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Just treat me as normal...

Whangarei schoolteacher Kane Fannin's wife Nadia died of breast cancer last October, leaving him with two young children. In *She's Got Breast Cancer*, a new book for men, edited by Peter Calder and published by the NZBCF, Kane (pictured) talks about the loneliness of the breast cancer journey for a husband in this edited excerpt from the book.

I knew from the first stage that it was not going to be too positive. But I got tricked into seeing other people getting on with their lives and thinking maybe this isn't such a big deal. I guess the hardest thing to hear from people is that so-and-so got it and she's fine. They didn't have a clue. Other people would say, "She's going to be all right, eh?" like they needed the reassurance.

I was pretty fragile at the time. When I was with people, I would think, "I know you don't fully understand how bad this is," because people were saying, "You've obviously dealt with this now." And you don't want to be dire and say that it's really serious.

I had one blokey mate who was just fantastic... People would say, "You look like you're doing really well" and I would think

"Mate, do you want me to be curled up in a corner? I'm feeling like shit and I haven't had a full night's sleep since she was diagnosed." And my mate would just say, they're not going through it, so just give them a little bit of leeway. And that was good.

I would have been happier if people had just treated me as normal... That's why I enjoyed the company of my best mate, because he'd just say, "Let's go, let's take the kids out surfing." ... I just wanted some normal time. I've had people look the other way in the supermarket. [People] who would normally say hello don't know how to deal with it. I can understand that, but it's like, "I'm normal. I can function."

I've got a wicked crew of good close mates, but the one I've mentioned is the only one

who has the balls to talk with me about it... It doesn't feel as if it's an effort for him. One of my really close mates was just awkward, and in the end I'd rather not talk about things.

Thanks to your donations, *She's Got Breast Cancer*, a much-needed resource for men, will be available at no charge from the NZBCF from October 2013.

Order at www.nzbcf.org.nz

Journalist Peter Calder shares his inspiration behind *She's Got Breast Cancer*

Breast cancer is almost exclusively a women's disease. But when a woman is diagnosed and undergoes treatment, her man, whether he likes it, comes along for the ride.

When my wife was diagnosed 5½ years ago, it was the beginning of a hellish year, in which she was expertly attended to by wonderful clinicians, nurses and other professionals and given enormous support by friends and family. Meanwhile, I was trying to keep myself afloat alone.

Obviously it was quite right that she should have been getting all the attention; she was the one who was sick. But I found myself wishing I could hear the voices of other men who had passed this way before.

My experience was the inspiration for *She's Got Breast Cancer: A Book for Men*. It consists of candid interviews with 18 men from all over New Zealand who recall what life was like supporting their partners, some of whom have since died. It is my hope that it will prove a valuable resource to men in the years ahead.



Peter and his wife Alison Jones

Our mission with your support

We rely on the generosity of people like you to fund programmes so

I'm acutely aware of the responsibility this trust entails. Even more so when there are around 26,000 other registered charities in NZ struggling for funding. With my own giving, I look for causes which fulfil a clear purpose and deliver value.



Our purpose is to prevent New Zealanders from dying of breast cancer and to support those with the disease. We know quantitatively that our breast health education seminars in the community and workplaces, along with mass promotion of the importance of early detection, has helped to achieve a 72% screening rate of NZ women. This is vital to improving breast cancer survival in our country. Also that around 62,000 New Zealanders received some form of educational material from us last year, many in high risk communities. We believe that more than 1000 women with breast cancer receive great support every year through programmes and organisations we help to fund. Sweet Louise, YWCA Encore, Pink Pilates rehabilitation and numerous support breast cancer support groups across NZ. We hope our new advice line and online breast cancer services directory will be helpful to those diagnosed with the disease. In addition, we are committed to increasing the understanding of breast cancer and dedicated to supporting research for better treatments and care, all of which rely on your support.

This October we're asking you to take action in Breast Cancer Month. Our awareness focus will be clear; know the signs and symptoms and get any unusual breast changes checked out. We're also planning new initiatives in 2014 to improve the quality of life of those with breast cancer. We can only do them with your help so please take action with the New Zealand Breast Cancer Foundation and help save precious lives.

Thank you for your support

Evangelia Henderson (CEO)

Want to receive regular updates online?

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

NEW SERVICES YOU'VE MADE POSSIBLE

Ask a Nurse - 0800BCNURSE



Thanks to you, the NZBCF has recently launched a new advice line for people with breast cancer, their supporters, health professionals and for anyone with questions about their breast health. Calls will be answered by a specialist breast care nurse who will provide accurate and timely advice.

Freephone 0800BCNurse (0800 2268 773)

More YWCA Encore facilitators.



Your support will help train 12 new facilitators and expand this pool based rehabilitative programme to four new centres across New Zealand this year. This will enable more women to access Encore and regain their strength following breast cancer surgery.

Freephone 0800 ENCORE (0800 362 673) or www.akywca.org.nz/our-programmes/encore/

Look up the Pink Pages!



Need to find a breast cancer product or service near you? New Zealanders now have a new online directory specific to breast cancer support. With over 270 listings ranging from wigs and prostheses suppliers to rehab services, it's the 'Pink Pages' of breast cancer.

Go to **www.nzbcf.org.nz**

YOUR MILLION DOLLAR GIFT

Ground-breaking medical research

Thanks to your generosity, the NZBCF has just pledged more than \$1million to medical research.

Our goal is to prevent New Zealand women developing and dying of breast cancer, and we've identified some exciting research projects that we think could play an important part.

We've partnered with the Health Research Council (HRC) to fund a Canterbury University study of the link between CMV virus and breast cancer. Ultimately, this research could lead to a vaccine that would prevent many breast cancers.

We're also funding two studies into Triple Negative Breast Cancer (TNBC), an aggressive, hard-to-treat cancer that often affects younger women. Doctors and patients are desperate for new TNBC treatments, which makes these projects particularly exciting.

Dr Rhonda Rosengren at Otago University hopes to develop a low-cost nano-medicine that specifically targets triple negative tumour

tissue, while Euphemia Leung at Auckland University is investigating how an existing drug, Everolimus, might work in combination with new tumour inhibitors to treat TNBC.

The NZBCF will continue to fund the four Breast Cancer Registers – Auckland, Waikato, Wellington and Christchurch – over the next year. These will be consolidated into a national register, giving them an even more vital role in helping NZ clinicians and researchers to understand the prevalence and nature of breast cancer in New Zealand, and how to treat it more effectively. To date, the Foundation has contributed around \$2million to these registers, which are the envy of many overseas researchers. This year, we will fund a Research Fellow at Auckland Hospital to mine important data from the 12-year records of the Auckland Register.

We believe New Zealand needs to invest more in our wonderful, world-class researchers – the NZBCF is stepping up to the challenge.



TAKE ACTION NOW!

Join the fight this October at www.takeaction.org.nz

VOLUNTEER



GO PINK



JOIN OUR WALK



HOLD AN EVENT



October is International Breast Cancer Month which puts the disease in the spotlight globally. Here in New Zealand, the NZBCF will focus on communicating the signs and symptoms of breast cancer beyond a lump, and the importance of knowing your family history. Funds raised during October will go towards breast cancer education, medical research and support programmes. We need your help this October to make a stand against breast cancer.

1. **VOLUNTEER** for the Pink Ribbon Street Appeal on October 11th & 12th
 2. **GO PINK FOR A DAY®** at work
 3. **DO THE ESTEE LAUDER PINK STAR WALK** in Auckland's Domain on October 5th
 4. **HOLD A FUNDRAISING EVENT**
 5. **BOOK YOUR MAMMOGRAM**
 6. **TALK ABOUT ANY FAMILY HISTORY OF BREAST CANCER**
 7. **GO SEE THE MOVIE 'DECODING ANNIE PARKER'**
 8. **SIGN UP FOR PADDLE FOR HOPE** on November 2nd
- Visit www.takeaction.org.nz to find out more

PINK CARPET PREMIERE: DECODING ANNIE PARKER



"Love, science, sex, infidelity, disease and comedy: the wild, mostly true story of the irrepressible Annie Parker and the almost discovery of a cure for cancer."

That's the tagline for new movie *Decoding Annie Parker*, which will screen at special Breast Cancer Month events in Wellington and Christchurch.

The film tells the true story of Annie Parker, who refused to believe the multiple breast cancers in her family were just bad luck, and Dr. Mary Claire King, a brilliant geneticist, who fought the medical establishment in her efforts to discern exactly why breast cancer affects certain people.

The result of these two women's determination: the discovery of the BRCA gene mutation, which recently hit the headlines when Angelina Jolie revealed she is BRCA-positive. A discovery that changed the future for thousands of vulnerable women.

Starring Hollywood A-listers Helen Hunt and Samantha Morton, *Decoding Annie Parker* is tipped to be an Oscar nominee and was selected for this year's Cannes Film Festival.

Director Steven Bernstein and the real Annie Parker plan to be here in NZ in October to promote awareness of genetic factors in breast cancer and the importance of understanding our family history. Find out how to book tickets for this NZBCF event at www.nzbcf.org.nz

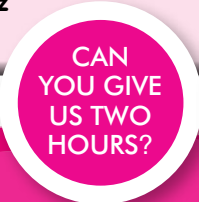
Sheryl's Appeal



For Pink Ribbon Street Appeal Area Coordinator Sheryl Helliwell (pictured), it was the Miss Howick contestants who really made the difference in East Auckland last year. And it wasn't just the money raised which impressed Sheryl, but how the young women responded to a man whose daughter was battling breast cancer. "He donated \$100 and then told them that his daughter was having a mastectomy that very morning. They listened to his story and held back the tears until he'd left", says Sheryl, a mum of two.

Sheryl is back coordinating East Auckland for the Pink Ribbon Street Appeal on Friday October 11th and Saturday October 12th.

The Foundation needs around 7000 volunteers to collect across the two days and motivated Area Coordinators to manage the sites and volunteers. If you, your team or community organisation can volunteer for two hours or more, please go to www.pinkribbonvolunteer.co.nz or Freephone 0508 105 105.



PINK RIBBON STREET APPEAL 11/12 OCT
FREEPHONE 0508 105 105
www.pinkribbonvolunteer.co.nz

Take a Look. Get Checked.

The message for this October's awareness campaign is simple. A breast lump is not the only sign of breast cancer. Know your breasts and get any unusual changes checked out.

Research undertaken by Colmar Brunton indicated that knowledge of breast cancer symptoms amongst younger women is dominated by feeling a lump. But besides a lump in the breast or armpit area, unusual symptoms also could include:

- A change in breast shape or size
- A pain in the breast that is unusual
- A change in the skin of the breast, areola or nipple, e.g. colour, dimpling, puckering or reddening
- Any change in the nipple, e.g. a turned in nipple or a discharge that occurs without squeezing.

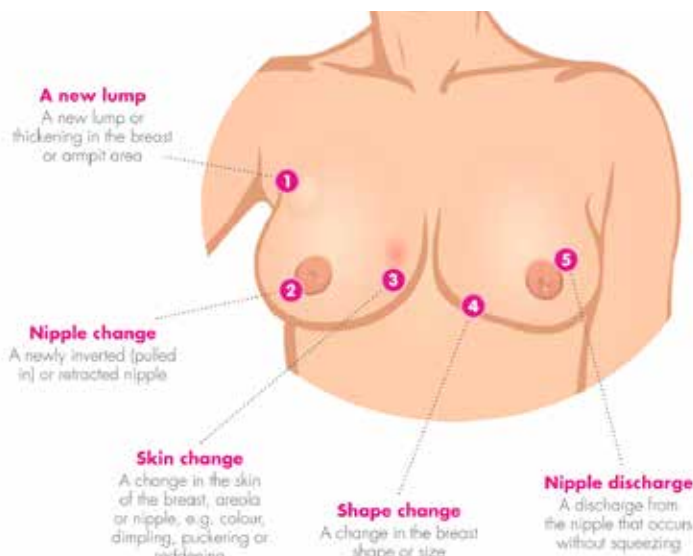
Mammograms aren't an effective screening tool for younger women so it's essential according to specialist breastcare nurse, Janice Wood that they understand how their breasts normally look and feel.

"Young women need to be vigilant from the age of 20," says Janice. "Obviously they're concerned about how they look so we want them to look at their breasts regularly and create a habit for life."

Janice says older women can't be complacent either, as symptoms can develop between mammograms. "Women need to take an active role in their breast health and not just rely on the screening programme to keep them safe from breast cancer. Also to keep having mammograms from 70 years onwards after the free screening service ends."

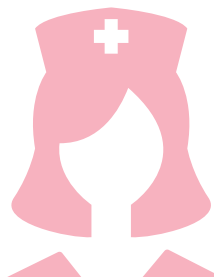
The NZBCF urges women to start having regular mammograms from 40, to get any unusual breast changes checked out and seek a second opinion if they feel unhappy with the advice from their doctor.

To learn more about breast cancer symptoms, visit www.nzbcf.org.nz/breastcancer.



Breast cancer questions?

0800 BCNurse



THE NEW ZEALAND
BREAST CANCER
FOUNDATION

www.nzbcf.org.nz

DID YOU KNOW?

Today 7 women will be diagnosed with breast cancer.

This year around 650 NZ women will die from the disease.

**EARLY DETECTION
SAVES LIVES.**

Contact us

for information, support or to share your story.

Email: info@nzbcf.org.nz

Web: www.nzbcf.org.nz

Phone: 0800 902 732

ASK A NURSE: 0800BCNURSE



Scan to donate

Social: www.facebook.com/NZBreastCancerFoundation or @nzbcf on Twitter

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

Take Action This October

Support the Foundation this October and get involved in one of the fun events in your area. Or better still, hold a fundraising event yourself.

Funds raised this year will go towards research, community education and the Breast Cancer patient registers. These registers tell us how we can improve diagnosis and treatment of breast cancer.

With this knowledge we can then advocate for change, and fund ground breaking research, so that fewer women lose the fight against this disease.

Name _____

Contact Telephone _____

Address _____

Email _____

Name of Workplace/Group _____

Anticipated No. of Attendees _____

Location _____

Town/City _____

Preferred Area (city/suburb) _____

Call 0800 902 732 or email info@nzbcf.org.nz for more information

Yes!

I would like our office to go Pink for a Day®.

Yes!

I would like to hear from The NZBCF via email.

Yes!

I would like to become a NZBCF bequestor.

YOU DID IT!

The Pink Ribbon Breakfast campaign in May hit a new record with around 55,000 New Zealanders taking part in a breakfast. The campaign raised a record breaking \$700,000 to benefit breast cancer education and support. Thank you to Peta Mathias for helping to promote the event and everyone who either hosted or attended a Pink Ribbon Breakfast .



Waikato's Pauline Reilly raised \$1,020

MEET YOUR new Educator

We talk to Lizzie Mowbray (pictured) who joins us from an education role at Family Planning. Lizzy will focus on developing educational resources for GP's and practice nurses. The enthusiastic gardener and registered nurse says the most surprising breast cancer myth she's heard since starting the job, is that a blow to the breast may cause breast cancer! (It can't).



- 1. Angelina Jolie's preventative mastectomy was all over the news. How has it helped inform other women?** It's raised awareness of the importance of knowing your family history and how that relates to personal breast cancer risk. If you have close relatives who developed breast cancer at a young age, speak to your doctor.
- 2. Health professionals can be a tough audience to engage. How do you get their attention?** I often start with everyone telling a bit about themselves and where they're working – I get to hear some great stories and it helps to settle nerves. Failing anything else, chocolate always seems to work a treat – especially late at night.
- 3. Of all the risk factors for breast cancer, which one were you least aware of?** That breast density is a risk factor. Breast density can only be picked up on a mammogram as it's not something you can feel. However, it's important to remember the biggest risks are being a woman and getting older – two things we can't control (unfortunately!)
- 4. The NZBCF encourages all women to be breast aware. What would you tell your 18-year-old self about breast cancer?** That your risk of breast cancer at age 18 is very low but it's important to lead a healthy lifestyle, especially as we know that alcohol, not exercising and a poor diet can increase your risk.

Do you have a health or wellbeing focus at work? Both our national educators, Lizzie and Pat Field, are available to talk to organisations or community groups. To request an educator, send an email to breasthealth@nzbcf.org.nz or phone 0800902 732.



THE NEW ZEALAND BREAST CANCER FOUNDATION



Scan to donate

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.

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.

Your impact in the community



12 cars gifted for breast screening

Maori and Pacific Island women who struggle with poverty, distance or lack of transport will have better access to mammograms, thanks to a generous donation.

The NZBCF has given 12 cars, Prius and Avensis models donated by Toyota New Zealand on a two-year lease, to breast screening services around the country for transporting women to screening mammograms and other diagnostic procedures.

Dr Marli Gregory, clinical leader at BreastScreen Aotearoa, says the cars are an important piece in the jigsaw of improving access to breast screening. "There are still pockets where screening coverage of eligible women could be much higher. These are the women the cars will help us reach."

Steve Prangnell, Toyota New Zealand general manager, is happy to see the cars used for such a good cause. "We believe in trying to make a difference, and we're convinced the NZBCF's use of these cars to improve access to screening will make a difference for New Zealand women."

0800 BCNurse is a great initiative NZBCF!

Breast Cancer Aotearoa Coalition (BCAC) Inc.

Your new e-guide is excellent as it provides information in an easy to understand format and the site is very easy to navigate. Well done NZBCF on an excellent breast health resource for men and women.

Julie – Wellington

"By doing the Encore programme, I've learned to manage my lymphoedema....and the exercises to bring the level of swelling down." "Social connection with people in similar circumstance has helped with my depression and anxiety."

YMCA Encore participants, Tauranga and Rotorua



Wairoa is a high needs area, 2 hours from Hastings. The vehicle has enabled us to transport women to hospital for surgery and follow up with screening in rural areas.

Thank you so much for the vehicle Sarah Paku for The Kahungunu Executive

Business Partner Recognition

The New Zealand Breast Cancer Foundation is grateful for the support of the following business partners.

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sign up at www.starwalk.co.nz

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