

# PINK RIBBON PRESS

Spring 2014

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THE NEW ZEALAND BREAST CANCER FOUNDATION



PINK RIBBON STREET APPEAL

GIVE 2 HOURS TO

help a sister out

10 & 11 October  
0508 105 105

PINK RIBBON STREET APPEAL 10/11 OCTOBER  
FREEPHONE 0508 105 105  
[www.pinkribbonvolunteer.co.nz](http://www.pinkribbonvolunteer.co.nz)

## Pink Caravan nurses to support small towns

The New Zealand Breast Cancer Foundation is hitting the road – specialist breast care nurses will be travelling in our new Pink Caravan from mid-September to early December. They'll travel from Kaitia to Bluff, with stops scheduled in 30 small towns and provincial centres, particularly those that don't have resident breast cancer medical specialists or screening services.

"We want women to pop in for a chat so they know what to do if they have any breast health worries," explains Van Henderson, chief executive at the NZBCF. "We're inviting women – and men – to drop into the Pink Caravan with their questions. We're delighted in our 20th year to be rolling out this new education initiative to small towns around the country."

On occasions, the NZBCF nurses will be joined by a breast specialist doctor or a trained mammographer, happy to answer all your questions.

NZBCF nurse Janice Wood will be on board the caravan at several South Island destinations. "We'll be answering women's questions about breast cancer, showing them real life signs to watch out for, and providing education to GPs and practice nurses. We'll

also be helping women who've had breast cancer monitor their risk of lymphoedema with a new bioimpedance machine", she says.

"The Caravan will have hands-on displays of breast cancer symptoms that most women won't have seen before, and we'll use prosthetic breasts to show women, and men what a lump feels like, since men can get breast cancer too."

The Pink Caravan is a real home-grown Kiwi project, purpose built for the NZBCF by Kevin Redshaw of Timeless Caravans in Palmerston North and supported by Air New Zealand and the NZ Motor Caravan Association. Many of the suppliers have provided their goods and services for free.



Monique and Willy

## From heartbreak to helping out

When Willy Pelzers of Wanganui heard about the Pink Caravan, he knew he had to get involved. Back in April, Willy's newly engaged daughter Monique was diagnosed with breast cancer at age 30.

A few months earlier, Monique had noticed a hardening of the skin on one breast. Then, she found a lump. It turned out to be triple negative breast cancer, which is very aggressive.

"Monique's very strong, but this is hitting her hard and we were all devastated," says Willy, who built the chassis for the Pink Caravan. He's given his time to the Pink Caravan project for free, because he wants other young

women to be aware of those lesser-known signs of breast cancer; skin changes, shape changes, and the like.

Monique is now going through chemotherapy.

"All Monique's thinking about now is getting well and getting married in March 2016," Willy says. "When your daughter gets breast cancer, it breaks your heart. I'm glad I've been able to do my bit for the Pink Caravan."



## Pop in to the Pink Caravan

- Free advice from specialist breast nurses
- Hands-on displays
- Lymphoedema support
- Free resources
- No appointment necessary

## Find out more [www.nzbcf.org.nz/pinkcaravan](http://www.nzbcf.org.nz/pinkcaravan)

- ✓ To see when the caravan's due in your town.
- ✓ To help us by telling local women's groups it's coming, or by towing the caravan to the next town.
- ✓ To donate towards Pink Caravan staffing costs.

# 'From change comes growth'



I hope you can join me at one of the Pink Star Walks!

This from a woman we recently filmed for our new breast cancer education DVD. While acknowledging her dark days, she also reflected on the positives of her second breast cancer diagnosis. Namely the amazing people she'd met through her treatment and her own personal growth. She refused to dwell solely on the negative. But it's hard not to worry as the latest breast cancer statistics indicate that the disease continues to grow with 8 women now diagnosed every day, or around 3000 every year.

This highlights the urgent need to grow our understanding of the disease – from risk factors and causes, to what promotes cancer to spread so more effective treatments can be developed. We continue to fund research in key areas, and look for effective ways (like the new Pink Caravan) to educate hard-to-reach women about the lifesaving benefits of early detection and mammograms.

As the breast cancer organisation with greatest reach, please help us grow and change the future outcomes for New Zealand women with

breast cancer. We invite you to grow too by getting involved in one or more of the many events around the country this October during Breast Cancer Month.

Check out what's happening at [takeaction.org.nz](http://takeaction.org.nz) or call us to find out more.

Evangelia Henderson (CEO)

## Faster News!

Sign up for Pink Ribbon Express, our e-news at [www.nzbcf.org.nz/news](http://www.nzbcf.org.nz/news)



Join us at [www.facebook.com/NZBreastCancerFoundation](http://www.facebook.com/NZBreastCancerFoundation)



Follow us @nzbcf on Twitter

## TACKLING

# LYMPHOEDEMA

Lymphoedema is a painful swelling condition in the arm and hand which affects around 25% of women with breast cancer. If during breast cancer surgery you have lymph nodes removed from your armpit, or if you have radiation treatment of that area, you're at increased risk of developing lymphoedema. It can occur shortly after surgery or years later. If diagnosed and treated early, the symptoms can be alleviated and the quality of life for people with the disorder can be greatly enhanced. Once it's established however, lymphoedema is difficult to treat.

The NZBCF wants to support those with the condition and provide better education around the importance of early diagnosis. Here's how your donations are being put to good use.

- Funding The Lymphoedema Therapists website which contains up-to-date information on the condition and where to get support. [www.lymphoedemanz.org.nz](http://www.lymphoedemanz.org.nz)

- Supplying five L-Dex bioimpedance machines (pictured) to DHBs around the country. These new devices can measure the fluid load in the affected arm as compared to the healthy arm. They can often detect the early stages of lymphoedema before swelling becomes apparent. This allows early treatment and prevention of chronic changes.



- Promoting and funding clinical trials to help find more effective treatment therapies.
- Providing free lymphoedema alert bracelets to women like Gwen, who already have the condition. These prompt medical staff to use the unaffected arm for IV or blood pressure readings to limit further trauma to the arm.

*"I am hoping the lymphoedema band will speak for me if I am in an emergency situation and I am unable to tell medical staff about my lymphoedema risk. Thank you New Zealand Breast Cancer Foundation."*

Gwen



Courtesy Norton School of Lymphatic Therapy



## LYMPHOEDEMA

- May develop long after breast cancer surgery
- Affects around 1 in 4 women
- Painful long term swelling condition
- Early detection and treatment helps
- No known cure



## SEARCH THE PINK PAGES

[www.nzbcf.org.nz/pink-pages](http://www.nzbcf.org.nz/pink-pages)

For breast cancer support services near you. If you can't find what you're looking for, call the Foundation's breast nurse on **0800BCNurse** (0800 2268 773) or email [breasthealth@nzbcf.org.nz](mailto:breasthealth@nzbcf.org.nz)



## HELP A SISTER OUT!

- ✓ Volunteer 10/11 October
- ✓ Go Pink for a Day®
- ✓ Join the Pink Star walk
- ✓ Buy Pink Ribbon® products
- ✓ Donate online

[www.takeaction.org.nz](http://www.takeaction.org.nz)

## THIS OCTOBER...



the NZBCF is rolling out its biggest awareness campaign ever. Besides the Pink Caravan which will be visiting small towns to give breast health advice, a new hard hitting TV, radio and magazine campaign featuring actress **Geraldine Brophy** will be aired to promote the real signs of breast cancer. You won't want to miss the Estee

Lauder Companies Pink Star Walk in Auckland, Wellington and Christchurch where friends and families stride out at dusk in support of New Zealanders with breast cancer. Or the cinematic release of 'Decoding Annie Parker', the true story of a woman who refused to believe the multiple breast cancers in her family were just bad luck.

There's something for everyone this October. We challenge you to make a difference!



### ➤ HELENA'S HELPING – CAN YOU?

Once again Helena McAlpine (35), who has secondary breast cancer, is fronting the call for volunteers for the Pink Ribbon Street Appeal. Newly engaged, Helena has enlisted the help of her family and friends this year, namely fiancé Chris, his mum Gaye who's had breast cancer too, and best friend actress Shavaughn Ruakere.

### ➤ GIVE 2 HOURS.... CHOOSE YOUR SPOT

Volunteering for the Pink Ribbon Street Appeal has never been easier. This year, you can sign up online and choose the place and time to suit you from around 1000 sites across the country. Or you can call us and we'll do it for you. Plus you can stand out on the day by buying a "Help a Sister Out" tee shirt for just \$15 incl. postage (stocks are limited).

So go on! Give 2 hours and get the tee at [www.pinkribbonvolunteer.org.nz](http://www.pinkribbonvolunteer.org.nz) or Free phone **0508 105 105**

### ➤ GO PINK FOR A DAY®

That's what Sarah Bernstone of 2degrees did following her breast cancer diagnosis. Sarah (pictured on left) was one of the 700 workplace champions of Pink For A Day® last October, a day when workmates wear pink, eat pink and fundraise for the eight New Zealand women diagnosed with breast cancer every day. Choose any day in October - it's up to you!

"Here at 2degrees, staff rallied around me and stopped by to chat," says Sarah, "just to get updates on my health and to share a pink cupcake or two."

Show your support for women like Sarah. Register your workplace or community group and receive a free Pink For A Day® kit at [www.pinkforaday.co.nz](http://www.pinkforaday.co.nz).



"I love being part of the Street Appeal," says Helena, "and so do my family and friends. It only takes a few hours of your day to help the lives of women who are wives, daughters, sisters and mothers. So become a volunteer. Sign up and be part of our family."



Free phone  
**0508 105 105**

## Ladies, take a good look at your breasts

For the first time ever, the NZBCF will be featuring real breast cancer images in its October education awareness campaign. The goal is to educate women on breast changes (besides a lump) which could indicate breast cancer.

"We know from the NZBCF funded

Breast Cancer Patient Registers that around half of all breast cancers appear between mammograms," says NZBCF breast health nurse Janice Wood. "Most women know to get a lump checked out. But knowledge of other possible symptoms is much lower"



Skin like orange peel? Get it checked!

# Breast Cancer in the Picture



Jude Dobson NZBCF ambassador

The NZBCF has produced a new series of on-line video modules aimed at educating New Zealanders on breast health. Presented by Jude Dobson, these short films cover breast cancer signs, mammograms, risk factors, family history and what to do if you find a lump.

They can be viewed on the NZBCF website or as a 16 minute DVD 'Breast Cancer: Reduce your Risk' with versions for Deaf and Hard of Hearing. It includes footage of an actual mammogram, interviews with medical specialists and stories from women with breast cancer.

The material was shared with a group of well women prior to release.

"I thought it was a really good video, informative and easy to follow and understand"  
Shona

## MARGARET'S enduring gift of hope

Margaret Swift loves to laugh. At 88, she is busy, happy and fighting fit. She walks and gardens and has only recently given up playing badminton.

"My mother used to say, there is no situation so tragic that there isn't a glimmer of hope and humour somewhere," says Margaret (pictured). "You have to find that humour and hope, and share it."

That is exactly what Margaret chose to do when considering her will. She decided to share the residue of her estate between four charities, one of which was The New Zealand Breast Cancer Foundation.

Margaret has no history of breast cancer herself. She did, however, lose two good friends to breast cancer.

"I am so lucky to have my health," she says. "I think of all those women who haven't been so lucky, and what a shock it must be to receive a breast cancer diagnosis. I wanted to do something to



help those women."

Margaret's husband died 23 years ago. The couple never had children, and Margaret was determined that her estate should be put to good use.

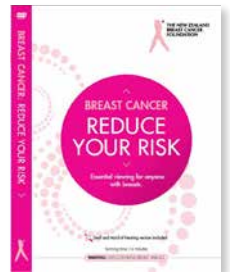
"The NZBCF does fantastic work now, and will continue to do so in the future. Money should be used for doing good, and now mine will, for many years to come."

Bequests are a lasting and meaningful way you can support women with breast cancer. If you would like to discuss leaving a bequest in your will to the NZBCF, please contact Bequests Manager Patricia Bell on (09) 304 1226, or [patriciab@nzbcf.org.nz](mailto:patriciab@nzbcf.org.nz).

## Get the DVD Free!

The new 'Reduce Your Risk' DVD joins 'Faith, Love and Hope', a video for Pacific Island communities, available free of charge.

To order either DVD, visit [www.nzbcf.org.nz](http://www.nzbcf.org.nz) and look for the "Order Resources" tile on the homepage.



## Learn More

Want an educator to present to your work-place, organisation or community group?

Email [breasthealth@nzbcf.org.nz](mailto:breasthealth@nzbcf.org.nz) or Freephone 0800 902 732



THE NEW ZEALAND  
BREAST CANCER  
FOUNDATION

Get breast changes checked out from age

20

Start mammograms regularly from age

40

Your risk is still high from age

70

## LEAVE A LASTING LEGACY



Find out more about making a bequest to the NZBCF in your will. Your generosity could gift someone their life.

Name \_\_\_\_\_

Contact Telephone \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Call 0800 902 732 or email [patriciab@nzbcf.org.nz](mailto:patriciab@nzbcf.org.nz) for more information

**Yes!**

I would like to be contacted by The NZBCF Bequests Manager.

Post to NZBCF  
PO Box 99650  
Newmarket,  
Auckland 1149

# Breast Cancer in the Family

In the movie 'Decoding Annie Parker' (due out October), Annie refuses to accept that her family's run of breast cancer is purely coincidental. Her determination along with the brilliance of geneticist Doctor Mary Claire King lead to the discovery of the BRCA gene mutation. Both BRCA1 and BRCA2 genes greatly increase the risk of breast cancer.

This break-through changed the future for thousands of at-risk women (including Angelina Jolie) enabling them to better manage their breast health.

In real life, the reality is that most women with breast cancer have no family history of the disease and the biggest risk factors are simply getting older, and being a woman.

"In fact only 5% of all breast cancers are caused by a gene fault passed through families from one generation to the next," says Lizzie Mowbray, NZBCF Educator, "but most people think this is much higher."

Some of the signs that you may have an increased genetic risk of breast cancer

are if any of your blood relatives have had breast or ovarian cancer at a young age (including your father's side of the family). Or they've had breast cancers in both breasts, or if there's been a male family member diagnosed with the disease.

Jewish people who trace their ancestry back to Central or Eastern Europe (Ashkenazi Jews) may also be at increased risk.

Lizzie encourages women to talk to their GP about their family history. For those with a potentially high risk family history a referral to a breast specialist for genetic counselling and possible testing, may be recommended.

"The most important thing is to know your close family history on both sides of your family and to share this knowledge with your doctor. If tests reveal you carry a breast cancer gene mutation, your specialist team will discuss the options available to you."

To find out more about genetic testing ask your doctor and visit

[www.genetichealthservice.org.nz](http://www.genetichealthservice.org.nz)



**PLEASE DONATE TO SAVE LIVES AND SUPPORT WOMEN WITH BREAST CANCER**

 **ONLINE AT**  
[www.nzbcf.org.nz/donate](http://www.nzbcf.org.nz/donate)

 **FREE PHONE**  
0800 902 732

 **MAIL THE COUPON BELOW TO**  
Private Bag 99650,  
Newmarket, Auckland 1149

## TUNING IN TO YOU

We recently undertook a survey of NZBCF supporters to understand their motivations and what's important to them. Thank you if you took part, we look forward to reporting back on the overall results. Topline however it's encouraging that our focus on education, research and supporting women with breast cancer is what's important to our stakeholders too.

The NZBCF has pledged \$1million to medical research over the next 2 years. It will also invest in national education and support programmes like the NZBCF

breast cancer advice line, encore, PINC Pilates rehabilitation, Sweet Louise and breast cancer support groups across New Zealand.



encore rehabilitation

Here's a snap shot of how your donation can help this October. As a not for profit, the NZBCF relies on the generosity of people like you to fund our work. Thank you!

**\$10** provides 10 women with a Breast Book and risk card (various languages) to help keep them safe.

**\$120** provides Sweet Louise support services for women with late-stage cancer.

**\$150** funds 12 copies of the Pacific Island DVD to at-risk women.

**\$250** enables a breast cancer education seminar for 20 women in their community.

**\$500** helps fund research into improved, lower cost treatments for breast cancer.



**THE NEW ZEALAND BREAST CANCER FOUNDATION**



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.



# Pink Star Walk

## SIGN UP

with your family and friends for this fun twilight walk to benefit the New Zealand Breast Cancer Foundation's education and research programmes.



**Adult tickets from \$35**  
**Under 5's are \$5**  
**Under 16's are \$20**  
[www.pinkstarwalk.co.nz](http://www.pinkstarwalk.co.nz)



## STEP OUT THIS OCTOBER

**Wellington**  
(Waterfront)  
**Saturday**  
4th October 6pm

**Auckland**  
(Auckland Domain)  
**Saturday**  
11th October 6pm

**Christchurch**  
(Hagley Park)  
**Saturday**  
18th October 6pm  
(includes half marathon walk option)



**Buy a Boobead** This new NZBCF keyring helps promote mammograms. The 3 pink beads represent different sized lumps. Available through Farmers and other outlets for \$5 this October.

## SYMBIO PROBALANCE™ ON BOARD

This October sees the start of Symbio's™ support for the NZBCF with a 20c donation from the sale of every new and improved Mixed Berry 4pack and 500g pack. Symbio™ is dedicated to improving women's health and wellness and have committed a minimum of \$25,000 this year towards breast cancer education and support.



## IT'S SEALY™ REALLY!

For over 130 years, Sealy Posturepedic beds have enabled New Zealanders to sleep well with an absolute commitment to correct support and amazing comfort. This year, they're supporting the NZBCF with an 'Art of Sleep' campaign; four bespoke Sealy Posturepedic Exquisite beds will be auctioned on TradeMe from October 1. All auction proceeds will go towards breast cancer research and support.

## Contact us

for information, support or to share your story.

**Email:** [info@nzbcf.org.nz](mailto:info@nzbcf.org.nz)  
**Phone:** 0800 902 732  
**Web:** [www.nzbcf.org.nz](http://www.nzbcf.org.nz)  
**Ask A Nurse:** 0800BCNurse  
**Social:**

[www.facebook.com/NZBreastCancerFoundation](http://www.facebook.com/NZBreastCancerFoundation)

@nzbcf on Twitter

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



Scan to donate

## 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 Gold Partners



### In-kind Partners

- Toyota
- Giltrap Prestige
- Bell Gully
- Soar Printing
- Colenso BBDO
- Starcom
- Post Haste
- Metrolink
- Telecom Foundation