

# breast health



TM  
THE NEW ZEALAND  
BREAST CANCER  
FOUNDATION

Autumn/Winter 2008

## The New Zealand Breast Cancer Foundation

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If you wish to update your details contact the office

Hold your own Pink Ribbon Breakfast in May  
« see Page 3 for details »



## Closing The Gaps: Improving Survival Rates for Breast Cancer

**Dr John Childs**  
Principal Advisor Cancer Control  
Clinical Services Directorate  
Ministry of Health, New Zealand

Each year close to 2,400 New Zealand women are diagnosed with breast cancer, and about 600 die from the disease. While the number of women diagnosed with breast cancer has risen by 28.3 per cent from 1997 to 2006, the mortality rate is slowly falling and 5 year survival rates are improving. Recent NZ data shows considerable improvements in both short and long-term survival rates for women with breast cancer. Between 1997/98 and 2005/06 the proportion of women who survived for at least five years improved from 78.3 per cent to 84.5 per cent.

The Organisation for Economic Co-ordination and Development (OECD) is a forum of 30 developed countries that seeks to understand and help governments respond to a wide variety of economic, social and health areas. Recently published data (OECD 2007) shows that for the period 1998 to 2003 the NZ 5 year survival for breast cancer was 83.5% which was not significantly different from the OECD average of 83.6%. This was above countries such as the UK, France and Switzerland but below that for Australia, Canada and the US. However, over the period 1994/1999 to 1998/2003, there was an absolute improvement of 4% from 79.5% to 83.5% which was one of the largest improvements for any OECD country.

It is not possible to draw firm conclusions from the OECD comparisons on the reasons for the survival differences although improved access to breast screening and other processes of care are likely explanations. This data precedes the increasing use of the newer chemotherapy drugs such as the Taxanes or Herceptin and cannot yet be used to draw conclusions about the impact of these pharmaceuticals. There appear to be no correlations between the availability

of surgical and radiotherapy infrastructure suggesting that processes of care may have a greater impact.

NZ published data shows that there is a very significant difference of mortality and survival for Maori compared to non-Maori women. Presently, Maori women are 21 per cent more likely to be diagnosed with breast cancer and two-thirds more likely to die from this disease than non-Maori women. Maori women are also more likely to be diagnosed at a later stage of disease spread, which partly explains the disparity in survival rates.

The improved survival rates reinforce the approach of The New Zealand Cancer Control Strategy. The Strategy seeks to reduce the incidence and impact of cancer and reduce inequalities with respect to the disease through prevention, screening, treatment, support and research. While we have made significant headway, there's more to be done. We should be prioritising Maori and Pacific women in prevention, screening, treatment and support services for breast cancer so we can significantly narrow down survival disparities.

Although OECD data for 2005 showed that the percentage of NZ women screened (63%) was well above the OECD average (54.7%), there is a need to further increase the number of women participating in the national breast screening programme by providing greater awareness about the programme, especially amongst Maori and Pacific women. The National Screening Unit plans to roll out a social marketing campaign in July 2008 aimed at encouraging more Maori and Pacific women to have breast screening. Presently, only 47 per cent of Maori women and 46 per cent of Pacific women are covered by the programme which is well below the national target of 70 per cent.

Detection and treatment at the earlier stages means better chances of surviving breast cancer. By continuing to improve equitable access for women, particularly for Maori and Pacific Island women, we expect further significant improvements of survival in coming years.

## Inspirational New Book For Women

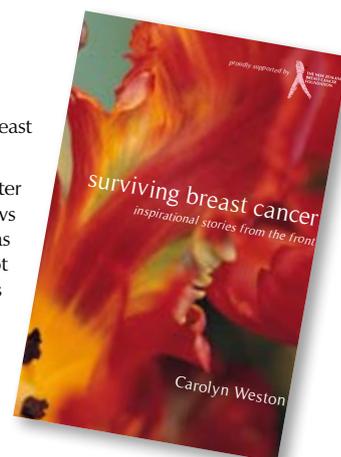
### Surviving Breast Cancer

by Carolyn Weston, to be published 6 June 08; RRP: \$24.99

This year an estimated 2,400-2,500 New Zealand women will be diagnosed with breast cancer.

Journalist Carolyn Weston went for a screening mammogram almost on impulse, after the Kylie Minogue case hit the headlines. She was devastated to receive the news that she did have breast cancer. At first, it seemed like the end of the world, but as her treatment progressed, she met and heard about many women who had not only survived, but had gone on to make incredibly positive changes to their lives as a result. She found these accounts so uplifting that she decided to create a book of such stories, so as to give hope to others.

The New Zealand Breast Cancer Foundation is proudly supporting this book and will make complimentary copies available to women who receive such a diagnosis, after the book is published in June.



# NZBCF GRANTS

## Young, Bright & Dedicated – The New Radiation Therapy Scholarship Recipients

The Foundation recently awarded Scholarships to a further six Radiation Therapy students. Each scholarship is worth \$7,000. Now in its fourth year, the Foundation's scholarship programme, which includes mammography, has awarded a total of \$156,000.



Emma Miles, Waikato; Lucy Ayers, Wellington; Sarah Lancaster, Christchurch; Karen Coleman, Head of Department; Emma Short, Auckland; Emma Kinzett, Palmerston North; Hamish Straker, Dunedin.

## Young Surgeon Receives Grant For Prestigious Study

The New Zealand Breast Cancer Foundation has awarded a fellowship grant of \$35,000 to Auckland Plastic and Reconstructive Surgeon, Dr Meredith Simcock, to advance her studies in Canada in 2008.

Dr Simcock began a highly sort after Reconstructive Breast Fellowship in Toronto in January, working alongside some of North America's top Reconstructive Plastic Surgeons.

Dr Simcock, who grew up in Auckland, has worked at a number of large hospitals in New Zealand, and intends to return to Middlemore Hospital in 2010 to work in their Plastics Unit, with special emphasis on the development of their breast service.

She says she always wanted to be a doctor, and it became very clear early in her career she wanted to be a surgeon. She particularly likes the artistic and sculpting side of breast reconstructive surgery and finds it very rewarding helping women feel fully functional again.

"I feel very privileged to be allowed into womens' lives at a very stressful time, and when you've been able to give something back to them, and they feel better, it is very satisfying.

I've been very fortunate to work with, and learn from, some wonderfully talented surgeons in New Zealand, and I want to keep learning and bring that knowledge back to New Zealand with me," she says.

Dr Simcock has already worked overseas and says New Zealanders are often highly regarded and can hold their own with the best of them on the international stage.

"It's a two-way street. We can show them what we're capable of, and we can polish our knowledge and skills as well," she says.

Teaching others in the medical profession is something Dr Simcock is also keen on, and she is a great believer in taking care to communicate well with patients.

"That's why I think it's healthy to have interests outside of work, otherwise you risk becoming too narrow and stressed and obsessed! It's important for doctors to be part of society, to see patients as people, and not just those in need of care."

To keep her own stress at bay, Dr Simcock makes time for a variety of interests, including equestrianism, hockey, skiing, and squash. She also enjoys films, reading, cuisine and gardening.



## BreastScreen Counties Manukau Mobile Unit One Year On

In October 2006 The New Zealand Breast Cancer Foundation had the pleasure of seeing a mobile unit opened at BreastScreen Counties Manukau. Along with the Lion Foundation, the NZBCF was a major sponsor of the unit, funding the mammography machine.

The aim of the unit is to improve access to breast screening for eligible women aged 45 to 69 in the Counties Manukau DHB region with a particular focus on Maori and Pacific women. Also to screen women in communities who cannot travel to a fixed screening site.

In its first year the unit visited 11 sites and screened over 4,000 women.

Each week around 100 women are screened in the unit, and it's hoped another four sites will be added to the list this year. Highlights from 2007 included screening at the Women's Prison and at two marae.

The mobile unit is very well supported by the women in the region and the attendance rate is very high.

The future plan is to screen on Fridays, some evenings and some Saturdays to allow flexibility in the appointment schedule. However, to do this will require more staff.

In a letter to the NZBCF outlining the mobile unit's progress to date, Programme Manager Mhairi Porteous, once again thanked the Foundation for its support saying, without it, the number of women screened in the community would not be as high.

## Workplace Seminars Prove Popular

The Foundation's two breast health educators, Ginny Harwood and Valerie Pennick are already expanding their education programme with a number of workplace and community visits. These include presentations at worksites, corporations, medical forums, community orientated groups, church groups and health days.

The Roadshow programme for this year is well underway, with plans to extend the range of towns and cities being visited throughout New Zealand. Both educators have wide experience in the area of breast health which they bring to these presentations. For details on upcoming Free Information Seminars visit [www.nzbcf.org.nz](http://www.nzbcf.org.nz). The Roadshow programme is generously supported by the Lion Foundation.

Ginny and Valerie are keen to hear from anyone who would like to know more about having a seminar in their local region or if there is an event occurring that you feel the Foundation could be interested in being represented at. You can contact them by phoning the Foundation on 0800 902 732 or [enquiries@nzbcf.org.nz](mailto:enquiries@nzbcf.org.nz). Alternatively, fill in the coupon below and return to us.



Air NZ staff presentation

### FREE Workplace/Group Breast Health Education

Yes, I am interested in finding out more about a free breast health presentation

Name: .....

Contact: Ph ..... Mob .....

Email .....

Name of Workplace/Group .....

Anticipated Numbers to Attend .....

Location: ..... Town/city .....

Address .....



# EVENTS

## Pink Ribbon Breakfasts for Mums in May

The New Zealand Breast Cancer Foundation and Weight Watchers have joined forces to invite all New Zealanders to hold a Pink Ribbon Breakfast during the month of May - the month for mums.

The purpose of the occasion is to celebrate the importance of our mothers, and at the same time provide an opportunity to raise vital funds for education and breast cancer research.

You can help raise money by holding your own Pink Ribbon Breakfast for family and friends, anytime in May, wherever you choose - in your home, the local park, a café or your workplace. The choice is yours!

Hosts receive an exciting free 'Host Kit' which includes an attractive pink apron, a Weight Watchers cookbook and much more. For more information about becoming a Pink Ribbon Breakfast host and fundraising, please visit [www.nzbcf.org.nz](http://www.nzbcf.org.nz) or phone 0800 902 732.



## Hitting Breast Cancer For Six

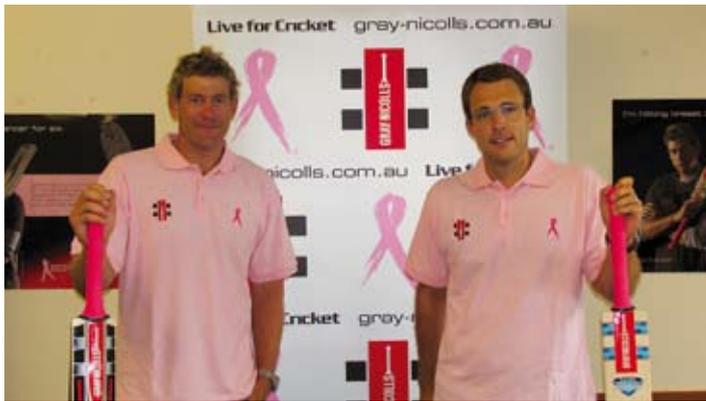
Twenty20 and One Day International cricket matches between New Zealand and England were a lot more colourful this summer, with top players sporting pink grips to raise awareness and funds for the breast cancer cause.

New Zealand Cricket Captain Daniel Vettori and big-hitting Jacob Oram, in association with bat sponsor GRAY-NICOLLS, raised \$10,000 for The New Zealand Breast Cancer Foundation in February.

For every boundary hit by Daniel and Jacob, GRAY-NICOLLS donated \$200 to the NZBCF, along with \$1 from the sale of every pink grip over summer.

GRAY-NICOLLS New Zealand General Manager, Rory McKay, said it was a privilege to help raise much needed funds, and just as importantly, raise awareness of the disease.

Helen Mawn, Executive Director of the NZBCF said the support of GRAY-NICHOLLS and some of New Zealand's top cricketers was a fantastic start to 2008, with the awareness and funds raised a great help in the continuing battle with breast cancer.



Jacob Oram & Daniel Vettori - Courtesy of Off-Spin Magazine

## Moving On From Cancer Retreats

Two further 3-day residential retreats for women to help them move on from cancer are planned to be held in Auckland 15-18<sup>th</sup> May and 16-19<sup>th</sup> October. (Thursday evenings through to Sunday afternoons).

Following earlier successful retreats by Anne Scott and Ruth Stanley, these retreats will offer some tools for recovering well from cancer on all levels, including discussions on topics like nutrition, balanced lifestyle and self-awareness.

Yoga, movement, spirituality and workshops looking at core beliefs, how mind and spirit harmony can assist in the healing process, and much more will be covered while staying at the Aio Wira Retreat Centre, Waitakere City.

The retreats costs \$575 which covers accommodation, all meals, and sessions and each is limited to the first 12 people who register. All female cancer survivors are welcome, but preferably those who are post treatment.

For further information contact Anne Scott - 09 521 5567 or [cancersurvivorretreat@yahoo.co.nz](mailto:cancersurvivorretreat@yahoo.co.nz)

## In The Pink

In the Pink 2008 will be held at Auckland's SKYCITY Convention Centre on Friday 11th July. In The Pink is the Foundation's annual fashion extravaganza which provides an evening of fun, glamour, sophistication and sensual delights. Guests will be treated to a sumptuous dinner, live entertainment and spectacular fashion from some of New Zealand's leading designers.

The 2007 event was a huge success with garments showcased from designers such as Andrea Moore, Annah Stretton, Liz Mitchell, Hailwood, Yvonne Bennetti and Zambesi. Over \$100,000 was raised for the Foundation. To reserve your seats phone 0800 902 732 or email [enquiries@nzbcf.org.nz](mailto:enquiries@nzbcf.org.nz)



Designer: Annah Stretton

## Join The Pink Army Today Volunteers Urgently Needed!

Each year the Foundation's Pink Ribbon Day Street Appeal goes from strength to strength and this is only made possible with the assistance of dedicated area co-ordinators and volunteers nationwide. We continue to desperately need your help as Pink Ribbon Day is the Foundation's major annual fundraising opportunity. If you are able to spare a few hours of your time to collect on Friday 10th October or would like to get more involved with the organisation of the Street Appeal in your local area, we would love to hear from you!

Please fill out the coupon below with your contact details or for further information phone the Pink Ribbon Appeal on TelstraClear toll free 0508 105 105.



### Pink Ribbon Day

**YES!** I would like to help on Friday 10th October 2008 - **Pink Ribbon Day**

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

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

Phone: (day) \_\_\_\_\_

(evening) \_\_\_\_\_

Email: \_\_\_\_\_

Preferred Area: \_\_\_\_\_

(city/suburb)

**YES!** Please contact me about becoming more involved with the organisation of Pink Ribbon Day in my area.

Please return to: NZBCF, PO Box 99650, Newmarket, Auckland

## Entertainment Books

The Entertainment™ Book is a restaurant and activity guide that provides special 25 to 50% off and 2-for-1 offers from many of the best restaurants, cinemas, hotels and attractions throughout Auckland, Waikato/Bay of Plenty, Wellington and Christchurch as well as Australia. The New Zealand Breast Cancer Foundation receives a donation for every book sold. Use the enclosed form to order your Entertainment™ Book now and not only will you receive over \$10,000 in valuable offers, valid to June 1st 2009 but also help raise crucial funds for the Foundation's ongoing work.



## New Sponsors

### Post Haste Couriers Come Aboard

Post Haste Couriers are proud to assist The New Zealand Breast Cancer Foundation with all their courier needs and look forward to a long and prosperous association.



They have a history of over 30 years in the courier business and are considered to be a leading provider of express parcel deliveries within New Zealand.

Post Haste Couriers move over 18 million items a year through their fleet of 270 couriers servicing 360 towns and cities throughout New Zealand while maintaining a consistent on time delivery standard of 99.28%. A dedicated fleet of 54 line-haul vehicles and 5 cargo aircraft allows them to attain their service standard of regional same day deliveries and overnight by noon to main business centres.

In December 2005, a new brand image was unveiled, which makes dramatic use of the iconic NZ silver fern – highly appropriate for a nationwide New Zealand company who are proud of their heritage.

For more information visit [www.posthaste.co.nz](http://www.posthaste.co.nz) or phone 0800 106 828.

### Flight Centre And The New Zealand Breast Cancer Foundation Take Off!

Flight Centre New Zealand is proud to be a new sponsor of The New Zealand Breast Cancer Foundation.



We look forward to lending the support of our company - which has 900 passionate and enthusiastic staff - at NZBCF events and with travel for the Foundation's Breast Health Seminars and other relevant activities.

Flight Centre Limited is New Zealand's largest total travel specialist with more than 135 retail stores throughout the country.

Other companies under Flight Centre Limited's umbrella include the FCm Travel Solutions corporate travel brand; CiEvents, a corporate event and conference planning company, and Stage and Screen, a specialised travel company dedicated to the creative industries.

Flight Centre Limited is an independent, Australian owned retail travel group with more than 1500 shops and businesses spread throughout Australia, New Zealand, Canada, USA, South Africa, India and the UK.

For more information on Flight Centre, please visit [www.flightcentre.co.nz](http://www.flightcentre.co.nz) or contact Flight Centre Limited's Communications Manager, Melanie Pohl at [melanie.pohl@flightcentre.co.nz](mailto:melanie.pohl@flightcentre.co.nz)

## Lottery Win Gifted Back



Linda & Gary McDiarmid with Executive Director Helen Mawn

When Auckland couple Linda and Gary McDiarmid bought a ticket in the NZBCF's My Wish List Lottery in October last year, they never expected to be a winner.

But when Gary was phoned to be told he'd just won \$10,000 cash, he was almost speechless and said he'd have to ring back the next day!

When he did ring back, he said he and his wife Linda had decided to gift back the \$10,000 to The New Zealand Breast Cancer Foundation.

Gary said the win was very unexpected and it was lovely to be able to donate the money back, as they have had two family members and a good friend diagnosed with breast cancer.

"Our friend was only in her early forties when diagnosed, and it was that early detection message that helped save her life," says Gary.

## Trust Grants Give Generous Contribution

An application to the Guardian Trust, Remuera, resulted in a generous grant of \$35,000 being received from the Sir Ernest Davis Trust and a further \$50,000 from the Ted & Milly Carr Trust. These grants contributed to the Foundation's educational resources in the greater Auckland region. The Southern Trust has also generously granted us \$18,000 for a new mail machine that folds and inserts – a great time saver for us!

## Sleepyhead – Dreamy Sponsors

Recently Sleepyhead proudly presented their first sponsorship cheque of \$22,500.00



Helen Mawn, NZBCF & Chris Taylor from Sleepyhead

### PREMIER SUPPORTERS



### GOLD SPONSORS



### GOLD STRATEGIC PARTNERS



### Silver Sponsors: Dove, SKYCITY Auckland

**Bronze Sponsors:** ACCO New Zealand Limited, Alison's Pantry, ASB Bank, Avon Cosmetics Ltd, Bright Ideas Enterprises, Flight Centre, Freemasons Canterbury, Hallmark Cards NZ Limited, Healtheries of New Zealand Ltd, Lady Jayne, LeaderBrand Produce Ltd, Methven Limited, Pink Pegs, Skellerup, Sleepyhead Manufacturing Co Ltd, TelstraClear Ltd, Triumph International NZ Ltd, Willow Ware

**Bronze Strategic Partners:** Post Haste Couriers