes dreaded disease. From my own clinic I can report that:

- More than 85% of my patients are alive and kicking 5 years after diagnosis.
- We are now able to save 60% of a woman's breast, when removing a cancerous lump.
- Significantly fewer patients now need chemotherapy.

More good news is that Herceptin and the newer chemotherapy drugs are now fully funded by the government. Possibly most important of these is a group of drugs called taxanes, which are derived from the bark of the American yew tree.

All of this information I can tell you because of the amazing Breast Cancer Registers that have been going in Auckland for over 10 years now. The data from these registers help us to know how better to treat our patients, and to inform women how we are doing as a community.

Most importantly they tell us we need to encourage mammograms. They don't often hurt and they find cancers early; making it possible for people like me to save more breasts and more lives. So please remember to go and have that mammogram.

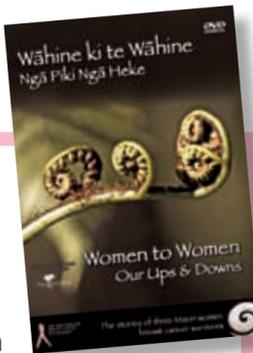
Belinda Scott is chair of The NZBCF Medical Advisory Committee.

New DVD offers hope and encouragement to Māori women

With the support of Tainui Mapo and Māori health promoters in the Manukau Counties area, The New Zealand Breast Cancer Foundation (NZBCF), has released a new DVD offering hope and encouragement to Māori women worried about breast screening and cancer.

Women to Women - Our ups and downs - Wāhine ki te Wāhine, Ngā Piki, Ngā Heke covers the stories of three Māori women. It aims to encourage more Māori women to go for breast screening which could save their lives. It has been warmly received by groups throughout New Zealand since its release earlier this year.

For further information about the DVD, please contact Patricia Field, National Educator at The New Zealand Breast Cancer Foundation. Tel: 09 304 1223 or patriciaf@nzbcf.org.nz.



New community supporter

The New Zealand Breast Cancer Foundation was delighted to be named as the Contact TriWoman Series Official Charity for the summer of 2011/12. We are calling for volunteers to help at the seven events around the country.

"This is a great association for us," says Foundation Chief Executive, Van Henderson, "The New Zealand Breast Cancer Foundation and Contact TriWoman Series both understand the importance of promoting a healthy lifestyle for women."

The Contact TriWoman Series will be held around the country during the summer.

To take part in this fantastic event go to www.tri.co.nz and set-up your own page on EveryDayHero.co.nz to fundraise for the New Zealand Breast Cancer Foundation. Why not take on the challenge together with your sister/friend or mother?



Former Silver Fern Temepara George: our newest ambassador is an active supporter

We are delighted to welcome the popular and successful Silver Fern and Northern Mystics netballer, Temepara George as our newest ambassador. With her dynamic and magnetic personality she has been actively involved in promoting the Pink Ribbon Breakfasts this year and is keen to continue supporting our work to improve the detection and treatment of breast cancer.

Lighting up the world

To mark the start of Breast Cancer Action Month, national landmarks and monuments around the globe will be again lit up in pink this year.

Since its launch in 2000 the Global Illumination campaign has involved more than 200 prominent landmarks in more than 40 countries around the world, including such iconic sites as the Empire State Building, Kensington Palace and the Sydney Harbour Bridge.

New Zealand landmarks are among the first in the world to be illuminated in pink to raise awareness of breast cancer. The event has grown each year and there are now many buildings around the country lighting up to show their support.

If you know of a local monument or landmark that could be lit pink for Breast Cancer Action Month 2011 please let us know. Contact Sophie on 0800 902 732 Or e-mail sophie@nzbcf.org.nz



Community events raise awareness and funds

We are so grateful to the individuals and groups that arrange events around the country to support our work. Thanks to you we are able to fund research, information and support for those who are touched by breast cancer.

For ideas on what you can do to raise funds in your community go to: takeaction.org.nz

Pink Ribbon Breakfasts

Winter this year saw a range of imaginative high teas, lunches, breakfasts, brunches and morning teas around the country; held in support of our work.

Golf clubs, businesses, a marae and many schools also got involved, with some students even having breakfasts in their classrooms. One pink breakfast even had a 'Master Chef' twist; where teams were provided with a mystery bag of ingredients with which to prepare their breakfast.

This year, thanks to your support, we have been able to raise \$60,000 after costs that will go towards research and the breast cancer registers.



The New Zealand Breast Cancer Foundation at Mystery Creek Agricultural Fieldays

In June this year The New Zealand Breast Cancer Foundation's Pat Field worked alongside Roslynn Peters from Te Ha Oranga at Mystery Creek, raising awareness about breast health. Many of these women enrolled in the free BreastScreen Aotearoa's free breast screening programme while they were there.

St Kentigern's College Pink Mufti Day



St Kentigern's College school council raised \$10,933 in support of the New Zealand Breast Cancer Foundation earlier this year. The event was organised in memory of the mother of a Year 13 student who died recently from Breast Cancer.

Papamoa Hills night walkers issue a challenge

A Night Walk in the Papamoa Hills in Tauranga recently raised over \$1,300 for the Foundation and the walkers are encouraging other groups to do the same. The organisers hope it will become a bigger event that is echoed around the country.

In The Pink - 're-dressed'

The Foundation's annual fashion extravaganza In The Pink 'Re-Dressed' was another great success raising \$50,000 for breast cancer research.



On Thursday 11 August guests were treated to a fabulous night of fashion and fun at the newly opened Giltrap Audi showroom in Grey Lynn. Many of New Zealand's leading fashion designer labels, including Liz Mitchell, Adrienne Winkelmann and Zambesi showcased their garments.

Our wonderful ambassador Jude Dobson was the event's MC, while Jackie Clarke entertained the guests. A fantastic selection of donated auction items, from a Ralph Lauren bag to an Audi driving experience were auctioned off."

Events like this don't just raise much-needed funds," says Chief Executive Van Henderson. "Perhaps more importantly they keep this issue foremost in the hearts and minds of New Zealanders."

A big thank you to everyone who attended, supported and sponsored the event.



Join the Pink Army Today - Volunteers Urgently Needed!

The **Pink Ribbon Day Street Appeal** is our annual appeal and will be held on **Friday 14 October 2011**.



VOLUNTEER
Volunteer to help us collect for our Pink Ribbon Street Appeal on Friday 14 October 2011. Register now. [Click here to visit to our website to volunteer](#)

If you are able to spare a few hours of your time to collect on **Pink Ribbon Day**, would like to get more involved with the organisation of the Street Appeal or to place retail boxes in stores in your local area, we would love to hear from you.

To everyone who has already signed up for the Pink Army, thank you so much. We couldn't achieve such amazing results without you.

To sign up now email pinkribbon@p10.co.nz or call 0508 105 105.

